

# MissionSite

top unreached locations



GUNTERSVILLE, AL

CENSUS TRACT: 01095030700

REGION: Northern Region

ASSOCIATION: Marshall

DISTRICT: 02: Northeast Mountain District

COUNTY: Marshall

SITESCAPE: Townscape

DENSITY PATTERN: K



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

# MissionSite (TM) Table of Contents

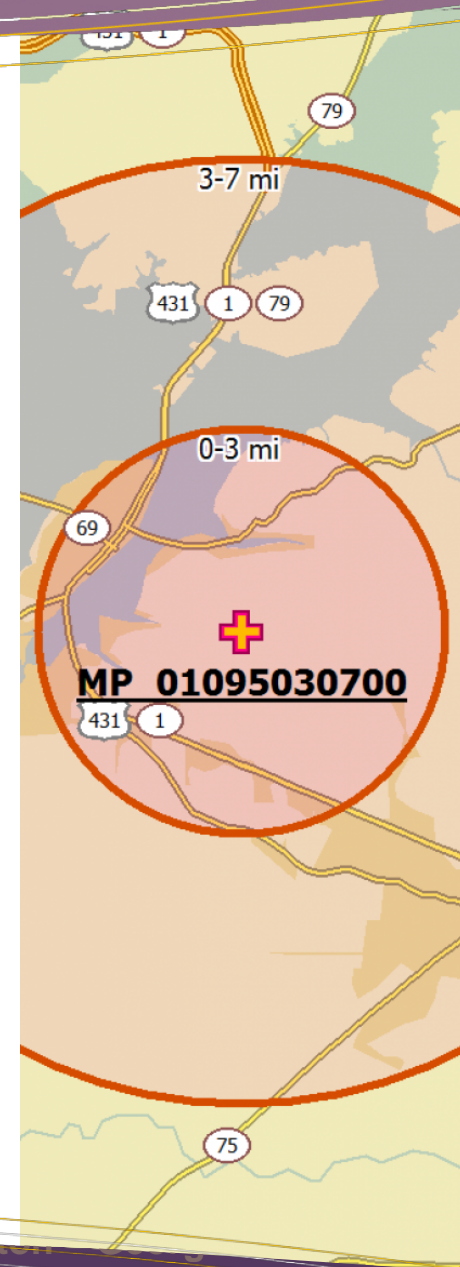
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66



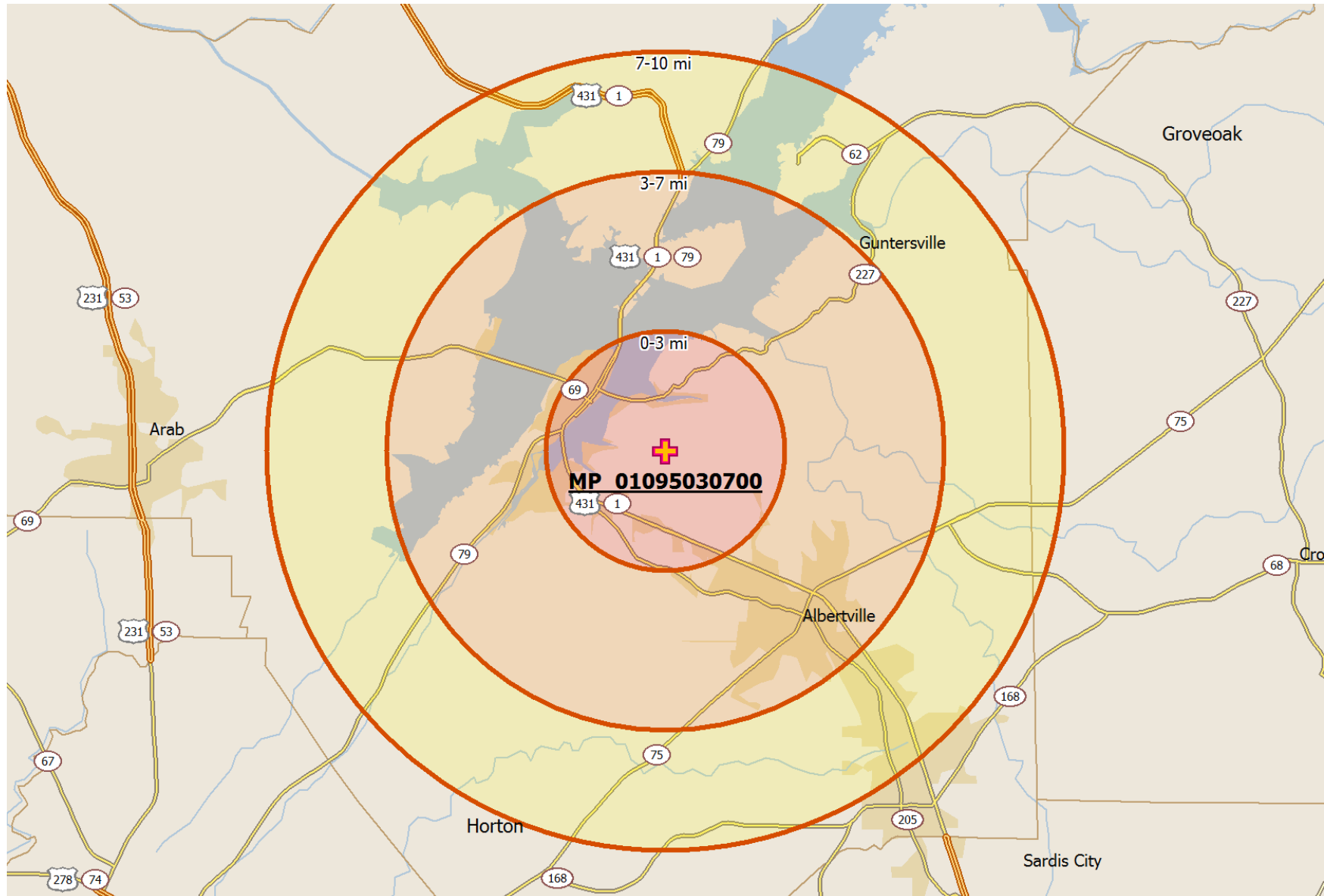
## Site Location Summary

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	1516	Marshall
3	District	02	Northeast Mountain District
4	County Location	01095	Marshall
5	Zipcode	35976	Marshall
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	K	10000-50000-50000



# Site Location Summary - Map of the Site Location

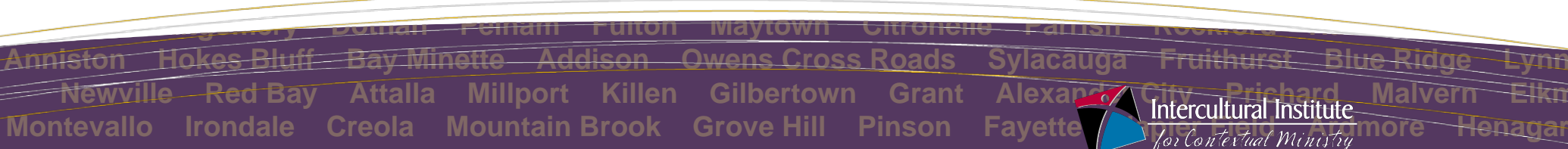




# Site Location Summary - Urbanicity

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	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	19	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	9,155	24,038	22,198
2010 Households	3,454	8,622	7,646
2010 Group Quarters Population	428	149	109

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	21	25	24
Language Diversity National Index	4	31	49
Foreign Born Diversity National Index	38	2	1
Ancestry Diversity National Index	58	55	45
Racial Diversity National Index	27	31	38



# 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	1	True
Federal/State government-dependent county indicator	0	False
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	666	19.28%
Mainstay Communities	Established, Diverse Households	535	15.49%
Working Communities	Blue-collar, Working Families	913	26.43%
Country Communities	Rural, Agri. & Mining Families	912	26.4%
Aspiring Communities	Young Singles / Aspiring-Multihousing	287	8.31%
Urban Communities	High Density, Inner-city Neighborhoods	137	3.97%

# 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	21,099	2,287	10.84%
Unreached %	63.57%	66.22%	104.17
Religious But NOT Evangelical HH	4,500	564	12.54%
Religious But NOT Evangelical %	13.56%	16.33%	120.47
Spiritual But NOT Relig or Evang HH	3,459	368	10.64%
Spiritual But NOT Relig or Evang %	10.42%	10.66%	102.23
Not Evangelical, Not Interested HH	13,150	1,362	10.36%
Not Evangelical, Not Interested %	39.62%	39.43%	99.51



# 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	107	14	13.08%
Active ALSBOM Attenders	12,400	1,633	13.17%
Active Evangelical Households	7,580	729	9.62%
Active Evangelical Percent	22.84%	21.10%	92.4
Inactive Evangelical Households	4,510	435	9.64%
Inactive Evangelical Percent	13.59%	12.58%	92.58
# New Churches Needed	0	0	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.	WRSHP AVG	IICM CGR	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Church at Lake Guntersville	0.92 mi	267	Growing	16 Warrenton	4.02 mi	23	Declining
2 Victory Missionary	1.30 mi	140	Plateauing	17 Pleasant Grove	4.52 mi	41	Declining
3 Hillcrest	1.39 mi	32	Growing	18 Alder Springs	4.60 mi	35	Growing
4 Lakeview	1.46 mi	51	Plateauing	19 Pilgrim Rest	4.85 mi	72	Declining
5 Happy Home	1.57 mi	41	Declining	20 Lifepoint	5.07 mi	525	Plateauing
6 East Lake	1.72 mi	72	Growing	21 Gethsemane	5.09 mi	70	Plateauing
7 Guntersville First	1.74 mi	484	Plateauing	22 Clear Springs	5.10 mi	30	Growing
8 Westside Guntersville	1.84 mi	16	Growing	23 Bakers Chapel	5.43 mi	85	Growing
9 Pine Grove 1	1.90 mi	89	Declining	24 Solid Rock	5.44 mi	118	Growing
10 Creek Path	2.28 mi	155	Declining	25 Union Grove 1 Missionary	5.68 mi	76	Plateauing
11 Rehobeth	2.29 mi	43	Growing	26 High Point	5.91 mi	204	Declining
12 Pleasant Hill 2	2.42 mi	147	Plateauing	27 Northside	6.03 mi	26	Growing
13 Valley View	2.63 mi	18	Growing	28 Rock Springs	6.04 mi	66	Declining
14 Mt. Olive 1	2.90 mi	78	Plateauing	29 Mt. Carmel	6.08 mi	62	Declining
15 Solitude	3.23 mi	169	Growing	30 Cahill Chapel Mission	6.08 mi	31	Growing



# 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.

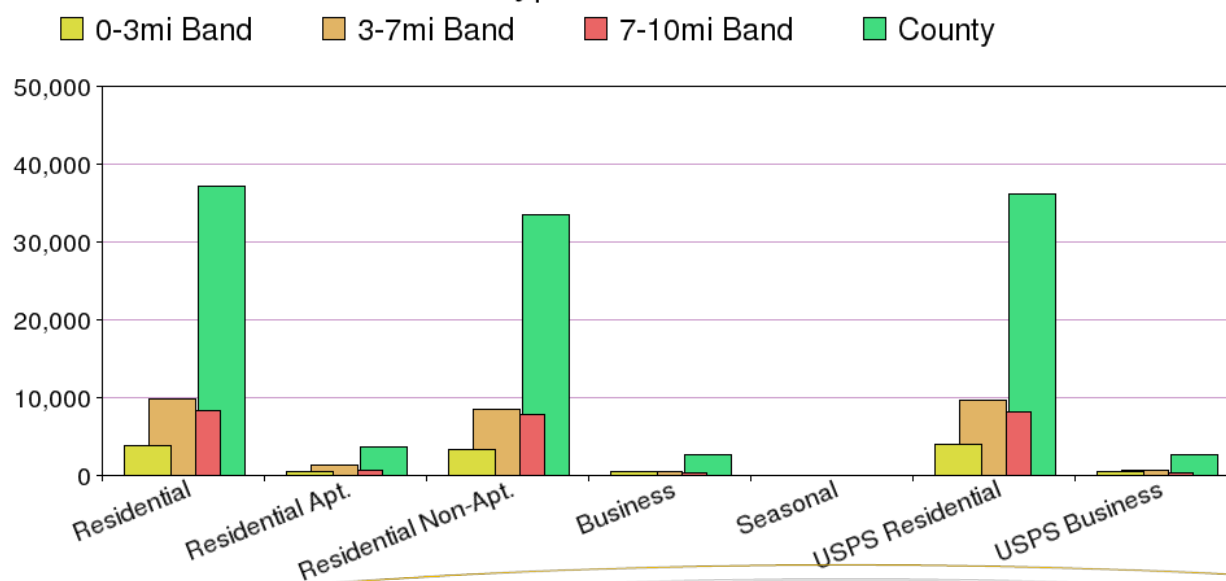
# Current Demographic Summary

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	70,832	8,198	11.57%
2000 Population	82,231	8,610	10.47%
2010 Population	91,613	9,155	9.99%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	27,761	3,296	11.87%
2000 Households	32,547	3,534	10.86%
2010 Households	33,188	3,454	10.41%

Location Types in this MissionSite

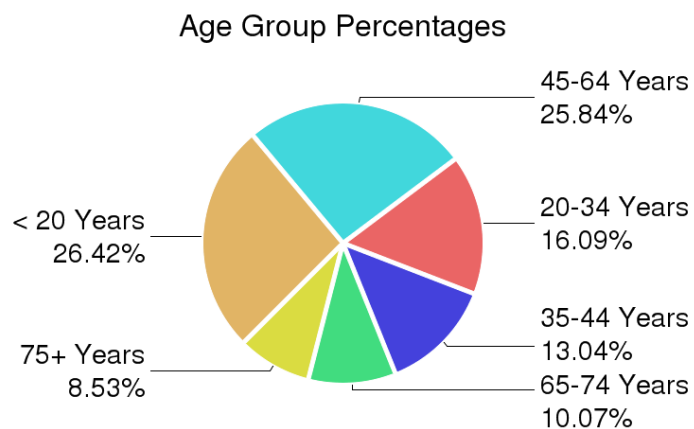


Location Type	0-3mi Band
Residential	3,874
Residential Apt.	460
Residential Non-Apt.	3,414
Business	440
Seasonal	0
USPS Residential	3,929
USPS Business	448

# 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	6.11%	5.66%	92.64
4-5 Years	3.09%	2.57%	83.17
6-8 Years	4.64%	4.4%	94.83
9-11 Years	4.28%	4.09%	95.56
12-13 Years	2.69%	2.85%	105.95
14-17 Years	5.22%	4.68%	89.66
18-19 Years	2.55%	2.15%	84.31
0-5 Years	9.2%	8.23%	89.46
6-12 Years	10.27%	9.93%	96.69
13-19 Years	9.1%	8.24%	90.55
< 20 Years	28.57%	26.4%	92.4
20-34 Years	18.2%	16.08%	88.35
35-44 Years	12.77%	13.03%	102.04
45-64 Years	25.05%	25.82%	103.07
65-74 Years	8.72%	10.06%	115.37
75+ Years	6.69%	8.52%	127.35
Median Age	38	41	109.06
Median Age (Male)	36	39	110.32
Median Age (Female)	39	43	108.06

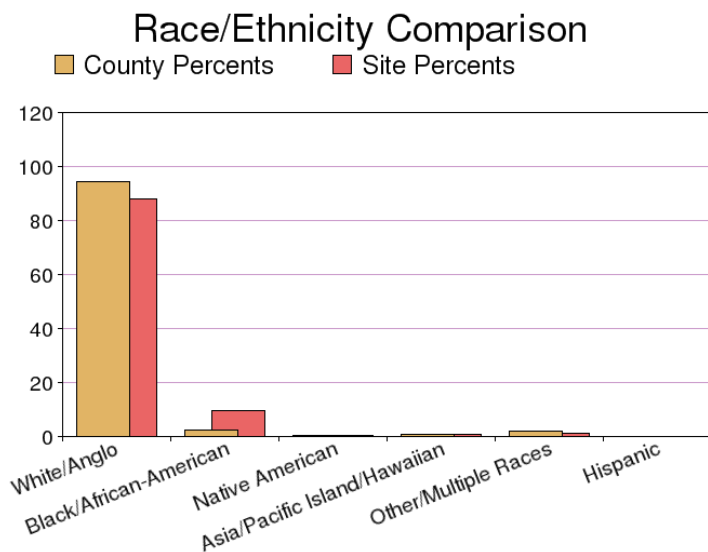


# Current Demographic Summary

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	94.3%	87.98%	93.3
Black, African-American	2.21%	9.62%	436.22
Native American	0.58%	0.49%	85.12
Asian	0.61%	0.79%	128.2
Pacific Island, Hawaiian	0.16%	0.05%	33.14
Other/Multiple Races	2.14%	1.06%	49.57
Hispanic	0%	6.31%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	60,076	6,295	
Less than 9th Grade	11.17%	9.23%	121.07
No High School Diploma	14.78%	12.3%	120.23
High School Graduate	31.73%	28.37%	111.85
Some College, no degree	18.79%	21.59%	87.03
Associate Degree	7.92%	6.77%	117.01
College Degree	10.08%	13.9%	72.5
Graduate/Prof. degree	5.52%	7.85%	70.4

# 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	11.71%	11.38%	128.53
\$10,000 to \$19,999	16.09%	15.61%	96.99
\$20,000 to \$29,999	14.52%	15.81%	108.89
\$30,000 to \$49,999	20.09%	16.99%	84.57
\$50,000 to \$59,999	6.26%	5.88%	93.96
\$60,000 to \$69,999	7.65%	7.12%	93.06
\$70,000 to \$79,999	5.64%	5.56%	98.6
\$80,000 to \$89,999	4.24%	4.63%	109.27
\$90,000 to \$99,999	2.81%	2.87%	101.85
\$100,000 to \$124,999	4.78%	4.26%	88.95
\$125,000 to \$149,999	2.94%	5.18%	176.04
\$150,000 to \$199,999	1.41%	2.35%	165.95
\$200,000 to \$249,999	0.32%	0.69%	215.52
\$250,000 or more	1.52%	1.56%	102.54
Median Household	36,676	39,272	107.08
Average Household	51,843	57,499	110.91
Per Capita Household	18,999	21,693	114.18
Family/Non-Family Household Income			
Median Family Income	46,674	54,533	116.84
Average Family Income	61,341	73,096	119.16
Median Non-Family Income	19,331	21,938	113.49
Average Non-Family Income	28,864	26,983	93.48

# 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	
<b>Family Households</b>			
			Index
% Family Households	70.75%	64.56%	91.25
Families with Children	34.26%	30.34%	88.56
Families without Children	36.49%	34.22%	93.78
<b>Non-Family Households</b>			
% Non-Family Households	29.25%	35.44%	121.17
Non-Families with Children	0.27	0.2	75.57
Non-Families without Children	28.98	35.23	121.59
<b>Housing Units</b>			
			Index
Total Housing Units	38,722	4,123	
Vacant percent	14.29%	16.23%	113.54
Owned percent	62.94%	54.55%	86.66%
Rented Percent	22.77%	29.23%	128.37
<b>Households by Size</b>			
			Index
Avg household size	2.73	2.53	92.67
Avg family hh size	3.34	3.25	97.31
Avg non-family hh size	1.26	1.20	95.24
<b>Households By Count of Persons</b>			
			Percent
One	8,308	1,059	12.75%
Two	9,391	984	10.48%
Three or Four	11,688	1,055	9.03%
Five+	3,801	357	9.39%

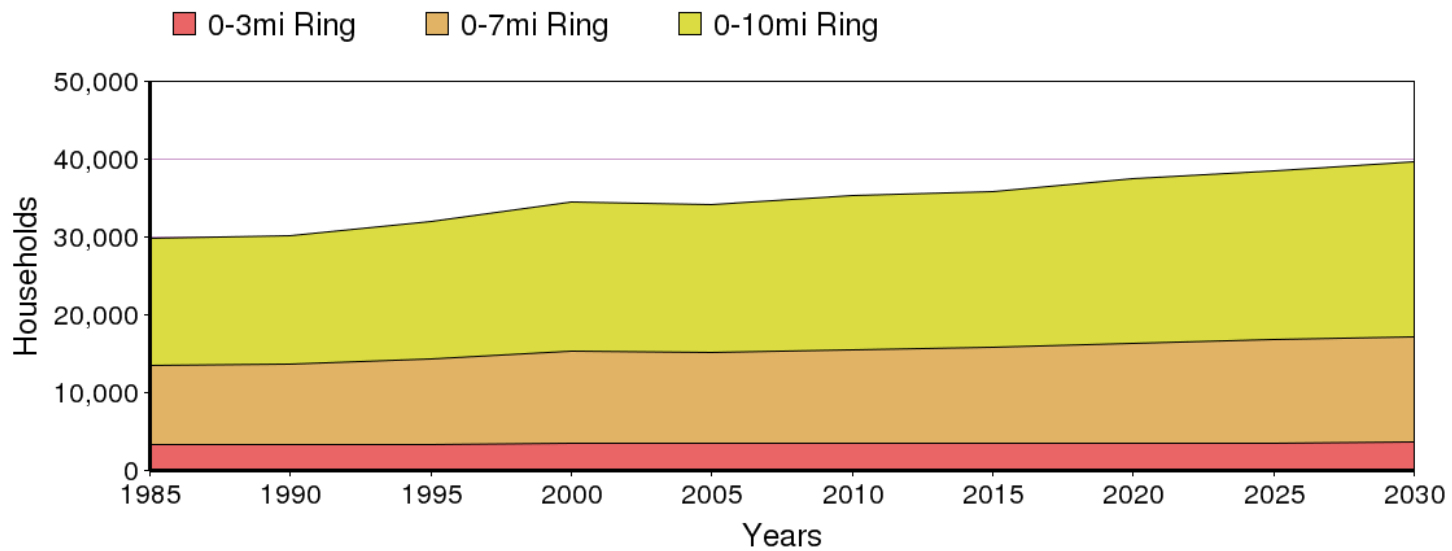
# Projected Demographic Summary

The population and household figures from IICM's Demoscape 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	70,832	8,198	11.57%
2000 Population	82,231	8,610	10.47%
2010 Population	91,613	9,155	9.99%
2015 Population	97,669	9,625	9.85%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	27,761	3,296	11.87%
2000 Households	32,547	3,534	10.86%
2010 Households	33,188	3,454	10.41%
2015 Households	33,729	3,470	10.29%

Household Change from 1985 to 2030





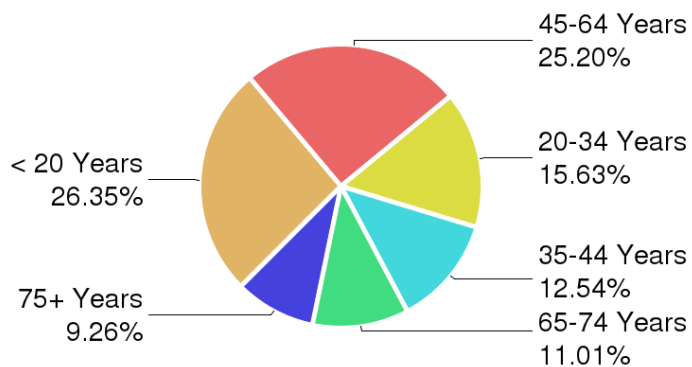
# Projected Demographic Summary

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	5.66%	4.53%	80.04
4-5 Years	2.57%	2.39%	93
6-8 Years	4.4%	4.46%	101.36
9-11 Years	4.09%	4.49%	109.78
12-13 Years	2.85%	3.23%	113.33
14-17 Years	4.68%	4.96%	105.98
18-19 Years	2.15%	2.29%	106.51
0-5 Years	8.23%	6.92%	84.08
6-12 Years	9.93%	10.59%	106.65
13-19 Years	8.24%	8.83%	107.16
< 20 Years	26.4%	26.34%	99.77
20-34 Years	16.08%	15.63%	97.2
35-44 Years	13.03%	12.54%	96.24
45-64 Years	25.82%	25.19%	97.56
65-74 Years	10.06%	11.01%	109.44
75+ Years	8.52%	9.26%	108.69
Median Age	38	41	109.43
Median Age (Male)	36	39	109.57
Median Age (Female)	39	44	110.86

Projected Age Group Percentages



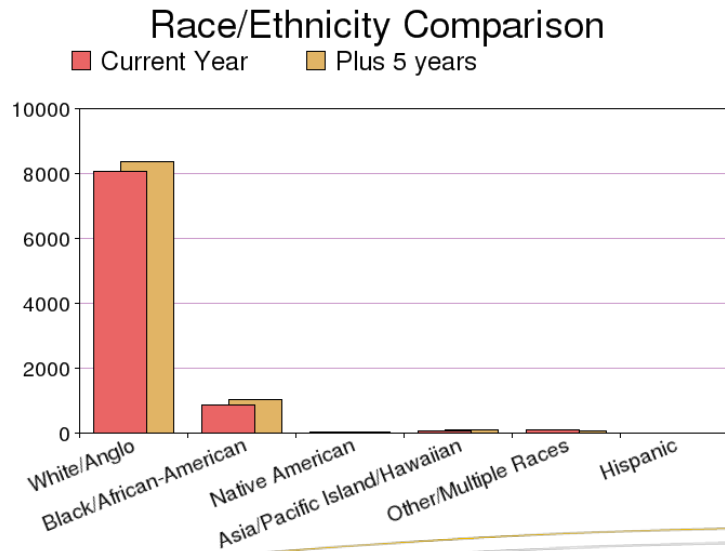
# Projected Demographic Summary

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	87.98%	86.9%	98.77
Black, African-American	9.62%	10.87%	112.93
Native American	0.49%	0.5%	101.46
Asian	0.79%	0.84%	107.01
Pacific Island, Hawaiian	0.05%	0.07%	133.16
Other/Multiple Races	1.06%	0.82%	77.47
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	6,295	6,598	
Less than 9th Grade	9.23%	8.73%	94.59
No High School Diploma	12.3%	10.9%	88.63
High School Graduate	28.37%	28.83%	101.6
Some College, no degree	21.59%	21.16%	98.01
Associate Degree	6.77%	7.58%	111.98
College Degree	13.9%	14.5%	104.35
Graduate/Prof. degree	7.85%	8.31%	105.84



# Projected Demographic Summary

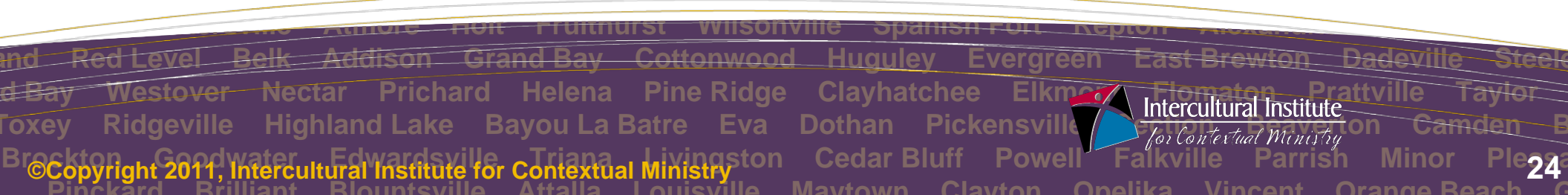
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given assumes that if the 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	11.38%	10.58%	92.95
\$10,000 to \$19,999	15.61%	15.1%	96.77
\$20,000 to \$29,999	15.81%	15.5%	98.08
\$30,000 to \$49,999	16.99%	16.11%	94.79
\$50,000 to \$59,999	5.88%	5.59%	95.13
\$60,000 to \$69,999	7.12%	7.49%	105.2
\$70,000 to \$79,999	5.56%	5.73%	101.09
\$80,000 to \$89,999	4.63%	4.96%	100.78
\$90,000 to \$99,999	2.87%	3.17%	110.6
\$100,000 to \$249,999	4.26%	4.87%	114.44
\$125,000 to \$149,999	5.18%	5.85%	112.88
\$150,000 to \$199,999	2.35%	2.45%	104.45
\$200,000 to \$249,999	0.69%	0.75%	107.83
\$250,000 or more	1.56%	1.67%	106.91
Median Household	39,272	42,652	108.61
Average Household	57,499	60,884	105.89
Per Capita Household	21,693	21,950	101.18
<b>Family/Non-Family Household Income</b>			
Median Family Income	54,533	60,577	111.08
Average Family Income	73,096	78,398	107.25
Median Non-Family Income	21,938	23,298	106.2
Average Non-Family Income	26,983	28,230	104.62

# 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	64.56%	64.01%	99.14
Families with Children	30.34	30.06	99.06
Families without Children	34.22	33.8	98.78
<b>Non-Family Households</b>			
% Non-Family Households	35.44%	35.99%	101.57
Non-Families with Children	0.2	0.17	101.57
Non-Families without Children	35.23	35.82	101.67
<b>Housing Units</b>			
Total Housing Units	4,123	4,142	100.46%
Vacant percent	16.23%	16.22%	99.99
Owned percent	54.55%	54.59%	100.07
Rented Percent	29.23%	29.19%	99.87
<b>Households by Size</b>			
Avg household size	2.53	2.65	104.74%
Avg family hh size	3.25	3.46	106.46%
Avg non-family hh size	1.20	1.21	100.83%
<b>Households By Count of Persons</b>			
One	1,059	1,057	99.81%
Two	984	861	87.5%
Three or Four	1,055	1,122	106.35%
Five+	357	431	120.73%





# 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	51	1,025	1,502
Northern Europe	0	3	13
Western Europe	10	39	15
Southern Europe	0	0	0
Eastern Europe	0	4	0
Other Europe	0	0	0
Eastern Asia	0	7	1
So. Central Asia	0	34	0
SE Asia	10	15	24
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	5	13
Central Amer.	18	877	1,433
South America	11	37	3
North America	2	4	0
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	7,554	18,182	15,128
Spanish	184	1,081	1,678
Other Indo-Euro language	40	145	41
French (incl. Patois, Cajun)	14	33	15
French Creole	0	0	0
Italian	5	12	0
Portuguese	0	13	0
German	21	53	25
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	0
Polish	0	0	1
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	27	0
Hindi	0	7	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	0	0
Korean	0	0	0
Mon-Khmer, Cambodian	7	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	9	0	0
Other Asian	0	0	0
Tagalog	0	9	0
Other Pacific Is	0	0	0
Other languages	0	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

# 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	5,446	13,824	12,095
Arab	0	2	0
Armenian	0	0	0
Austrian	0	0	0
British	43	77	63
Canadian	32	26	9
Croatian	0	0	0
Czech	5	4	22
Czechoslovak	0	0	1
Danish	29	28	34
Dutch	47	142	154
English	646	1,722	1,531
European	50	192	145
Finnish	0	0	0
French (not Basque)	85	182	117
French Canadian	5	23	13
German	353	929	639
Greek	20	34	17
Hungarian	0	18	2
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	861	1,577	1,471
Italian	53	209	115
Lithuanian	0	0	0
Norwegian	13	14	20
Polish	32	60	21
Portuguese	0	0	0
Romanian	3	1	0
Russian	5	3	12
Scandinavian	0	1	3
Scotch-Irish	100	286	277
Scottish	129	223	311
Slovak	0	9	4
Subsaharan African	0	13	4
Swedish	6	40	5
Swiss	0	6	11
Ukrainian	0	1	2
US/American	1,728	4,985	4,463
Welsh	15	37	30
West Indian	0	24	0
Yugoslavian	0	0	0
Other	1,186	2,956	2,599

# 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 its 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*

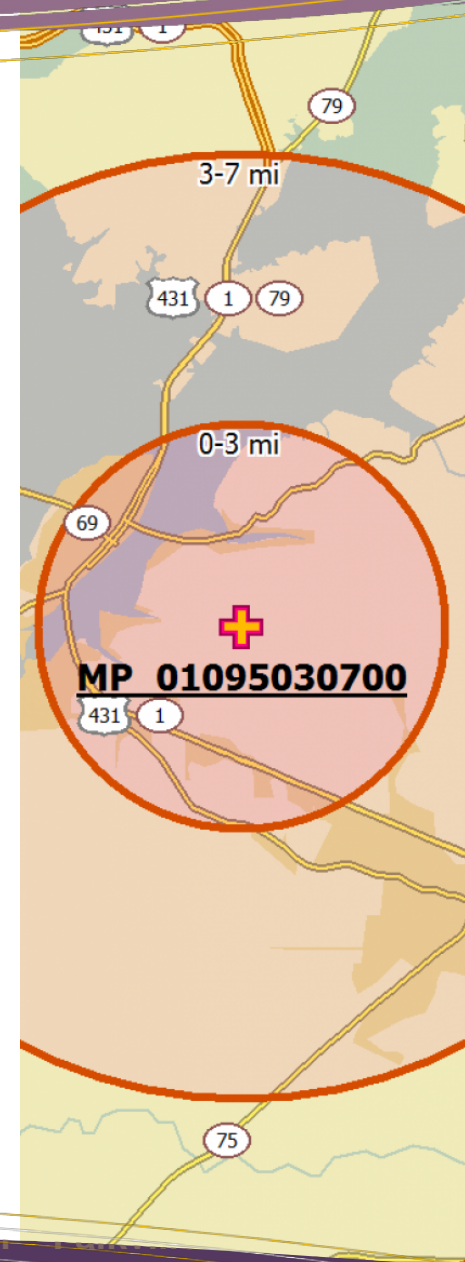
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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	3,454	100%
<b>AFFLUENT SUBURBIA</b>	336	9.73%
America's Wealthiest	267	7.73%
Dream Weavers	40	1.16%
White Collar Suburbia	0	0%
Upscale Suburbia	0	0%
Enterprising Couples	0	0%
Small Town Success	29	0.84%
New Suburbia Fam.	0	0%
<b>UPSCALE AMERICA</b>	330	9.55%
Status Conscious Consumers	0	0%
Affluent Urban Professionals	0	0%
Urban Commuter Fam.	299	8.66%
Solid Suburban Mix	0	0%
2nd Generation Success	0	0%
Successful Urban Sprawl	31	0.9%
<b>SM TWN SUCCESS</b>	273	7.9%
2nd City Homebodies	0	0%
Prime Middle America	91	2.63%
Urban Optimists	0	0%
Family Convenience	182	5.27%
Mid-Market Enterprise	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	3,454	100%	2,287	100%
<b>BLUE COLLAR BACKBONE</b>	140	4.05%	87	3.8%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	103	2.98%	62	2.71%
Lower Income Essentials	34	0.98%	23	1.01%
Small Town Endeavors	3	0.09%	2	0.09%
<b>AMER. DIVERSITY</b>	262	7.59%	186	8.13%
Ethnic Urban Mix	17	0.49%	12	0.52%
Urban Blues	23	0.67%	15	0.66%
Professional Urbanites	193	5.59%	140	6.12%
Urban Advancement	9	0.26%	6	0.26%
Amer. Great Outdoors	20	0.58%	13	0.57%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	773	22.38%	531	23.22%
Steadfast Conservative	664	19.22%	455	19.9%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	9	0.26%	6	0.26%
Urban Grit	0	0%	0	0%
Grass-Roots Living	100	2.9%	70	3.06%

# 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	3,454	100%	2,287	100%
REMOTE AMERICA	372	10.77%	225	9.84%
Hardy Rural Fam.	218	6.31%	133	5.82%
Rural Southern Living	107	3.1%	63	2.75%
Coal & Crops	47	1.36%	29	1.27%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	287	8.31%	211	9.23%
Young Cosmopolitans	18	0.52%	14	0.61%
Minority Metro Communities	187	5.41%	138	6.03%
Stable Careers	75	2.17%	54	2.36%
Aspiring Hispania	7	0.2%	5	0.22%
RURAL VILLAGES & FARMS	540	15.63%	294	12.86%
Industrious Country Living	19	0.55%	13	0.57%
America's Farmland	0	0%	0	0%
Comfy Country Living	195	5.65%	119	5.2%
Small Town Connections	166	4.81%	96	4.2%
Hinterland Fam.	160	4.63%	66	2.89%

# 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 HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	3,454	100%	2,287	100%
<b>STRUGGLING SOCIETIES</b>	123	3.56%	82	3.59%
Rugged Southern Style	9	0.26%	5	0.22%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	114	3.3%	77	3.37%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	14	0.41%	9	0.39%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	5	0.14%	3	0.13%
Urban Diversity	0	0%	0	0%
New Generation Activists	9	0.26%	6	0.26%
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?



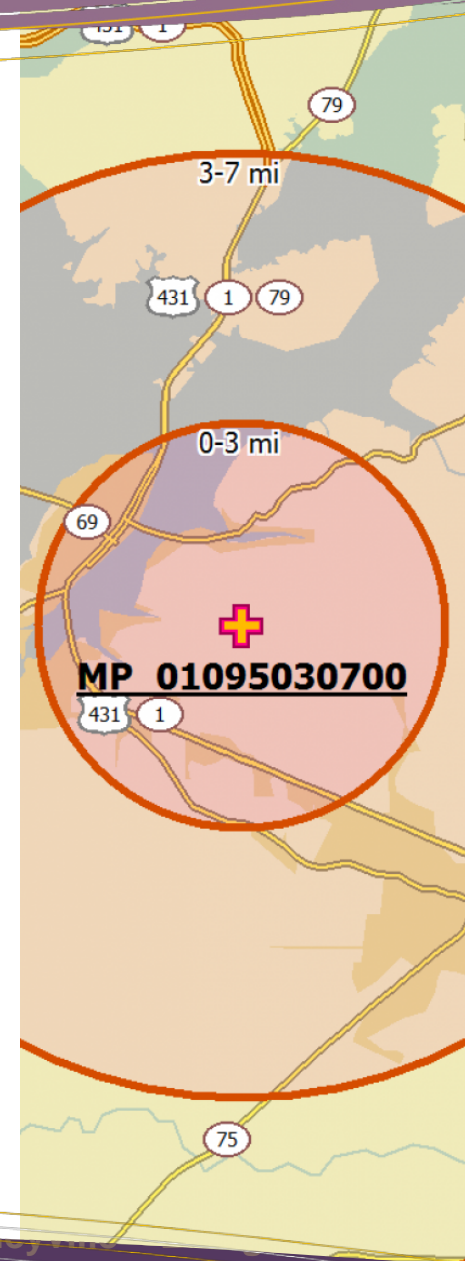
## Potential Cultural Bridges

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).



Pine Apple Berry Gadsden Falkville Lineville Edgewater Mobile Creola Ridgeville Hoover Babbie  
a Napier Field Moores Mill Sweet Water Dodge City Camp Hill Kinston Madison Clayton Theodore Hart  
Demopolis Goshen Locust Fork Centre West Point Livingston Hanceville  
ty Northport Pike Road Riverside Columbia Pickensville Pinson Hodges Millport Wetumpka Graysville  
Huntsville St. Florian Hokes Bluff Eyffe Dayton Jackson Tuscumbia Rehobeth Smoke Rise Meridian

# 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%	77%	76%
Use Comp. for Internet/E-mail	61%	58%	58%
Internet Use: E-Mail	51%	50%	49%
Use Comp. for Word Processing	40%	38%	38%
Use Comp. for Comp. Games	40%	39%	38%
Use Comp. for Shopping	37%	35%	35%
Use Comp. for Digital Camera Photo Editing	34%	32%	31%
Use Comp. for Education	31%	30%	30%
Use Comp. for Banking	30%	29%	30%
Internet Use: News/ Weather	29%	28%	26%

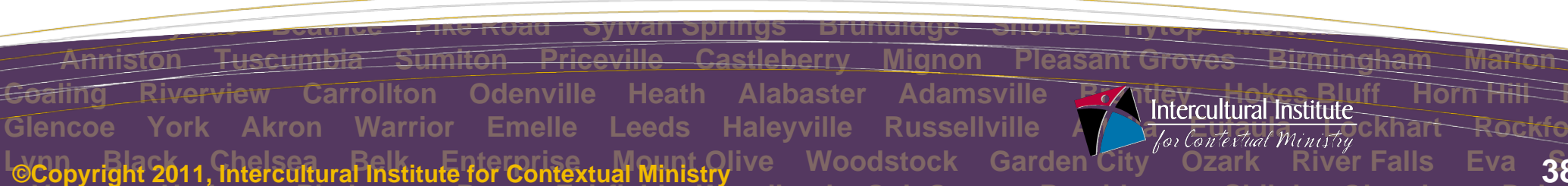
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	28%	27%	27%
Internet Use: Banking	25%	25%	25%
Use Comp. for News/Info./Data Service	23%	22%	22%
PC-Network-HH Has One	19%	19%	19%
Use Comp. for Personal Financial Mngmnt	15%	13%	13%
Use Comp. for Accounting	15%	14%	14%
Use Comp. for Filing/DB Mngmnt	14%	13%	13%
Internet Use: Shopping: Made A Purchase	13%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	13%	12%	12%
Internet Use: Research/ Education	12%	12%	12%

# 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	67%	67%	66%
Dining Out (Not Fast Food)	59%	58%	58%
Reading Books	56%	54%	53%
Card Games	41%	42%	41%
Gardening	37%	37%	37%
Go To A Beach/Lake	35%	35%	35%
Cooking for Fun	35%	35%	34%
Board Games	32%	33%	33%
Visit Museum	21%	20%	19%
Photography	21%	20%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	67%	67%
Gen./Fam. Practitioner	42%	42%	41%
Dentist	29%	27%	27%
Backache	22%	23%	22%
Eye Dr.	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	20%	19%	19%
High Cholesterol	17%	17%	17%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	15%	15%	14%



# 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	27.35%	26.18%	25.63%
Live Theater	21.38%	19.75%	19.36%
Live Theater Most Often	18.2%	16.34%	16.04%
Rock/Pop Concerts Most Often	14.05%	13.47%	13.12%
Dance Performance	9.21%	7.74%	7.48%
Comedy Club	7.96%	7.64%	7.34%
Movies: Comedy	39.54%	38.23%	37.61%
Movies: Action/Adventure	39%	37%	36.67%
Movies: Drama	20.63%	18.96%	18.49%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.2%	19.18%	18.73%
Movies: Fam.	19.27%	19.12%	18.95%
Movies: Mystery	15.99%	15.48%	15.55%
College Football Reg. Season	7.53%	6.98%	6.76%
MLB Baseball Reg. Season	7.38%	6.94%	6.76%
NFL Football Reg. Season	6.44%	5.82%	5.6%
College Basketball Reg. Season	5.17%	4.73%	4.41%
NBA Basketball Reg. Season	3.36%	3.1%	2.96%
College Basketball Post-Season	2.65%	2.26%	2%



# 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	41.49%	39.95%	39.7%
Swimming	33.39%	33.82%	33.62%
Bowling	20.23%	21.02%	20.99%
Freshwater Fishing	19.3%	20.92%	21.21%
Billiards/Pool	17.24%	17.39%	17.71%
Camping Trips	16.01%	17.8%	18.36%
Weight Training	15.12%	14.51%	14.46%
Jogging/Running	14.11%	12.72%	12.7%
Basketball	13.96%	14.18%	14.25%
Using Cardio Machine	13.93%	12.9%	12.54%
Golf	13.64%	13.49%	13.46%
Mountain/Road Biking	12.67%	12.19%	12.29%
Stationary Cycling	12.28%	11.51%	11.43%
Hunting	11.21%	12.37%	13.03%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	10.05%	9.4%	9.14%
Baseball	9.98%	10.23%	10.63%
Backpacking/Hiking	9.83%	10.06%	10.02%
Power Boating	9.08%	8.42%	8.44%
Target Shooting	8.98%	9.82%	10.14%
Football	7.91%	8.28%	8.7%
Saltwater Fishing	7.78%	7.91%	8%
Canoeing/Kayaking	7.49%	6.8%	6.78%
Volleyball	7.4%	8.02%	8.08%
Tennis	7.09%	6.72%	6.72%
Softball	6.69%	6.55%	6.68%
Yoga	6.63%	6.2%	6%
Horseback Riding	6.12%	6.41%	6.53%
Soccer	6.09%	5.86%	6.12%

# 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
Motorcycling	5.76%	5.72%	5.92%
Archery	4.81%	5.03%	5.35%
Downhill & X-Country	4.8%	4.31%	4.35%
Skiing			
Ice Skating	4.63%	4.31%	4.36%
Fly Fishing	4.62%	4.71%	4.92%
Snorkeling	4.6%	4.32%	4.48%
Roller Skating	4.32%	4.11%	4.25%
Water Skiing	4.27%	4.13%	4.27%
Jet Skiing	3.93%	3.91%	4.08%
Racquetball	3.36%	3.12%	3.16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.27%	3.15%	3.22%
Snowmobiling	3.26%	3.14%	3.29%
Sailing	3.24%	2.89%	3.04%
Martial Arts	3.14%	3.1%	3.34%
Auto Racing	3.05%	3.67%	3.71%
Hockey	3.04%	2.94%	3.07%
Snowboarding	2.94%	2.71%	2.86%
Skateboarding	2.81%	2.88%	3.05%
Rowing	2.65%	2.44%	2.51%
Surfing & Windsurfing	2.23%	2.01%	2.13%

## 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.

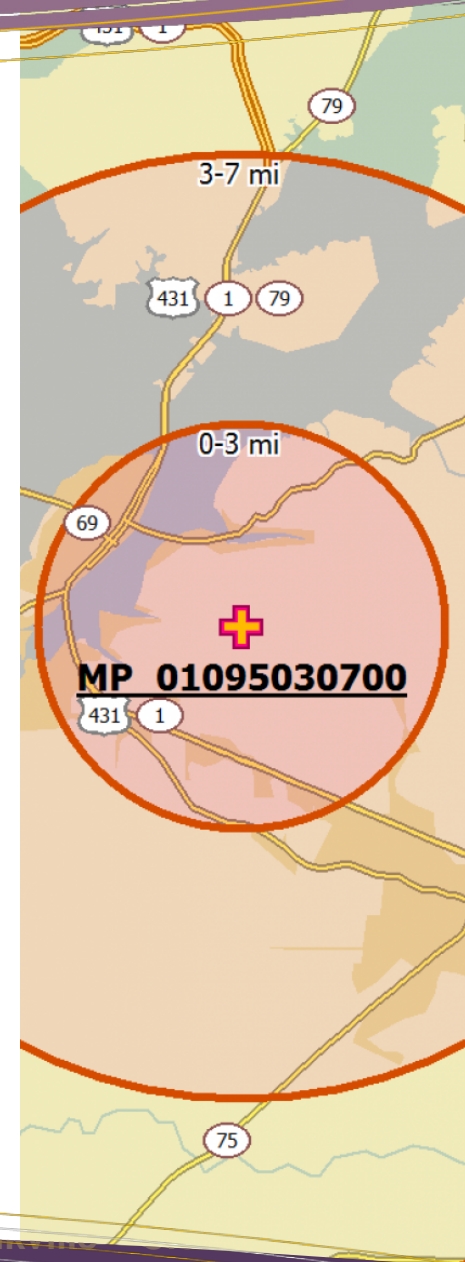
### BIBLICAL BARRIERS

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.

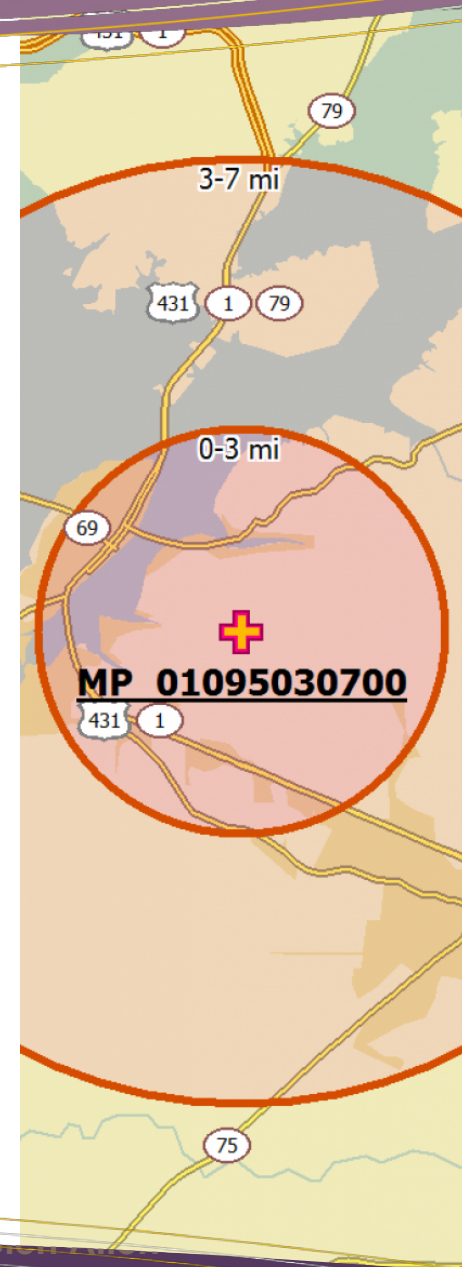
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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%	51%	50%
Find It Difficult To Say No To My Kids	38%	39%	38%
Woman's Place Is In The Home	36%	35%	35%
Speak My Mind Even If It Upsets People	35%	35%	35%
Prefer To Have Few Possessions As Possible	34%	31%	31%
Like Control Over People And Resources	33%	33%	33%
Like To Do Unconventional Things	31%	31%	31%
Don't Judge People/Way They Live Life	29%	28%	28%
If Won Lottery Would Never Work Again	28%	26%	26%
Friends More Important Than My Fam.	27%	25%	24%
Money Is Best Measure Of Success	26%	26%	26%
Too Much Sponsorship In Arts/Sports	23%	23%	23%

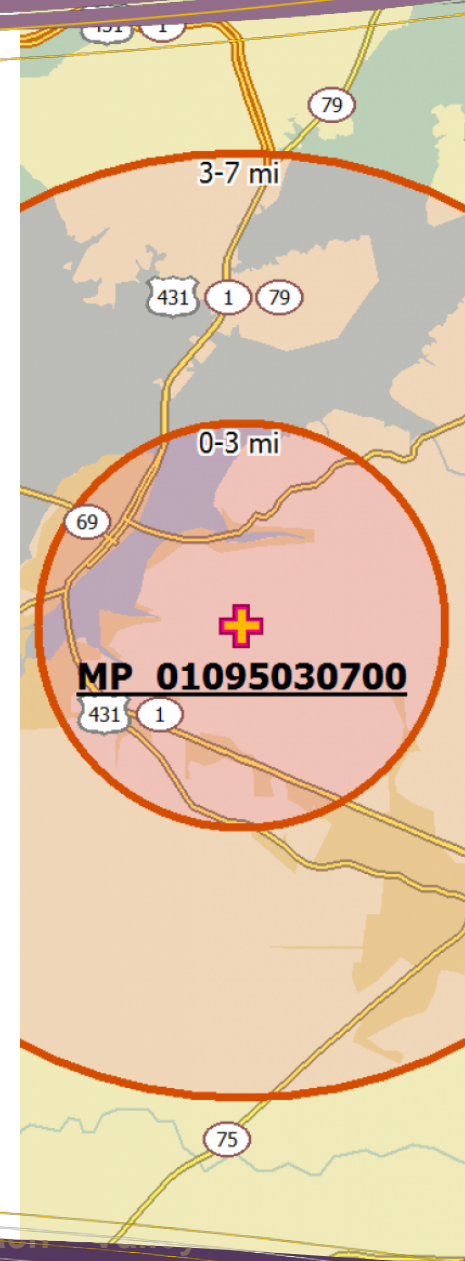
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	21%	21%
Marijuana Should Be Legalized	19%	19%	19%
Like To Pursue Challenge/Novelty/Change	19%	18%	18%
Rarely Sit Down to a Meal Together At Home	17%	18%	17%
I Am A Workaholic	15%	15%	15%
Only Work Current Job for The Money	15%	15%	15%
We Should Strive for Equality for All	14%	12%	12%
Happy With My Standard Of Living	13%	12%	11%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	6%	5%	5%



## 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.

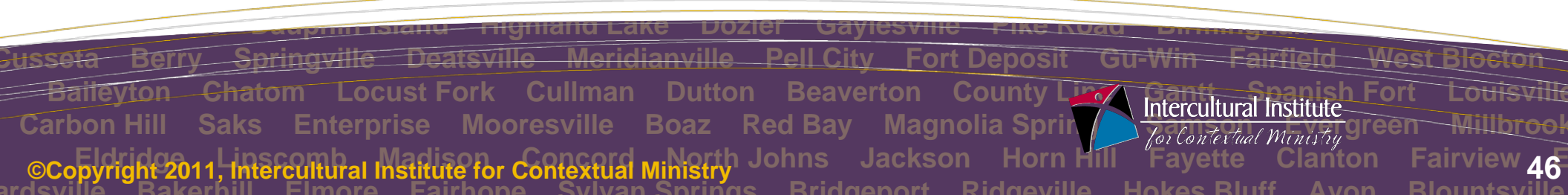


# Potential Cultural Themes:

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.

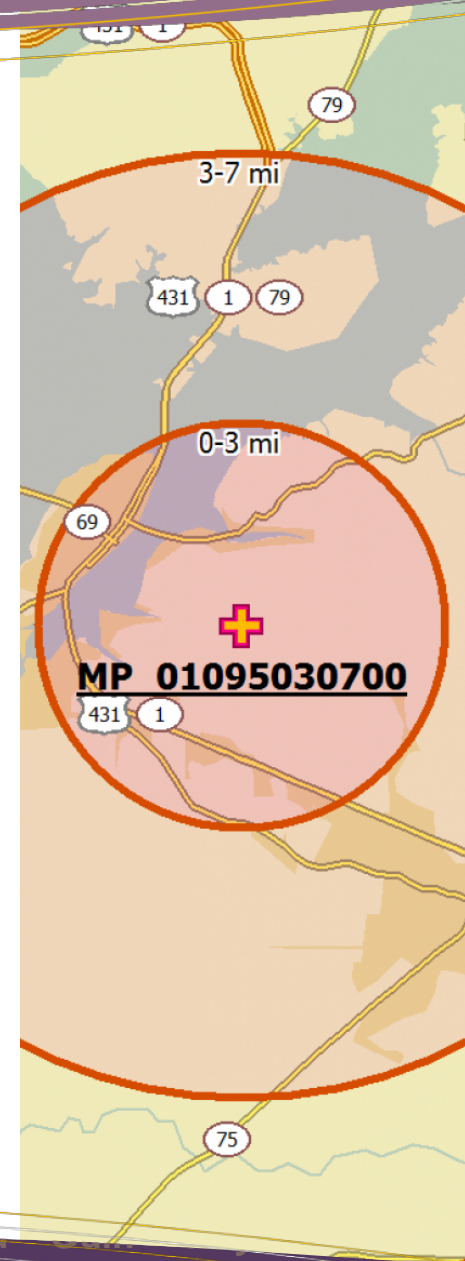
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	62%	62%	61%
You Should Seize Opportunities In Life	58%	57%	56%
Like To Understand About Nature	38%	37%	36%
Important Feel Respected By My Peers	34%	34%	33%
Prefer Work Part Of Team Than Alone	34%	33%	33%
Prefer To Have Few Possessions As Possible	34%	31%	31%
Important To Juggle Various Tasks	32%	31%	31%
Good At Fixing Things	27%	27%	27%
Have Keen Sense Of Adventure	26%	26%	26%
Like To Just Enjoy Life	24%	23%	22%
People Have To Take Me As They Find Me	24%	22%	22%
Consider Myself Interested In The Arts	20%	19%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Real Men Don't Cry	19%	17%	17%
Worried About Pollution Caused By Cars	18%	18%	18%
Looking for New Ideas To Improve Home	17%	16%	16%
Is An Important Part Of Who I Am	16%	16%	17%
Try Not To Worry About The Future	14%	13%	13%
Provide My Kids With The Little Extras	11%	11%	11%
Enjoy Spending Time With My Fam.	11%	12%	13%
Children Should Be Allowed To Express Themselves	6%	5%	5%
Feel Very Alone In The World	5%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	3%	3%
Would Like To Set Up Own Business	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	84.16%	85.76%	85.87%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.32%	82.32%	82.46%
Houses-Visit Any			
McDonald's	55.07%	55.59%	55.34%
Burger King	35.75%	36.8%	37.02%
Subway	31.33%	30.99%	30.66%
Wendy's	27.99%	29.03%	28.87%
Applebee's	27.91%	28.32%	28.02%
Taco Bell	27.67%	28.28%	28.2%
Kentucky Fried Chicken (KFC)	27.29%	28.27%	28.13%
Arby's	22.68%	22.98%	22.47%
Pizza Hut	21.66%	23.28%	23.07%
Olive Garden	20.54%	19.73%	19.51%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	19.25%	19.27%	19.29%
Red Lobster	16.52%	16.49%	15.98%
Cracker Barrel	16.18%	17.05%	16.96%
Sonic	15.36%	16.74%	16.7%
Outback Steakhouse	14.87%	13.89%	13.38%
Chili's Grill and Bar	12.99%	12.28%	11.85%
Chick-Fil-A	12.9%	12.86%	12.49%
Domino's Pizza	12.56%	12.91%	12.74%
IHOP (International House Of Pancakes)	12.43%	12.42%	11.92%
Hardee's	11.42%	12.66%	12.68%
Denny's	11.37%	11.35%	11.34%
Starbucks	11.03%	10.31%	10.05%

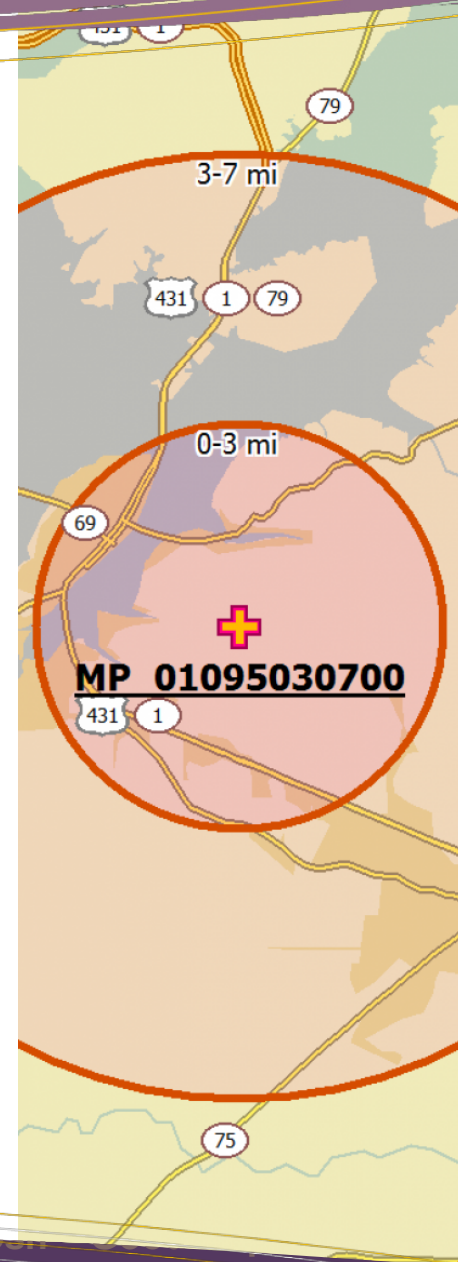


## Potential Shared Projects

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!



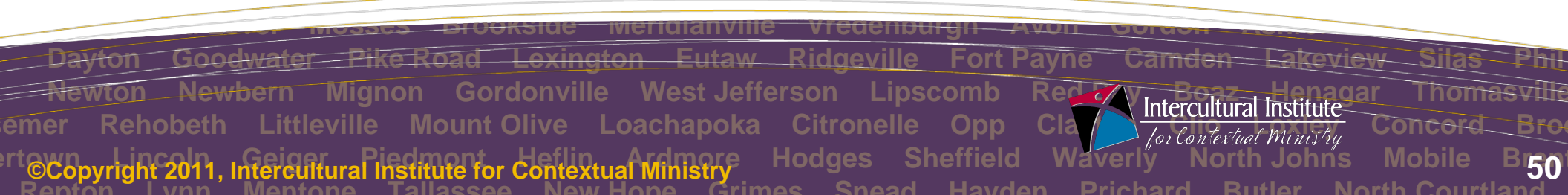


# Potential Shared Projects

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	48.2%	45.86%	45.42%
Recycled products	36.09%	33.74%	33.5%
Worked as volunteer (non political)	17.58%	16.93%	16.91%
Engaged in fund raising	11.41%	11.23%	11.2%
Religious club member	7.84%	7.75%	7.78%
Wrote to elected offcl about publ bus	6.66%	6.13%	6.02%

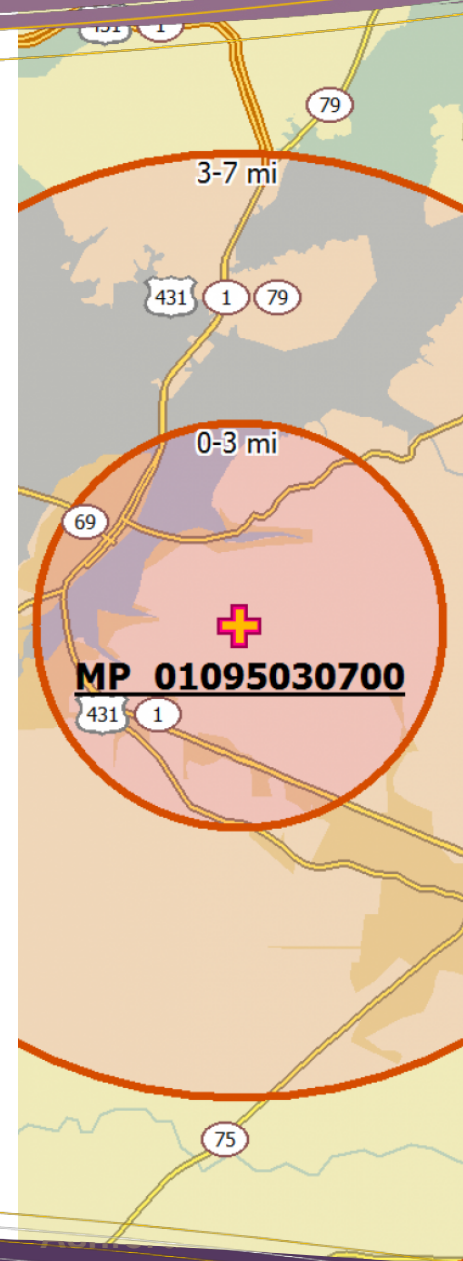
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	5.9%	5.63%	5.59%
Wrote to editor of mag or newspaper	5.73%	5.64%	5.55%
Took active part in local civic issue	5.6%	5.02%	4.85%
Union member	5.33%	4.94%	4.92%
Addressed a public meeting	5.14%	4.81%	4.83%
Church Board	5.12%	4.91%	4.95%



# 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	17.48%	16.37%	16.37%
Children's Books	13.45%	13.38%	13.42%
Mystery	12.08%	12.1%	12.04%
Cookbooks	10.54%	10.11%	10.2%
Religious (not Bibles)	8.83%	8.98%	9.01%
History	7.23%	7.02%	7.01%
Biography	6.93%	6.36%	6.37%
Personal/Business	6.7%	6.44%	6.36%
Self-help			
Romance	6.65%	6.89%	7.03%

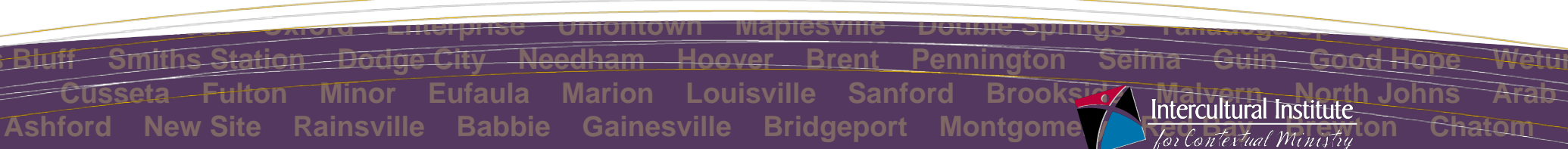
<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	67.09%	64.01%	63.23%
Gen. Editorial	47.46%	45.37%	44.78%
Womens	40.72%	39.65%	39.39%
Service	36.44%	36.04%	35.83%
Business/Finance	17.95%	15.74%	15.59%
Mens	17.87%	17.57%	17.24%
Sports	14.71%	14.28%	14.05%
Automotive	13.65%	14.26%	14.36%
Fishing/Hunting	13.57%	14.34%	14.4%

# 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	56.72%	55.67%	55.49%
Classified	33.34%	34.47%	34.58%
Sport	32.45%	31.68%	31.47%
Editorial Page	32.31%	31.54%	31.37%
Business/Finance	29.59%	27.23%	26.86%
Comics	28.02%	27.95%	27.77%
Food/Cooking	25.89%	24.82%	24.5%
Movie Listings & Reviews	25.46%	23.91%	23.56%
TV/Radio Listings	24.79%	23.85%	23.41%
Home/Gardening	22.04%	21.06%	20.79%
Travel	19.57%	18.03%	17.68%
Science/Technology	18.2%	16.95%	16.64%
Fashion	14.62%	13.81%	13.6%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	23.59%	26.01%	26.56%
Adult Contemporary	18.06%	17.49%	17.41%
CHR Contemp Hit Radio	16.95%	17.27%	17.05%
News/Talk	12.06%	10.9%	10.77%
Rock	11.74%	11.64%	11.45%
Urban Contemporary	11.68%	10.19%	9.62%
Oldies	11.3%	10.8%	10.92%
Classic Rock	10.17%	10.26%	10.47%
Alternative	9.3%	8.66%	8.62%
Variety	7.68%	6.71%	6.61%
All News	6.57%	4.95%	4.79%
Religious	6.36%	6.55%	6.63%
Soft Contemporary	5.86%	5.66%	5.64%
Jazz	4.82%	3.51%	3.28%
All Talk	4.37%	3.92%	3.94%
Classical	4.13%	3.32%	3.28%
Sports	4.03%	3.49%	3.48%
Classic Hits	3.7%	3.98%	3.94%



# 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	63.66%	62.98%	63.15%
Satellite Dish	56.11%	56.51%	56.52%
Soapnet	52.06%	51.18%	50.65%
Other Video-On-Demand	42.6%	43.86%	44.07%
Sci-Fi Channel	36.96%	36.48%	36.42%
MSNBC	34.53%	33.44%	33.25%
Adult Pay Per View TV	33.46%	34.44%	34.78%
Comedy Central	32.42%	28.13%	27.26%
TV Info From Sunday TV Magazine	30.53%	29.88%	29.68%
Nickelodeon	29.2%	29.16%	29.36%
Subscribe Digital Cable	28.35%	28.35%	28.02%
TV Info From Newspapers	26.22%	25.88%	25.5%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
USA Network	26.09%	24.92%	24.45%
TCM (Turner Classic Movies)	25.51%	24.72%	24.66%
Adult Swim	25.08%	24.36%	24.88%
Hallmark Channel	24.39%	24.06%	24.15%
BET (Black Entertainment TV)	24.25%	23.11%	22.76%
Nick At Nite	23.96%	23.68%	23.89%
The Golf Channel	23.57%	22.01%	21.58%
TV Info From Monthly Cable Guide	23.31%	23.96%	23.67%
ABC Fam.	22.66%	20.44%	20.47%
ESPN2	22.31%	19.57%	19.14%
ESPN Classic	21.63%	18.19%	17.73%
TV Info From Other	20.96%	20.14%	19.78%

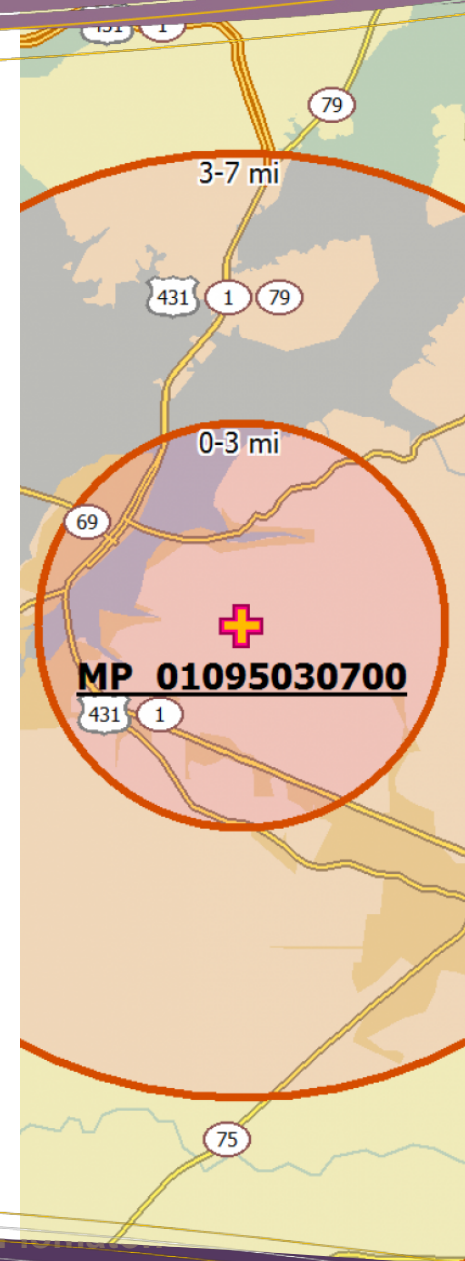


## Communication Media Usage

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+)	20.4%	19.24%	19.13%
Medium Users (4-6)	10.98%	10.51%	10.56%
Light Users (1-3)	19.88%	20.22%	20.35%
Quintiles (20%)			
Newspaper I (Heavy)	1.07%	1.11%	1.05%
Newspaper II	1.35%	1.17%	1.13%
Newspaper III	1.96%	2.23%	2.27%
Newspaper IV	0.52%	0.61%	0.56%
Newspaper V (Light)	1.81%	1.39%	1.4%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.58%	18.43%	18.45%
Magazines II	7.76%	8.3%	8.34%
Magazines III	9.82%	9.56%	9.66%
Magazines IV	10.12%	10.48%	10.61%
Magazines V (Light)	0.35%	0.4%	0.36%
Outdoor I (Heavy)	6.34%	5.94%	5.85%
Outdoor II	2.57%	2.58%	2.53%
Outdoor III	2.88%	2.88%	2.84%
Outdoor IV	17.41%	17.94%	18.22%
Outdoor V (Light)	27.43%	26.2%	25.93%
Yellow Pages I (Heavy)	15.88%	15.14%	15.32%
Yellow Pages II	6.16%	5.66%	5.49%
Yellow Pages III	5.29%	5.25%	4.93%
Yellow Pages IV	23.87%	23.85%	23.89%
Yellow Pages V (Light)	2.98%	3.34%	3.42%

# 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)	2.74%	2.87%	2.86%
Drive Time III (Medium)	0.7%	0.74%	0.75%
Radio IV & V (Light)	2.06%	2.08%	2.31%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.79%	8.49%	8.6%
Radio III (Medium)	4.29%	4.55%	4.58%
Radio IV & V (Light)	3.3%	3.05%	2.94%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.11%	12.47%	12.45%
Cable III (Medium)	4.36%	5.07%	5%
Cable IV & V (Light)	32.85%	33.26%	32.85%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.37%	3.88%	3.99%
Prime Time III (Medium)	1.99%	2.07%	1.98%
Prime Time IV & V (Light)	8.21%	7.73%	7.81%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.9%	40.58%	40.84%
Fringe III (Medium)	55.54%	56.3%	56.37%
Fringe IV (Light)	57.06%	56.64%	56.73%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.06%	13.44%	13.59%
All Day III (Medium)	24.54%	25.48%	25.49%
All Day IV (Light)	12.5%	11.75%	11.41%

# 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]	11.35%	10.72%	10.57%
6:00am - 10:00am	16.08%	13.63%	13.09%
10:00am - 3:00pm	5.94%	5.3%	5.12%
3:00pm - 7:00pm	12.39%	12.77%	13.31%
7:00pm - Midnight	13.86%	11.87%	11.63%
Midnight - 6:00am	5.18%	4.48%	4.48%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	12.72%	12.77%	12.84%
6:00am - 10:00am	3.9%	3.39%	3.25%
10:00am-3:00pm	5.26%	4.36%	4.3%
3:00pm - 7:00pm	6.1%	6.11%	5.98%
7:00pm - Midnight	8.46%	8.23%	8.23%
Midnight - 6:00am	11.46%	9.86%	9.33%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	8.72%	7.64%	7.42%
Saturday: 8:00-11:00pm	8.63%	7.87%	7.78%
Sunday: 7:00-11:00pm	9.23%	9.15%	9.31%
9:00am-1:00pm	23.96%	23.68%	23.89%
9:00am-4:00pm	27.6%	26.95%	27.22%
4:00pm-7:00pm	27.81%	26.86%	26.7%
11:00pm-1:00am	42.5%	40.71%	40.19%
AVG Prime time	2.77%	2.56%	2.48%
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.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.09%	15.32%	15.23%
7-9am	22.31%	19.57%	19.14%
9am-12noon	20.27%	19.7%	19.84%
12noon-4pm	7.33%	7.25%	7.37%
4-6pm	46.03%	44.29%	44.39%
6-7pm	18.18%	18.65%	18.95%
7-7:30pm	1.41%	1.11%	1.11%
7:30-8pm	10.22%	10.3%	10.18%
8-11pm	8.72%	7.64%	7.42%
11pm-12am	34.53%	33.44%	33.25%
11pm-1am	42.5%	40.71%	40.19%
1-6am	29.61%	27.66%	27.62%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.54%	17.64%	17.26%
Sat: 10am-1pm	8.1%	7.66%	7.47%
Sat: 1-4pm	25.28%	25.06%	24.79%
Sat: 4-6pm	6.32%	6.63%	6.38%
Sat: 6-7pm	1.7%	1.57%	1.61%
Sat: 7-8pm	0.92%	0.76%	0.76%
Sat: 8-11pm	8.63%	7.87%	7.78%
Sat: 11pm-1am	4.76%	4.22%	4.22%
Sat: 1am-7pm	26.09%	24.92%	24.45%
Sun: 7-10am	2.02%	2.2%	2.32%
Sun: 10am-1pm	6.37%	6.62%	6.85%
Sun: 1-4pm	5.7%	6%	6.11%
Sun: 4-7pm	13.38%	13.25%	13.14%
Sun: 7-11pm	9.23%	9.15%	9.31%
Sun: 11pm-1am	4.34%	3.98%	3.81%
Sun: 1-7am	21.13%	20.38%	20.37%



# 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*

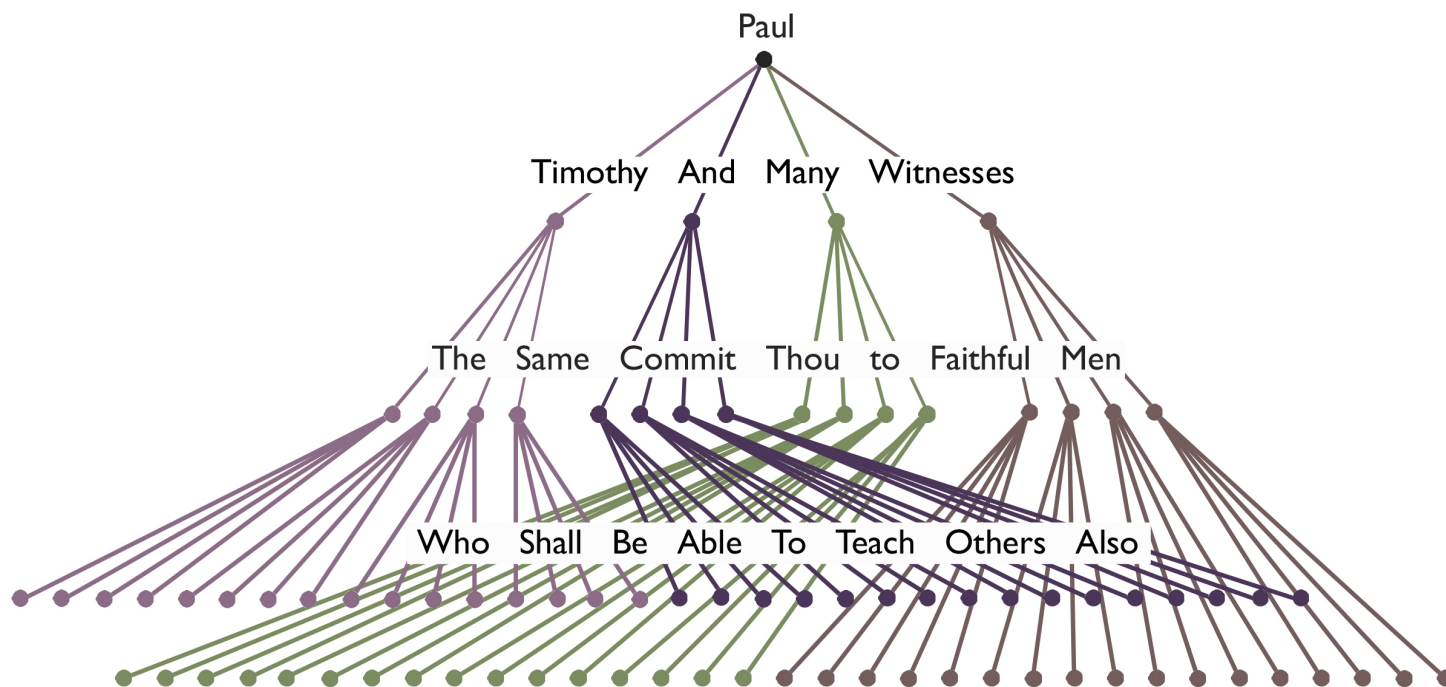
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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*

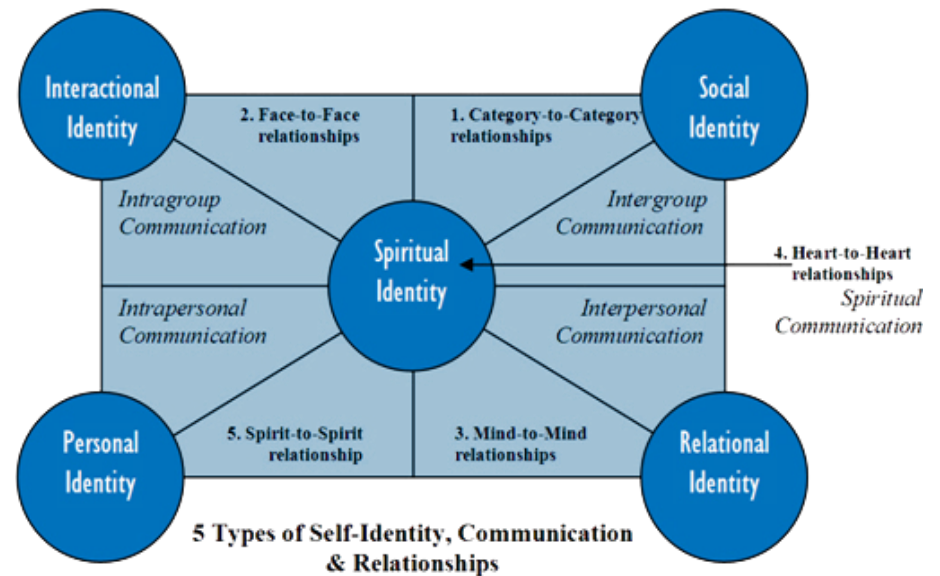


# Establishing Redemptive Relationships

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.



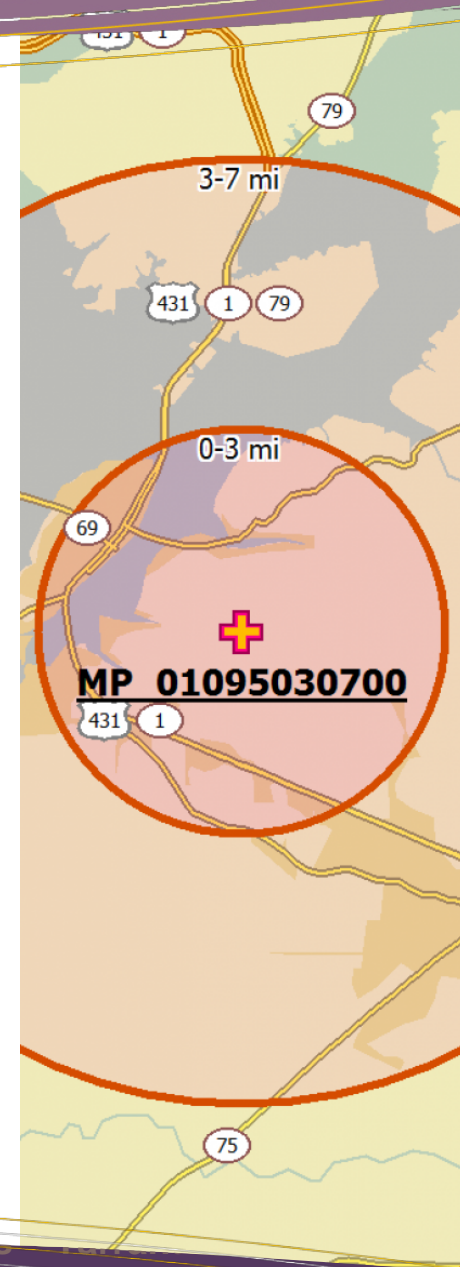


## Your MissionSite and the Missional Suite

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](http://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)





# 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	Church at Lake Guntersville	4525 Wyeth Dr Guntersville, AL 35976	0.92 mi	267	Growing
2	Victory Missionary	1644 O'Brig Ave Guntersville, AL 35976	1.30 mi	140	Plateauing
3	Hillcrest	4742 Pleasant Grove Rd Albertville, AL 35950	1.39 mi	32	Growing
4	Lakeview	170 Eidson Rd Albertville, AL 35951	1.46 mi	51	Plateauing
5	Happy Home	PO Box 748 Guntersville, AL 35976	1.57 mi	41	Declining
6	East Lake	1428 McCoy St Guntersville, AL 35976	1.72 mi	72	Growing
7	Guntersville First	1000 Gunter Ave Guntersville, AL 35976	1.74 mi	484	Plateauing
8	Westside Guntersville	506 FRONTIER ROAD Arab, AL 35016	1.84 mi	16	Growing
9	Pine Grove 1	155 Robert Cir Guntersville, AL 35976	1.90 mi	89	Declining
10	Creek Path	PO Box 667 Guntersville, AL 35976	2.28 mi	155	Declining
11	Rehobeth	33 Buttermilk Rd Albertville, AL 35951	2.29 mi	43	Growing
12	Pleasant Hill 2	111 Marsh Rd Guntersville, AL 35976	2.42 mi	147	Plateauing
13	Valley View	PO Box 396 Guntersville, AL 35976	2.63 mi	18	Growing
14	Mt. Olive 1	1801 Cherokee Drive Albertville, AL 35950	2.90 mi	78	Plateauing
15	Solitude	2935 Solitude Rd Albertville, AL 35950	3.23 mi	169	Growing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Warrenton	44 Warrenton Shores Dr Guntersville, AL 35976	4.02 mi	23	Declining
17	Pleasant Grove	6483 Section Line Rd Albertville, AL 35950	4.52 mi	41	Declining
18	Alder Springs	PO Box 585 Guntersville, AL 35976	4.60 mi	35	Growing
19	Pilgrim Rest	P.O. Box 602 Albertville, AL 35950	4.85 mi	72	Declining
20	Lifepoint	700 Motley Street Albertville, AL 35950	5.07 mi	525	Plateauing
21	Gethsemane	446 Willoughby Rd Albertville, AL 35951	5.09 mi	70	Plateauing
22	Clear Springs	613 Laura Mae Ln Albertville, AL 35950	5.10 mi	30	Growing
23	Bakers Chapel	500 Bakers Chapel Rd Guntersville, AL 35976	5.43 mi	85	Growing
24	Solid Rock	2073 Section Line Rd Albertville, AL 35950	5.44 mi	118	Growing
25	Union Grove 1 Missionary	1189 Rice Mill - Chavers Road Albertville, AL 35951	5.68 mi	76	Plateauing
26	High Point	1500 Horton Rd Albertville, AL 35950	5.91 mi	204	Declining
27	Northside	60 Braswell Rd Guntersville, AL 35976	6.03 mi	26	Growing
28	Rock Springs	97 Rock Springs Rd Albertville, AL 35950	6.04 mi	66	Declining
29	Mt. Carmel	77 Foster Landing Rd Guntersville, AL 35976	6.08 mi	62	Declining
30	Cahill Chapel Mission	309 East Main St Albertville, AL 35950	6.08 mi	31	Growing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Mt. Calvary	201 Rose Rd Albertville, AL 35950	6.25 mi	285	Declining
32	Central	1967 High Point Rd Albertville, AL 35950	6.57 mi	140	Declining
33	Albertville First	309 E Main St Albertville, AL 35950	6.73 mi	614	Plateauing
34	The Fellowship	423 Martling Rd Albertville, AL 35951	6.75 mi	399	Growing
35	Cowboy Church	PO Box 1233 Albertville, AL 35950	6.76 mi	150	Plateauing
36	Southside	PO Box 1144 Albertville, AL 35950	6.97 mi	175	Plateauing
37	White Oak	PO Box 1608 Albertville, AL 35950	7.00 mi	71	Declining
38	Liberty Hill Missionary	P.O. Box 543 Boaz, AL 35957	7.15 mi	100	Declining
39	East Albertville	902 E McKinney Ave Albertville, AL 35951	7.18 mi	77	Declining
40	Victory Hill	450 Lazy Creek Circle Albertville, AL 35950	7.38 mi	31	Declining
41	Antioch at Martling	5485 Summerville Rd Boaz, AL 35957	7.62 mi	71	Plateauing
42	Sweet Home	1474 Union Grove Rd Guntersville, AL 35976	7.65 mi	149	Growing
43	New Heights	1845 Walnut St Albertville, AL 35950	7.85 mi	63	Growing
44	Primera Hispana	900 Kilpatrick Rd Albertville, AL 35950	8.24 mi	63	Growing
45	Pine Grove 2	650 Pea Ridge Rd Crossville, AL 35962	8.35 mi	54	Growing





6 Wateroak Court  
North Augusta, SC 29841

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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#### CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)

Office: 803-279-5828

Web: [www.iicm.net](http://www.iicm.net)

[www.apept.org](http://www.apept.org)

[www.missionalcoach.org](http://www.missionalcoach.org)

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[www.missionalzipcode.org](http://www.missionalzipcode.org)

[www.missionalpartners.org](http://www.missionalpartners.org)