

MissionSite

top unreached locations



MONTGOMERY, AL

CENSUS TRACT: 01101005406

REGION: South Central Region

ASSOCIATION: Montgomery

DISTRICT: 12: Central Black Belt District

COUNTY: Montgomery

SITESCAPE: Townscape

DENSITY PATTERN: K

Alabama Baptist Convention
State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

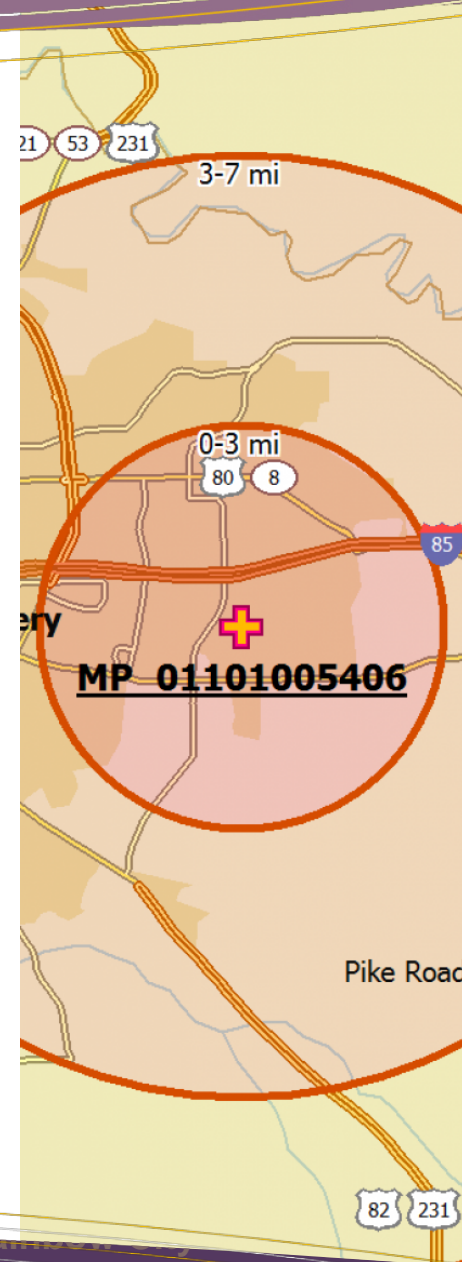
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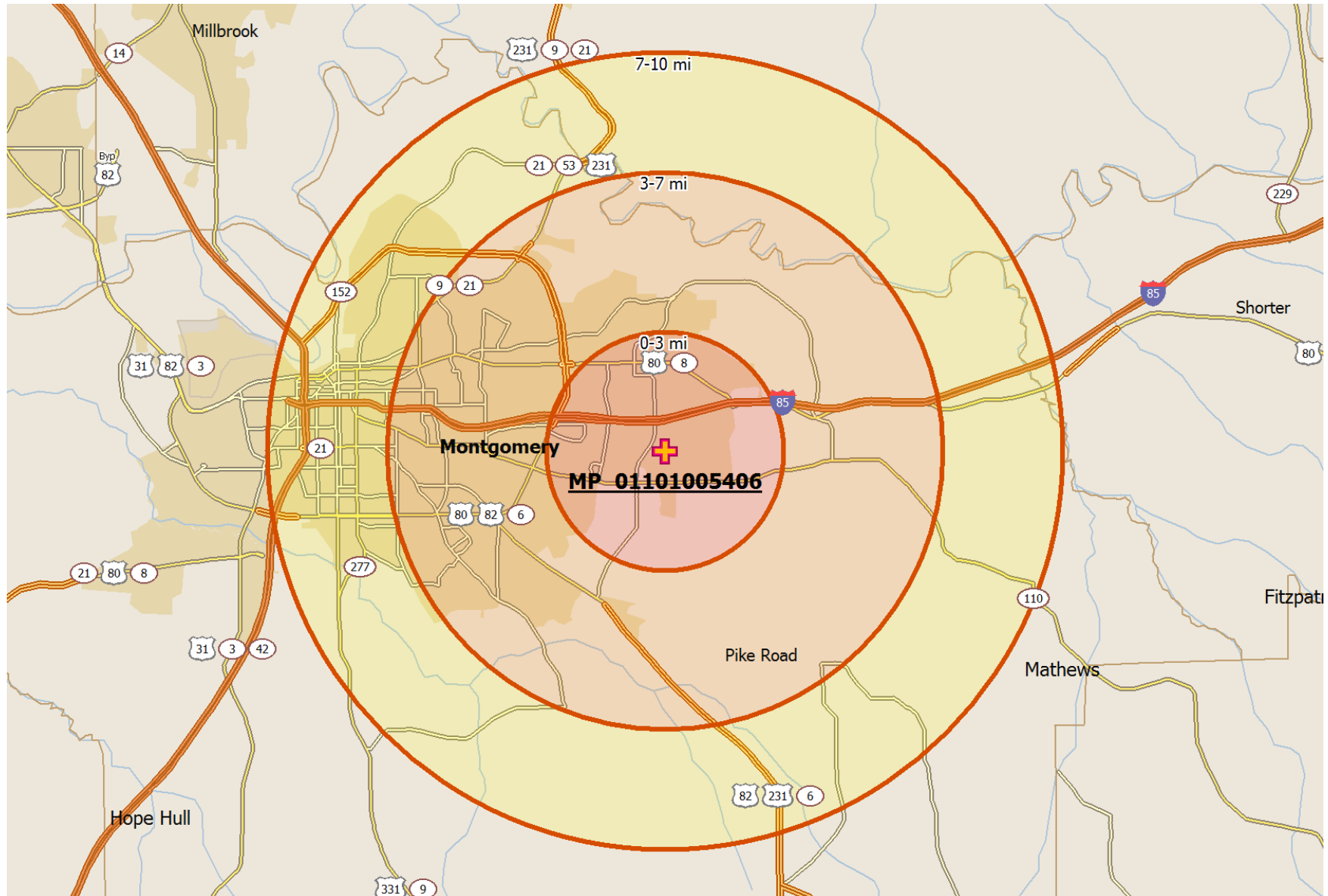
Site Location Summary

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 site.

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1537	Montgomery
3	District	12	Central Black Belt District
4	County Location	01101	Montgomery
5	Zipcode	36117	Montgomery
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
9	Sitescape Density Pattern	K	50000-100000-100000



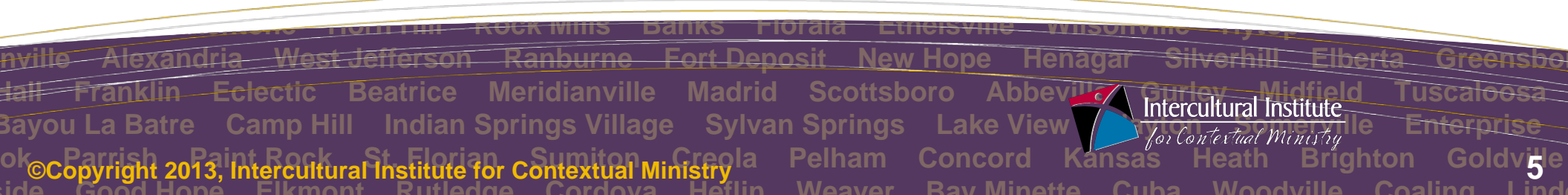
Site Location Summary - Map of the Site Location



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.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	35,183	90,638	67,629
2010 Households	15,083	39,039	26,388
2010 Group Quarters Population	326	2,734	4,554

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	42	42	41
Language Diversity National Index	34	17	9
Foreign Born Diversity National Index	88	90	82
Ancestry Diversity National Index	43	21	3
Racial Diversity National Index	59	66	53

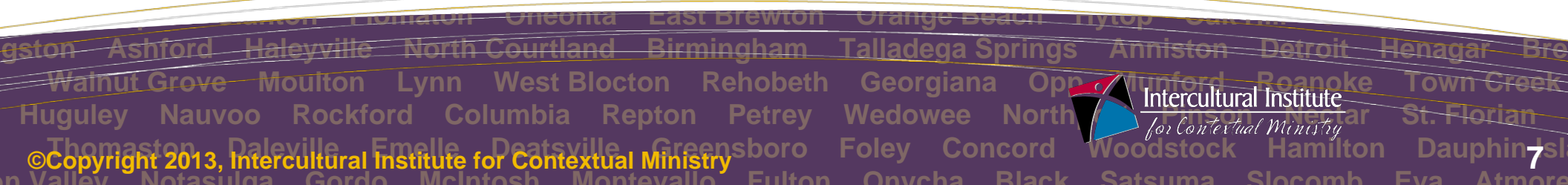


Site Location Summary - County Environment

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 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.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	10,420	69.08%
Mainstay Communities	Established, Diverse Households	325	2.15%
Working Communities	Blue-collar, Working Families	66	0.44%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,808	25.25%
Urban Communities	High Density, Inner-city Neighborhoods	462	3.06%

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 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.

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	64,240	10,864	16.91%
Unreached %	70.84%	72.03%	101.67
Religious But NOT Evangelical HH	21,627	2,705	12.51%
Religious But NOT Evangelical %	23.85%	17.94%	75.2
Spiritual But NOT Relig or Evang HH	7,049	1,803	25.58%
Spiritual But NOT Relig or Evang %	7.77%	11.96%	153.82
Not Evangelical, Not Interested HH	36,036	6,355	17.64%
Not Evangelical, Not Interested %	39.74%	42.13%	106.03



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).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of ALSBOM Churches	51	5	9.8%
Active ALSBOM Attenders	11,001	2,152	19.56%
Active Evangelical Households	19,894	3,173	15.95%
Active Evangelical Percent	21.94%	21.04%	95.89
Inactive Evangelical Households	6,547	1,045	15.96%
Inactive Evangelical Percent	7.22%	6.93%	95.93
# New Churches Needed	0	3	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.	WRSHIP AVG	IICM CGR		CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Taylor Road	0.81 mi	549	Growing	16	Pinedale	6.07 mi	58	Plateauing
2	Vaughn Forest	1.08 mi	998	Growing	17	McGehee Road	6.12 mi	187	Plateauing
3	Thorington Road	1.72 mi	270	Plateauing	18	Valley Park	6.19 mi	62	Declining
4	Lakeview	1.80 mi	139	Plateauing	19	Green Ridge	6.47 mi	8	Plateauing
5	Gateway	2.52 mi	196	Plateauing	20	Hope Community Church	6.73 mi	60	Declining
6	Ridgecrest	3.51 mi	444	Declining	21	Morningview	6.80 mi	427	Declining
7	Eastdale	3.59 mi	317	Declining	22	Capitol Heights	6.98 mi	236	Declining
8	Eastern Oaks	3.83 mi	94	Plateauing	23	Mountain View	7.25 mi	202	Plateauing
9	St. James Holt Crossing	3.93 mi	83	Declining	24	Highland Avenue	7.27 mi	164	Plateauing
10	Eastmont	4.55 mi	1,068	Declining	25	Victory	7.57 mi	44	Growing
11	Heritage	4.93 mi	775	Plateauing	26	Highland Gardens	7.73 mi	110	Declining
12	Faith and Grace	5.55 mi	25	Plateauing	27	Bridgeview	7.77 mi	36	Growing
13	Pike Road	5.66 mi	116	Plateauing	28	Cloverdale	8.06 mi	103	Declining
14	Dalraida	5.73 mi	305	Plateauing	29	Lao New Life	8.18 mi	21	Plateauing
15	Eastern Hills	5.93 mi	789	Plateauing	30	Yarbrough Street	8.26 mi	115	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.

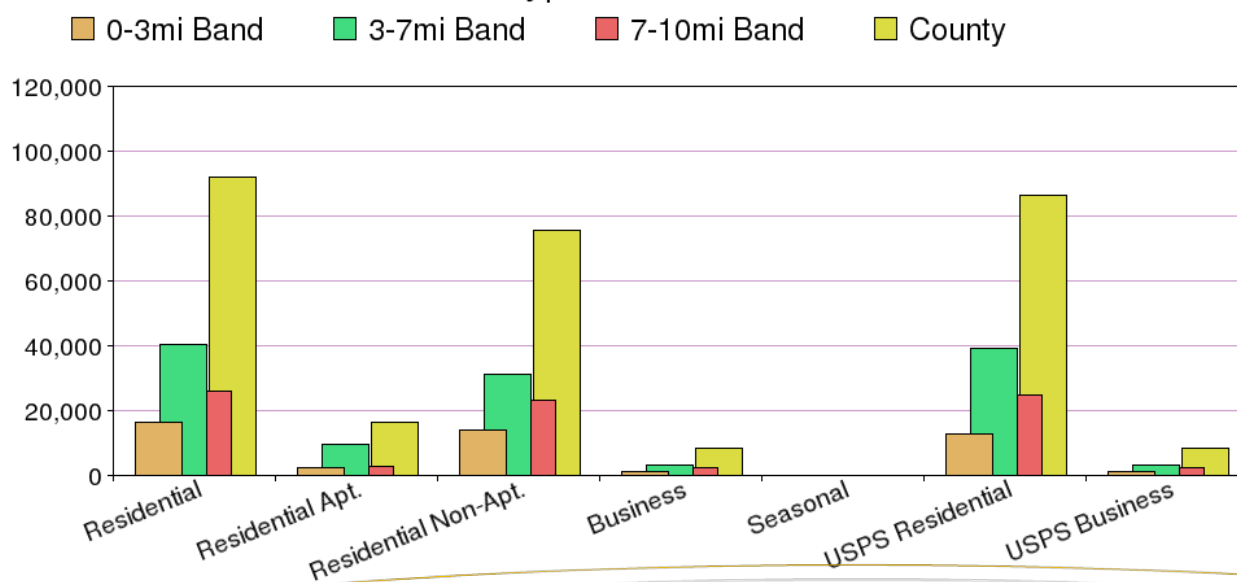
Current Demographic Summary

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	209,085	14,398	6.89%
2000 Population	223,510	25,218	11.28%
2010 Population	223,356	35,183	15.75%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	77,174	5,400	7%
2000 Households	86,068	10,165	11.81%
2010 Households	90,681	15,083	16.63%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	16,438
Residential Apt.	2,474
Residential Non-Apt.	13,964
Business	1,316
Seasonal	0
USPS Residential	12,932
USPS Business	1,208

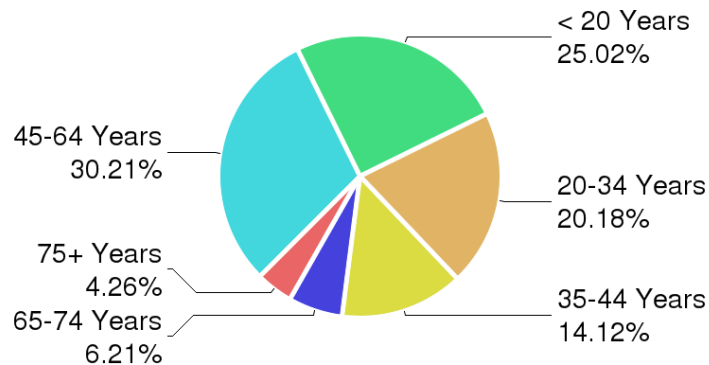
Current Demographic Summary

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	5.61%	5.72%	101.96
4-5 Years	2.83%	2.53%	89.4
6-8 Years	4.25%	3.81%	89.65
9-11 Years	4.09%	3.65%	89.24
12-13 Years	2.65%	2.51%	94.72
14-17 Years	5.55%	4.52%	81.44
18-19 Years	2.78%	2.28%	82.01
0-5 Years	8.44%	8.25%	97.75
6-12 Years	9.67%	8.71%	90.07
13-19 Years	9.65%	8.05%	83.42
< 20 Years	27.76%	25.01%	90.09
20-34 Years	22.88%	20.18%	88.2
35-44 Years	12.59%	14.12%	112.15
45-64 Years	24.02%	30.2%	125.73
65-74 Years	6.64%	6.21%	93.52
75+ Years	6.1%	4.26%	69.84
Median Age	35	41	117.98
Median Age (Male)	32	40	122.75
Median Age (Female)	37	41	113.26

Age Group Percentages

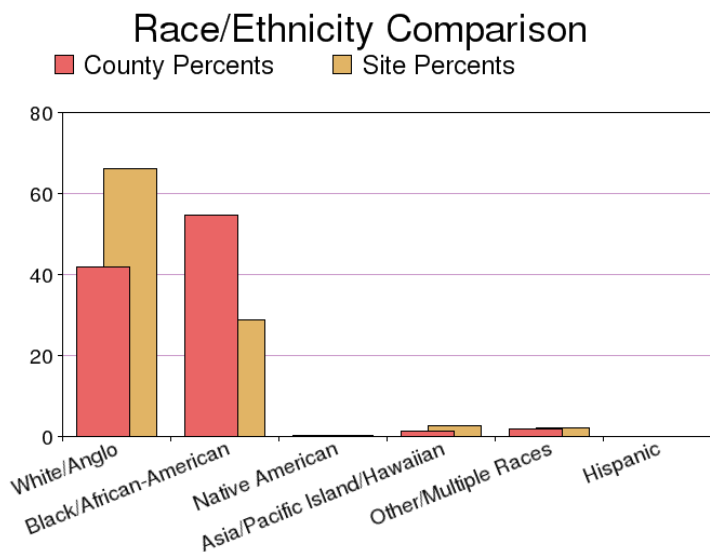


Current Demographic Summary

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	41.83%	66.18%	158.2
Black, African-American	54.56%	28.84%	52.85
Native American	0.28%	0.2%	72.7
Asian	1.41%	2.69%	191.36
Pacific Island, Hawaiian	0.04%	0.04%	88.88
Other/Multiple Races	1.87%	2.04%	109.04
Hispanic	0%	2.43%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	143,758	24,351	
Less than 9th Grade	4.05%	1.11%	363.97
No High School Diploma	10.81%	3.54%	305
High School Graduate	27.8%	17.81%	156.04
Some College, no degree	20.93%	19.05%	109.87
Associate Degree	6.2%	5.35%	115.86
College Degree	17.89%	31.07%	57.6
Graduate/Prof. degree	12.32%	22.06%	55.85

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	8.69%	1.6%	23.98
\$10,000 to \$19,999	14.05%	3.78%	26.9
\$20,000 to \$29,999	11.92%	5.23%	43.9
\$30,000 to \$49,999	19.89%	13.25%	66.63
\$50,000 to \$59,999	7.83%	7.76%	99.14
\$60,000 to \$69,999	6.57%	7.25%	110.32
\$70,000 to \$79,999	6.1%	8.6%	141.01
\$80,000 to \$89,999	5.07%	8.36%	164.78
\$90,000 to \$99,999	3.46%	6.33%	183.09
\$100,000 to \$124,999	6.51%	13.6%	208.96
\$125,000 to \$149,999	3.48%	7.98%	229.24
\$150,000 to \$199,999	3.4%	9.1%	267.29
\$200,000 to \$249,999	1.06%	3.06%	288.41
\$250,000 or more	1.97%	4.09%	208.05
Median Household	44,321	83,974	189.47
Average Household	63,576	106,379	167.33
Per Capita Household	27,275	45,614	167.24
Family/Non-Family Household Income			
Median Family Income	57,701	97,809	169.51
Average Family Income	77,283	122,056	157.93
Median Non-Family Income	30,897	55,701	180.28
Average Non-Family Income	40,525	67,652	166.94

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	62.71%	68.18%	108.73
Families with Children	32.38%	30.27%	93.47
Families without Children	30.33%	37.92%	125.01
Non-Family Households			
% Non-Family Households	37.29%	31.82%	85.33
Non-Families with Children	0.21	0.09	44.3
Non-Families without Children	37.08	31.72	85.56
Housing Units			Index
Total Housing Units	104,246	16,596	
Vacant percent	13.01%	9.12%	70.06
Owned percent	55.8%	72.63%	130.17%
Rented Percent	31.19%	18.25%	58.52
Households by Size			Index
Avg household size	2.33	2.31	99.14
Avg family hh size	3.07	2.90	94.46
Avg non-family hh size	1.07	1.06	99.07
Households By Count of Persons			Percent
One	30,810	4,399	14.28%
Two	27,478	5,379	19.58%
Three or Four	25,496	4,455	17.47%
Five+	6,897	850	12.32%

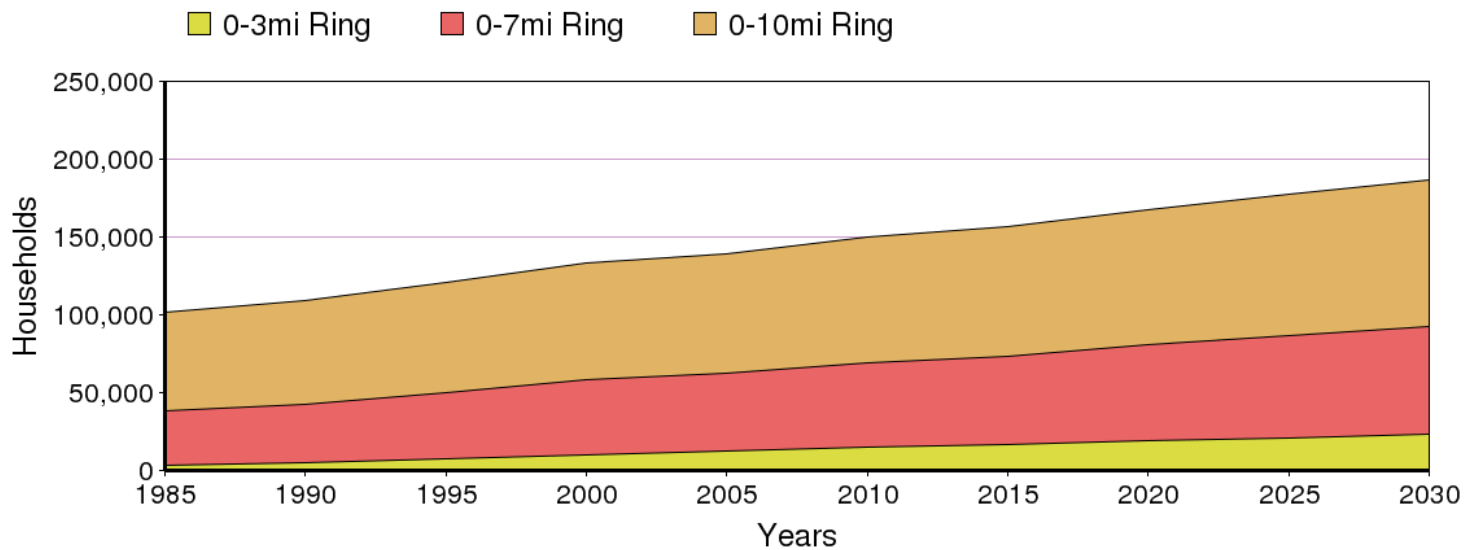
Projected Demographic Summary

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	209,085	14,398	6.89%
2000 Population	223,510	25,218	11.28%
2010 Population	223,356	35,183	15.75%
2015 Population	219,578	35,809	16.31%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	77,174	5,400	7%
2000 Households	86,068	10,165	11.81%
2010 Households	90,681	15,083	16.63%
2015 Households	93,725	16,253	17.34%

Household Change from 1985 to 2030



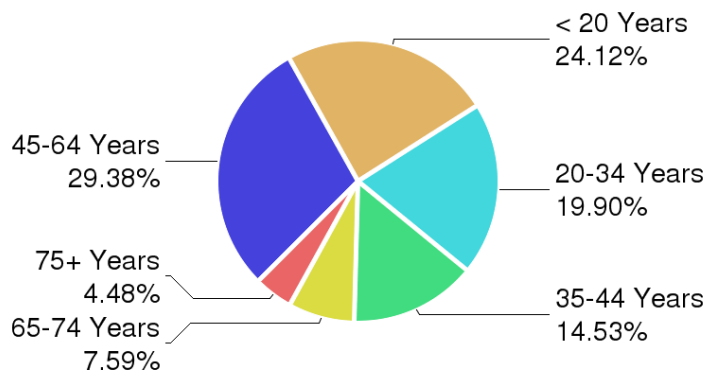
Projected Demographic Summary

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	5.72%	5.27%	92.13
4-5 Years	2.53%	2.4%	94.86
6-8 Years	3.81%	3.73%	97.9
9-11 Years	3.65%	3.69%	101.1
12-13 Years	2.51%	2.65%	105.58
14-17 Years	4.52%	4.35%	96.24
18-19 Years	2.28%	2.03%	89.04
0-5 Years	8.25%	7.68%	93.09
6-12 Years	8.71%	8.74%	100.34
13-19 Years	8.05%	7.7%	95.65
< 20 Years	25.01%	24.12%	96.44
20-34 Years	20.18%	19.9%	98.61
35-44 Years	14.12%	14.53%	102.9
45-64 Years	30.2%	29.38%	97.28
65-74 Years	6.21%	7.59%	122.22
75+ Years	4.26%	4.48%	105.16
Median Age	35	41	119.98
Median Age (Male)	32	40	124.54
Median Age (Female)	37	42	115.29

Projected Age Group Percentages



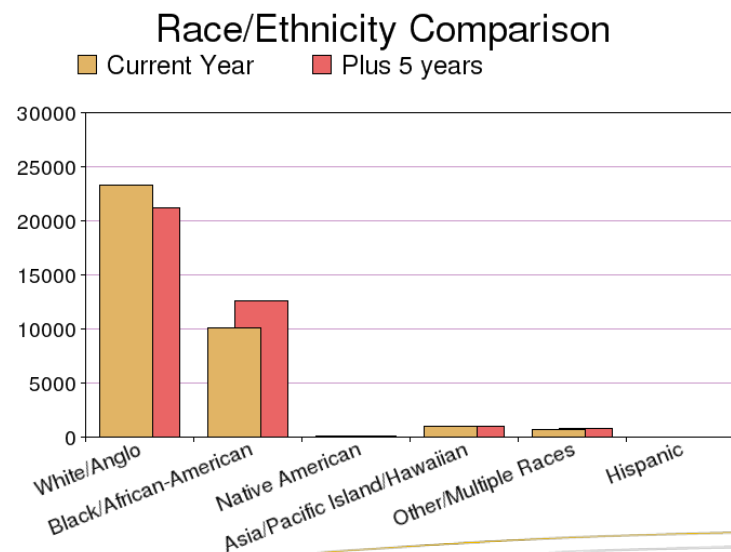
Projected Demographic Summary

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
Race/Ethnicity			
White, Anglo	66.18%	59.26%	89.55
Black, African-American	28.84%	35.25%	122.25
Native American	0.2%	0.27%	135.62
Asian	2.69%	2.88%	106.75
Pacific Island, Hawaiian	0.04%	0.04%	98.25
Other/Multiple Races	2.04%	2.29%	112.19
Hispanic	0%	0%	0

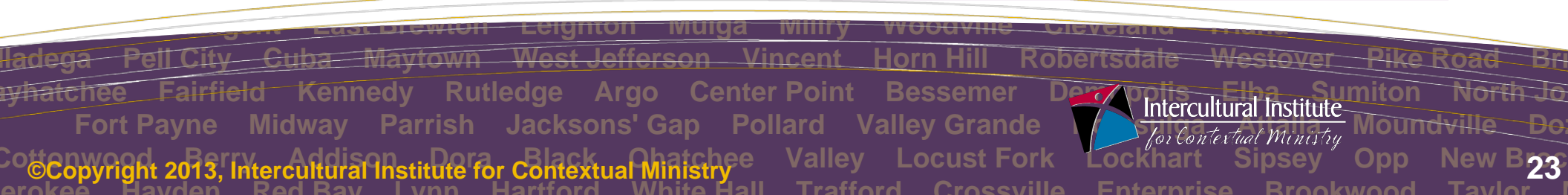
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	24,351	25,316	
Less than 9th Grade	1.11%	0.92%	82.7
No High School Diploma	3.54%	3.32%	93.74
High School Graduate	17.81%	19.07%	107.03
Some College, no degree	19.05%	18.19%	95.48
Associate Degree	5.35%	5.8%	108.37
College Degree	31.07%	30.51%	98.2
Graduate/Prof. degree	22.06%	22.2%	100.61



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
Household Income			
< \$10,000	1.6%	1.37%	85.52
\$10,000 to \$19,999	3.78%	3.76%	99.48
\$20,000 to \$29,999	5.23%	4.69%	89.74
\$30,000 to \$49,999	13.25%	11.98%	90.39
\$50,000 to \$59,999	7.76%	7.22%	93.04
\$60,000 to \$69,999	7.25%	7.12%	98.15
\$70,000 to \$79,999	8.6%	8.83%	94.52
\$80,000 to \$89,999	8.36%	8.69%	99.06
\$90,000 to \$99,999	6.33%	6.26%	98.83
\$100,000 to \$249,999	13.6%	14.08%	103.47
\$125,000 to \$149,999	7.98%	8.41%	105.45
\$150,000 to \$199,999	9.1%	9.86%	108.43
\$200,000 to \$249,999	3.06%	3.21%	105.08
\$250,000 or more	4.09%	4.17%	101.98
Median Household	83,974	86,695	103.24
Average Household	106,379	114,867	107.98
Per Capita Household	45,614	52,146	114.32
Family/Non-Family Household Income			
Median Family Income	97,809	101,630	103.91
Average Family Income	122,056	132,340	108.43
Median Non-Family Income	55,701	59,180	106.25
Average Non-Family Income	67,652	75,043	110.93



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
Family Households			
% Family Households	68.18%	65.98%	96.77
Families with Children	30.27	28.32	93.57
Families without Children	37.92	37.89	99.94
Non-Family Households			
% Non-Family Households	31.82%	34.02%	106.92
Non-Families with Children	0.09	0.03	106.92
Non-Families without Children	31.72	33.99	107.13
Housing Units			
Total Housing Units	16,596	17,896	107.83%
Vacant percent	9.12%	9.19%	100.77
Owned percent	72.63%	71.52%	98.48
Rented Percent	18.25%	19.29%	105.69
Households by Size			
Avg household size	2.31	2.18	94.37%
Avg family hh size	2.90	2.77	95.52%
Avg non-family hh size	1.06	1.04	98.11%
Households By Count of Persons			
One	4,399	5,156	117.21%
Two	5,379	5,952	110.65%
Three or Four	4,455	4,425	99.33%
Five+	850	720	84.71%

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.

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,160	2,349	640
Northern Europe	133	275	49
Western Europe	133	263	114
Southern Europe	26	52	13
Eastern Europe	55	88	10
Other Europe	0	0	0
Eastern Asia	252	204	52
So. Central Asia	101	133	24
SE Asia	180	353	91
Western Asia	42	53	5
Other Asia	11	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	4	6	12
Middle Africa	0	0	0
Northern Africa	12	5	0
Southern Africa	9	5	5
Western Africa	19	172	17
Other Africa	7	39	6
Oceania	9	67	14
Caribbean	23	90	55
Central Amer.	47	370	123
South America	81	88	7
North America	16	86	43
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	25,214	80,625	64,054
Spanish	591	1,630	1,221
Other Indo-Euro language	555	972	578
French (incl. Patois, Cajun)	128	308	300
French Creole	0	5	0
Italian	52	43	52
Portuguese	0	34	6
German	120	291	123
Yiddish	0	7	18
Other West Germanic	64	7	5
A Scandinavian Language	19	3	0
Greek	12	108	18
Russian	27	12	0
Polish	0	0	16
Serbo-Croatian	0	0	0
Other Slavic Language	7	13	10
Armenian	27	6	0
Persian	0	0	0
Gujarathi	26	30	9
Hindi	49	71	16
Urdu	0	12	5

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	24	22	0
Asian/PI languages	0	0	0
Chinese	235	59	38
Japanese	4	55	24
Korean	102	98	35
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	39	23	27
Laotian	0	65	46
Vietnamese	13	104	10
Other Asian	27	63	0
Tagalog	79	158	7
Other Pacific Is	32	32	0
Other languages	77	236	47
Navajo	0	0	0
Other Native N. American	0	20	5
Hungarian	0	0	0
Arabic	56	43	10
Hebrew	0	0	0
African languages	21	173	20
Other unspecified	0	0	12

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	21,944	67,859	54,232
Arab	151	71	19
Armenian	6	21	16
Austrian	8	61	11
British	211	475	117
Canadian	34	29	36
Croatian	1	13	9
Czech	2	40	82
Czechoslovak	14	53	14
Danish	38	83	21
Dutch	168	443	183
English	2,303	6,114	2,549
European	555	640	331
Finnish	0	21	11
French (not Basque)	404	992	479
French Canadian	75	154	86
German	1,406	3,180	1,586
Greek	14	120	26
Hungarian	75	46	7
Iranian	1	19	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,809	4,061	1,834
Italian	549	811	511
Lithuanian	0	102	0
Norwegian	159	331	89
Polish	210	275	226
Portuguese	15	37	44
Romanian	25	28	0
Russian	44	34	18
Scandinavian	41	39	35
Scotch-Irish	1,034	2,080	821
Scottish	604	1,578	686
Slovak	17	58	0
Subsaharan African	292	772	619
Swedish	183	312	106
Swiss	33	56	26
Ukrainian	22	56	27
US/American	3,350	11,031	5,244
Welsh	90	263	118
West Indian	30	115	84
Yugoslavian	0	0	0
Other	7,971	33,244	38,163

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

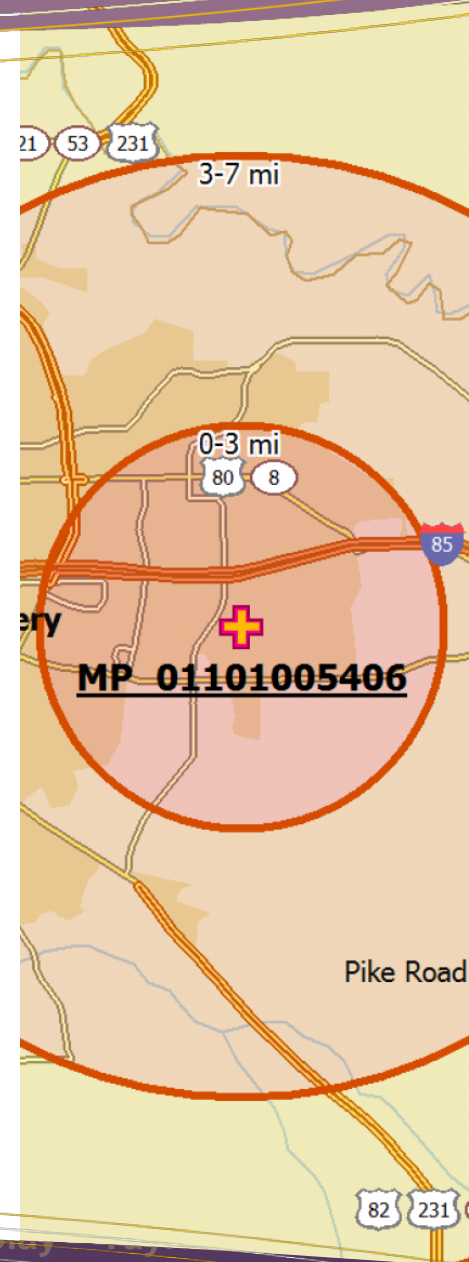
Issues for Your Consideration - continued

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. 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.



Black Beaverton Wetumpka Oakman Sipsey Phenix City Clay
Lake Purdy Hammondville Homewood Brantley Anderson New Hope Wadley Dayton Cardiff Jemison
Woodville Gardendale South Vinemont Dauphin Island Pine Hill Smith Station Douglas Level Plains
Millport Wedowee Blountsville Locust Fork Pinson Oxford Dodge C...
Hyton West Point Grant Sardis City Guin Point Clear Scottsboro Margaret Talladega Providence
uthside Elmore Silas Union Springs Piedmont Sylvania Haleburg Arley Onycha Pelham Bay Minette

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	15,083	100%	10,864	100%
AFFLUENT SUBURBIA	9,135	60.56%	6,472	59.57%
America's Wealthiest	1,425	9.45%	1,144	10.53%
Dream Weavers	2,707	17.95%	1,937	17.83%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	1,519	10.07%	1,019	9.38%
Small Town Success	1,155	7.66%	800	7.36%
New Suburbia Fam.	2,329	15.44%	1,572	14.47%
UPSCALE AMERICA	1,285	8.52%	913	8.4%
Status Conscious Consumers	270	1.79%	189	1.74%
Affluent Urban Professionals	36	0.24%	29	0.27%
Urban Commuter Fam.	501	3.32%	336	3.09%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	478	3.17%	359	3.3%
SM TWN SUCCESS	83	0.55%	57	0.52%
2nd City Homebodies	16	0.11%	11	0.1%
Prime Middle America	11	0.07%	7	0.06%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	56	0.37%	39	0.36%

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	15,083	100%	10,864	100%
BLUE COLLAR BACKBONE	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%
AMER. DIVERSITY	242	1.6%	179	1.65%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	194	1.29%	140	1.29%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	48	0.32%	39	0.36%
METRO FRINGE	66	0.44%	45	0.41%
Steadfast Conservative	54	0.36%	37	0.34%
Moderate Conventionalists	12	0.08%	8	0.07%
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	15,083	100%	10,864	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	3,808	25.25%	2,861	26.33%
Young Cosmopolitans	1,774	11.76%	1,389	12.79%
Minority Metro Communities	1,466	9.72%	1,086	10%
Stable Careers	80	0.53%	58	0.53%
Aspiring Hispania	488	3.24%	328	3.02%
RURAL VILLAGES & FARMS	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	15,083	100%	10,864	100%
STRUGGLING SOCIETIES	77	0.51%	64	0.59%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	77	0.51%	64	0.59%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	385	2.55%	273	2.51%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	67	0.44%	47	0.43%
Urban Diversity	0	0%	0	0%
New Generation Activists	188	1.25%	127	1.17%
Getting By	130	0.86%	99	0.91%
VARYING LIFESTYLES	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?



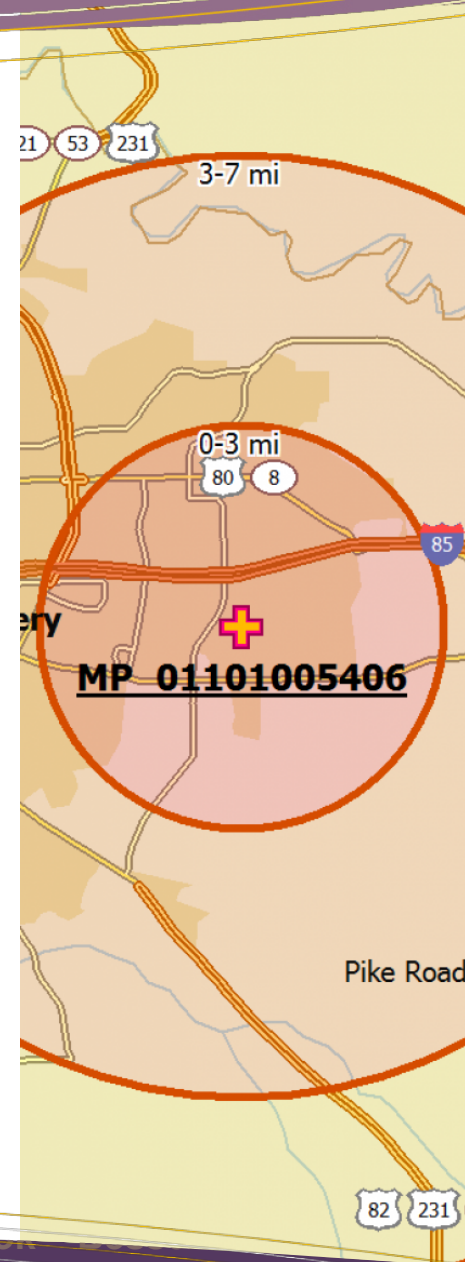
Potential Cultural Bridges

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	88%	78%	73%
Use Comp. for Internet/E-mail	75%	61%	55%
Internet Use: E-Mail	66%	53%	48%
Use Comp. for Word Processing	56%	42%	37%
Use Comp. for Shopping	50%	38%	33%
Use Comp. for Banking	46%	34%	30%
Use Comp. for Comp. Games	45%	39%	36%
Use Comp. for Digital Camera Photo Editing	44%	34%	30%
Use Comp. for Education	41%	34%	32%
Internet Use: News/ Weather	40%	30%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	39%	32%	29%
Use Comp. for News/Info./Data Service	37%	27%	24%
Internet Use: Banking	37%	28%	25%
PC-Network-HH Has One	32%	22%	20%
Use Comp. for Personal Financial Mngmnt	26%	18%	15%
Use Comp. for Accounting	22%	16%	14%
Internet Use: Shopping: Gathered Info. for Shopping	20%	15%	14%
Internet Use: Shopping: Made A Purchase	19%	13%	11%
Use Comp. for Filing/DB Mngmnt	19%	14%	13%
Use Comp. for Telecommuting	18%	12%	10%

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	71%	69%	69%
Dining Out (Not Fast Food)	67%	59%	54%
Reading Books	63%	57%	55%
Go To A Beach/Lake	45%	37%	34%
Card Games	45%	42%	40%
Cooking for Fun	42%	38%	36%
Board Games	36%	33%	30%
Gardening	36%	31%	29%
Visit Museum	31%	24%	22%
Going To	24%	21%	20%
Bars/Nightclubs/Dancing			

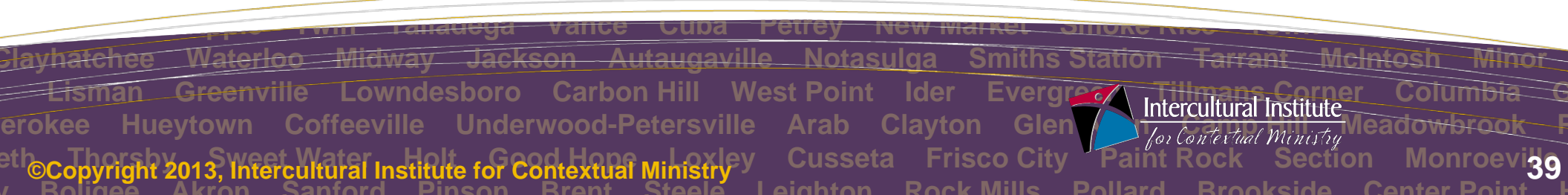
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	67%	66%
Gen./Fam. Practitioner	39%	38%	36%
Dentist	35%	30%	27%
None Of These	23%	20%	20%
Eye Dr.	22%	22%	21%
Backache	20%	21%	21%
High Cholesterol	18%	18%	17%
OB/GYN	16%	13%	12%
Hypertension/High Blood Pressure	16%	19%	19%
Acid Reflux Disease (GERD)	12%	14%	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	37.84%	31.78%	29.86%
Live Theater	31.12%	25.06%	23.1%
Live Theater Most Often	25.07%	20.2%	18.38%
Rock/Pop Concerts Most Often	20.53%	17.27%	16.12%
Comedy Club	12.09%	10.94%	10.95%
Dance Performance	11.76%	10.82%	11%
Movies: Comedy	44.95%	41.75%	41.52%
Movies: Action/Adventure	44.24%	40.74%	40.2%
Movies: Drama	26.63%	23.83%	24.02%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	25.72%	22.66%	22.28%
Movies: Fam.	22.62%	21.22%	21.31%
Movies: Mystery	19.32%	18.85%	19.21%
MLB Baseball Reg. Season	13.6%	9.17%	8%
College Football Reg. Season	11.85%	7.72%	6.66%
NFL Football Reg. Season	10.88%	8%	6.92%
College Basketball Reg. Season	8.43%	5.32%	4.73%
NBA Basketball Reg. Season	6.96%	4.77%	4.18%
NHL Hockey Reg. Season	5.72%	3.57%	3.05%



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	48%	42.77%	40.53%
Swimming	40.55%	33.3%	30.12%
Bowling	25.15%	22.96%	22.07%
Weight Training	23.64%	18.51%	16.94%
Using Cardio Machine	21.72%	16.42%	14.5%
Jogging/Running	20.96%	18.07%	17.7%
Golf	20.45%	15.21%	13.14%
Billiards/Pool	19.97%	18.56%	18.1%
Mountain/Road Biking	17.05%	13.5%	11.94%
Basketball	16.35%	16.46%	16.64%
Stationary Cycling	16.33%	13.52%	12.47%
Aerobics	14.08%	12.32%	11.95%
Camping Trips	13.39%	12.13%	10.79%
Freshwater Fishing	13.13%	14.33%	13.97%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	13.08%	10.4%	9.07%
Tennis	11.19%	8.55%	7.82%
Baseball	10.73%	11.23%	11.49%
Yoga	9.69%	8.06%	7.57%
Football	9.46%	10.91%	11.51%
Soccer	9.4%	8.17%	7.58%
Power Boating	9.11%	7.65%	6.76%
Volleyball	8.27%	8.57%	8.55%
Downhill & X-Country	7.89%	5.63%	4.93%
Skiing			
Canoeing/Kayaking	7.62%	6.46%	5.68%
Softball	7.49%	7.78%	7.77%
Saltwater Fishing	7.15%	7.11%	6.73%
Ice Skating	6.99%	5.93%	5.67%
Target Shooting	6.37%	6.98%	6.74%

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snorkeling	6.24%	5.14%	4.74%
Roller Skating	5.9%	6%	6.15%
Jet Skiing	5.76%	4.87%	4.51%
Hunting	5.69%	6.35%	5.89%
Motorcycling	5.59%	5.37%	4.99%
Water Skiing	5.49%	4.48%	4.05%
Horseback Riding	5.41%	4.92%	4.6%
Martial Arts	4.83%	4.04%	3.64%
Sailing	4.37%	3.59%	3.24%
Racquetball	4.22%	4.37%	4.39%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.86%	3.64%	3.48%
Hockey	3.82%	3.9%	3.74%
Fly Fishing	3.77%	4.06%	4.06%
Snowboarding	3.43%	3.55%	3.41%
Archery	3.18%	3.53%	3.46%
Rowing	3.11%	2.94%	2.66%
Snowmobiling	2.94%	3.26%	3.14%
Surfing & Windsurfing	2.76%	2.8%	2.7%
Skateboarding	2.73%	3.26%	3.27%
Auto Racing	2.69%	2.84%	2.86%

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.

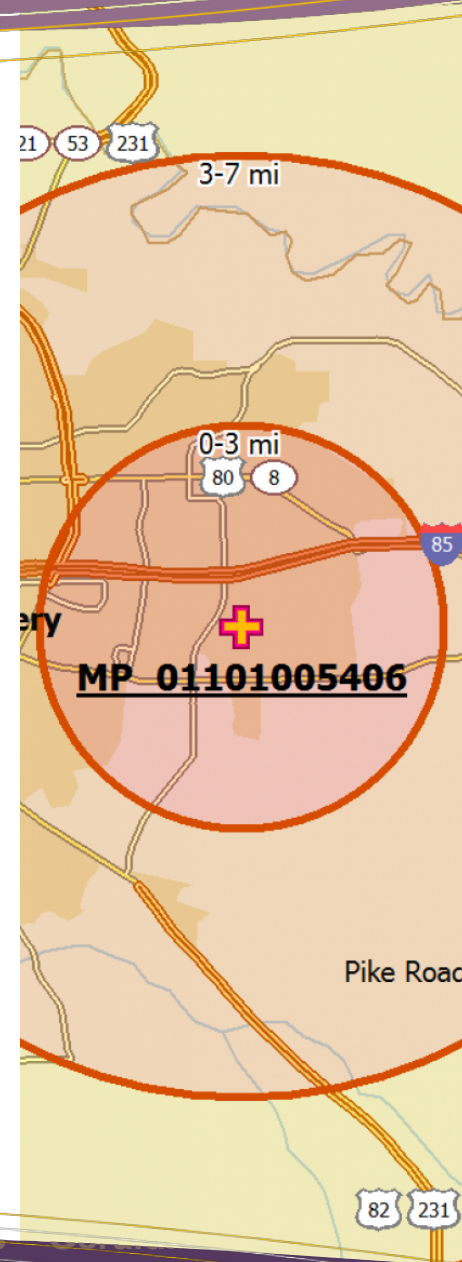
BIBLICAL BARRIERS

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.

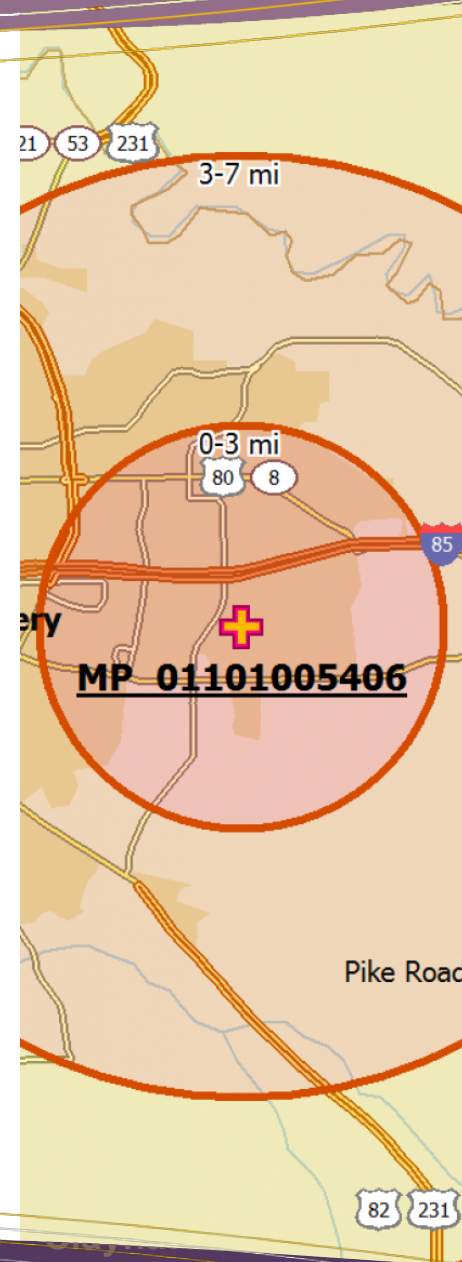
CULTURAL BARRIERS OF ACCEPTANCE

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.

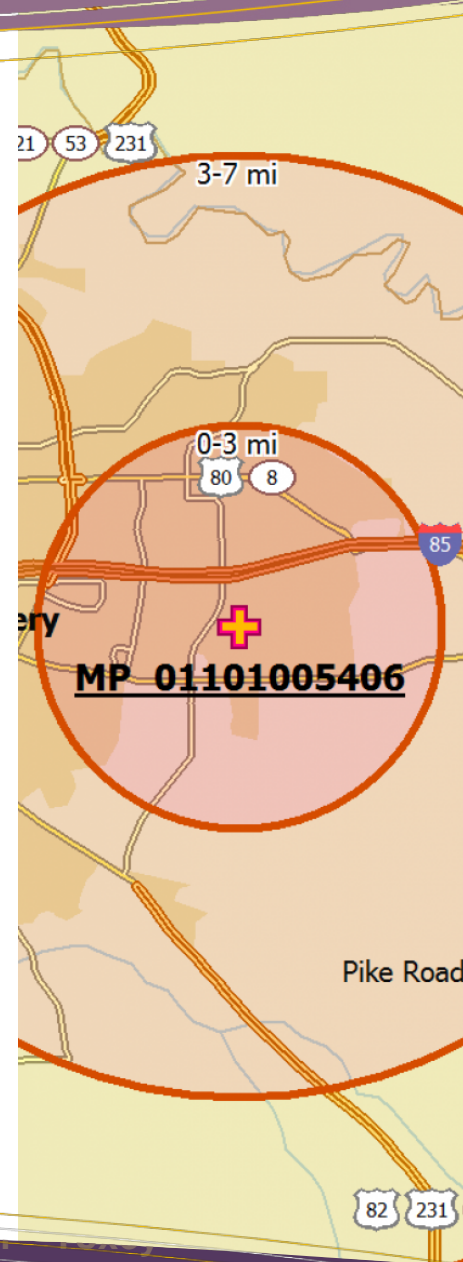
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	51%	52%
Prefer To Have Few Possessions As Possible	45%	38%	35%
Find It Difficult To Say No To My Kids	40%	38%	36%
If Won Lottery Would Never Work Again	34%	30%	28%
Speak My Mind Even If It Upsets People	33%	36%	37%
Woman's Place Is In The Home	33%	33%	33%
Friends More Important Than My Fam.	31%	27%	25%
Like Control Over People And Resources	31%	34%	36%
Don't Judge People/Way They Live Life	29%	29%	30%
Like To Do Unconventional Things	26%	28%	27%
Money Is Best Measure Of Success	26%	26%	25%
Marijuana Should Be Legalized	24%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	20%	24%	26%
Like to Stand Out In A Crowd	20%	20%	21%
Like To Pursue Challenge/Novelty/Change	19%	19%	18%
Happy With My Standard Of Living	17%	15%	14%
I Am A Workaholic	17%	20%	22%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
We Should Strive for Equality for All	13%	15%	16%
Only Work Current Job for The Money	13%	14%	15%
On Whole People Get What They Deserve	11%	11%	12%
Indulge My Kids With The Little Extras	9%	9%	9%
I Am A Perfectionist	7%	9%	9%
Little I Can Do To Change My Life	7%	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:

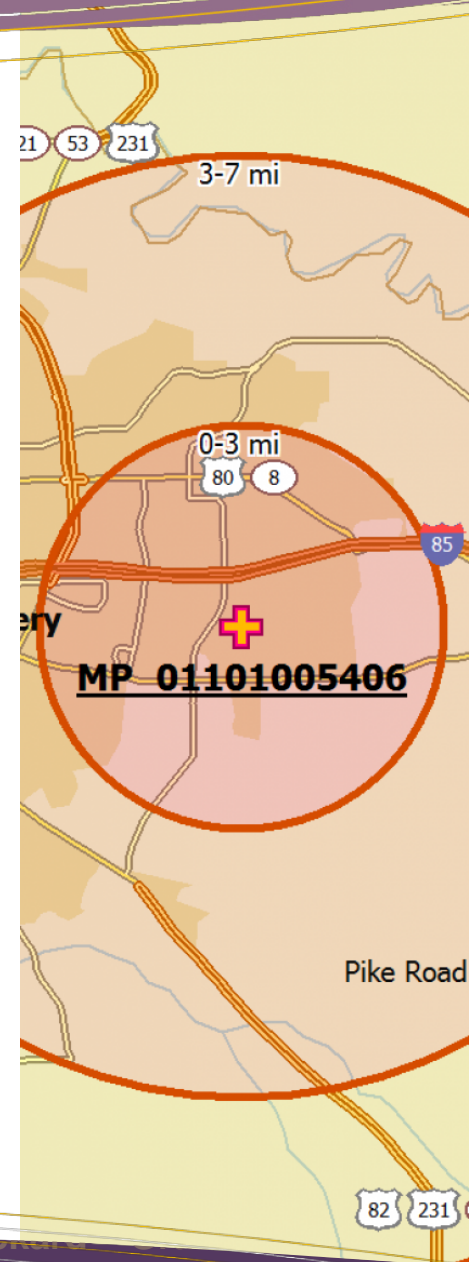
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	74%	64%	61%
You Should Seize Opportunities In Life	59%	58%	57%
Prefer To Have Few Possessions As Possible	45%	38%	35%
Like To Understand About Nature	41%	39%	39%
Prefer Work Part Of Team Than Alone	34%	35%	36%
Important Feel Respected By My Peers	33%	34%	34%
People Have To Take Me As They Find Me	29%	25%	24%
Have Keen Sense Of Adventure	28%	28%	28%
Important To Juggle Various Tasks	27%	31%	32%
Like To Just Enjoy Life	27%	23%	22%
Good At Fixing Things	25%	28%	29%
Worried About Pollution Caused By Cars	25%	21%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	19%	20%
Real Men Don't Cry	17%	17%	17%
Try Not To Worry About The Future	15%	15%	16%
Is An Important Part Of Who I Am	14%	15%	15%
Looking for New Ideas To Improve Home	14%	17%	18%
Enjoy Spending Time With My Fam.	12%	12%	12%
Provide My Kids With The Little Extras	8%	14%	16%
Children Should Be Allowed To Express Themselves	5%	6%	7%
Feel Very Alone In The World	4%	5%	6%
Like Spending Most Time With Fam.	4%	5%	5%
Decor Particular Interest To Me	3%	4%	4%
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.

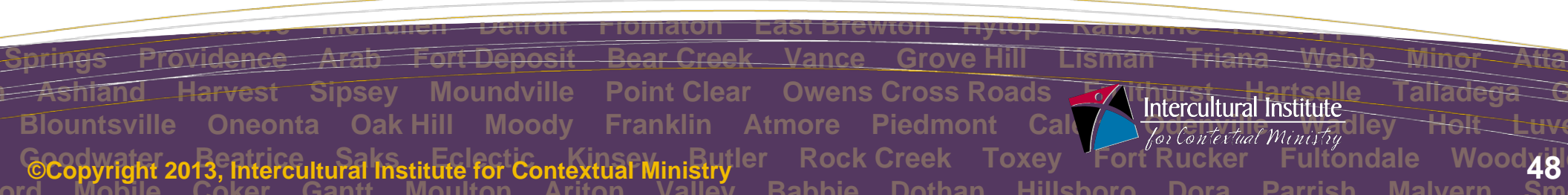


Potential Shared Places:

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
Fam. Restaurants/Steak Houses-Visit Any	85.07%	81.35%	78.55%
Fast Food/Drive-In Restaurant-Visit Any	84.51%	84.55%	84.26%
McDonald's	56.01%	55.35%	54.89%
Burger King	33.19%	36.71%	37.57%
Applebee's	31.35%	29.48%	27.54%
Subway	31.25%	30.14%	29.36%
Wendy's	31.13%	30.68%	30.6%
Taco Bell	26.67%	27.13%	26.47%
Kentucky Fried Chicken (KFC)	24.53%	28.72%	30.42%
Olive Garden	24.13%	21.54%	20.5%
Arby's	22.38%	21.57%	20.69%
Starbucks	21.94%	15.63%	14.42%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Chili's Grill and Bar	20.24%	15.32%	14.03%
Outback Steakhouse	19.18%	16.13%	15.08%
Chick-Fil-A	18.77%	15.91%	15.16%
Pizza Hut	18.66%	21.23%	21.82%
TGI Friday's	17.2%	15.3%	14.91%
Red Lobster	16.69%	17.5%	17.63%
IHOP (International House Of Pancakes)	16.52%	15.92%	15.66%
Cracker Barrel	15.91%	14.22%	12.9%
Panera Bread	15.22%	10.94%	9.64%
Dairy Queen	14.29%	15.36%	15.23%
Quiznos Sub	14.06%	11.87%	11.09%
Domino's Pizza	13.83%	15.21%	15.62%

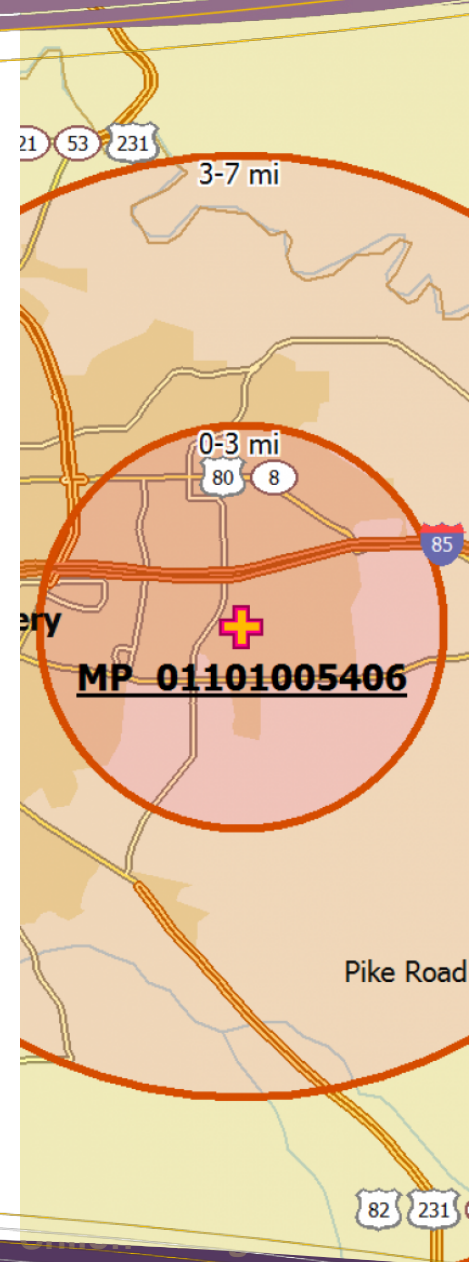


Potential Shared Projects

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.

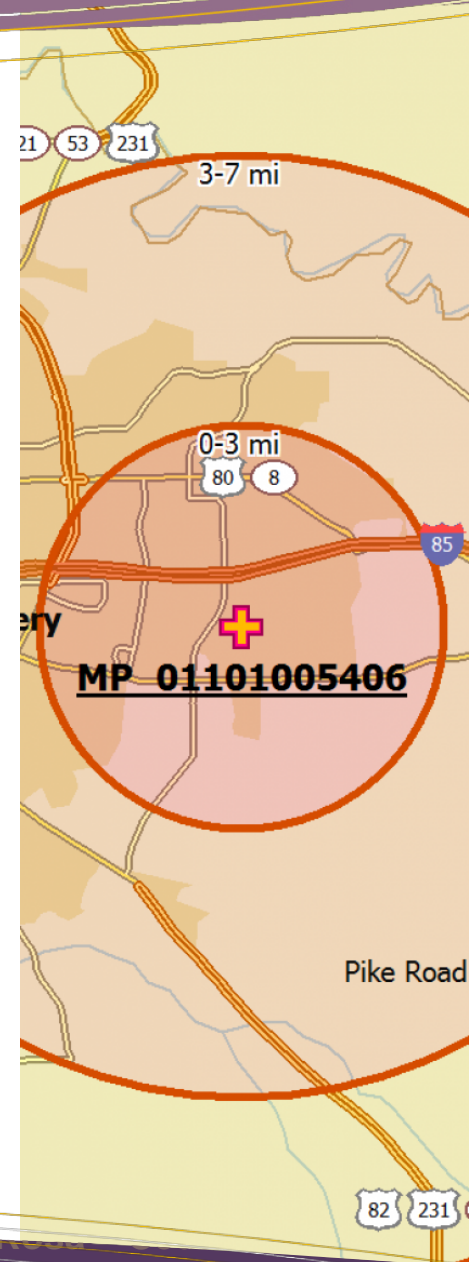
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	53.45%	48.68%	45.78%
Recycled products	45.17%	36.35%	32%
Worked as volunteer (non political)	22.14%	17.72%	15.84%
Engaged in fund raising	13.87%	12.57%	12.09%
Religious club member	8.51%	8.3%	8.01%
Wrote to elected offcl about publ bus	8.13%	6.51%	5.94%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	7.23%	5.9%	5.45%
Wrote to editor of mag or newspaper	6.82%	5.94%	5.49%
Addressed a public meeting	6.43%	5.27%	4.81%
Took active part in local civic issue	6.32%	5.77%	5.5%
Union member	5.5%	5.55%	5.1%
Church Board	5.16%	5.89%	5.91%

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	23.95%	19.07%	17.24%
Children's Books	16.19%	14.27%	13.73%
Mystery	14.62%	11.94%	11.07%
Cookbooks	11.69%	10.58%	9.8%
Personal/Business	9.92%	7.93%	7.27%
Self-help			
History	9.64%	7.53%	6.93%
Biography	9.35%	7.73%	7.13%
Religious (not Bibles)	9.07%	9.52%	9.6%
Romance	7.15%	7.16%	7.27%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	73.84%	71.09%	69.3%
Gen. Editorial	51.93%	51.04%	50.74%
Womens	45.8%	45.37%	44.99%
Service	40.1%	35.03%	33.12%
Business/Finance	27.5%	22.84%	21.17%
Mens	20.62%	19.62%	19.14%
Sports	19.12%	16.78%	15.86%
Parenthood	13.87%	13.89%	14.06%
Health	13.49%	13.67%	13.4%

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	58.83%	54.76%	52.37%
Business/Finance	38.01%	31.44%	28.85%
Sport	35.4%	32.63%	31.6%
Editorial Page	32.17%	29.59%	27.77%
Movie Listings & Reviews	30.04%	27.35%	26.1%
Food/Cooking	28.48%	25.77%	24.2%
Classified	27.9%	30.68%	31.66%
Travel	26.28%	21.76%	19.86%
Comics	26.2%	25.43%	24.51%
Home/Gardening	25.65%	22.3%	20.67%
TV/Radio Listings	24.95%	23.85%	22.94%
Science/Technology	22.21%	18.83%	16.99%
Fashion	17.55%	16.85%	16.6%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	20.53%	16.37%	14.63%
CHR Contemp Hit Radio	19.23%	18.62%	18.27%
News/Talk	18.5%	13.12%	11%
Country	14.74%	14.12%	13.09%
Urban Contemporary	13.88%	23.49%	28.42%
Alternative	13.51%	9.62%	8.15%
Oldies	12.11%	11.01%	10.48%
Rock	11.76%	10.41%	9.25%
Classic Rock	11.58%	8.8%	7.55%
All News	11.02%	8.67%	7.94%
Variety	10.11%	10%	9.95%
Soft Contemporary	9.2%	7.21%	6.49%
Jazz	7.8%	8.6%	8.6%
Sports	7.39%	5.12%	4.45%
Religious	6.67%	6.4%	5.96%
Classical	6.31%	4.52%	3.86%
All Talk	5.93%	4.97%	4.56%
Public	5.63%	3.63%	3.05%

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	69.72%	64.45%	62.3%
Satellite Dish	60.55%	53.48%	51.24%
Soapnet	56.25%	52.26%	50.98%
Comedy Central	46.35%	36.18%	32.72%
Other Video-On-Demand	40.67%	41.06%	41.48%
Sci-Fi Channel	39.72%	36.49%	35%
MSNBC	35.69%	33.38%	32.5%
ESPN Classic	34.89%	25.41%	22.46%
ABC Fam.	34.51%	27.53%	25.53%
TV Info From Sunday TV Magazine	33.98%	30.17%	28.9%
Subscribe Digital Cable	33.54%	32.9%	32.97%
Adult Pay Per View TV	33.14%	32.29%	30.65%

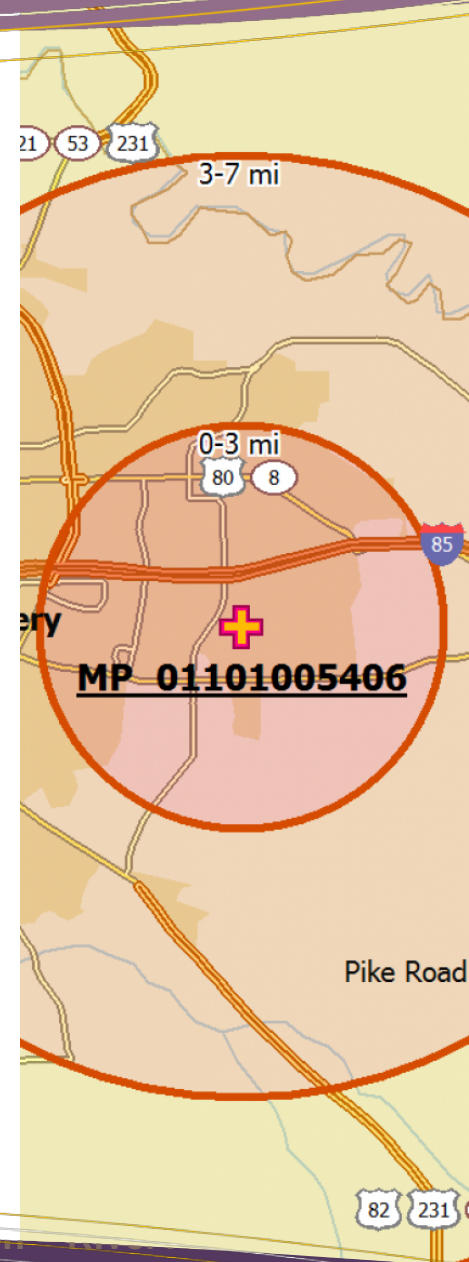
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	32.64%	26.81%	25.19%
Adult Swim	31.08%	25.75%	23.45%
The Golf Channel	30.79%	25.63%	23.46%
Video-On-Demand Movies	30.21%	23.77%	21.36%
TCM (Turner Classic Movies)	29.91%	26.07%	24.75%
ESPN2	29.83%	25.98%	25.09%
USA Network	29.68%	25.38%	23.81%
ESPN News	29.46%	22.04%	19.81%
Nickelodeon	29.27%	27.1%	26.23%
TV Info From Newspapers	29.18%	26.85%	26.21%
BET (Black Entertainment TV)	27.81%	24.63%	24.13%
Discovery Health Channel	27.27%	18.67%	16.21%

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+)	26.05%	21.21%	19.4%
Medium Users (4-6)	13.26%	11.1%	10.12%
Light Users (1-3)	21.05%	20.75%	20.4%
Quintiles (20%)			
Newspaper I (Heavy)	0.94%	1.06%	1.03%
Newspaper II	1.29%	1.64%	1.7%
Newspaper III	2.48%	2.34%	2.53%
Newspaper IV	0.2%	0.31%	0.33%
Newspaper V (Light)	0.81%	0.76%	0.83%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.5%	20.07%	21.24%
Magazines II	8.67%	9.07%	9.69%
Magazines III	9.84%	9.9%	10.52%
Magazines IV	11.73%	12.03%	13.06%
Magazines V (Light)	0.7%	0.83%	0.85%
Outdoor I (Heavy)	7.85%	7.88%	8.13%
Outdoor II	2.84%	3.42%	3.88%
Outdoor III	3.49%	4.24%	4.79%
Outdoor IV	14.96%	15.85%	16.04%
Outdoor V (Light)	24.81%	24.79%	24.13%
Yellow Pages I (Heavy)	13%	14.88%	15.28%
Yellow Pages II	7.39%	7.45%	7.7%
Yellow Pages III	5.28%	6.72%	7.7%
Yellow Pages IV	19.05%	21.48%	22.33%
Yellow Pages V (Light)	3%	3.91%	4.42%

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)	2.66%	3.14%	3.45%
Drive Time III (Medium)	0.62%	0.8%	1%
Radio IV & V (Light)	1.86%	2.7%	3.09%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.29%	9.71%	10.59%
Radio III (Medium)	5.22%	4.54%	4.49%
Radio IV & V (Light)	3.17%	3.79%	4.08%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	18.62%	15.18%	13.95%
Cable III (Medium)	4.31%	4.53%	4.93%
Cable IV & V (Light)	33.1%	34.4%	35.17%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.22%	3.8%	4.11%
Prime Time III (Medium)	1.82%	1.66%	1.55%
Prime Time IV & V (Light)	8.93%	8.85%	9.89%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.46%	39.91%	39.66%
Fringe III (Medium)	48.68%	51.1%	51.88%
Fringe IV (Light)	52.63%	53.64%	54.01%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.68%	14.56%	16.02%
All Day III (Medium)	23.05%	23.11%	23.62%
All Day IV (Light)	15.04%	16.4%	18.05%

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
Day-time Radio			
Listeners			
Dayparts [summary]	13.22%	12.58%	12.06%
6:00am - 10:00am	25.35%	19.68%	18.8%
10:00am - 3:00pm	8.59%	10.26%	11.86%
3:00pm - 7:00pm	13.61%	14.49%	15.6%
7:00pm - Midnight	16.87%	14.18%	13.41%
Midnight - 6:00am	6.26%	7.03%	7.52%
Weekend Radio			
Listeners			
Dayparts [summary]	14.89%	14.63%	14.66%
6:00am - 10:00am	5.35%	4.36%	4.01%
10:00am-3:00pm	9.69%	7.61%	7.21%
3:00pm - 7:00pm	7.53%	7.89%	8.35%
7:00pm - Midnight	10.45%	9.88%	10.19%
Midnight - 6:00am	13.45%	13.05%	13.66%

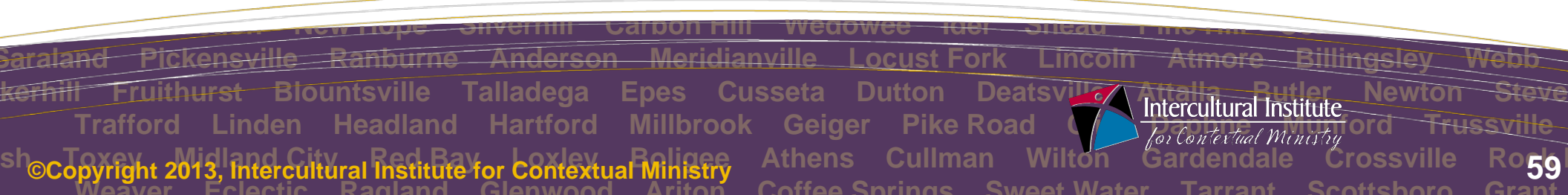
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	11.94%	8.94%	8.02%
Saturday: 8:00-11:00pm	8.82%	8.77%	8.85%
Sunday: 7:00-11:00pm	12.12%	10.13%	9.61%
9:00am-1:00pm	26.81%	24.62%	23.69%
9:00am-4:00pm	30.64%	28.74%	27.7%
4:00pm-7:00pm	33.87%	31.54%	30.85%
11:00pm-1:00am	43.66%	41.78%	41.15%
AVG Prime time	3.85%	4.05%	4.51%
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	21.04%	17.85%	17.52%
7-9am	29.83%	25.98%	25.09%
9am-12noon	22.23%	19.82%	18.31%
12noon-4pm	8.41%	8.92%	9.39%
4-6pm	62.39%	53.34%	50.77%
6-7pm	18.27%	17.84%	17.38%
7-7:30pm	1.71%	1.84%	1.8%
7:30-8pm	10.51%	10.77%	10.72%
8-11pm	11.94%	8.94%	8.02%
11pm-12am	35.69%	33.38%	32.5%
11pm-1am	43.66%	41.78%	41.15%
1-6am	39.42%	34.63%	32.88%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	24.93%	20.31%	19.25%
Sat: 10am-1pm	10.16%	9.4%	9.88%
Sat: 1-4pm	28.43%	25.44%	24.4%
Sat: 4-6pm	8.26%	7.95%	8%
Sat: 6-7pm	2.34%	2.1%	1.94%
Sat: 7-8pm	1.66%	1.32%	1.3%
Sat: 8-11pm	8.82%	8.77%	8.85%
Sat: 11pm-1am	6.07%	6.31%	6.64%
Sat: 1am-7pm	29.68%	25.38%	23.81%
Sun: 7-10am	1.94%	2.25%	2.24%
Sun: 10am-1pm	6.69%	6.21%	5.82%
Sun: 1-4pm	8.02%	6.25%	5.75%
Sun: 4-7pm	14.86%	13.18%	12.69%
Sun: 7-11pm	12.12%	10.13%	9.61%
Sun: 11pm-1am	6.04%	5.35%	5.46%
Sun: 1-7am	25.39%	21.94%	20.97%



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.

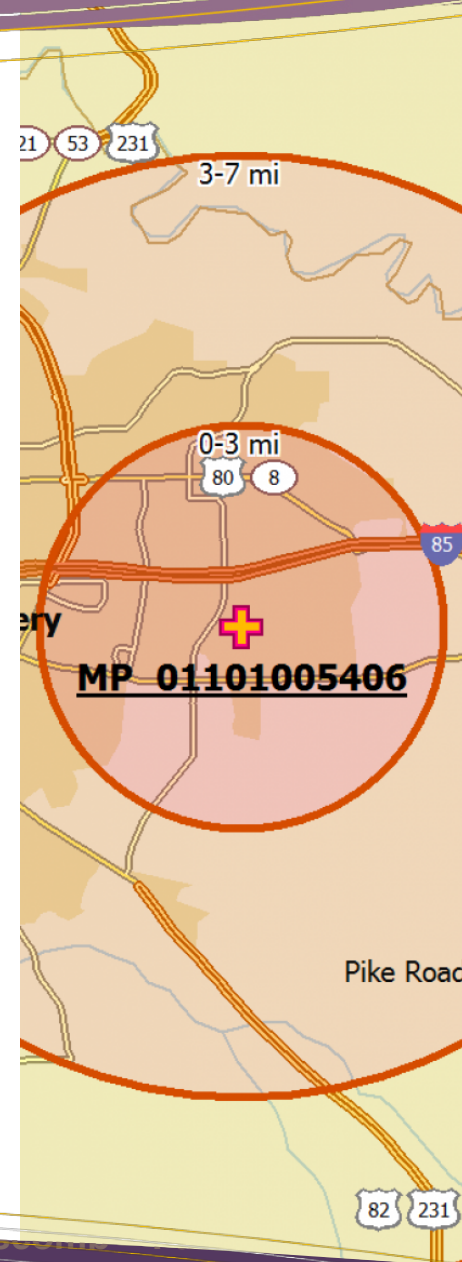


Your MissionSite and the Missional Suite

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 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 site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at 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	Taylor Road	1685 Taylor Rd Montgomery, AL 36117	0.81 mi	549	Growing
2	Vaughn Forest	8660 Vaughn Rd Montgomery, AL 36117	1.08 mi	998	Growing
3	Thorington Road	450 Ray Thorington Rd Montgomery, AL 36117	1.72 mi	270	Plateauing
4	Lakeview	9225 Atlanta Hwy Montgomery, AL 36117	1.80 mi	139	Plateauing
5	Gateway	3300 Bell Rd Montgomery, AL 36116	2.52 mi	196	Plateauing
6	Ridgecrest	5260 Vaughn Rd Montgomery, AL 36116	3.51 mi	444	Declining
7	Eastdale	400 N Burbank Dr Montgomery, AL 36117	3.59 mi	317	Declining
8	Eastern Oaks	7505 Wares Ferry Rd Montgomery, AL 36117	3.83 mi	94	Plateauing
9	St. James Holt Crossing	3033 Vaughn Rd Montgomery, AL 36106	3.93 mi	83	Declining
10	Eastmont	4505 Atlanta Hwy Montgomery, AL 36109	4.55 mi	1,068	Declining
11	Heritage	1849 Perry Hill Rd Montgomery, AL 36106	4.93 mi	775	Plateauing
12	Faith and Grace	4020 Wallace Dr Montgomery, AL 36116	5.55 mi	25	Plateauing
13	Pike Road	4790 Pike Rd Pike Road, AL 36064	5.66 mi	116	Plateauing
14	Dalraida	3838 Wares Ferry Rd Montgomery, AL 36109	5.73 mi	305	Plateauing
15	Eastern Hills	3604 Pleasant Ridge Rd Montgomery, AL 36109	5.93 mi	789	Plateauing



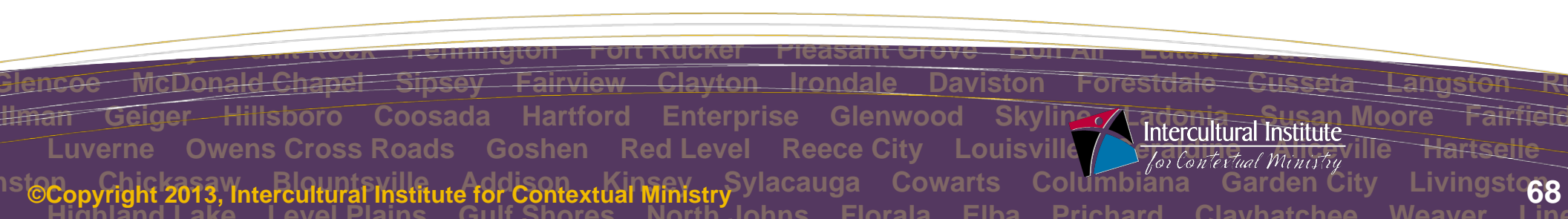
APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Pinedale	4785 McInnis Rd Montgomery, AL 36116	6.07 mi	58	Plateauing
17	McGehee Road	2877 McGehee Rd Montgomery, AL 36111	6.12 mi	187	Plateauing
18	Valley Park	3820 Woodley Rd Montgomery, AL 36116	6.19 mi	62	Declining
19	Green Ridge	68 Albritton Ln Wetumpka, AL 36093	6.47 mi	8	Plateauing
20	Hope Community Church	PO Box 11091 Montgomery, AL 36111	6.73 mi	60	Declining
21	Morningview	125 Calhoun Rd Montgomery, AL 36109	6.80 mi	427	Declining
22	Capitol Heights	2514 Madison Ave Montgomery, AL 36107	6.98 mi	236	Declining
23	Mountain View	1025 Rifle Range Rd Wetumpka, AL 36093	7.25 mi	202	Plateauing
24	Highland Avenue	PO Box 70006 Montgomery, AL 36107	7.27 mi	164	Plateauing
25	Victory	5795 Narrow Lane Rd Montgomery, AL 36116	7.57 mi	44	Growing
26	Highland Gardens	2014 Johnson St Montgomery, AL 36110	7.73 mi	110	Declining
27	Bridgeview	1460 Anderson Rd Montgomery, AL 36110	7.77 mi	36	Growing
28	Cloverdale	608 E Fairview Ave Montgomery, AL 36106	8.06 mi	103	Declining
29	Lao New Life	125 Calhoun Rd Montgomery, AL 36109	8.18 mi	21	Plateauing
30	Yarbrough Street	PO Box 210324 Montgomery, AL 36121	8.26 mi	115	Declining



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Walk With Jesus Daily Ministries	2435 Lower Wetumpka Rd Montgomery, AL 36110	8.50 mi	41	Plateauing
32	Chisholm	2938 Lower Wetumpka Rd Montgomery, AL 36110	8.60 mi	114	Declining
33	Central Community Church	981 S Perry St Montgomery, AL 36104	8.66 mi	55	Declining
34	Blue Ridge	4471 Jasmine Hill Rd Wetumpka, AL 36093	8.75 mi	174	Declining
35	Montgomery First	305 S Perry St Montgomery, AL 36104	8.76 mi	1,358	Growing
36	River Region Korean	305 S Perry St Montgomery, AL 36104	8.78 mi	0	Plateauing
37	Bible Missionary	2750 Tremont St Montgomery, AL 36110	9.21 mi	64	Growing
38	Open Acres	47 Maplewood Dr Montgomery, AL 36110	9.22 mi	71	Plateauing
39	Redland	1266 Dozier Rd Wetumpka, AL 36093	9.91 mi	106	Growing
40	Westside	2510 Westgate St Montgomery, AL 36108	10.22 mi	134	Plateauing
41	Snowdoun	6564 Norman Bridge Rd Montgomery, AL 36105	10.68 mi	69	Growing
42	Memorial Heights	3182 Bozeman Dr Montgomery, AL 36108	10.70 mi	83	Declining
43	Hillside	PO Box 297 Wetumpka, AL 36092	11.47 mi	37	Declining
44	Southlawn	5340 Mobile Hwy Montgomery, AL 36108	11.77 mi	81	Declining
45	Trinity	2700 Old Selma Rd Montgomery, AL 36108	11.94 mi	42	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.

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