

# MissionSite

top unreached locations



HUNTSVILLE, AL

CENSUS TRACT: 01089011200

REGION: Northern Region

ASSOCIATION: Madison

DISTRICT: 01: Central Mountain District

COUNTY: Madison

SITESCAPE: Townscape

DENSITY PATTERN: C



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

# MissionSite (TM) Table of Contents

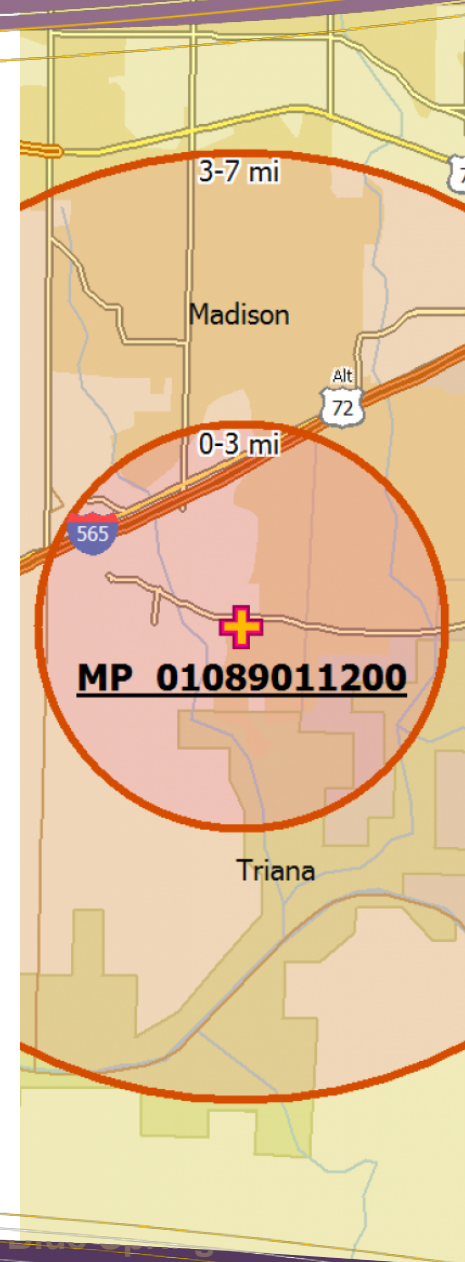
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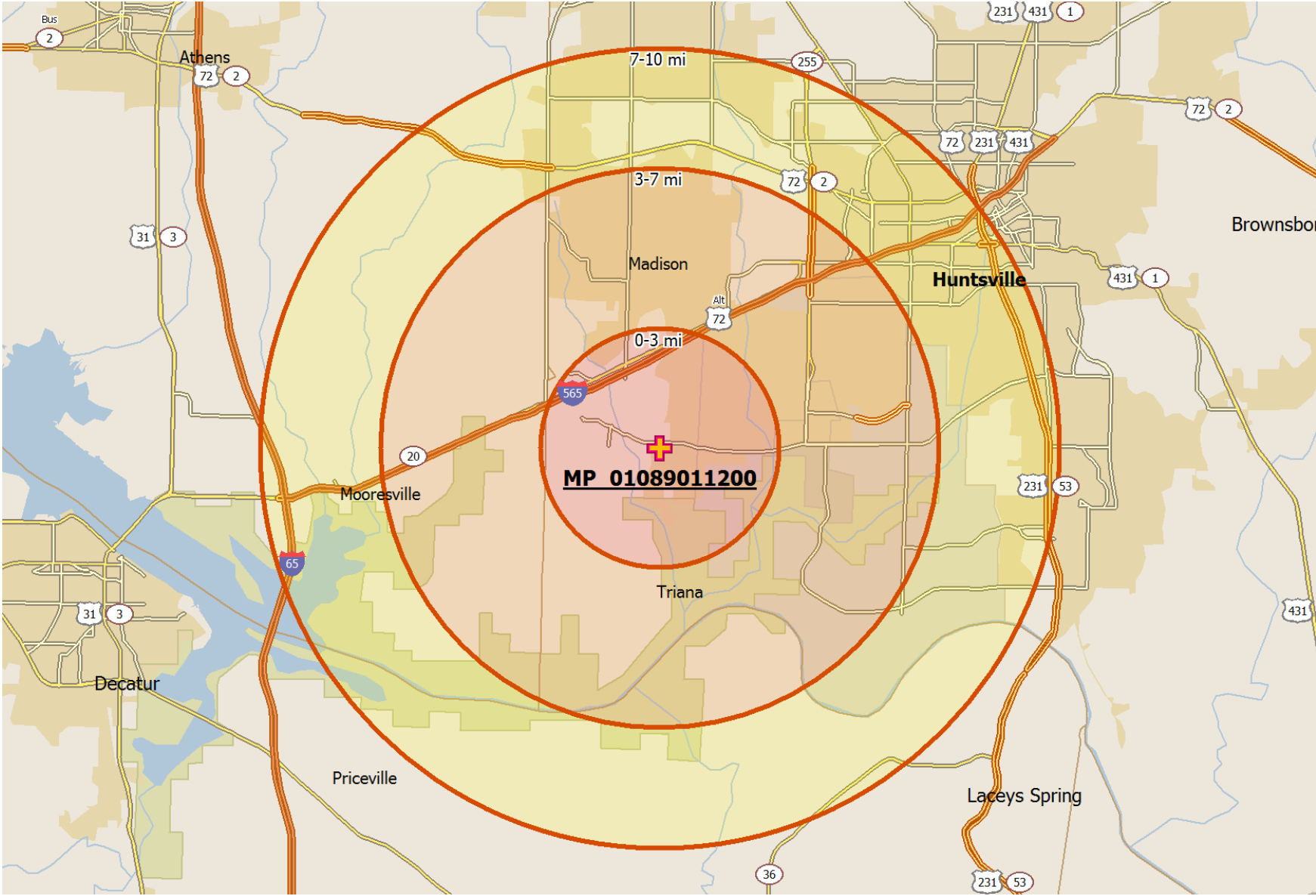
## Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1502	Madison
3	District	01	Central Mountain District
4	County Location	01089	Madison
5	Zipcode	35824	Madison
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	C	10000-50000-100000



# Site Location Summary - Map of the Site Location





# Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	8,716	52,251	102,464
2010 Households	4,129	20,415	42,533
2010 Group Quarters Population	44	1,006	3,906

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	13	33	44
Language Diversity National Index	48	38	36
Foreign Born Diversity National Index	68	78	87
Ancestry Diversity National Index	33	53	29
Racial Diversity National Index	56	50	61

# Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False



# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,182	28.63%
Mainstay Communities	Established, Diverse Households	4	0.1%
Working Communities	Blue-collar, Working Families	74	1.79%
Country Communities	Rural, Agri. & Mining Families	37	0.9%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,902	46.06%
Urban Communities	High Density, Inner-city Neighborhoods	929	22.5%



# Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

## *Issues for Your Consideration*

1. The SITESCAPE category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org) for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?



# Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	90,812	3,019	3.32%
Unreached %	68.91%	73.11%	106.1
Religious But NOT Evangelical HH	24,922	753	3.02%
Religious But NOT Evangelical %	18.91%	18.23%	96.41
Spiritual But NOT Relig or Evang HH	13,277	470	3.54%
Spiritual But NOT Relig or Evang %	10.07%	11.39%	113.02
Not Evangelical, Not Interested HH	52,881	1,844	3.49%
Not Evangelical, Not Interested %	40.13%	44.67%	111.32



# Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of ALSBOM Churches	92	0	0%
Active ALSBOM Attenders	18,746	0	0%
Active Evangelical Households	26,971	730	2.71%
Active Evangelical Percent	20.47%	17.68%	86.4
Inactive Evangelical Households	13,997	379	2.71%
Inactive Evangelical Percent	10.62%	9.18%	86.44
# New Churches Needed	0	2	0%

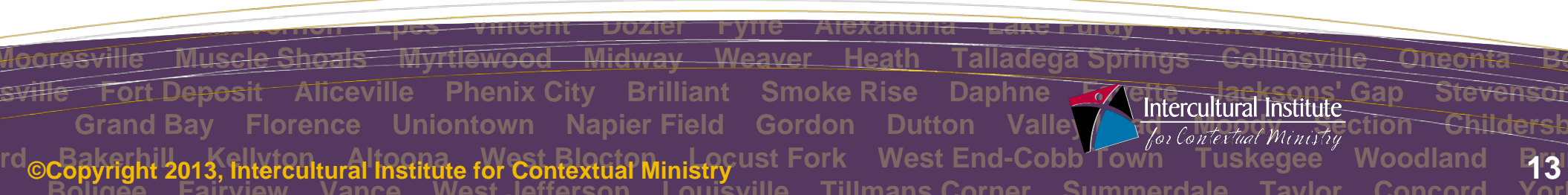


# Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Madison First	3.67 mi	350	Declining
2	Madison Korean	3.72 mi	0	Plateauing
3	Crosspointe Church	5.17 mi	352	Growing
4	Sherwood	5.67 mi	209	Declining
5	Trinity	6.15 mi	377	Growing
6	The Grove	6.81 mi	95	Plateauing
7	Hillsboro Heights	6.95 mi	167	Plateauing
8	Lao/Thai Mission	6.95 mi	44	Declining
9	Haven	7.26 mi	58	Growing
10	Westlawn	7.30 mi	124	Plateauing
11	The Brook	7.38 mi	510	Plateauing
12	Huntsville Park	7.67 mi	159	Plateauing
13	Korean First	7.73 mi	75	Plateauing
14	Huntsville (Korean)	7.89 mi	153	Growing
15	University	7.93 mi	442	Declining

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Woodland Hill	8.21 mi	88	Declining
17	Central	8.35 mi	58	Declining
18	Farley Community	8.68 mi	238	Growing
19	Meadow Drive	8.73 mi	20	Declining
20	Wall Highway	8.92 mi	468	Growing
21	Forest Hill	8.99 mi	94	Growing
22	Belmor	9.00 mi	86	Growing
23	Whitesburg	9.05 mi	1,506	Growing
24	Huntsville First	9.15 mi	1,235	Plateauing
25	Mount Zion	9.46 mi	582	Growing
26	Hillwood	9.46 mi	330	Declining
27	Highlands	9.50 mi	209	Declining
28	Capshaw	9.50 mi	520	Plateauing
29	Community	9.58 mi	69	Declining
30	Southside	9.62 mi	768	Declining





# Using the Spirituality Indicators

Below are some issues related to the spirituality indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

## *Issues for Your Consideration*

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

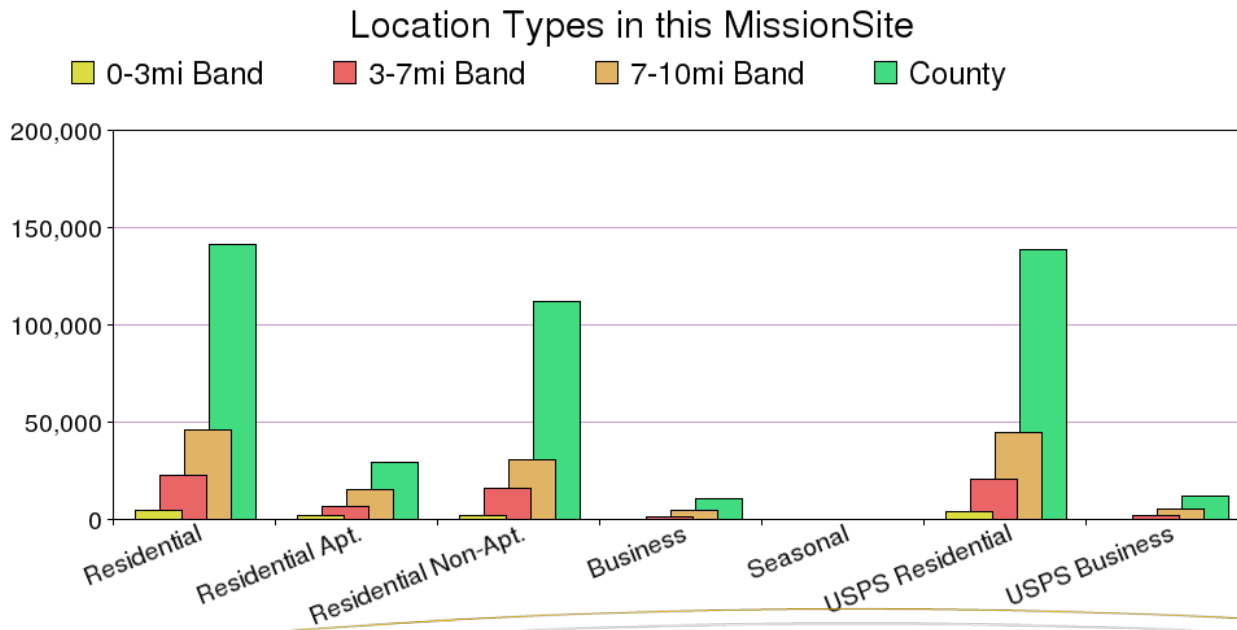


# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	238,912	2,507	1.05%
2000 Population	276,700	5,334	1.93%
2010 Population	334,713	8,716	2.6%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	91,210	1,071	1.17%
2000 Households	109,955	2,518	2.29%
2010 Households	131,781	4,129	3.13%



Location Type	0-3mi Band
Residential	4,513
Residential Apt.	2,200
Residential Non-Apt.	2,313
Business	261
Seasonal	0
USPS Residential	3,895
USPS Business	288

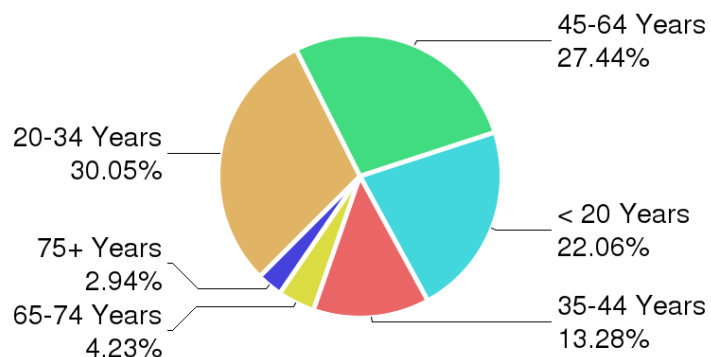
# Current Demographic Summary

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	6.06%	113.48
4-5 Years	2.57%	2.35%	91.44
6-8 Years	3.8%	3.35%	88.16
9-11 Years	3.87%	3.11%	80.36
12-13 Years	2.62%	2.1%	80.15
14-17 Years	5.51%	3.5%	63.52
18-19 Years	2.84%	1.58%	55.63
0-5 Years	7.9%	8.41%	106.46
6-12 Years	8.98%	7.54%	83.96
13-19 Years	9.66%	6.1%	63.15
< 20 Years	26.54%	22.05%	83.08
20-34 Years	20.42%	30.04%	147.11
35-44 Years	13.01%	13.27%	102
45-64 Years	26.8%	27.43%	102.35
65-74 Years	7.3%	4.23%	57.95
75+ Years	5.92%	2.94%	49.66
Median Age	37	36	96.5
Median Age (Male)	36	36	100.17
Median Age (Female)	39	36	93.54

Age Group Percentages

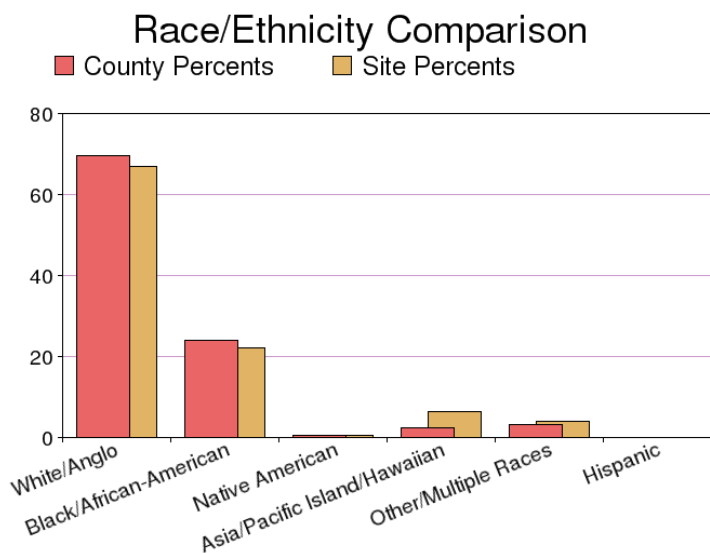


# Current Demographic Summary

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	69.59%	67.04%	96.33
Black, African-American	24.05%	22.14%	92.08
Native American	0.65%	0.45%	69.21
Asian	2.37%	6.34%	267.39
Pacific Island, Hawaiian	0.06%	0.07%	120.63
Other/Multiple Races	3.28%	3.96%	120.52
Hispanic	0%	4.05%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	222,291	5,961	
Less than 9th Grade	3.83%	0.59%	652.55
No High School Diploma	7.94%	2.52%	315.5
High School Graduate	23.15%	17.5%	132.33
Some College, no degree	20.19%	21.36%	94.54
Associate Degree	6.53%	6.73%	97.09
College Degree	25.17%	34.57%	72.81
Graduate/Prof. degree	13.18%	16.74%	78.73



# Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	6.33%	4.77%	88.78
\$10,000 to \$19,999	10.05%	6.01%	59.77
\$20,000 to \$29,999	10.7%	10.46%	97.78
\$30,000 to \$49,999	18.71%	16.01%	85.54
\$50,000 to \$59,999	8.06%	7.8%	96.79
\$60,000 to \$69,999	7.33%	8.31%	113.27
\$70,000 to \$79,999	6.34%	6.2%	97.85
\$80,000 to \$89,999	5.13%	4.75%	92.47
\$90,000 to \$99,999	3.81%	3.9%	102.28
\$100,000 to \$124,999	9.62%	9.88%	102.74
\$125,000 to \$149,999	5.31%	5.57%	104.9
\$150,000 to \$199,999	5.53%	11.29%	204.1
\$200,000 to \$249,999	1.39%	3%	216.73
\$250,000 or more	1.69%	2.03%	120.11
Median Household	55,208	66,625	120.68
Average Household	73,838	92,354	125.08
Per Capita Household	29,765	43,751	146.99
Family/Non-Family Household Income			
Median Family Income	70,258	92,402	131.52
Average Family Income	88,537	114,211	129
Median Non-Family Income	32,776	46,394	141.55
Average Non-Family Income	45,483	56,366	123.93

# Current Demographic Summary

A current year demographic summary of household types, housing units and households by size and count by person for the site location appears at right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	65.86%	53.02%	80.5
Families with Children	31.51%	24.46%	77.63
Families without Children	34.35%	28.55%	83.12
Non-Family Households			
% Non-Family Households	34.14%	46.98%	137.62
Non-Families with Children	0.34	0.46	135.96
Non-Families without Children	33.8	46.52	137.64
Housing Units			Index
Total Housing Units	147,407	4,855	
Vacant percent	10.6%	14.95%	141.06
Owned percent	62.98%	32.03%	50.85%
Rented Percent	26.42%	53.02%	200.68
Households by Size			Index
Avg household size	2.48	2.10	84.68
Avg family hh size	3.15	2.90	92.06
Avg non-family hh size	1.19	1.20	100.84
Households By Count of Persons			Percent
One	38,867	1,637	4.21%
Two	40,118	1,327	3.31%
Three or Four	41,415	976	2.36%
Five+	11,381	187	1.64%

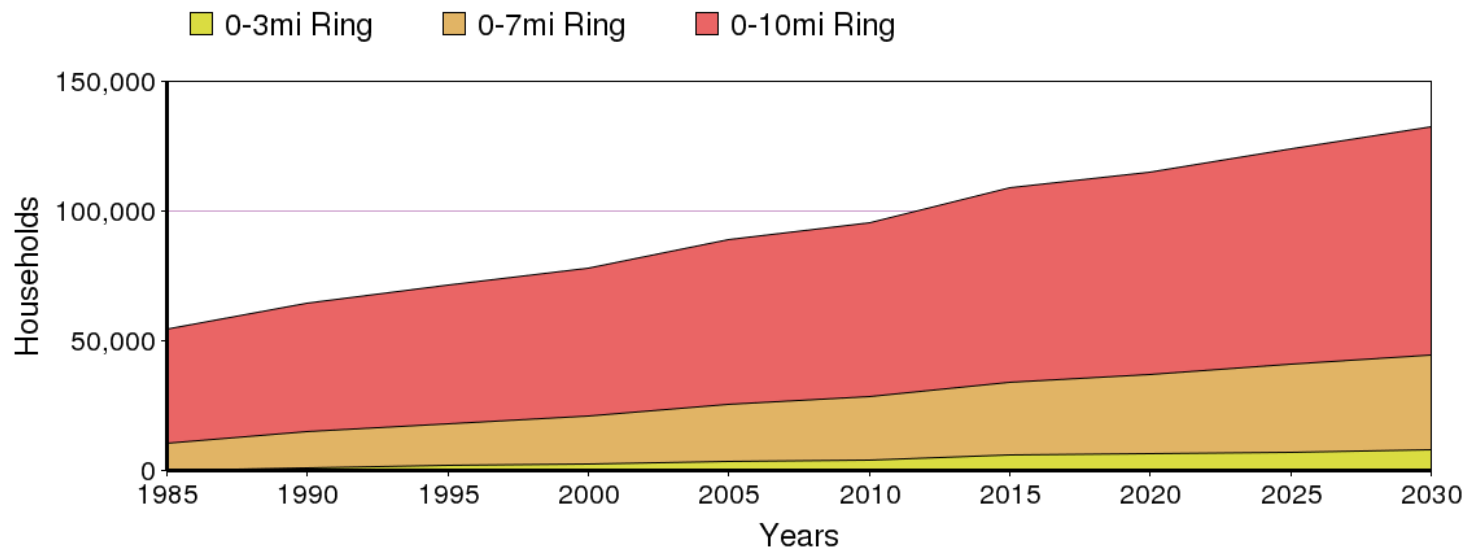
# Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	238,912	2,507	1.05%
2000 Population	276,700	5,334	1.93%
2010 Population	334,713	8,716	2.6%
2015 Population	369,521	12,104	3.28%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	91,210	1,071	1.17%
2000 Households	109,955	2,518	2.29%
2010 Households	131,781	4,129	3.13%
2015 Households	145,733	5,765	3.96%

Household Change from 1985 to 2030



Georgia Repton Cuba Minor Valley Grande Tanadega Springs  
 Midland City Fayette Goshen Point Clear Franklin Dozier Hokes Bluff Horn Hill Trafford Coosada Cle  
 Sulligent West Blocton Hillsboro Webb Kinston Scottsboro Goodwater Demopolis Montgomery Low  
 Market Pennington Pell City Redstone Arsenal Eva Wadley Sardis City  
 Intercultural Institute for Contextual Ministry

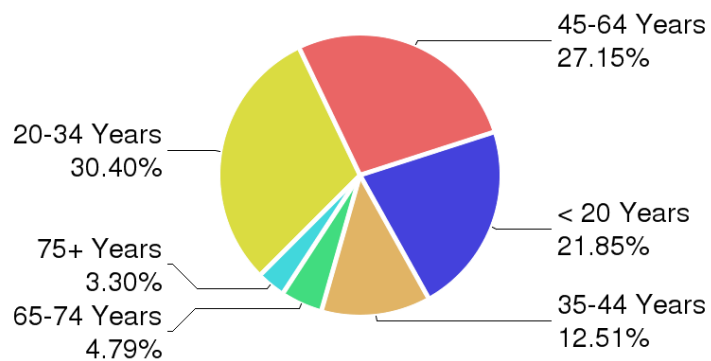
# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.06%	6.1%	100.66
4-5 Years	2.35%	2.35%	100
6-8 Years	3.35%	3.39%	101.19
9-11 Years	3.11%	3.13%	100.64
12-13 Years	2.1%	2.1%	100
14-17 Years	3.5%	3.27%	93.43
18-19 Years	1.58%	1.52%	96.2
0-5 Years	8.41%	8.44%	100.36
6-12 Years	7.54%	7.59%	100.66
13-19 Years	6.1%	5.82%	95.41
< 20 Years	22.05%	21.85%	99.09
20-34 Years	30.04%	30.4%	101.2
35-44 Years	13.27%	12.51%	94.27
45-64 Years	27.43%	27.15%	98.98
65-74 Years	4.23%	4.79%	113.24
75+ Years	2.94%	3.3%	112.24
Median Age	37	37	99.49
Median Age (Male)	36	37	101.68
Median Age (Female)	39	37	96.42

Projected Age Group Percentages





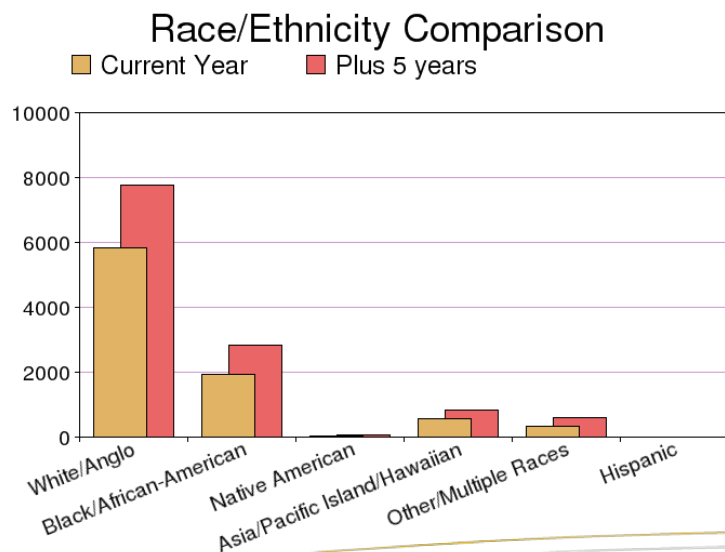
# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	67.04%	64.28%	95.89
Black, African-American	22.14%	23.46%	105.96
Native American	0.45%	0.45%	99.71
Asian	6.34%	6.74%	106.26
Pacific Island, Hawaiian	0.07%	0.07%	96.01
Other/Multiple Races	3.96%	4.99%	126.07
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	5,961	8,314	
Less than 9th Grade	0.59%	0.59%	100.38
No High School Diploma	2.52%	2.39%	95.12
High School Graduate	17.5%	18.11%	103.53
Some College, no degree	21.36%	19.74%	92.42
Associate Degree	6.73%	6.81%	101.2
College Degree	34.57%	35.07%	101.44
Graduate/Prof. degree	16.74%	17.28%	103.24



# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	4.77%	4.09%	85.8
\$10,000 to \$19,999	6.01%	5.72%	95.3
\$20,000 to \$29,999	10.46%	9.92%	94.83
\$30,000 to \$49,999	16.01%	14.85%	92.75
\$50,000 to \$59,999	7.8%	7.35%	94.31
\$60,000 to \$69,999	8.31%	7.89%	95.01
\$70,000 to \$79,999	6.2%	6.07%	84.21
\$80,000 to \$89,999	4.75%	4.96%	89.16
\$90,000 to \$99,999	3.9%	3.5%	89.86
\$100,000 to \$249,999	9.88%	10.3%	104.27
\$125,000 to \$149,999	5.57%	5.9%	105.88
\$150,000 to \$199,999	11.29%	13.29%	117.73
\$200,000 to \$249,999	3%	3.37%	112.05
\$250,000 or more	2.03%	2.22%	109.14
Median Household	66,625	70,447	105.74
Average Household	92,354	100,219	108.52
Per Capita Household	43,751	47,733	109.1
<b>Family/Non-Family Household Income</b>			
Median Family Income	92,402	103,564	112.08
Average Family Income	114,211	127,423	111.57
Median Non-Family Income	46,394	49,256	106.17
Average Non-Family Income	56,366	59,932	106.33

# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	53.02%	51.4%	96.95
Families with Children	24.46	23.14	94.6
Families without Children	28.55	33.88	118.64
<b>Non-Family Households</b>			
% Non-Family Households	46.98%	48.6%	103.45
Non-Families with Children	0.46	0.43	103.45
Non-Families without Children	46.52	48.17	103.54
<b>Housing Units</b>			
Total Housing Units	4,855	6,779	139.63%
Vacant percent	14.95%	14.96%	100.03
Owned percent	32.03%	31.17%	97.32
Rented Percent	53.02%	53.87%	101.61
<b>Households by Size</b>			
Avg household size	2.10	2.09	99.52%
Avg family hh size	2.90	2.96	102.07%
Avg non-family hh size	1.20	1.17	97.5%
<b>Households By Count of Persons</b>			
One	1,637	2,355	143.86%
Two	1,327	1,783	134.36%
Three or Four	976	1,356	138.93%
Five+	187	270	144.39%

# Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	296	2,416	4,677
Northern Europe	68	211	181
Western Europe	37	258	514
Southern Europe	0	16	88
Eastern Europe	0	52	151
Other Europe	0	0	5
Eastern Asia	54	406	630
So. Central Asia	49	485	459
SE Asia	27	170	291
Western Asia	0	168	83
Other Asia	0	12	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	7	31	78
Middle Africa	0	11	9
Northern Africa	25	8	39
Southern Africa	0	11	38
Western Africa	0	71	197
Other Africa	0	33	23
Oceania	0	0	31
Caribbean	7	118	645
Central Amer.	7	215	761
South America	15	5	93
North America	0	135	361
Born at sea	0	0	0



# Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	3,450	39,344	77,002
Spanish	77	1,274	2,032
Other Indo-Euro language	120	1,086	1,811
French (incl. Patois, Cajun)	41	244	494
French Creole	0	0	62
Italian	26	39	92
Portuguese	0	0	19
German	37	259	580
Yiddish	0	0	2
Other West Germanic	0	29	27
A Scandinavian Language	0	7	32
Greek	0	22	35
Russian	0	28	114
Polish	0	0	23
Serbo-Croatian	0	0	0
Other Slavic Language	0	6	11
Armenian	0	43	1
Persian	0	108	45
Gujarathi	0	49	23
Hindi	0	106	48
Urdu	8	76	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	25	62
Asian/PI languages	0	0	0
Chinese	12	105	305
Japanese	30	84	137
Korean	39	227	238
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	37	21
Laotian	0	0	54
Vietnamese	18	55	146
Other Asian	42	139	193
Tagalog	0	19	46
Other Pacific Is	0	7	72
Other languages	32	232	285
Navajo	0	7	0
Other Native N. American	0	13	21
Hungarian	0	0	19
Arabic	25	144	42
Hebrew	0	18	0
African languages	7	50	190
Other unspecified	0	0	13



# Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	3,267	37,773	68,041
Arab	21	238	151
Armenian	0	52	33
Austrian	0	62	62
British	18	353	440
Canadian	8	47	101
Croatian	0	0	21
Czech	24	53	107
Czechoslovak	5	38	51
Danish	0	39	65
Dutch	11	414	485
English	308	3,895	7,211
European	49	606	863
Finnish	0	45	58
French (not Basque)	44	517	1,105
French Canadian	0	129	316
German	282	4,014	5,384
Greek	0	76	92
Hungarian	0	63	93
Iranian	0	103	79

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	249	3,348	4,746
Italian	71	935	1,205
Lithuanian	0	38	36
Norwegian	0	275	451
Polish	33	522	519
Portuguese	0	37	28
Romanian	0	80	85
Russian	0	81	167
Scandinavian	0	70	85
Scotch-Irish	130	938	1,981
Scottish	81	669	1,392
Slovak	0	60	32
Subsaharan African	26	318	791
Swedish	29	280	272
Swiss	0	29	100
Ukrainian	0	22	89
US/American	420	5,195	10,552
Welsh	13	252	276
West Indian	0	120	937
Yugoslavian	0	9	48
Other	1,445	13,753	27,531

# Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

## *Issues for Your Consideration*

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

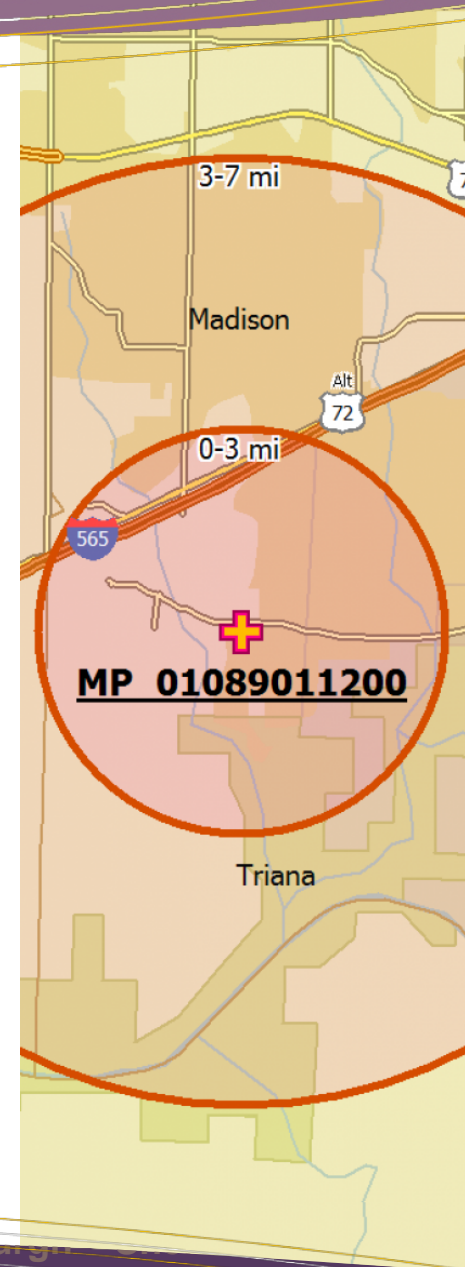




## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,129	100%	3,020	100%
<b>AFFLUENT SUBURBIA</b>	823	19.93%	572	18.94%
America's Wealthiest	0	0%	0	0%
Dream Weavers	412	9.98%	295	9.77%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	128	3.1%	86	2.85%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	283	6.85%	191	6.32%
<b>UPSCALE AMERICA</b>	359	8.69%	266	8.81%
Status Conscious Consumers	69	1.67%	48	1.59%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	7	0.17%	5	0.17%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	283	6.85%	213	7.05%
<b>SM TWN SUCCESS</b>	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

# Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,129	100%	3,020	100%
<b>BLUE COLLAR BACKBONE</b>	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	4	0.1%	3	0.1%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	4	0.1%	3	0.1%
<b>METRO FRINGE</b>	74	1.79%	51	1.69%
Steadfast Conservative	70	1.7%	48	1.59%
Moderate Conventionalists	4	0.1%	3	0.1%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	4,129	100%	3,020	100%
<b>REMOTE AMERICA</b>	37	0.9%	23	0.76%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	37	0.9%	23	0.76%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	1,902	46.06%	1,474	48.81%
Young Cosmopolitans	1,614	39.09%	1,264	41.85%
Minority Metro Communities	126	3.05%	93	3.08%
Stable Careers	162	3.92%	117	3.87%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,129	100%	3,020	100%
<b>STRUGGLING SOCIETIES</b>	870	21.07%	590	19.54%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	870	21.07%	590	19.54%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	59	1.43%	41	1.36%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	59	1.43%	41	1.36%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%





# Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

## *Issues for Your Consideration*

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

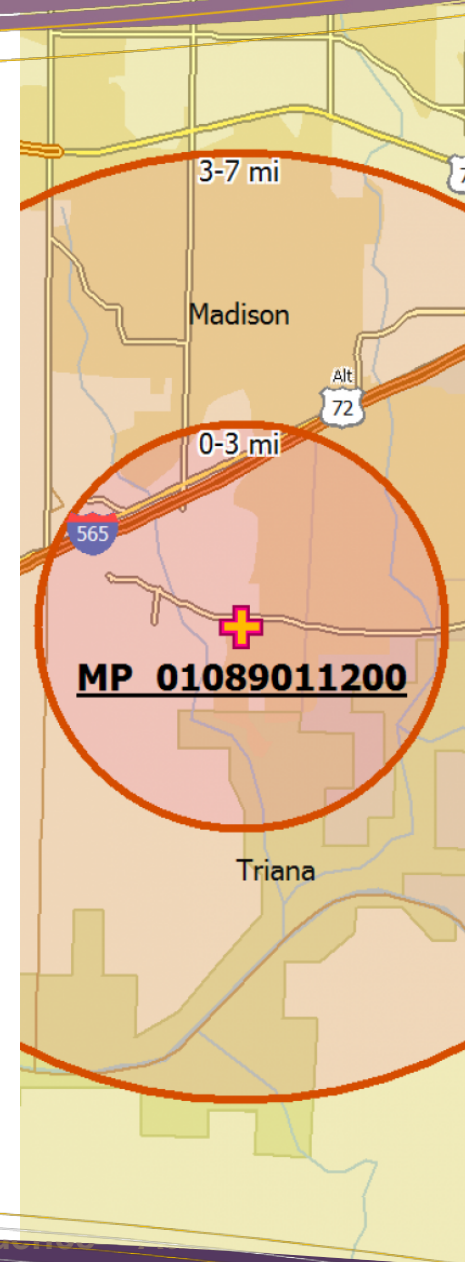
## Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the community offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. *The Bridges of God*. Revised edition. (New York: Friendship Press, 1981).



# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	78%	82%	77%
Use Comp. for Internet/E-mail	64%	66%	60%
Internet Use: E-Mail	57%	57%	52%
Use Comp. for Word Processing	44%	47%	42%
Use Comp. for Comp. Games	38%	43%	39%
Use Comp. for Banking	38%	39%	34%
Use Comp. for Shopping	37%	42%	37%
Internet Use: News/ Weather	35%	34%	30%
Use Comp. for Digital Camera	34%	38%	34%
Photo Editing			
Internet Use: Banking	34%	32%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	33%	35%	31%
Use Comp. for Education	33%	38%	34%
Use Comp. for News/Info./Data Service	26%	29%	26%
PC-Network-HH Has One	22%	24%	21%
Use Comp. for Personal Financial Mngmnt	18%	19%	17%
Internet Use: Shopping: Made A Purchase	18%	15%	13%
Internet Use: Shopping: Gathered Info. for Shopping	16%	16%	15%
Internet Use: Research/ Education	16%	15%	14%
Internet Use: Read Magazines/ Newspapers	15%	14%	13%
Use Comp. for Filing/DB Mngmnt	15%	15%	14%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	70%	70%	69%
Reading Books	59%	58%	56%
Dining Out (Not Fast Food)	58%	60%	58%
Cooking for Fun	40%	38%	37%
Card Games	38%	43%	42%
Go To A Beach/Lake	38%	40%	37%
Board Games	29%	35%	33%
Gardening	29%	32%	31%
Going To	25%	22%	21%
Bars/Nightclubs/Dancing			
Visit Museum	24%	24%	22%

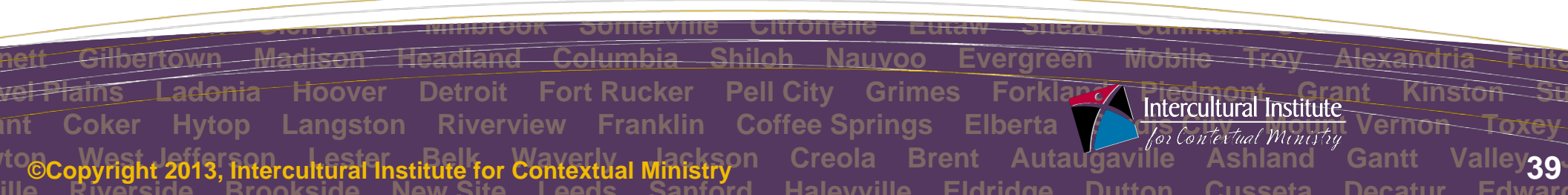
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	64%	65%	66%
Gen./Fam. Practitioner	37%	39%	38%
Dentist	30%	29%	28%
None Of These	23%	22%	21%
Backache	21%	21%	21%
Eye Dr.	20%	21%	21%
Hypertension/High Blood Pressure	17%	18%	19%
High Cholesterol	16%	17%	17%
OB/GYN	15%	13%	12%
Pharmacist	12%	11%	11%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	33.91%	32.6%	30.62%
Live Theater	24.28%	24.67%	23.78%
Rock/Pop Concerts Most Often	19.83%	18.24%	16.84%
Live Theater Most Often	19.04%	19.66%	18.96%
Dance Performance	12.57%	10.5%	10.39%
Comedy Club	11.59%	11.43%	11.13%
Movies: Comedy	47.14%	44.38%	41.97%
Movies: Action/Adventure	44.36%	42.33%	40.77%
Movies: Drama	27.91%	24.27%	23.48%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	23.04%	22.46%	21.88%
Movies: Mystery	22.08%	18.79%	19.31%
Movies: Fam.	21.31%	22.65%	21.43%
MLB Baseball Reg. Season	13.32%	10.91%	9.13%
College Football Reg. Season	8.82%	8.86%	7.57%
NFL Football Reg. Season	8.52%	9.04%	7.8%
College Basketball Reg. Season	7.83%	6.44%	5.28%
NHL Hockey Reg. Season	6.24%	4.58%	3.63%
NBA Basketball Reg. Season	6.14%	5.38%	4.68%





# Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	43.43%	43.5%	41.81%
Swimming	32.59%	36.04%	33.09%
Billiards/Pool	21.4%	20.02%	19.07%
Jogging/Running	20.01%	18.47%	17.56%
Bowling	19.51%	23.82%	22.77%
Weight Training	19.48%	18.97%	17.59%
Using Cardio Machine	17.47%	17.65%	15.78%
Basketball	14.98%	16.06%	16.37%
Stationary Cycling	14.3%	14.26%	13.09%
Golf	12.97%	15.76%	14.97%
Mountain/Road Biking	12.79%	14.33%	13.35%
Aerobics	12.03%	11.68%	11.59%
Freshwater Fishing	11.65%	14.28%	14.74%
Backpacking/Hiking	10.42%	11.59%	10.27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Camping Trips	10.35%	14.11%	12.8%
Yoga	10%	8.21%	7.67%
Tennis	9.83%	8.89%	8.13%
Baseball	9.8%	10.96%	11.24%
Football	9.12%	10.46%	10.91%
Soccer	7.95%	8.47%	7.77%
Softball	7.72%	7.67%	7.83%
Volleyball	7.26%	8.71%	8.71%
Canoeing/Kayaking	6.32%	6.63%	6.28%
Saltwater Fishing	6.08%	6.93%	7.08%
Ice Skating	5.94%	5.94%	5.9%
Roller Skating	5.86%	5.85%	5.97%
Snorkeling	5.79%	5.19%	5.1%
Horseback Riding	5.22%	5.34%	5.03%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Downhill & X-Country	4.95%	5.36%	5.08%
Skiing			
Hunting	4.91%	6.66%	6.88%
Jet Skiing	4.87%	5.21%	5%
Power Boating	4.79%	7.23%	7.39%
Motorcycling	4.02%	5.81%	5.61%
Martial Arts	4.02%	4.27%	3.89%
Target Shooting	4.01%	7.13%	7.38%
Water Skiing	3.59%	4.69%	4.48%
Sailing	3.45%	3.35%	3.36%
Rock Climbing	3.15%	3.84%	3.74%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.05%	3.62%	3.76%
Racquetball	2.96%	3.92%	4.15%
Fly Fishing	2.75%	3.72%	4.04%
Snowboarding	2.69%	3.19%	3.46%
Surfing & Windsurfing	2.49%	2.56%	2.81%
Snowmobiling	2.28%	2.94%	3.29%
Skateboarding	2.02%	2.7%	3.19%
Archery	1.78%	3.27%	3.66%
Auto Racing	1.69%	2.83%	3.08%
Rowing	1.54%	2.56%	2.77%



## Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

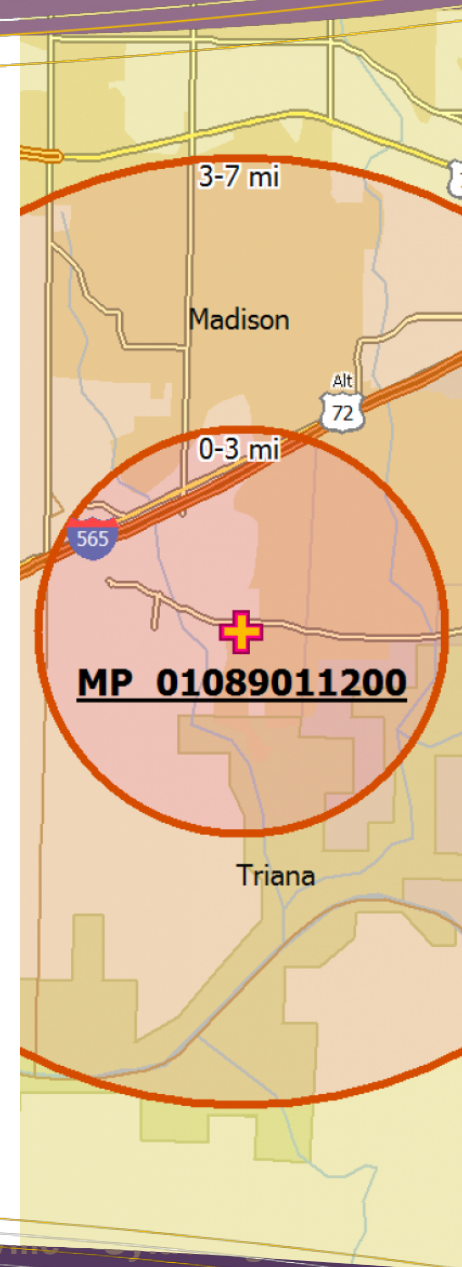
### BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and its leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring to an ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyrna: Abingdon Press, 1996), 59.



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

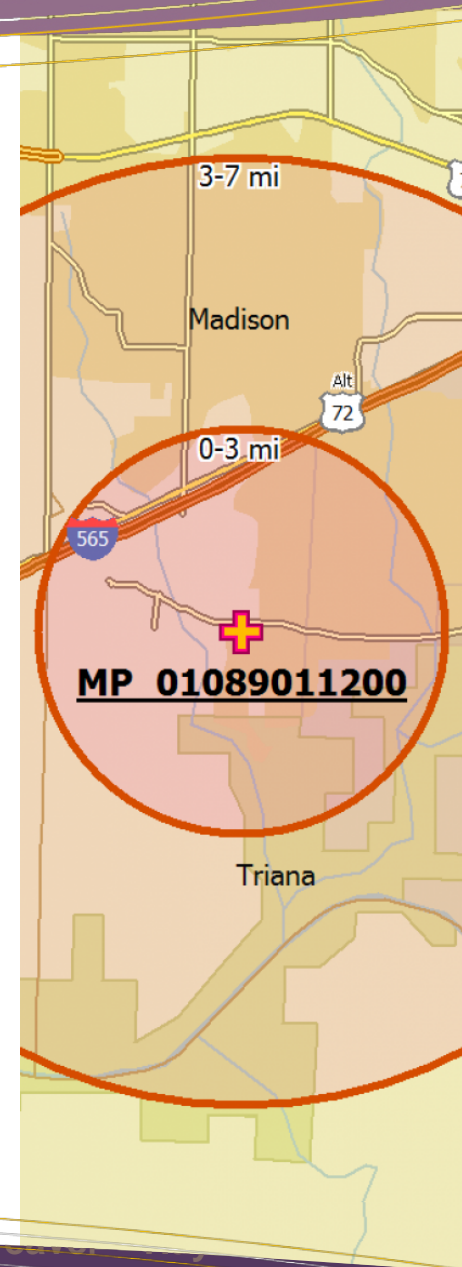
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.





# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	50%	51%
Prefer To Have Few Possessions As Possible	41%	38%	36%
Find It Difficult To Say No To My Kids	38%	39%	37%
Speak My Mind Even If It Upsets People	35%	35%	36%
Like Control Over People And Resources	33%	32%	34%
Don't Judge People/Way They Live Life	31%	29%	29%
Woman's Place Is In The Home	31%	33%	33%
If Won Lottery Would Never Work Again	29%	29%	28%
Friends More Important Than My Fam.	28%	26%	26%
Money Is Best Measure Of Success	25%	25%	25%
I Am A Workaholic	23%	19%	20%
Like To Do Unconventional Things	22%	27%	27%

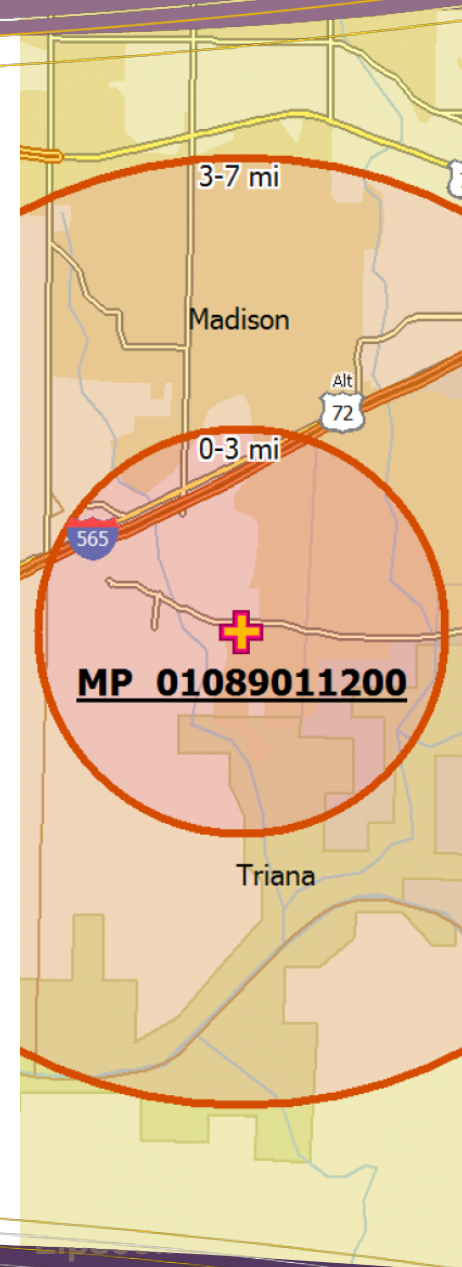
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	20%	20%
Too Much Sponsorship In Arts/Sports	21%	23%	24%
Marijuana Should Be Legalized	20%	21%	21%
Like To Pursue Challenge/Novelty/Change	20%	18%	18%
Happy With My Standard Of Living	18%	14%	14%
We Should Strive for Equality for All	17%	14%	15%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
On Whole People Get What They Deserve	14%	11%	11%
Only Work Current Job for The Money	12%	13%	14%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	8%	9%	9%
I Am A Perfectionist	8%	8%	8%



## Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant themes that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



# Potential Cultural Themes:

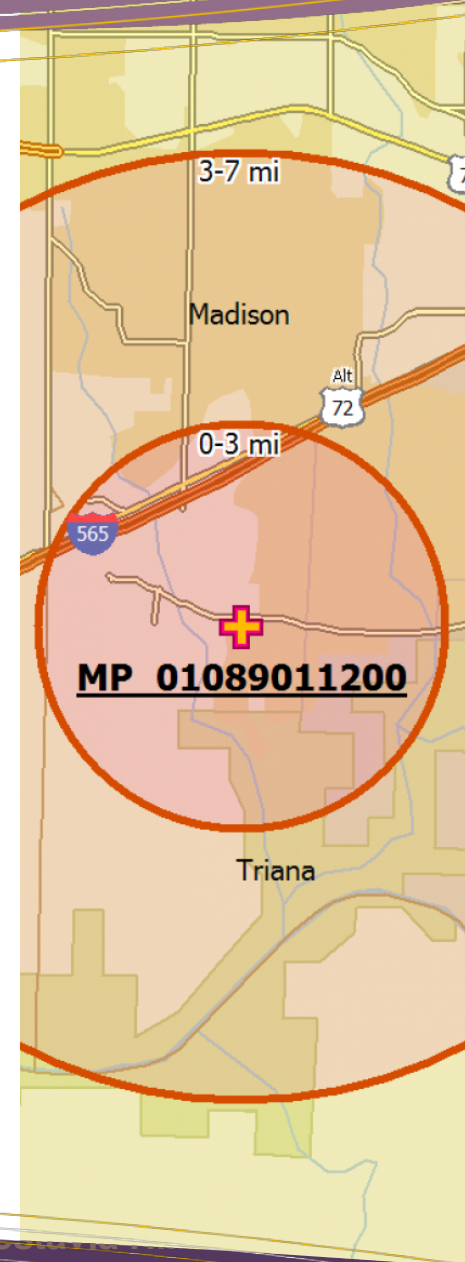
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	67%	67%	63%
You Should Seize Opportunities In Life	59%	57%	57%
Prefer To Have Few Possessions As Possible	41%	38%	36%
Like To Understand About Nature	40%	40%	39%
Important Feel Respected By My Peers	33%	32%	33%
Prefer Work Part Of Team Than Alone	31%	34%	35%
Important To Juggle Various Tasks	30%	29%	31%
Have Keen Sense Of Adventure	28%	27%	27%
People Have To Take Me As They Find Me	27%	26%	25%
Good At Fixing Things	27%	28%	28%
Like To Just Enjoy Life	26%	23%	22%
Worried About Pollution Caused By Cars	23%	22%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	21%	20%	20%
Real Men Don't Cry	17%	18%	17%
Try Not To Worry About The Future	15%	14%	15%
Is An Important Part Of Who I Am	15%	15%	15%
Looking for New Ideas To Improve Home	14%	16%	17%
Enjoy Spending Time With My Fam.	13%	12%	12%
Provide My Kids With The Little Extras	12%	12%	14%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	5%	5%	6%
Like Spending Most Time With Fam.	4%	5%	5%
Would Like To Set Up Own Business	3%	4%	4%
Decor Particular Interest To Me	3%	4%	4%

## Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and shares the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	84.58%	85.8%	85.21%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.04%	83.25%	80.81%
Houses-Visit Any			
McDonald's	55.69%	57.48%	56.22%
Burger King	35.22%	37.03%	37.16%
Wendy's	31.15%	31.25%	30.56%
Kentucky Fried Chicken (KFC)	29.14%	27.84%	28.97%
Subway	29.14%	31.09%	30.38%
Taco Bell	28.22%	29.41%	27.66%
Applebee's	27.43%	31.28%	29.72%
Arby's	22.05%	23.42%	22.18%
Olive Garden	21.93%	22.58%	21.53%
Pizza Hut	20.87%	22.11%	21.57%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Starbucks	19.92%	17.37%	14.87%
Outback Steakhouse	17.59%	17.37%	16.22%
Chili's Grill and Bar	16.91%	17.25%	15.28%
Red Lobster	16.68%	17.05%	17.5%
IHOP (International House Of Pancakes)	16.34%	16.55%	15.8%
TGI Friday's	15.93%	15.05%	14.91%
Chick-Fil-A	15.53%	16.39%	15.43%
Domino's Pizza	15.28%	15.87%	15.09%
Dairy Queen	14.22%	16.06%	16.1%
Quiznos Sub	13.97%	12.23%	11.38%
Sonic	13.5%	15.01%	13.38%
Ruby Tuesday	13.47%	12.43%	12.17%

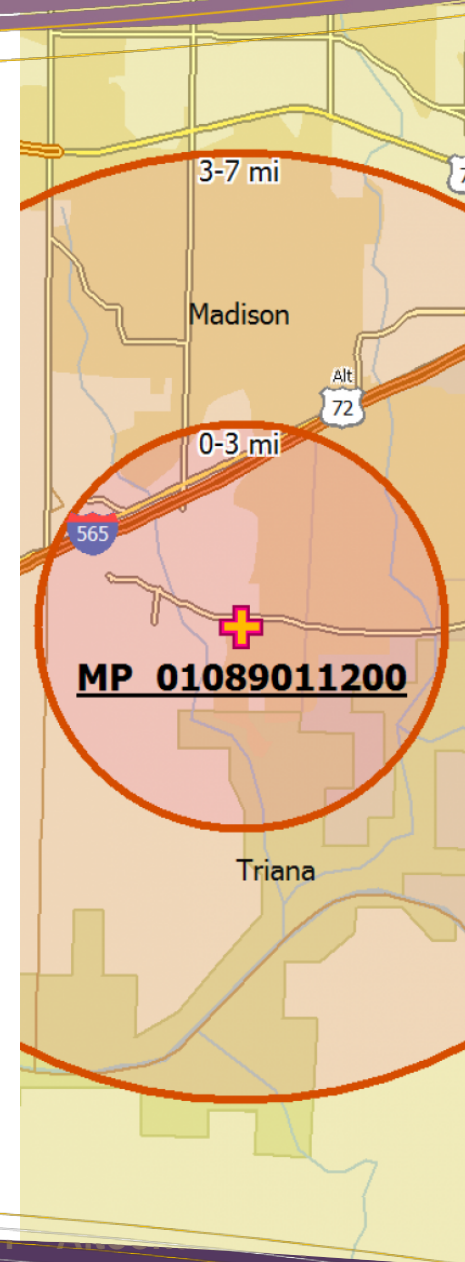


## Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



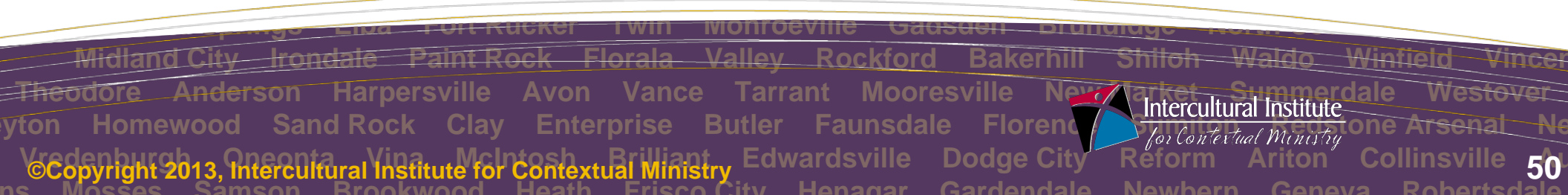


# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	46.4%	48.29%	47.1%
Recycled products	37.82%	38.04%	34.76%
Worked as volunteer (non political)	18.04%	18.89%	17.37%
Engaged in fund raising	10.98%	12.24%	11.82%
Religious club member	7.45%	7.96%	8.03%
Wrote to elected offcl about publ bus	6.75%	6.62%	6.24%

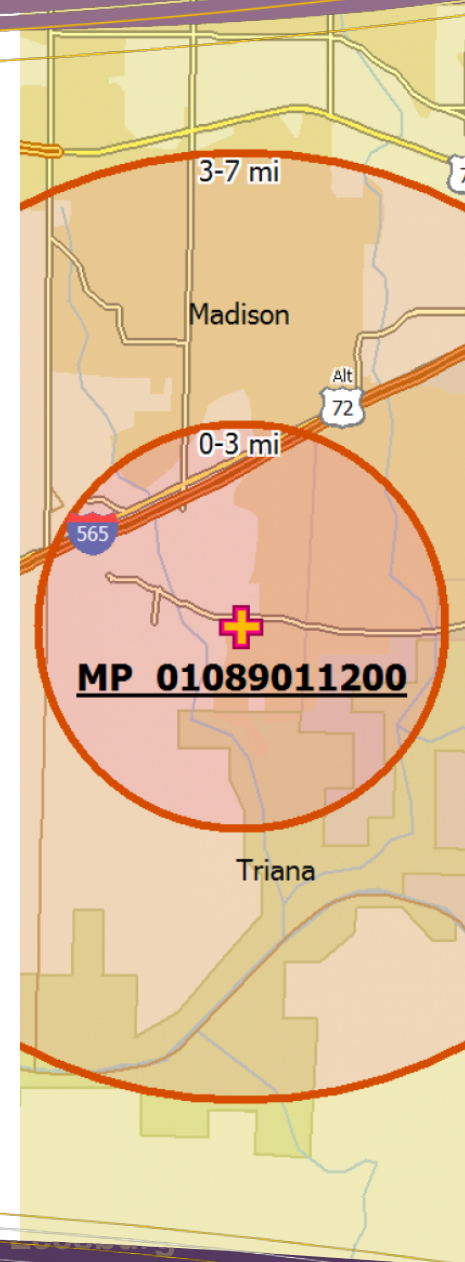
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.64%	6.6%	5.97%
Charitable Organization	5.83%	5.8%	5.52%
Took active part in local civic issue	5.54%	5.54%	5.46%
Church Board	4.88%	5.03%	5.46%
Addressed a public meeting	4.69%	5.32%	5%
Union member	4.36%	5.36%	5.17%



## Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	20.7%	20.04%	18.35%
Children's Books	14.17%	14.13%	13.83%
Mystery	13.12%	12.66%	11.96%
Cookbooks	11.14%	10.67%	10.43%
Religious (not Bibles)	8.76%	8.95%	9.33%
Personal/Business	8.71%	8.05%	7.52%
Self-help			
History	8.2%	8.06%	7.33%
Biography	7.8%	7.58%	7.33%
Romance	6.28%	7.15%	7.23%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	69.44%	70.47%	69.76%
Gen. Editorial	52.19%	49.32%	49.58%
Womens	45.5%	44.52%	44.67%
Service	35.34%	36.89%	35.18%
Business/Finance	23.32%	21.61%	21.11%
Mens	22.04%	20.5%	19.35%
Sports	16.89%	17.28%	16.41%
Music	14.48%	12.34%	14.1%
Parenthood	14.09%	14.46%	14.36%

# Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	54.42%	56.35%	54.48%
Sport	32.92%	33.2%	32.28%
Business/Finance	31.71%	31.81%	30.24%
Classified	29.74%	31.53%	32.02%
Editorial Page	28.83%	30.02%	29.24%
Movie Listings & Reviews	27.6%	27.72%	26.63%
Food/Cooking	25.73%	25.96%	25.37%
Comics	25.34%	26.49%	25.96%
TV/Radio Listings	22.7%	23.57%	23.38%
Travel	22.12%	22.05%	20.72%
Home/Gardening	21.28%	22.54%	21.53%
Science/Technology	18.79%	18.85%	17.89%
Fashion	15.59%	15.88%	15.98%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	21.59%	16.98%	22.15%
Adult Contemporary	18.5%	19.13%	17.02%
CHR Contemp Hit Radio	18.24%	18.85%	18.36%
News/Talk	14.83%	14.16%	12.48%
Country	14.08%	18.3%	16.39%
Alternative	13.03%	11.33%	9.67%
Oldies	10.69%	11.12%	10.85%
Rock	10.58%	11.92%	10.68%
Variety	10.21%	9.04%	9.04%
Classic Rock	9.07%	10.43%	9.07%
Jazz	8.06%	6.29%	7.25%
Soft Contemporary	7.03%	7.61%	7.02%
All News	6.99%	6.83%	7%
Religious	5.55%	6.47%	6.26%
Classical	5.46%	4.3%	3.93%
Sports	5.38%	5.28%	4.65%
Public	4.87%	4.05%	3.31%
Classic Hits	4.34%	4.48%	3.7%

# Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	65.14%	65.4%	63.31%
Soapnet	54.04%	53.76%	51.78%
Satellite Dish	48.15%	56.37%	53.79%
Other Video-On-Demand	42.9%	41.35%	42.45%
Comedy Central	40.4%	37.43%	34.93%
Sci-Fi Channel	36.89%	37.65%	35.65%
MSNBC	33.69%	34.66%	33.09%
ABC Fam.	32.86%	29.59%	26.97%
ESPN Classic	29.8%	26.6%	24.19%
BET (Black Entertainment TV)	29.37%	26.13%	25.07%
TV Info From Sunday TV Magazine	29.33%	31.34%	29.55%
Hallmark Channel	29.07%	28.11%	26.33%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Swim	28.94%	29.25%	26.07%
TCM (Turner Classic Movies)	28.68%	27.49%	25.58%
Nickelodeon	28.07%	28.5%	27.13%
ESPN2	28.05%	26.01%	25.57%
Subscribe Digital Cable	27.74%	31.97%	32.32%
TV Info From Newspapers	27.41%	27.61%	26.68%
Adult Pay Per View TV	26.42%	31.11%	32.11%
The Golf Channel	26.04%	25.65%	24.36%
USA Network	25.86%	26.53%	24.85%
Nick At Nite	25.65%	25.92%	24.72%
TV Info From Monthly Cable Guide	25.25%	25.16%	24.06%
CMT (Country Music Television)	24.79%	20.42%	18.87%

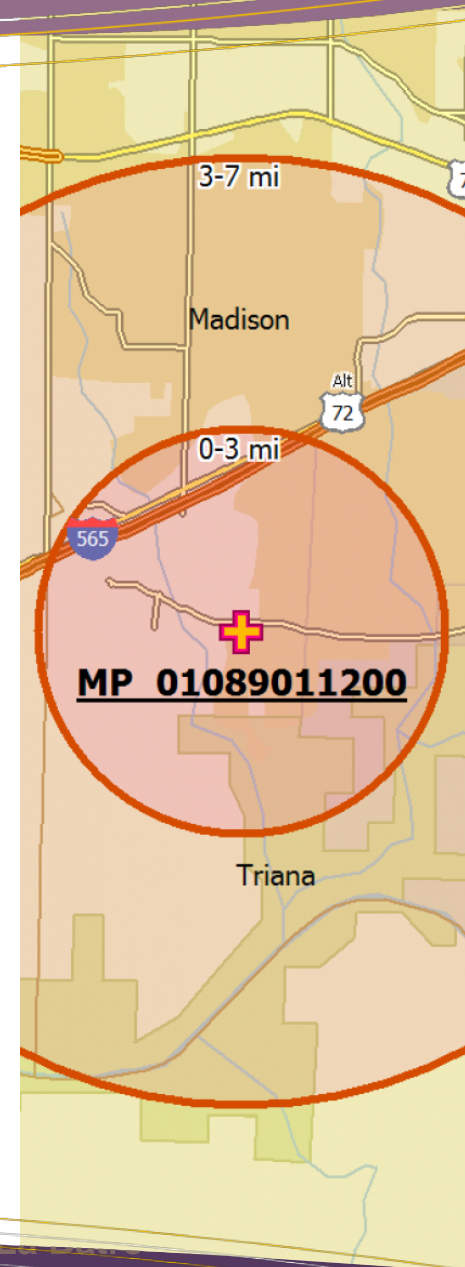


# Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



# Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	23.08%	21.94%	20.55%
Medium Users (4-6)	10.99%	11.92%	10.95%
Light Users (1-3)	19.44%	20.8%	20.68%
Quintiles (20%)			
Newspaper I (Heavy)	1.09%	1.35%	1.17%
Newspaper II	1.29%	1.71%	1.71%
Newspaper III	2.67%	2.34%	2.32%
Newspaper IV	0.37%	0.48%	0.4%
Newspaper V (Light)	1.12%	0.94%	0.89%

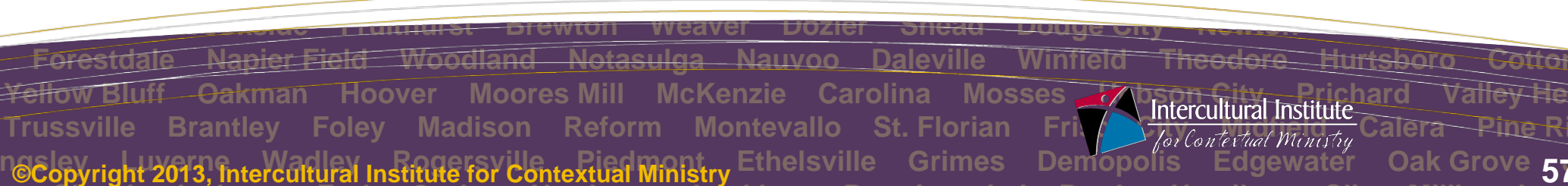
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.12%	21.34%	20.69%
Magazines II	9.82%	9.45%	9.42%
Magazines III	9.98%	10.25%	10.34%
Magazines IV	12.95%	12.65%	12.21%
Magazines V (Light)	0.82%	0.6%	0.75%
Outdoor I (Heavy)	9.53%	7.8%	7.64%
Outdoor II	3.19%	2.93%	3.28%
Outdoor III	4.04%	3.85%	4.13%
Outdoor IV	16.19%	15.31%	15.83%
Outdoor V (Light)	24.05%	24.42%	24.58%
Yellow Pages I (Heavy)	13.79%	14.27%	14.61%
Yellow Pages II	7.56%	6.65%	6.85%
Yellow Pages III	7.53%	6%	6.73%
Yellow Pages IV	24.44%	21.93%	21.54%
Yellow Pages V (Light)	4.09%	3.82%	3.8%

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.41%	2.87%	3.21%
Drive Time III (Medium)	0.94%	0.7%	0.75%
Radio IV & V (Light)	1.95%	2.34%	2.6%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.16%	10.76%	10.25%
Radio III (Medium)	4.96%	5.11%	4.66%
Radio IV & V (Light)	3.66%	3.48%	3.74%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	17.54%	16.79%	14.79%
Cable III (Medium)	4.98%	4.56%	4.66%
Cable IV & V (Light)	38.3%	34.16%	34.45%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.65%	3.49%	3.78%
Prime Time III (Medium)	2.07%	2.04%	1.76%
Prime Time IV & V (Light)	10.88%	10.72%	10.23%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	43.41%	40.2%	39.84%
Fringe III (Medium)	52.8%	51.61%	51.47%
Fringe IV (Light)	56.28%	54.62%	54.01%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.98%	13.93%	14.6%
All Day III (Medium)	25.38%	23.68%	23.43%
All Day IV (Light)	17.38%	15.48%	16.15%



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	13.56%	12.47%	12.26%
6:00am - 10:00am	24.79%	20.42%	18.87%
10:00am - 3:00pm	11.2%	8.9%	10.84%
3:00pm - 7:00pm	16.01%	15.5%	15.37%
7:00pm - Midnight	16.37%	14.7%	13.82%
Midnight - 6:00am	8.23%	6.27%	7.16%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.49%	15.31%	15.12%
6:00am - 10:00am	5.44%	4.4%	4.24%
10:00am-3:00pm	8.14%	7.27%	7.16%
3:00pm - 7:00pm	7.35%	7.77%	8.52%
7:00pm - Midnight	10.48%	9.72%	9.98%
Midnight - 6:00am	14.26%	12.67%	13.29%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	9.16%	9.78%	9%
Saturday: 8:00-11:00pm	8.43%	8.37%	8.37%
Sunday: 7:00-11:00pm	11.96%	11.3%	10.39%
9:00am-1:00pm	25.65%	25.92%	24.72%
9:00am-4:00pm	29.69%	29.7%	28.66%
4:00pm-7:00pm	30.83%	30.95%	30.41%
11:00pm-1:00am	42.37%	42.6%	41.31%
AVG Prime time	4.46%	3.67%	3.98%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org).

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	22.74%	19.74%	18.33%
7-9am	28.05%	26.01%	25.57%
9am-12noon	19.87%	20.92%	19.41%
12noon-4pm	9.82%	8.77%	9.25%
4-6pm	54.46%	53.39%	51.33%
6-7pm	17.86%	18.6%	18.09%
7-7:30pm	1.79%	1.66%	1.66%
7:30-8pm	12.26%	11.1%	10.85%
8-11pm	9.16%	9.78%	9%
11pm-12am	33.69%	34.66%	33.09%
11pm-1am	42.37%	42.6%	41.31%
1-6am	34.29%	35.19%	34.16%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	22.95%	21.58%	19.98%
Sat: 10am-1pm	9.83%	8.86%	9.21%
Sat: 1-4pm	27.22%	26.62%	25.09%
Sat: 4-6pm	8.81%	7.83%	7.69%
Sat: 6-7pm	2.32%	1.95%	1.98%
Sat: 7-8pm	1.13%	1.26%	1.25%
Sat: 8-11pm	8.43%	8.37%	8.37%
Sat: 11pm-1am	6.25%	5.54%	5.9%
Sat: 1am-7pm	25.86%	26.53%	24.85%
Sun: 7-10am	1.87%	1.99%	2.15%
Sun: 10am-1pm	5.07%	6.43%	6.21%
Sun: 1-4pm	7.59%	7.21%	6.26%
Sun: 4-7pm	13.06%	14.25%	13.55%
Sun: 7-11pm	11.96%	11.3%	10.39%
Sun: 11pm-1am	6.82%	5.87%	5.58%
Sun: 1-7am	23.9%	23.61%	22.04%





# Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

## *Issues for Your Consideration*

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

# Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

## *Issues for Your Consideration*

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?



# Biblical Missional Multiplication

Biblical missional multiplication builds upon discipling and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.

## Missional Multiplication Principle *2nd Timothy 2:2*

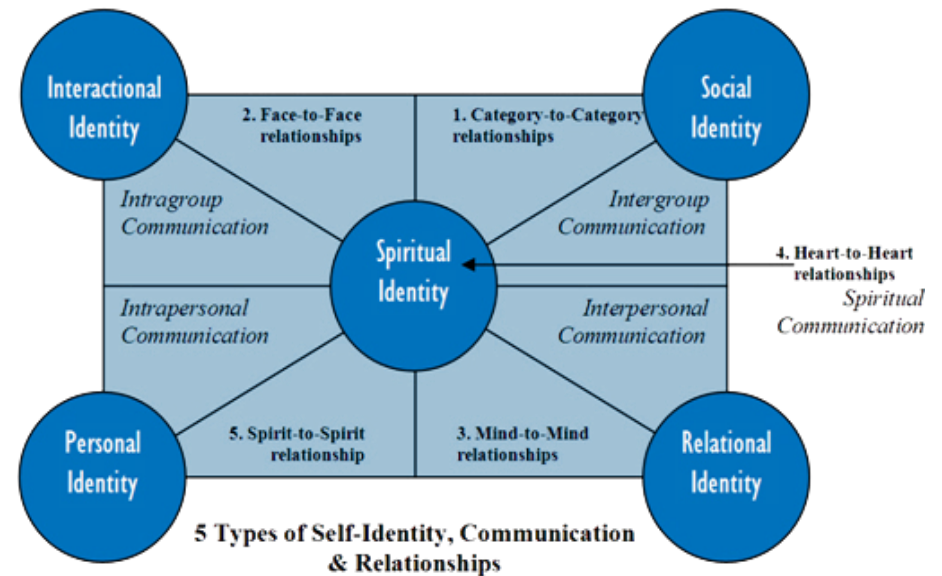


# Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

## Communication Steps

1. **Category-to-Category:** Connect through a common social identity; some activity, interest, or behavior that you share with the person.
2. **Face-to-Face:** Begin interacting with the person; building a personal rapport.
3. **Mind-to-Mind:** After building a rapport, move the conversation towards spiritual issues.
4. **Heart-to-Heart:** As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
5. **Spirit-to-Spirit:** This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.



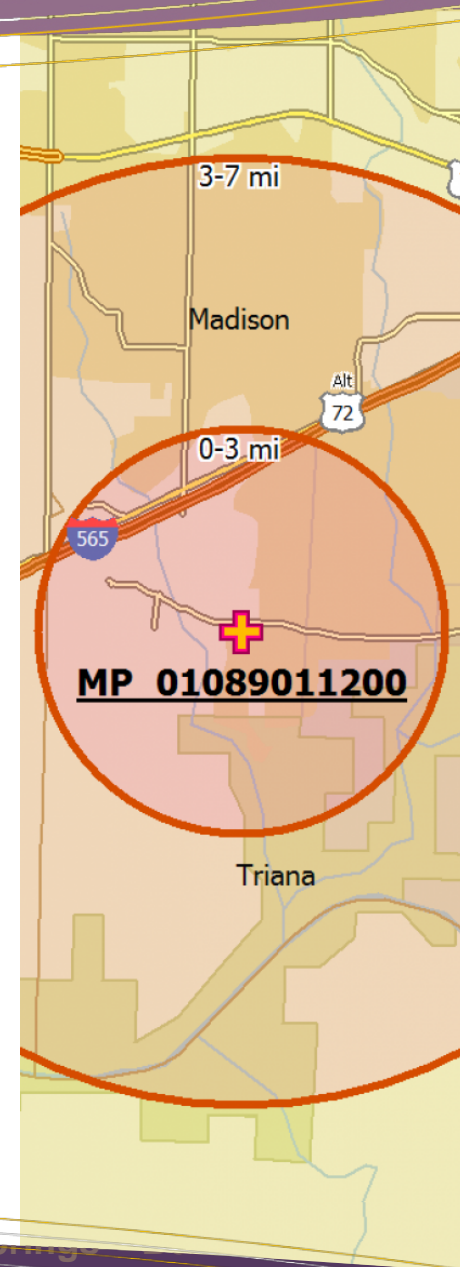


## Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report selects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

- Online personal missional profile at [APEPT.org](http://APEPT.org)
- Custom reports at [MissionalContext.org](http://MissionalContext.org)
- Custom mapping at [MissionalCulturescape.org](http://MissionalCulturescape.org)
- Missional information at [MissionalCyclopedia.org](http://MissionalCyclopedia.org)
- Networking & Zipcode level data at [MissionalCorps.org](http://MissionalCorps.org)
- Information on top lifestyle groups at [MissionalZipcode.org](http://MissionalZipcode.org)



Rock Hills Bessemer Midfield White Hall St. Florian Blue Springs  
Walnut Grove Sipsey Anniston Douglas Centre Saraland Rehobeth Montgomery Moody Moulton  
Ethelsville Falkville Springville Prichard Bon Air Riverside Kinston Clayton Mulga Forestdale Yellow B  
Argo Lakeview Munford Prattville Troy Beatrice New Site Rosa Do... Excel West Blo  
Edgewater Magnolia Springs Mignon Owens Cross Roads Heflin Carrollton Vincent Kellyton Tuscaloosa  
Loxley Ridgeway New Market Cusseta Northport Hamilton Sylacauga Valley Grande Steele West Jeff



# Notes and Sources

1. Sightscape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Madison First	4257 Sullivan St Madison, AL 35758	3.67 mi	350	Declining
2	Madison Korean	4257 Sullivan St Madison, AL 35758	3.72 mi	0	Plateauing
3	Crosspointe Church	719 Hughes Rd Madison, AL 35758	5.17 mi	352	Growing
4	Sherwood	6600 Old Madison Pike NW Huntsville, AL 35806	5.67 mi	209	Declining
5	Trinity	1088 Hughes Rd Madison, AL 35758	6.15 mi	377	Growing
6	The Grove	12300 County Line Rd Madison, AL 35756	6.81 mi	95	Plateauing
7	Hillsboro Heights	3614 Drake Ave SW Huntsville, AL 35805	6.95 mi	167	Plateauing
8	Lao/Thai Mission	3614 Drake Ave SW Huntsville, AL 35805	6.95 mi	44	Declining
9	Haven	1840 Slaughter Rd Madison, AL 35758	7.26 mi	58	Growing
10	Westlawn	2515 17th St SW Huntsville, AL 35805	7.30 mi	124	Plateauing
11	The Brook	8573 Highway 72 W Madison, AL 35758	7.38 mi	510	Plateauing
12	Huntsville Park	3120 Triana Blvd SW Huntsville, AL 35805	7.67 mi	159	Plateauing
13	Korean First	2807 Hood Rd SW Huntsville, AL 35805	7.73 mi	75	Plateauing
14	Huntsville (Korean)	2670 Johnson Rd Huntsville, AL 35805	7.89 mi	153	Growing
15	University	809 Jordan Ln NW Huntsville, AL 35816	7.93 mi	442	Declining

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Woodland Hill	1705 Sparkman Dr NW Huntsville, AL 35816	8.21 mi	88	Declining
17	Central	2204 1st St SW Huntsville, AL 35805	8.35 mi	58	Declining
18	Farley Community	12302 Bell Rd SW Huntsville, AL 35803	8.68 mi	238	Growing
19	Meadow Drive	602 Galway St NW Huntsville, AL 35816	8.73 mi	20	Declining
20	Wall Highway	6597 Wall Triana Hwy Madison, AL 35757	8.92 mi	468	Growing
21	Forest Hill	73 Bobwhite Dr Decatur, AL 35603	8.99 mi	94	Growing
22	Belmor	P O Box 129 Belle Mina, AL 35615	9.00 mi	86	Growing
23	Whitesburg	6806 Whitesburg Dr S Huntsville, AL 35802	9.05 mi	1,506	Growing
24	Huntsville First	600 Governors Dr SW Huntsville, AL 35801	9.15 mi	1,235	Plateauing
25	Mount Zion	228 Mount Zion Rd Huntsville, AL 35806	9.46 mi	582	Growing
26	Hillwood	300 Kohler Rd SE Huntsville, AL 35803	9.46 mi	330	Declining
27	Highlands	2525 Aspen Ave NW Huntsville, AL 35810	9.50 mi	209	Declining
28	Capshaw	PO Box 187 Capshaw, AL 35742	9.50 mi	520	Plateauing
29	Community	408 Clutts Rd Harvest, AL 35749	9.58 mi	69	Declining
30	Southside	209 Marsheutz Ave SE Huntsville, AL 35801	9.62 mi	768	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Oak Forest	2215 Peach Orchard Rd NW Hartselle, AL 35640	9.67 mi	65	Growing
32	West Mastin Lake	PO Box 3332 Huntsville, AL 35810	9.76 mi	90	Plateauing
33	Liberty	3134 Highway 53 Huntsville, AL 35806	9.79 mi	92	Growing
34	The Fellowship of Faith	2117 Oakwood Ave Huntsville, AL 35810	9.89 mi	216	Growing
35	Third Baptist	1116 Church St NW Huntsville, AL 35801	9.96 mi	58	Declining
36	Bethany	PO Box 3178 Huntsville, AL 35810	10.17 mi	83	Declining
37	Weatherly Heights	1306 Cannstatt Dr SE Huntsville, AL 35803	10.20 mi	259	Plateauing
38	Valhermoso Springs	PO Box 247 Valhermoso Springs, AL 35775	10.23 mi	198	Growing
39	Life's Journey	1425 Weatherly Rd Ste 202 Huntsville, AL 35803	10.36 mi	0	Plateauing
40	New Friendship	1145 Friendship Rd Somerville, AL 35670	10.50 mi	116	Declining
41	Bethlehem, Lacey Spring	PO Box 27 Laceys Spring, AL 35754	10.56 mi	118	Plateauing
42	Willowbrook	7625 Bailey Cove Rd SE Huntsville, AL 35802	10.61 mi	1,396	Growing
43	Sweetwater Fellowship	115 McCormick Dr NW Huntsville, AL 35811	10.63 mi	37	Growing
44	Mountain View	1413 McClung Ave SE Huntsville, AL 35801	10.65 mi	102	Declining
45	Five Points	801 Beirne Ave NE Huntsville, AL 35801	10.74 mi	68	Declining





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An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit [www.iicm.net](http://www.iicm.net).

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*This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.*

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