

MissionSite

top unreached locations



DECATUR, AL

CENSUS TRACT: 01103000800

REGION: Northern Region

ASSOCIATION: Morgan

DISTRICT: 01: Central Mountain District

COUNTY: Morgan

SITESCAPE: Townscape

DENSITY PATTERN: I3



Alabama Baptist Convention
State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

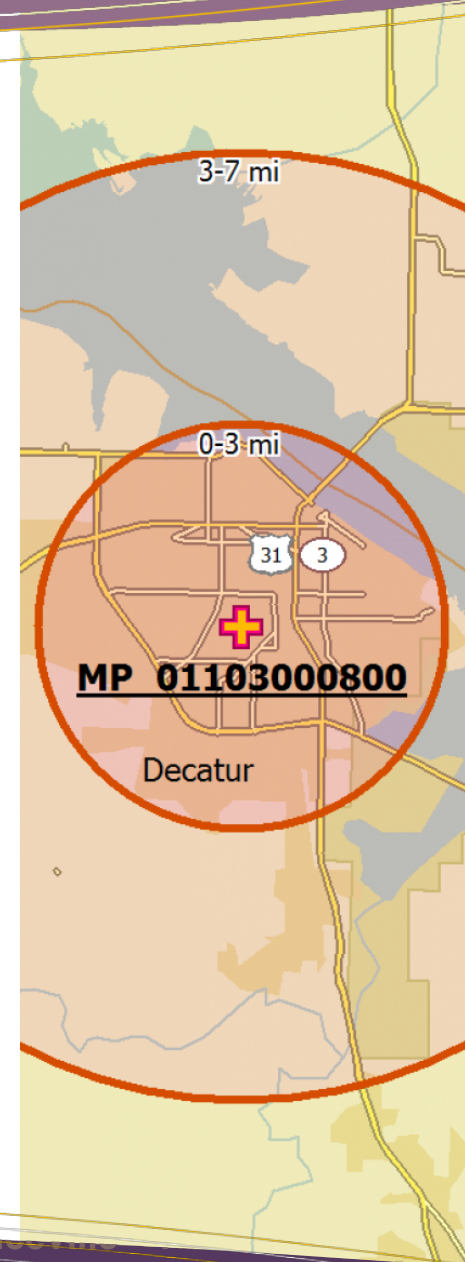
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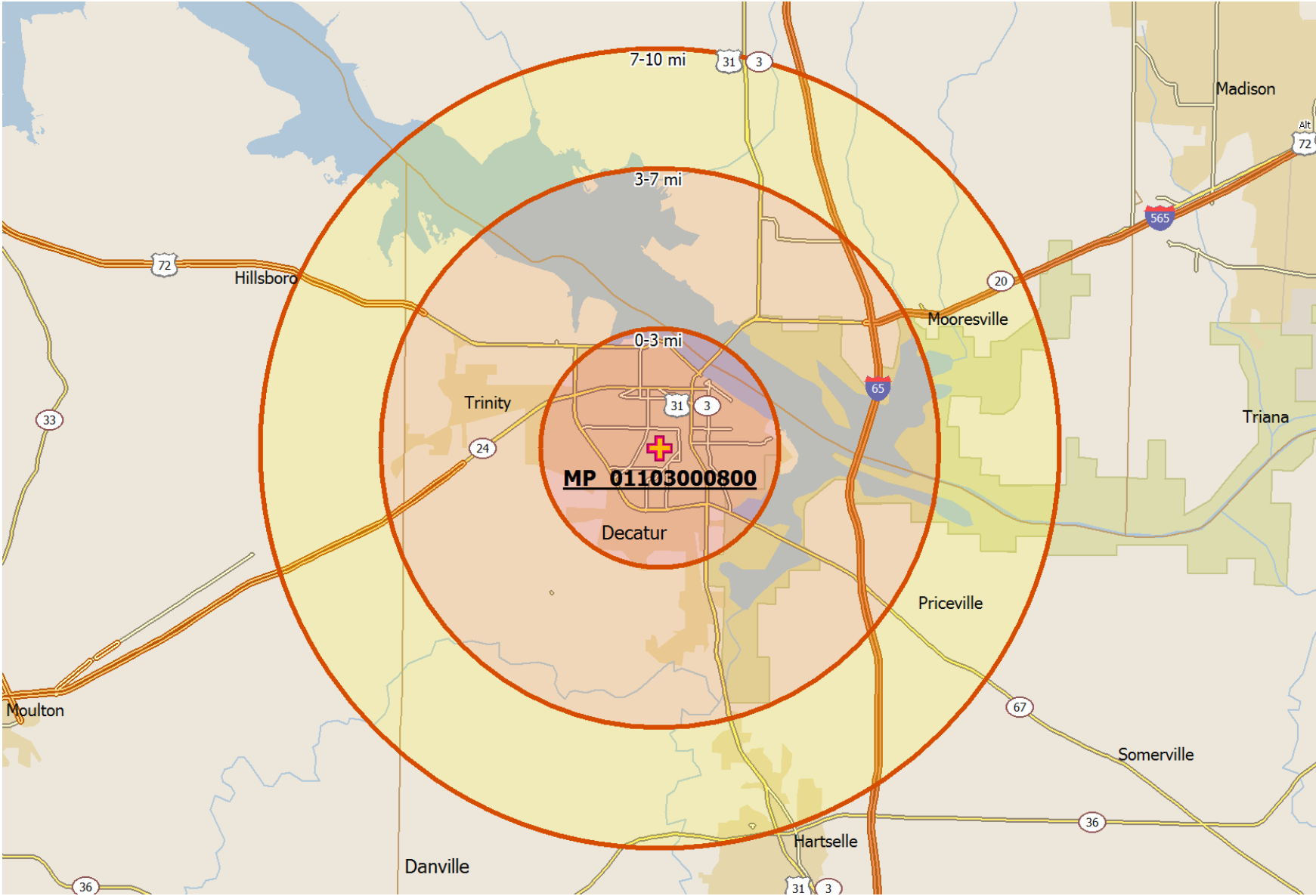
Site Location Summary

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	0101	Northern Region
2	Association	1544	Morgan
3	District	01	Central Mountain District
4	County Location	01103	Morgan
5	Zipcode	35601	Morgan
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.3	Large Towns
8	Sitescape Subgroup	2.34	Large towns adjacent to a medium town
9	Sitescape Density Pattern	I3	100000-50000-50000



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	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 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	51,257	14,348	20,653
2010 Households	20,690	5,443	7,807
2010 Group Quarters Population	1,110	313	12

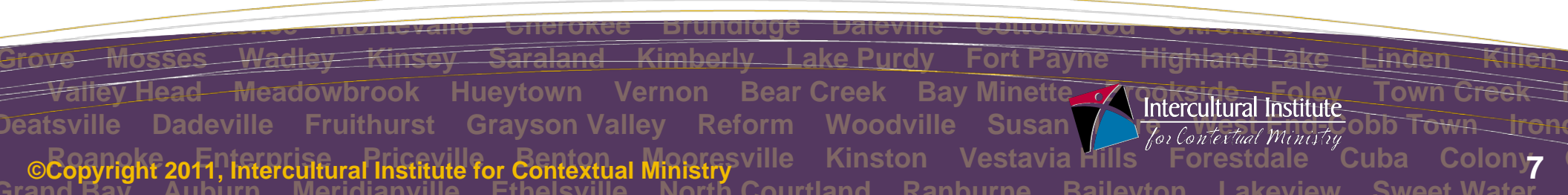
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	49	17	24
Language Diversity National Index	30	11	5
Foreign Born Diversity National Index	11	49	51
Ancestry Diversity National Index	35	57	55
Racial Diversity National Index	55	23	25

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	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.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,991	19.29%
Mainstay Communities	Established, Diverse Households	3,871	18.71%
Working Communities	Blue-collar, Working Families	6,903	33.36%
Country Communities	Rural, Agri. & Mining Families	133	0.64%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,315	6.36%
Urban Communities	High Density, Inner-city Neighborhoods	4,477	21.64%

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	29,799	14,142	47.46%
Unreached %	64.31%	68.35%	106.28
Religious But NOT Evangelical HH	6,812	3,764	55.26%
Religious But NOT Evangelical %	14.7%	18.19%	123.75
Spiritual But NOT Relig or Evang HH	4,629	1,968	42.51%
Spiritual But NOT Relig or Evang %	9.99%	9.51%	95.2
Not Evangelical, Not Interested HH	18,440	8,490	46.04%
Not Evangelical, Not Interested %	39.8%	41.04%	103.11



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	82	17	20.73%
Active ALSBOM Attenders	13,095	5,404	41.27%
Active Evangelical Households	10,885	4,311	39.6%
Active Evangelical Percent	23.49%	20.84%	88.69
Inactive Evangelical Households	5,649	2,237	39.6%
Inactive Evangelical Percent	12.19%	10.81%	88.69
# 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.	WRSH AVG	IICM CGR
1	Austinville First	0.52 mi	164	Declining
2	Westmeade	1.12 mi	512	Plateauing
3	Southside	1.16 mi	311	Declining
4	Fifth Avenue	1.24 mi	61	Declining
5	Central Park	1.31 mi	340	Declining
6	Fellowship	1.49 mi	139	Declining
7	Parkview	1.59 mi	462	Growing
8	Decatur Baptist	1.68 mi	1,015	Plateauing
9	Central	1.70 mi	1,034	Declining
10	Oak Park	1.97 mi	75	Declining
11	Agape	1.99 mi	0	Plateauing
12	Sixteenth Avenue	2.05 mi	83	Declining
13	Chapel	2.17 mi	136	Declining
14	Decatur First	2.29 mi	832	Growing
15	Vestavia Hills	2.33 mi	68	Plateauing

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Memorial	2.36 mi	68	Declining
17	Cedar Ridge	2.38 mi	104	Growing
18	Flint	4.01 mi	198	Plateauing
19	Stoney Acres	4.03 mi	42	Plateauing
20	Unity	4.03 mi	60	Declining
21	Light of Life	4.24 mi	16	Plateauing
22	Autumnwood	4.39 mi	330	Declining
23	Pleasant Valley	4.93 mi	67	Plateauing
24	Macedonia	5.06 mi	60	Declining
25	Pleasant Hill	5.21 mi	91	Declining
26	Trinity	5.23 mi	482	Plateauing
27	Deer Springs	5.40 mi	56	Growing
28	Point Mallard	5.46 mi	110	Growing
29	Cave Spring Pkwy.	6.95 mi	119	Growing
30	Walden Chapel	7.24 mi	68	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.

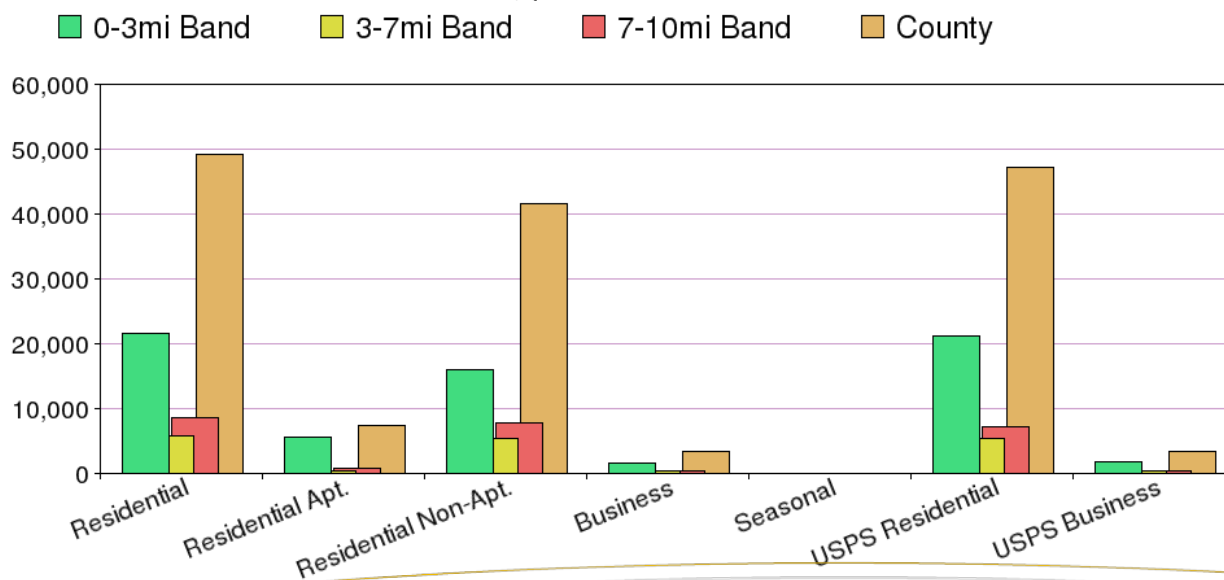
Current Demographic Summary

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

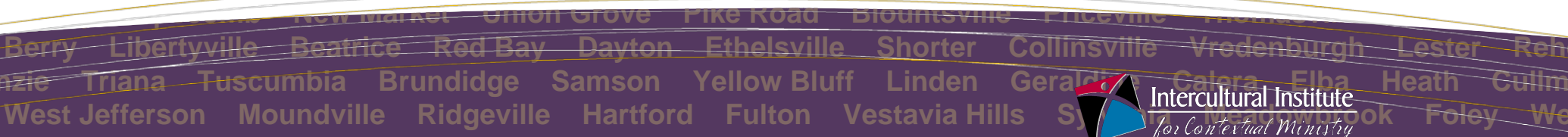
DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	100,044	45,606	45.59%
2000 Population	111,064	49,693	44.74%
2010 Population	118,364	51,257	43.3%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	37,799	18,069	47.8%
2000 Households	43,602	20,118	46.14%
2010 Households	46,334	20,690	44.65%

Location Types in this MissionSite



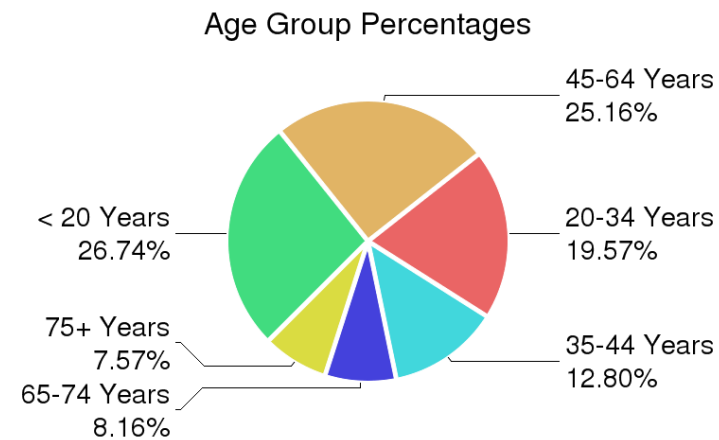
Location Type	0-3mi Band
Residential	21,676
Residential Apt.	5,594
Residential Non-Apt.	16,082
Business	1,566
Seasonal	0
USPS Residential	21,106
USPS Business	1,714



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.



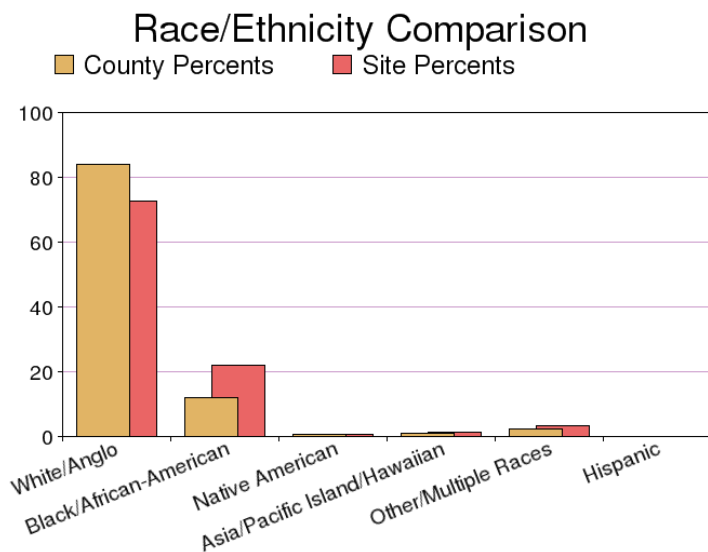
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.04%	5.37%	106.55
4-5 Years	2.66%	2.62%	98.5
6-8 Years	4.06%	4.18%	102.96
9-11 Years	4.04%	4.06%	100.5
12-13 Years	2.68%	2.65%	98.88
14-17 Years	5.31%	5.2%	97.93
18-19 Years	2.65%	2.67%	100.75
0-5 Years	7.7%	7.99%	103.77
6-12 Years	9.45%	9.58%	101.38
13-19 Years	9.3%	9.17%	98.6
< 20 Years	26.45%	26.74%	101.1
20-34 Years	18.14%	19.57%	107.88
35-44 Years	13.16%	12.8%	97.26
45-64 Years	27.06%	25.16%	92.98
65-74 Years	8.43%	8.16%	96.8
75+ Years	6.76%	7.57%	111.98
Median Age	39	40	101.58
Median Age (Male)	38	38	99.89
Median Age (Female)	41	41	101.84

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	84.11%	72.67%	86.4
Black, African-American	12.02%	22.08%	183.74
Native American	0.7%	0.59%	84.43
Asian	0.86%	1.28%	148.81
Pacific Island, Hawaiian	0.06%	0.12%	190.9
Other/Multiple Races	2.25%	3.25%	144.59
Hispanic	0%	12.95%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	79,784	34,037	
Less than 9th Grade	6.09%	5.66%	107.64
No High School Diploma	10.21%	9.65%	105.78
High School Graduate	32.93%	30.32%	108.58
Some College, no degree	24.36%	25.23%	96.53
Associate Degree	6.64%	6.52%	101.81
College Degree	13.78%	15.7%	87.77
Graduate/Prof. degree	6.01%	6.92%	86.79

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	7.29%	8.73%	162.78
\$10,000 to \$19,999	13.85%	15.45%	111.54
\$20,000 to \$29,999	12.53%	13.44%	107.28
\$30,000 to \$49,999	21.94%	21.09%	96.13
\$50,000 to \$59,999	8.19%	7.98%	97.54
\$60,000 to \$69,999	6.94%	6.52%	93.94
\$70,000 to \$79,999	5.95%	5.43%	91.27
\$80,000 to \$89,999	4.92%	4.47%	90.8
\$90,000 to \$99,999	3.41%	3.02%	88.59
\$100,000 to \$124,999	7.17%	6.97%	97.27
\$125,000 to \$149,999	3.08%	2.35%	76.37
\$150,000 to \$199,999	3.35%	3.17%	94.51
\$200,000 to \$249,999	0.74%	0.76%	103.46
\$250,000 or more	0.65%	0.59%	92.12
Median Household	44,339	43,208	97.45
Average Household	58,514	57,373	98.05
Per Capita Household	23,258	23,183	99.68
Family/Non-Family Household Income			
Median Family Income	55,248	54,886	99.34
Average Family Income	68,242	65,943	96.63
Median Non-Family Income	23,573	25,699	109.02
Average Non-Family Income	35,154	37,507	106.69



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	70.6%	64.76%	91.72
Families with Children	33.91%	32.53%	95.93
Families without Children	36.69%	32.22%	87.84
Non-Family Households			
% Non-Family Households	29.4%	35.24%	119.88
Non-Families with Children	0.06	0.05	94.75
Non-Families without Children	29.34	35.19	119.93
Housing Units			
			Index
Total Housing Units	50,952	23,086	
Vacant percent	9.06%	10.38%	114.51
Owned percent	66.8%	55.19%	82.62%
Rented Percent	24.13%	34.43%	142.67
Households by Size			
			Index
Avg household size	2.52	2.42	96.03
Avg family hh size	3.10	3.11	100.32
Avg non-family hh size	1.12	1.17	104.46
Households By Count of Persons			
			Percent
One	12,085	6,473	53.56%
Two	15,107	6,368	42.15%
Three or Four	15,217	6,083	39.98%
Five+	3,925	1,766	44.99%

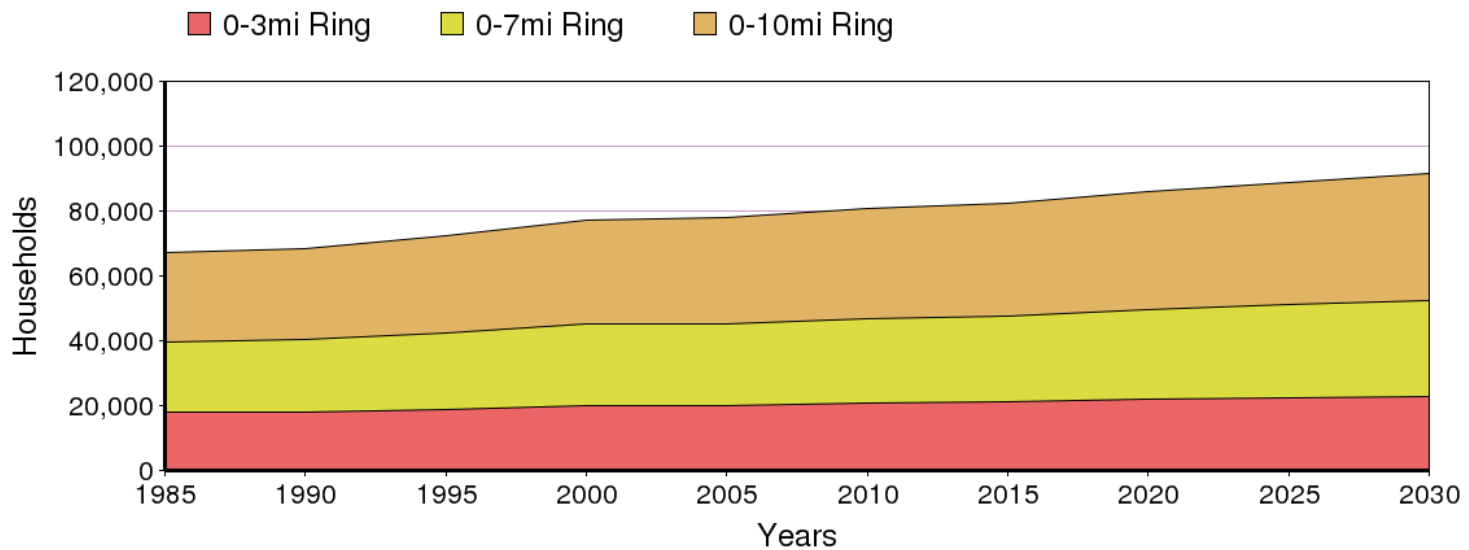
Projected Demographic Summary

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	100,044	45,606	45.59%
2000 Population	111,064	49,693	44.74%
2010 Population	118,364	51,257	43.3%
2015 Population	123,706	53,149	42.96%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	37,799	18,069	47.8%
2000 Households	43,602	20,118	46.14%
2010 Households	46,334	20,690	44.65%
2015 Households	47,417	21,021	44.33%

Household Change from 1985 to 2030



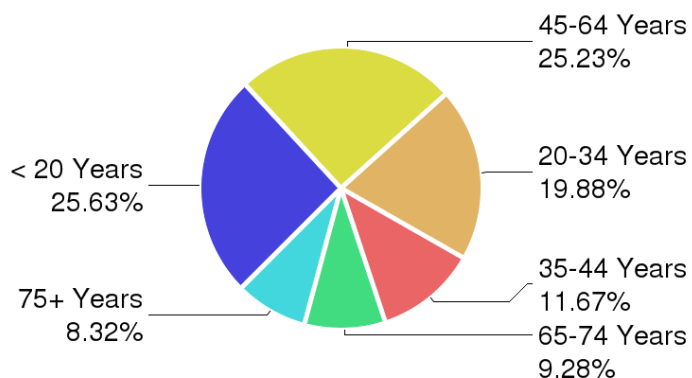
Projected Demographic Summary

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	5.37%	4.83%	89.94
4-5 Years	2.62%	2.41%	91.98
6-8 Years	4.18%	3.86%	92.34
9-11 Years	4.06%	3.92%	96.55
12-13 Years	2.65%	2.66%	100.38
14-17 Years	5.2%	5.25%	100.96
18-19 Years	2.67%	2.7%	101.12
0-5 Years	7.99%	7.23%	90.49
6-12 Years	9.58%	9.12%	95.2
13-19 Years	9.17%	9.28%	101.2
< 20 Years	26.74%	25.63%	95.85
20-34 Years	19.57%	19.88%	101.58
35-44 Years	12.8%	11.67%	91.17
45-64 Years	25.16%	25.23%	100.28
65-74 Years	8.16%	9.28%	113.73
75+ Years	7.57%	8.32%	109.91
Median Age	39	41	104.88
Median Age (Male)	38	39	103.17
Median Age (Female)	41	43	104.96

Projected Age Group Percentages



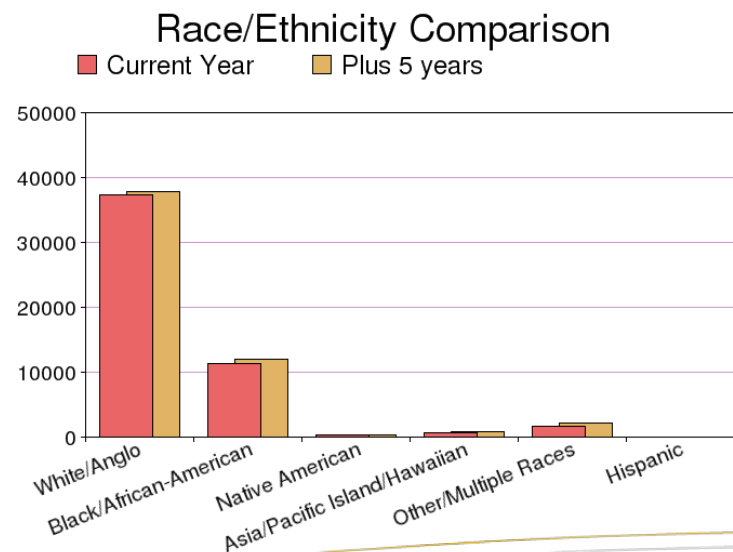
Projected Demographic Summary

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	72.67%	71.3%	98.11
Black, African-American	22.08%	22.53%	102.05
Native American	0.59%	0.58%	97.72
Asian	1.28%	1.53%	119.23
Pacific Island, Hawaiian	0.12%	0.14%	113.55
Other/Multiple Races	3.25%	3.92%	120.61
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	34,037	35,668	
Less than 9th Grade	5.66%	4.8%	84.82
No High School Diploma	9.65%	7.74%	80.26
High School Graduate	30.32%	31.3%	103.21
Some College, no degree	25.23%	26.23%	103.94
Associate Degree	6.52%	6.94%	106.39
College Degree	15.7%	16.02%	102.07
Graduate/Prof. degree	6.92%	6.98%	100.77



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	8.73%	7.51%	85.95
\$10,000 to \$19,999	15.45%	15.33%	99.23
\$20,000 to \$29,999	13.44%	12.91%	96.02
\$30,000 to \$49,999	21.09%	20.57%	97.5
\$50,000 to \$59,999	7.98%	7.54%	94.43
\$60,000 to \$69,999	6.52%	6.44%	98.79
\$70,000 to \$79,999	5.43%	5.78%	100.53
\$80,000 to \$89,999	4.47%	4.93%	106.09
\$90,000 to \$99,999	3.02%	3.08%	102.05
\$100,000 to \$249,999	6.97%	7.94%	113.92
\$125,000 to \$149,999	2.35%	2.64%	111.97
\$150,000 to \$199,999	3.17%	3.66%	115.56
\$200,000 to \$249,999	0.76%	0.89%	116.49
\$250,000 or more	0.59%	0.62%	104.03
Median Household	43,208	45,958	106.36
Average Household	57,373	60,983	106.29
Per Capita Household	23,183	24,144	104.15
Family/Non-Family Household Income			
Median Family Income	54,886	58,732	107.01
Average Family Income	65,943	71,129	107.86
Median Non-Family Income	25,699	26,469	103
Average Non-Family Income	37,507	38,258	102



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	64.76%	64.1%	98.98
Families with Children	32.53	31.64	97.26
Families without Children	32.22	32.08	99.55
Non-Family Households			
% Non-Family Households	35.24%	35.9%	101.87
Non-Families with Children	0.05	0.03	101.87
Non-Families without	35.19	35.87	101.94
Children			
Housing Units			
Total Housing Units	23,086	23,462	101.63%
Vacant percent	10.38%	10.4%	100.25
Owned percent	55.19%	55.16%	99.93
Rented Percent	34.43%	34.44%	100.02
Households by Size			
Avg household size	2.42	2.48	102.48%
Avg family hh size	3.11	3.22	103.54%
Avg non-family hh size	1.17	1.15	98.29%
Households By Count of Persons			
One	6,473	6,651	102.75%
Two	6,368	6,063	95.21%
Three or Four	6,083	6,293	103.45%
Five+	1,766	2,015	114.1%

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	2,412	135	128
Northern Europe	57	17	6
Western Europe	63	0	35
Southern Europe	28	0	8
Eastern Europe	44	0	0
Other Europe	0	0	0
Eastern Asia	98	55	10
So. Central Asia	107	21	23
SE Asia	31	15	3
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	5
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	7	0	0
Caribbean	67	0	0
Central Amer.	1,799	0	26
South America	70	0	12
North America	36	27	0
Born at sea	5	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	46,986	7,460	17,561
Spanish	2,296	114	285
Other Indo-Euro language	425	81	95
French (incl. Patois, Cajun)	108	9	29
French Creole	0	0	0
Italian	28	0	9
Portuguese	27	0	0
German	81	10	23
Yiddish	5	0	0
Other West Germanic	0	11	0
A Scandinavian Language	0	12	0
Greek	16	16	4
Russian	0	0	5
Polish	8	2	6
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	10	21	0
Gujarathi	0	0	1
Hindi	19	0	18
Urdu	28	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	22	0	0
Asian/PI languages	0	0	0
Chinese	17	0	0
Japanese	51	62	6
Korean	10	0	17
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	7	0
Vietnamese	64	6	1
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	109	0	10
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	5	0	0
Hebrew	5	0	0
African languages	17	0	10
Other unspecified	82	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	39,763	5,436	12,904
Arab	88	0	1
Armenian	0	1	4
Austrian	27	0	5
British	132	10	24
Canadian	22	9	4
Croatian	0	2	0
Czech	5	6	14
Czechoslovak	17	0	0
Danish	31	7	22
Dutch	252	74	166
English	4,110	455	1,460
European	344	122	149
Finnish	6	0	3
French (not Basque)	573	89	192
French Canadian	58	24	13
German	3,189	371	900
Greek	31	6	20
Hungarian	18	5	10
Iranian	10	10	11

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	4,019	608	1,254
Italian	544	29	93
Lithuanian	48	0	8
Norwegian	77	18	49
Polish	260	35	113
Portuguese	6	3	5
Romanian	12	0	0
Russian	24	10	9
Scandinavian	10	19	13
Scotch-Irish	1,199	185	365
Scottish	652	70	125
Slovak	18	0	2
Subsaharan African	286	5	68
Swedish	68	39	68
Swiss	44	4	2
Ukrainian	7	0	0
US/American	8,516	1,907	4,908
Welsh	206	43	99
West Indian	37	0	7
Yugoslavian	0	3	0
Other	14,819	1,267	2,718

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

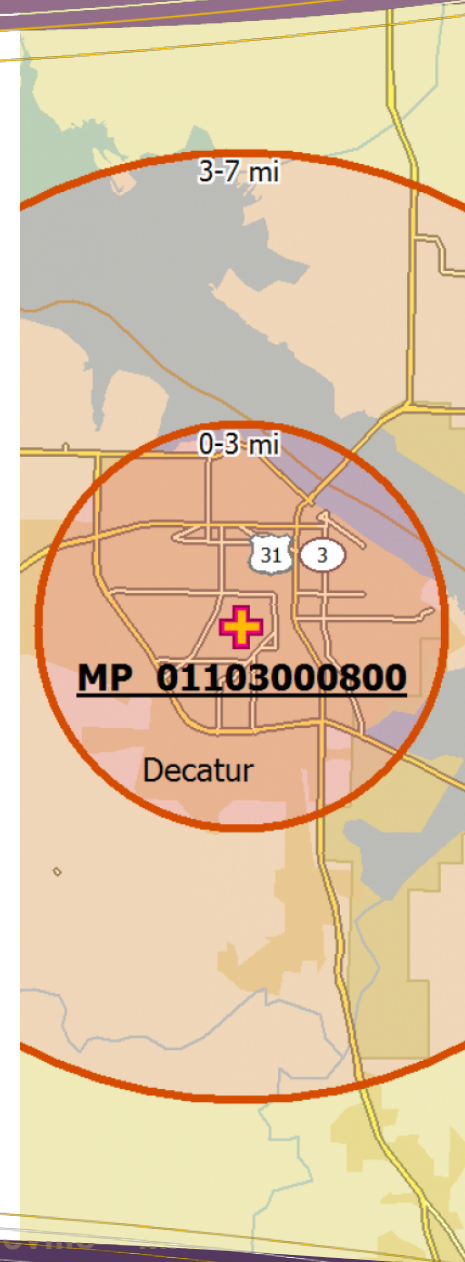
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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.



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	20,690	100%	14,143	100%
AFFLUENT SUBURBIA	1,324	6.4%	917	6.48%
America's Wealthiest	10	0.05%	8	0.06%
Dream Weavers	18	0.09%	13	0.09%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	76	0.37%	51	0.36%
Small Town Success	1,220	5.9%	845	5.97%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	2,667	12.89%	1,808	12.78%
Status Conscious Consumers	41	0.2%	29	0.21%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	2,432	11.75%	1,633	11.55%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	194	0.94%	146	1.03%
SM TWN SUCCESS	2,659	12.85%	1,735	12.27%
2nd City Homebodies	62	0.3%	44	0.31%
Prime Middle America	1,759	8.5%	1,146	8.1%
Urban Optimists	0	0%	0	0%
Family Convenience	635	3.07%	405	2.86%
Mid-Market Enterprise	203	0.98%	140	0.99%



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	20,690	100%	14,143	100%
BLUE COLLAR BACKBONE	1,047	5.06%	681	4.82%
Nuevo Hispanic Fam.	15	0.07%	11	0.08%
Working Rural Suburbia	354	1.71%	213	1.51%
Lower Income Essentials	279	1.35%	188	1.33%
Small Town Endeavors	399	1.93%	269	1.9%
AMER. DIVERSITY	1,212	5.86%	822	5.81%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	472	2.28%	304	2.15%
Professional Urbanites	441	2.13%	319	2.26%
Urban Advancement	244	1.18%	164	1.16%
Amer. Great Outdoors	55	0.27%	35	0.25%
Mature America	0	0%	0	0%
METRO FRINGE	5,856	28.3%	4,026	28.47%
Steadfast Conservative	4,999	24.16%	3,426	24.22%
Moderate Conventionalists	102	0.49%	69	0.49%
Southern Blues	411	1.99%	290	2.05%
Urban Grit	34	0.16%	25	0.18%
Grass-Roots Living	310	1.5%	216	1.53%

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	20,690	100%	14,143	100%
REMOTE AMERICA	23	0.11%	14	0.1%
Hardy Rural Fam.	13	0.06%	8	0.06%
Rural Southern Living	10	0.05%	6	0.04%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,315	6.36%	954	6.75%
Young Cosmopolitans	15	0.07%	12	0.08%
Minority Metro Communities	623	3.01%	461	3.26%
Stable Careers	520	2.51%	375	2.65%
Aspiring Hispania	157	0.76%	106	0.75%
RURAL VILLAGES & FARMS	110	0.53%	66	0.47%
Industrious Country Living	2	0.01%	1	0.01%
America's Farmland	0	0%	0	0%
Comfy Country Living	90	0.43%	55	0.39%
Small Town Connections	18	0.09%	10	0.07%
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	20,690	100%	14,143	100%
STRUGGLING SOCIETIES	2,134	10.31%	1,464	10.35%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	438	2.12%	298	2.11%
Struggling city Centers	1,450	7.01%	983	6.95%
College Town Communities	0	0%	0	0%
New Beginnings	246	1.19%	183	1.29%
URBAN ESSENCE	2,343	11.32%	1,656	11.71%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,629	7.87%	1,139	8.05%
Urban Diversity	315	1.52%	227	1.61%
New Generation Activists	160	0.77%	108	0.76%
Getting By	239	1.16%	182	1.29%
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?

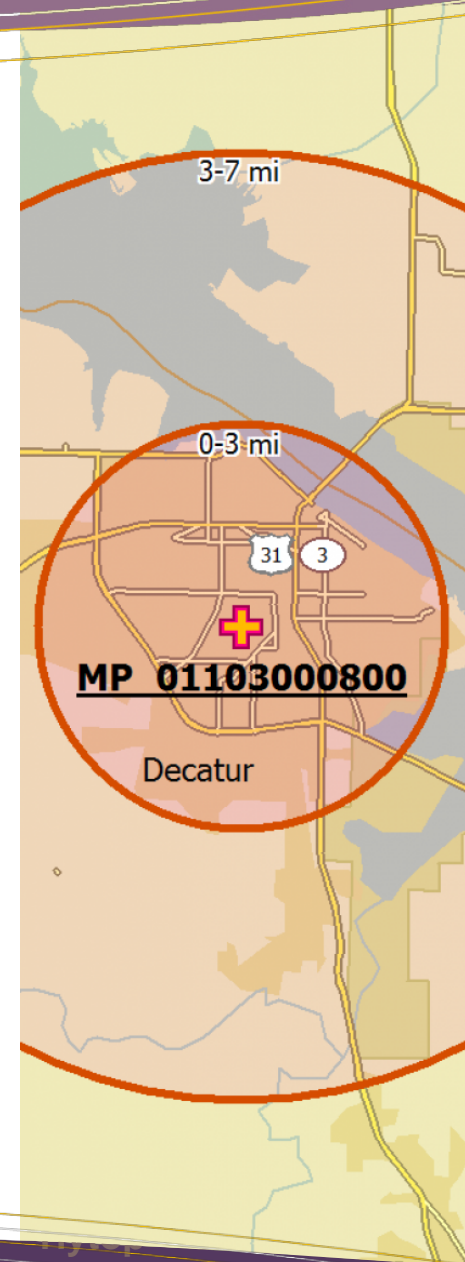
Potential Cultural Bridges

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).

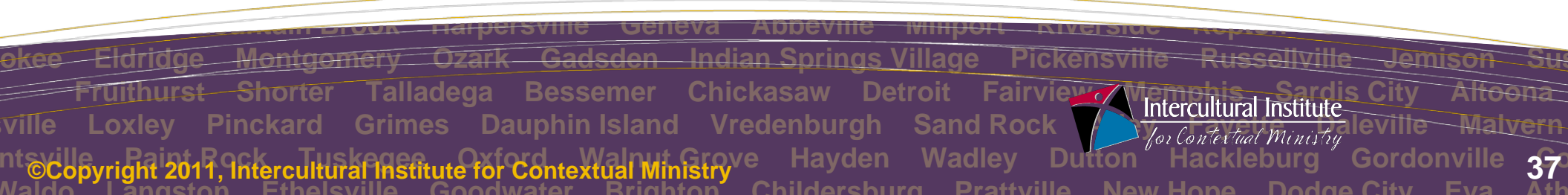


Potential Cultural Bridges

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	74%	76%	76%
Use Comp. for Internet/E-mail	56%	59%	59%
Internet Use: E-Mail	47%	49%	49%
Use Comp. for Comp. Games	38%	39%	40%
Use Comp. for Word Processing	37%	39%	39%
Use Comp. for Shopping	33%	35%	36%
Use Comp. for Education	31%	33%	33%
Use Comp. for Digital Camera Photo Editing	31%	33%	33%
Use Comp. for Banking	30%	32%	32%
HH Owns DVD Player	27%	28%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	26%	27%	27%
Internet Use: Banking	24%	25%	26%
Use Comp. for News/Info./Data Service	22%	23%	23%
PC-Network-HH Has One	17%	18%	19%
Use Comp. for Personal Financial Mngmnt	13%	14%	13%
Use Comp. for Accounting	12%	13%	14%
Internet Use: Shopping: Gathered Info. for Shopping	12%	13%	13%
Use Comp. for Filing/DB Mngmnt	12%	13%	13%
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Read Magazines/ Newspapers	10%	10%	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	67%	68%	68%
Dining Out (Not Fast Food)	55%	57%	57%
Reading Books	52%	53%	53%
Card Games	39%	40%	41%
Go To A Beach/Lake	35%	36%	37%
Cooking for Fun	34%	35%	35%
Gardening	33%	34%	35%
Board Games	31%	32%	33%
Going To Bars/Nightclubs/Dancing	19%	20%	19%
Visit Museum	19%	20%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	40%	40%	41%
Dentist	27%	28%	28%
Backache	22%	22%	22%
Eye Dr.	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	17%	18%	18%
Any Arthritis	15%	15%	15%
Acid Reflux Disease (GERD)	14%	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	27.3%	27.95%	27.13%
Live Theater	19.87%	20.78%	20.37%
Live Theater Most Often	16.21%	17.02%	16.72%
Rock/Pop Concerts Most Often	14.84%	15.18%	14.63%
Comedy Club	9.84%	9.79%	9.31%
Dance Performance	9.25%	9.01%	8.43%
Movies: Comedy	40.18%	40.34%	39.96%
Movies: Action/Adventure	38.72%	39.04%	38.61%
Movies: Fam.	20.78%	20.91%	20.57%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	20.13%	20.08%	19.51%
Movies: Romantic Comedy	19.98%	20.3%	19.99%
Movies: Mystery	16.79%	16.57%	16.11%
MLB Baseball Reg. Season	7.23%	7.83%	7.77%
NFL Football Reg. Season	6.13%	6.55%	6.5%
College Football Reg. Season	5.62%	6.1%	6.26%
College Basketball Reg. Season	3.85%	4.07%	4.14%
NBA Basketball Reg. Season	3.24%	3.57%	3.54%
Auto Racing Events	2.79%	3%	3.11%

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	39.82%	40.62%	40.44%
Swimming	30.8%	32.26%	32.91%
Bowling	20.73%	21.22%	21.45%
Billiards/Pool	18.88%	18.99%	18.94%
Freshwater Fishing	16.24%	16.97%	18.52%
Weight Training	15.4%	16.14%	16.04%
Basketball	14.91%	15%	15.16%
Jogging/Running	14.81%	14.98%	14.62%
Camping Trips	14.22%	15.05%	16.28%
Using Cardio Machine	13.01%	13.57%	13.3%
Golf	12.57%	13.45%	13.67%
Mountain/Road Biking	11.74%	12.47%	12.68%
Stationary Cycling	11.6%	11.98%	11.79%
Baseball	11.48%	11.43%	11.26%

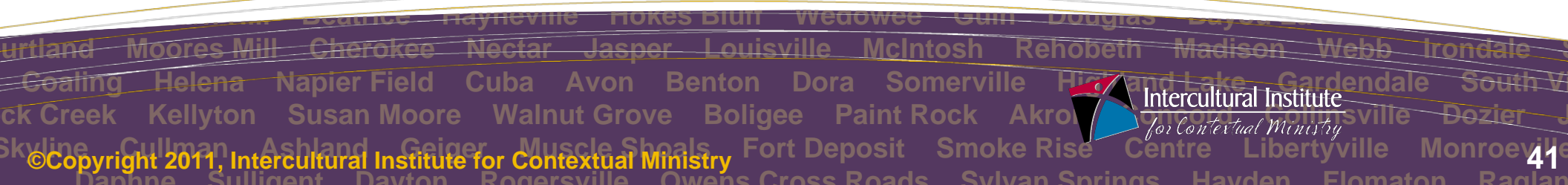
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Football	10.15%	10.04%	9.99%
Aerobics	9.89%	9.89%	9.66%
Backpacking/Hiking	9.07%	9.52%	9.8%
Target Shooting	8.74%	9.17%	9.75%
Volleyball	8.69%	8.62%	8.63%
Hunting	8.53%	9.18%	10.76%
Softball	7.84%	7.96%	7.95%
Power Boating	7.57%	8.11%	8.31%
Saltwater Fishing	7.13%	7.44%	7.77%
Soccer	7.07%	7.05%	6.88%
Yoga	6.81%	6.95%	6.71%
Tennis	6.63%	6.82%	6.82%
Canoeing/Kayaking	6.28%	6.65%	6.9%
Motorcycling	6.03%	6.24%	6.39%

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
Roller Skating	5.66%	5.68%	5.56%
Horseback Riding	5.28%	5.45%	5.95%
Ice Skating	4.95%	5.03%	5.02%
Snorkeling	4.64%	4.87%	4.94%
Jet Skiing	4.45%	4.68%	4.74%
Fly Fishing	4.35%	4.47%	4.66%
Archery	4.31%	4.56%	5.03%
Downhill & X-Country	4.17%	4.49%	4.55%
Skiing			
Water Skiing	4.02%	4.25%	4.44%
Racquetball	3.91%	3.87%	3.75%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.72%	3.75%	3.64%
Snowmobiling	3.54%	3.66%	3.8%
Hockey	3.47%	3.42%	3.4%
Snowboarding	3.47%	3.53%	3.46%
Auto Racing	3.41%	3.46%	3.47%
Martial Arts	3.25%	3.27%	3.34%
Skateboarding	3.04%	3.15%	3.28%
Sailing	3%	3.14%	3.13%
Rowing	2.62%	2.73%	2.72%
Surfing & Windsurfing	2.55%	2.67%	2.65%



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.

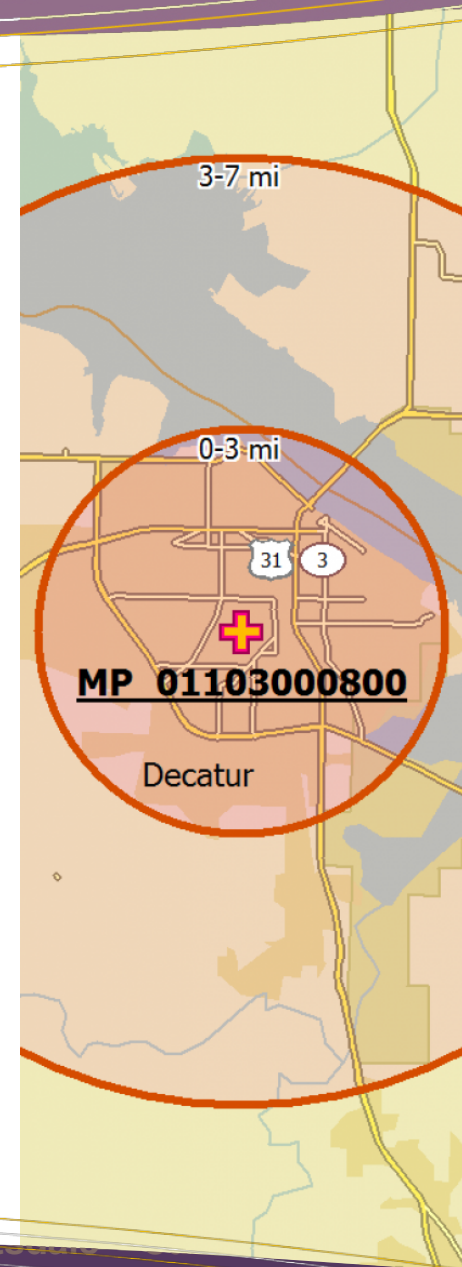
BIBLICAL BARRIERS

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.

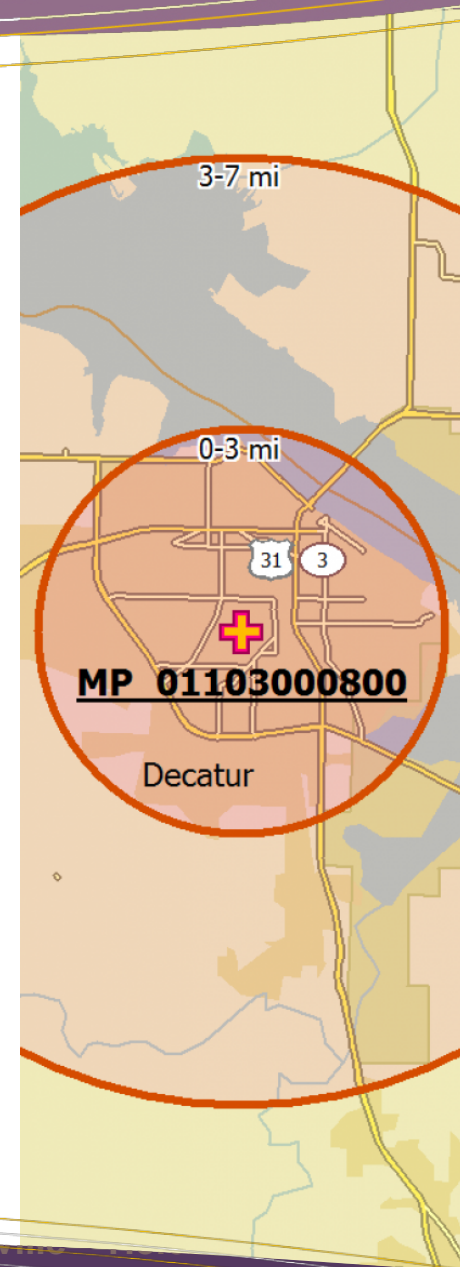
CULTURAL BARRIERS OF ACCEPTANCE

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.

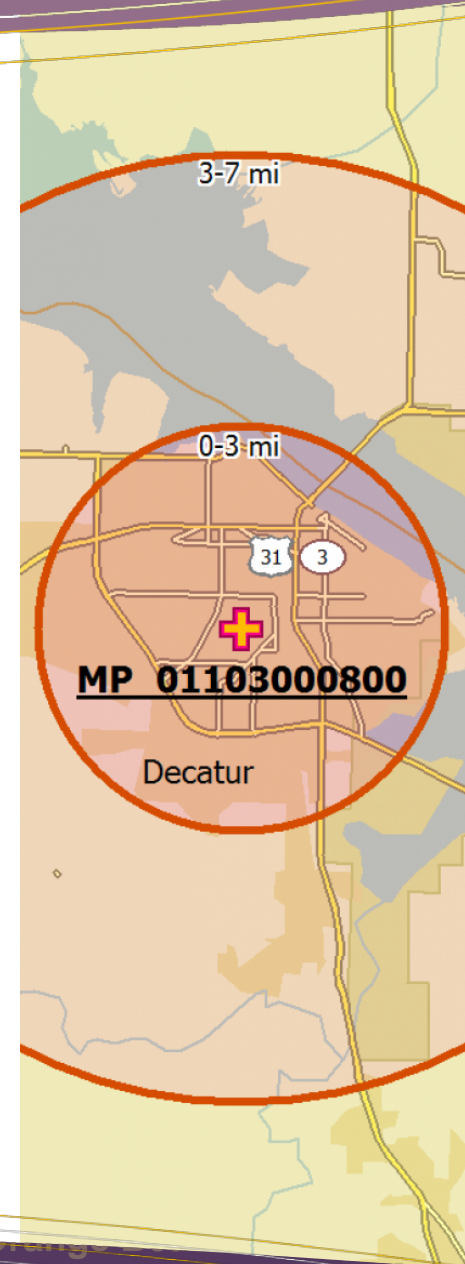
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Speak My Mind Even If It Upsets People	36%	36%	36%
Find It Difficult To Say No To My Kids	36%	37%	38%
Woman's Place Is In The Home	34%	35%	35%
Like Control Over People And Resources	34%	33%	33%
Prefer To Have Few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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	21%	21%
Marijuana Should Be Legalized	20%	20%	20%
I Am A Workaholic	20%	19%	18%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Rarely Sit Down to a Meal Together At Home	16%	17%	17%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	14%	14%	13%
Happy With My Standard Of Living	12%	12%	12%
On Whole People Get What They Deserve	11%	11%	10%
Indulge My Kids With The Little Extras	10%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
Very Happy With My Life As It Is	8%	7%	7%

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:

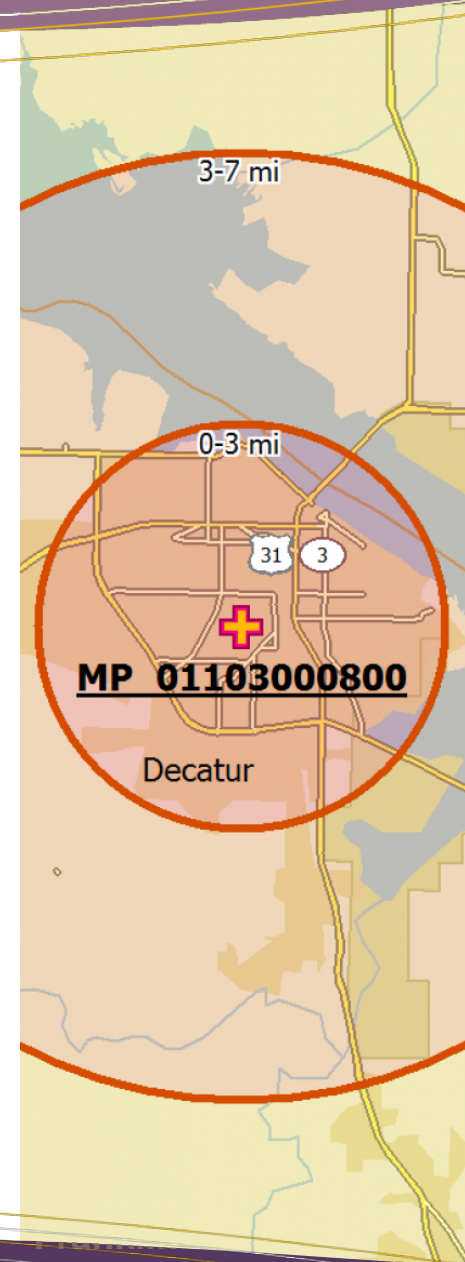
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	59%	61%	62%
You Should Seize Opportunities In Life	57%	57%	56%
Like To Understand About Nature	38%	38%	37%
Prefer Work Part Of Team Than Alone	34%	34%	34%
Important Feel Respected By My Peers	33%	33%	33%
Prefer To Have Few Possessions As Possible	33%	34%	33%
Important To Juggle Various Tasks	32%	31%	31%
Good At Fixing Things	29%	28%	28%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	23%	23%	23%
Like To Just Enjoy Life	22%	22%	22%
Consider Myself Interested In The Arts	20%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	18%	18%	18%
Looking for New Ideas To Improve Home	17%	17%	17%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	16%	15%	16%
Try Not To Worry About The Future	15%	15%	14%
Provide My Kids With The Little Extras	13%	13%	12%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	6%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	4%	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	85.75%	85.97%	86.49%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.8%	81.9%	82.47%
Houses-Visit Any			
McDonald's	56.15%	56.42%	56.73%
Burger King	38.72%	38.31%	38.35%
Subway	30.42%	30.98%	31.31%
Wendy's	30.41%	30.64%	30.66%
Taco Bell	29.65%	29.48%	29.29%
Kentucky Fried Chicken (KFC)	29.39%	28.96%	29.24%
Applebee's	29.07%	29.79%	29.63%
Pizza Hut	22.81%	22.51%	22.76%
Arby's	22.34%	22.71%	23.1%
Olive Garden	20.03%	20.52%	20.24%

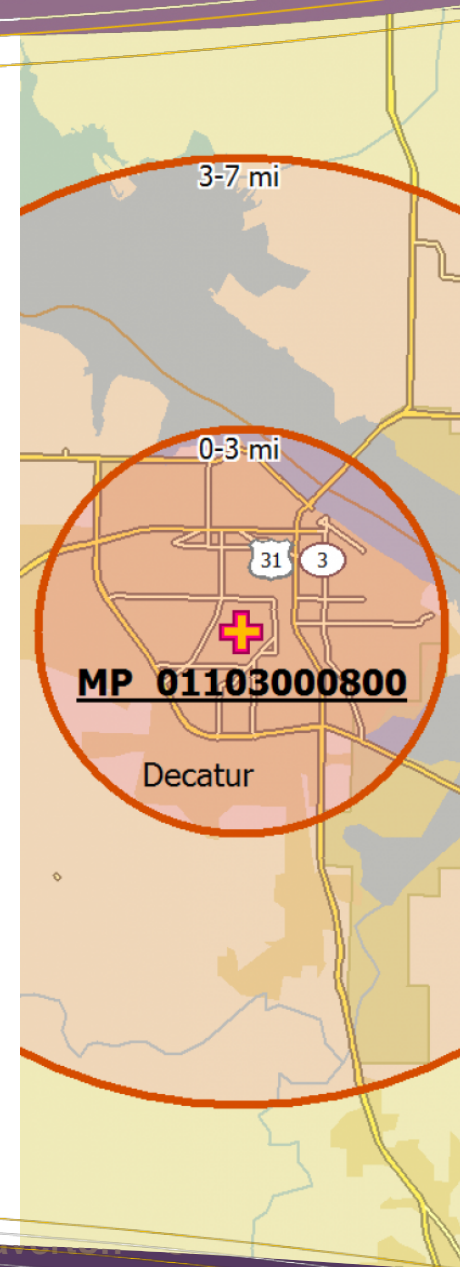
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18%	18.08%	18.46%
Red Lobster	16.92%	16.81%	16.56%
Domino's Pizza	15.19%	14.65%	14.16%
Sonic	14.25%	14.19%	14.7%
IHOP (International House Of Pancakes)	14.07%	13.97%	13.47%
Outback Steakhouse	14.07%	14.64%	14.37%
Cracker Barrel	13.73%	14.42%	15%
Chick-Fil-A	12.97%	13.34%	13.35%
Denny's	12.96%	12.5%	12.02%
Chili's Grill and Bar	12.82%	13.26%	12.86%
Golden Corral	11.98%	11.71%	11.79%
TGI Friday's	11.85%	12.05%	11.5%

Potential Shared Projects

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

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

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



Potential Shared Projects

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

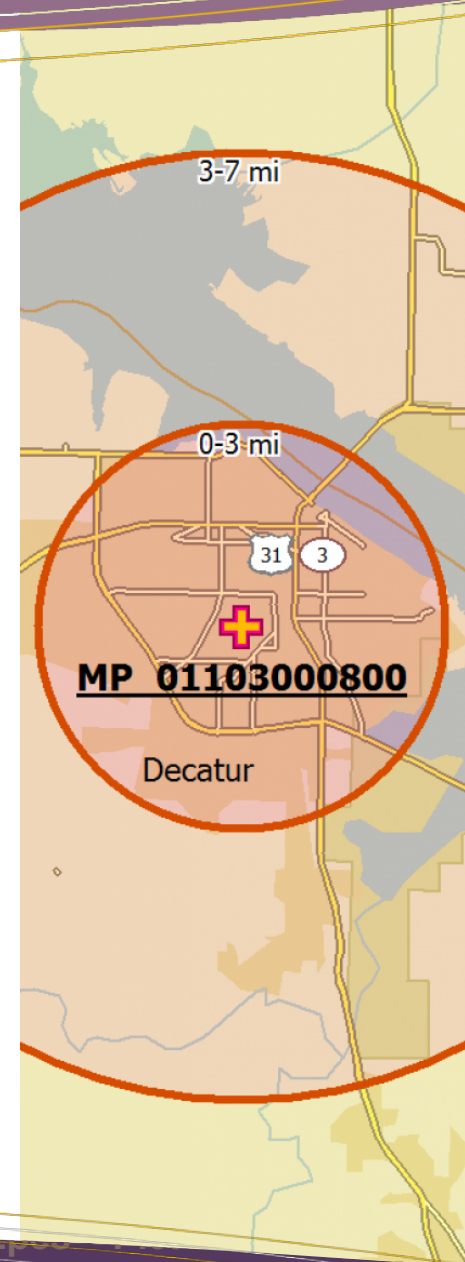
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	46.11%	47.29%	47.17%
Recycled products	33.42%	34.75%	34.48%
Worked as volunteer (non political)	16.18%	17.03%	17.16%
Engaged in fund raising	11.09%	11.51%	11.61%
Religious club member	7.39%	7.63%	7.83%
Wrote to elected offcl about publ bus	5.97%	6.27%	6.29%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.75%	5.96%	5.88%
Took active part in local civic issue	5.11%	5.19%	5.09%
Charitable Organization	5.1%	5.3%	5.36%
Union member	5.05%	5.26%	5.3%
Church Board	4.73%	4.88%	5.11%
Fraternal order member	4.72%	4.77%	4.68%

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.

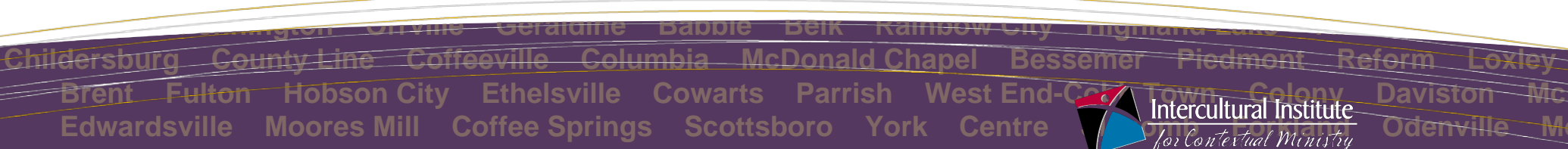


Potential Print Media Content:

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	16.27%	17%	16.87%
Children's Books	12.94%	13.33%	13.46%
Mystery	11.4%	11.8%	11.71%
Cookbooks	10.22%	10.51%	10.48%
Religious (not Bibles)	9.07%	9.2%	9.29%
History	6.94%	7.16%	7.04%
Romance	6.84%	7.08%	7.22%
Biography	6.52%	6.73%	6.6%
Personal/Business	6.47%	6.78%	6.76%
Self-help			

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	68.25%	68.78%	67.71%
Gen. Editorial	46.61%	46.64%	46.11%
Womens	41.28%	41.44%	41.2%
Service	34.09%	34.99%	35.25%
Mens	18.96%	18.72%	18.22%
Business/Finance	16.82%	17.53%	17.23%
Sports	15.23%	15.29%	14.8%
Parenthood	13.87%	13.86%	13.8%
Automotive	13.3%	13.24%	13.43%



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	53.86%	54.88%	55.16%
Classified	33.62%	33.57%	34.04%
Sport	31.89%	32.29%	32.15%
Editorial Page	29.49%	30.27%	30.64%
Business/Finance	27.96%	28.99%	28.49%
Comics	26.99%	27.3%	27.3%
Movie Listings & Reviews	25.4%	25.69%	25.12%
Food/Cooking	24.1%	24.58%	24.39%
TV/Radio Listings	23.41%	23.55%	23.45%
Home/Gardening	20.53%	21.13%	21.15%
Travel	18.51%	19.22%	18.93%
Science/Technology	16.93%	17.53%	17.3%
Fashion	14.22%	14.35%	14.2%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	19.31%	20.19%	22.22%
CHR Contemp Hit Radio	18.52%	18.2%	17.66%
Urban Contemporary	17.53%	16.11%	15.05%
Adult Contemporary	16.82%	17.32%	17.35%
Rock	12.49%	12.8%	12.58%
Oldies	11.56%	11.7%	11.48%
News/Talk	11.38%	12.17%	11.89%
Classic Rock	9.72%	10.25%	10.35%
Alternative	9.12%	9.42%	9.15%
Variety	8.71%	8.63%	8.24%
Soft Contemporary	6.28%	6.61%	6.52%
Religious	6.05%	6.34%	6.54%
All News	5.14%	5.3%	5.1%
Jazz	4.96%	4.95%	4.8%
Hispanic	4.41%	3.95%	3.64%
Classic Hits	4.2%	4.38%	4.31%
All Talk	4.14%	4.41%	4.29%
Sports	3.64%	3.85%	3.79%

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	62.53%	63.75%	64.25%
Satellite Dish	53.43%	54.78%	55.72%
Soapnet	50.17%	50.59%	50.48%
Other Video-On-Demand	42.32%	42.01%	42.66%
Sci-Fi Channel	36.01%	36.73%	37.07%
MSNBC	33.52%	34.18%	34.39%
Adult Pay Per View TV	32.65%	33.69%	34.62%
Comedy Central	29.54%	30.63%	29.58%
Subscribe Digital Cable	28.26%	28.39%	28.53%
Nickelodeon	28.17%	29.04%	29.83%
TV Info From Sunday TV Magazine	27.93%	28.57%	28.85%
Adult Swim	26.17%	27.01%	27.13%

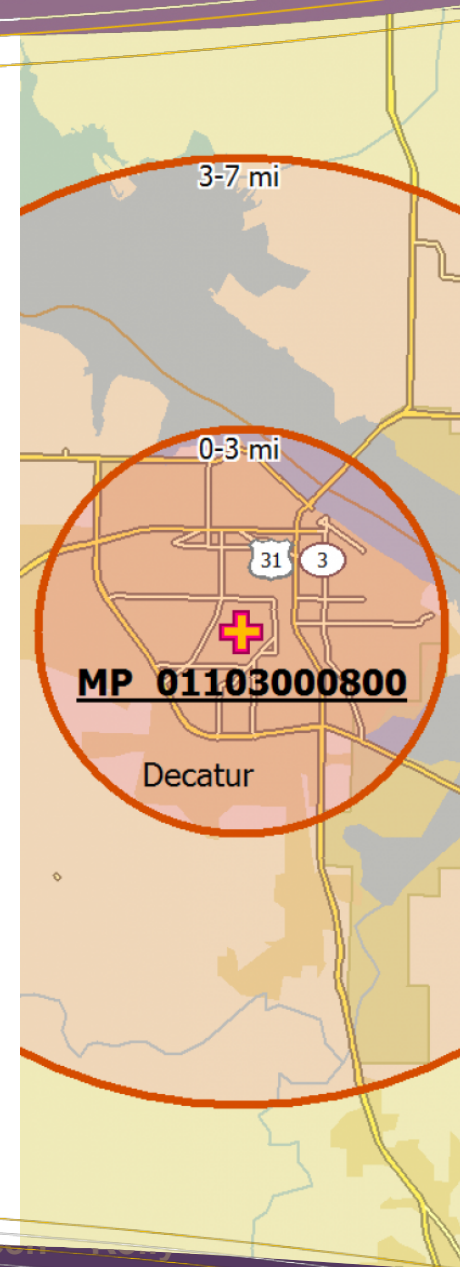
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	25.92%	26.4%	26.5%
Nick At Nite	24.94%	25.57%	25.91%
TCM (Turner Classic Movies)	24.35%	24.88%	24.88%
BET (Black Entertainment TV)	24.3%	24.54%	24.38%
Hallmark Channel	24.19%	25.24%	25.51%
ABC Fam.	24.02%	24.46%	23.57%
TV Info From Monthly Cable Guide	23.55%	24.08%	24.09%
USA Network	23.4%	23.97%	24%
The Golf Channel	22.38%	23.29%	23.15%
ESPN2	22.04%	22.49%	21.81%
Lifetime	21.4%	21.92%	21.86%
TV Info From Other	20.34%	20.53%	20.25%

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+)	18.86%	19.63%	19.58%
Medium Users (4-6)	10.34%	10.66%	10.63%
Light Users (1-3)	20.69%	20.86%	20.88%
Quintiles (20%)			
Newspaper I (Heavy)	1.41%	1.43%	1.35%
Newspaper II	1.57%	1.5%	1.41%
Newspaper III	2.24%	2.25%	2.33%
Newspaper IV	0.67%	0.64%	0.63%
Newspaper V (Light)	1.04%	1.08%	1.14%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.46%	20.2%	19.95%
Magazines II	9.23%	9.14%	9.09%
Magazines III	10.02%	10.09%	10.12%
Magazines IV	12.64%	12.33%	11.98%
Magazines V (Light)	0.6%	0.61%	0.57%
Outdoor I (Heavy)	7.63%	7.23%	6.82%
Outdoor II	3.33%	3.17%	3.02%
Outdoor III	4.16%	3.86%	3.59%
Outdoor IV	15.9%	15.8%	16.26%
Outdoor V (Light)	24.52%	24.64%	24.88%
Yellow Pages I (Heavy)	15.49%	15.18%	15.09%
Yellow Pages II	6.2%	6.01%	5.8%
Yellow Pages III	6.57%	6.22%	5.9%
Yellow Pages IV	23.38%	22.85%	22.98%
Yellow Pages V (Light)	4.14%	3.8%	3.55%

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)	3.17%	3.18%	3.17%
Drive Time III (Medium)	0.88%	0.81%	0.83%
Radio IV & V (Light)	2.9%	2.88%	2.78%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.97%	9.75%	9.49%
Radio III (Medium)	4.93%	5.04%	5.06%
Radio IV & V (Light)	3.65%	3.61%	3.48%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.97%	13.66%	13.65%
Cable III (Medium)	4.82%	4.72%	4.75%
Cable IV & V (Light)	33.91%	33.37%	33.07%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.93%	3.83%	3.87%
Prime Time III (Medium)	1.9%	1.88%	1.86%
Prime Time IV & V (Light)	9.78%	9.48%	9.2%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.59%	38.94%	39.52%
Fringe III (Medium)	53.56%	53.14%	53.73%
Fringe IV (Light)	55.73%	55.73%	56.15%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	14.77%	14.3%	14%
All Day III (Medium)	23.81%	23.76%	24.3%
All Day IV (Light)	15.11%	14.41%	13.68%

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]	11.65%	11.87%	11.76%
6:00am - 10:00am	15.15%	15.6%	14.96%
10:00am - 3:00pm	8.48%	8.03%	7.41%
3:00pm - 7:00pm	15.78%	15.4%	15.14%
7:00pm - Midnight	12.67%	13.05%	12.73%
Midnight - 6:00am	6.2%	6.1%	5.76%
Weekend Radio			
Listeners			
Dayparts [summary]	15.14%	15.37%	15.16%
6:00am - 10:00am	3.55%	3.68%	3.48%
10:00am-3:00pm	5.07%	5.22%	4.95%
3:00pm - 7:00pm	7.42%	7.42%	7.18%
7:00pm - Midnight	9.46%	9.6%	9.48%
Midnight - 6:00am	11.5%	11.38%	10.88%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8%	8.51%	8.4%
Saturday: 8:00-11:00pm	8.05%	8.21%	8.18%
Sunday: 7:00-11:00pm	10.03%	10.21%	10.2%
9:00am-1:00pm	24.94%	25.57%	25.91%
9:00am-4:00pm	28.62%	29.33%	29.73%
4:00pm-7:00pm	29.54%	30.19%	29.85%
11:00pm-1:00am	41.57%	42.03%	42%
AVG Prime time	3.37%	3.27%	3.12%
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	17.62%	17.77%	17.14%
7-9am	22.04%	22.49%	21.81%
9am-12noon	20.26%	20.97%	21.33%
12noon-4pm	8.36%	8.36%	8.4%
4-6pm	46.89%	48.61%	48.5%
6-7pm	18.4%	18.94%	19.55%
7-7:30pm	1.45%	1.56%	1.54%
7:30-8pm	10.69%	10.81%	10.81%
8-11pm	8%	8.51%	8.4%
11pm-12am	33.52%	34.18%	34.39%
11pm-1am	41.57%	42.03%	42%
1-6am	31.56%	32.03%	31.13%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.08%	18.4%	18.01%
Sat: 10am-1pm	8.12%	8.12%	8.04%
Sat: 1-4pm	24.33%	24.65%	24.69%
Sat: 4-6pm	7.06%	7.1%	6.99%
Sat: 6-7pm	1.87%	2.01%	1.98%
Sat: 7-8pm	1%	1.14%	1.11%
Sat: 8-11pm	8.05%	8.21%	8.18%
Sat: 11pm-1am	5.28%	5.25%	5.05%
Sat: 1am-7pm	23.4%	23.97%	24%
Sun: 7-10am	2.22%	2.3%	2.38%
Sun: 10am-1pm	6.72%	6.96%	7.16%
Sun: 1-4pm	5.86%	6.09%	6.16%
Sun: 4-7pm	13.51%	13.97%	14.03%
Sun: 7-11pm	10.03%	10.21%	10.2%
Sun: 11pm-1am	5.25%	5.22%	4.99%
Sun: 1-7am	21.38%	21.92%	21.9%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

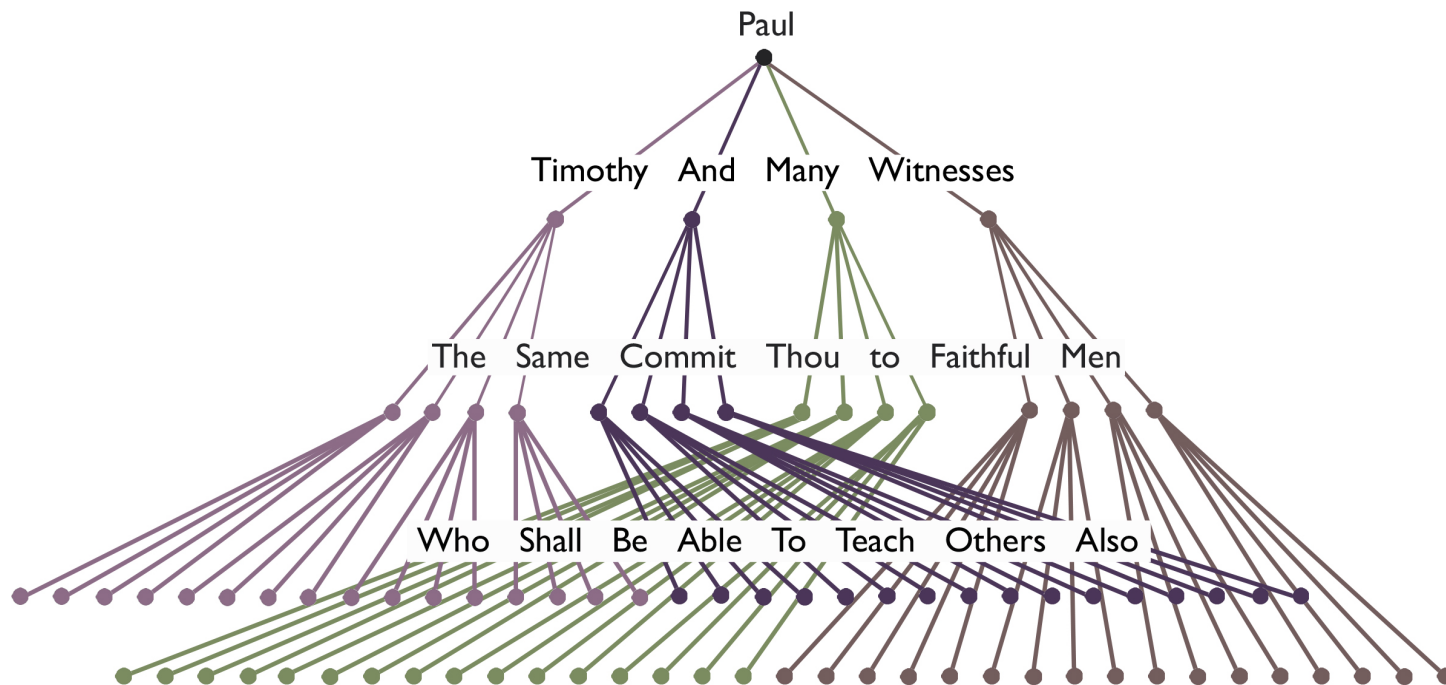
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

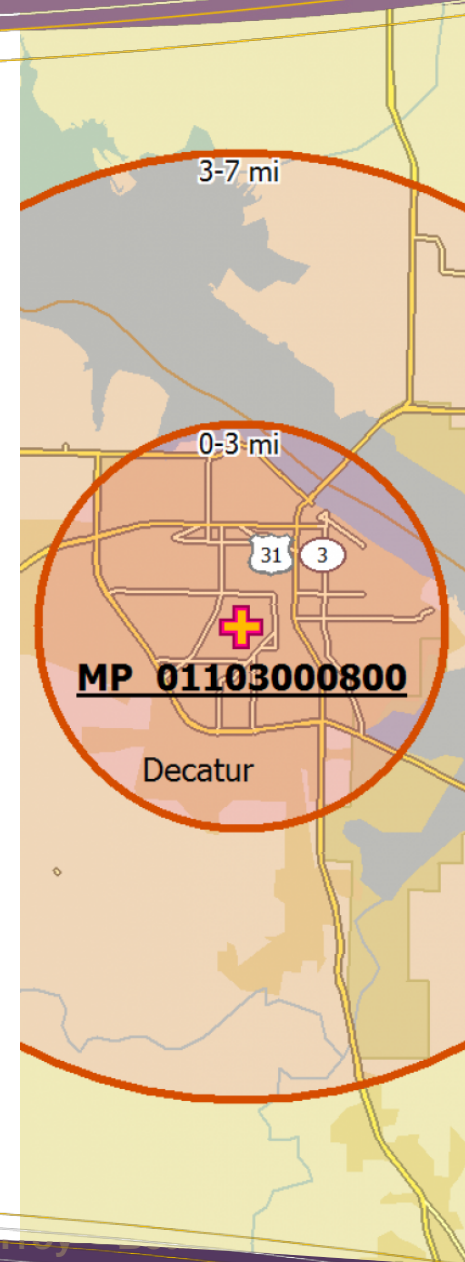


Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at www.iicm.net. 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. SITESCAPE 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
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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.

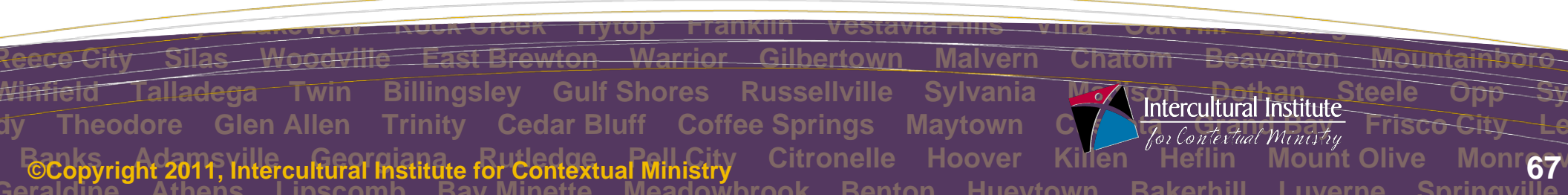
APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Austinville First	521 Austinville Rd SW Decatur, AL 35601	0.52 mi	164	Declining
2	Westmeade	2030 Beltline RD SW Decatur, AL 35601	1.12 mi	512	Plateauing
3	Southside	709 9th St SE Decatur, AL 35601	1.16 mi	311	Declining
4	Fifth Avenue	PO Box 1531 Decatur, AL 35602	1.24 mi	61	Declining
5	Central Park	2020 Westmead St SW Decatur, AL 35601	1.31 mi	340	Declining
6	Fellowship	2709 Setter Ave. SW Decatur, AL 35603	1.49 mi	139	Declining
7	Parkview	305 Beltline PI SW Decatur, AL 35603	1.59 mi	462	Growing
8	Decatur Baptist	2527 Danville Road SW Decatur, AL 35603	1.68 mi	1,015	Plateauing
9	Central	PO Box 2024 Decatur, AL 35602	1.70 mi	1,034	Declining
10	Oak Park	1311 19th Ave SE Decatur, AL 35601	1.97 mi	75	Declining
11	Agape	821 Tammy St SW Decatur, AL 35603	1.99 mi	0	Plateauing
12	Sixteenth Avenue	515 16th Ave SE Decatur, AL 35601	2.05 mi	83	Declining
13	Chapel	PO Box 841 Decatur, AL 35602	2.17 mi	136	Declining
14	Decatur First	PO Box 1667 Decatur, AL 35602	2.29 mi	832	Growing
15	Vestavia Hills	3301 Spring Ave SW Decatur, AL 35603	2.33 mi	68	Plateauing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Memorial	2616 Arms Ave SE Decatur, AL 35603	2.36 mi	68	Declining
17	Cedar Ridge	2612 Modaus Rd SW Decatur, AL 35603	2.38 mi	104	Growing
18	Flint	4119 US Highway 31 S Decatur, AL 35603	4.01 mi	198	Plateauing
19	Stoney Acres	212 Bobwhite Dr SW Decatur, AL 35601	4.03 mi	42	Plateauing
20	Unity	4506 Norris Mill Rd SW Decatur, AL 35603	4.03 mi	60	Declining
21	Light of Life	615 Tammy St SW Decatur, AL 35603	4.24 mi	16	Plateauing
22	Autumnwood	4511 Danville Rd SW Decatur, AL 35603	4.39 mi	330	Declining
23	Pleasant Valley	12 Ledbetter Dr Hartselle, AL 35640	4.93 mi	67	Plateauing
24	Macedonia	4021 S Chapel Hill Rd SW Decatur, AL 35603	5.06 mi	60	Declining
25	Pleasant Hill	762 Pleasant Hill Rd Decatur, AL 35603	5.21 mi	91	Declining
26	Trinity	1281 Old Highway 24 Trinity, AL 35673	5.23 mi	482	Plateauing
27	Deer Springs	4961 Hwy. 31 South Decatur, AL 35603	5.40 mi	56	Growing
28	Point Mallard Pkwy.	3518 Indian Hills Rd SE Decatur, AL 35603	5.46 mi	110	Growing
29	Cave Spring	187 Cave Spring Rd Decatur, AL 35603	6.95 mi	119	Growing
30	Walden Chapel	1325 Liberty Rd Danville, AL 35619	7.24 mi	68	Growing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Bellview	5539 Old Moulton Rd Decatur, AL 35603	7.27 mi	171	Growing
32	Belmor	P O Box 129 Belle Mina, AL 35615	7.57 mi	86	Growing
33	Oak Ridge	151 Hardy Road Hartselle, AL 35640	7.66 mi	44	Growing
34	Rock Springs	PO Box 1292 Hartselle, AL 35640	8.18 mi	228	Growing
35	Walnut Grove	622 Bethel Rd Decatur, AL 35603	8.65 mi	126	Plateauing
36	Shoal Creek	1077 Shoal Creek Rd Decatur, AL 35603	8.70 mi	285	Declining
37	Shady Grove	2156 Iron Man Rd Danville, AL 35619	8.85 mi	212	Plateauing
38	Liberty Hartselle	1206 Lane Rd NW Hartselle, AL 35640	9.00 mi	51	Declining
39	Mt. View	6301 County Road 434 Trinity, AL 35673	9.10 mi	173	Plateauing
40	Fish Pond	1451 Co Rd 437 Hillsboro, AL 35643	9.36 mi	31	Declining
41	Hartselle First	210 Woodland St NW Hartselle, AL 35640	9.84 mi	429	Plateauing
42	Faith Midway	3979 County Road 434 Moulton, AL 35650	9.94 mi	247	Growing
43	West Hartselle	1640 Main St W Hartselle, AL 35640	10.09 mi	328	Plateauing
44	New Center	7780 County Road 170 Trinity, AL 35673	10.20 mi	38	Growing
45	Tanner First	PO Box 547 Tanner, AL 35671	10.22 mi	219	Plateauing



6 Watroak 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.

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CONTACT US:

Email: cwatke@iicm.net

Office: 803-279-5828

Web: www.iicm.net

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