

MissionSite

top unreached locations



HELENA, AL

CENSUS TRACT: 01117030317

REGION: North Central Region

ASSOCIATION: Shelby

DISTRICT: 11: Birmingham Metro District

COUNTY: Shelby

SITESCAPE: Townscape

DENSITY PATTERN: K



In partnership with the:



Intercultural Institute
for Contextual Ministry



Alabama Baptist Convention
State Board of Missions

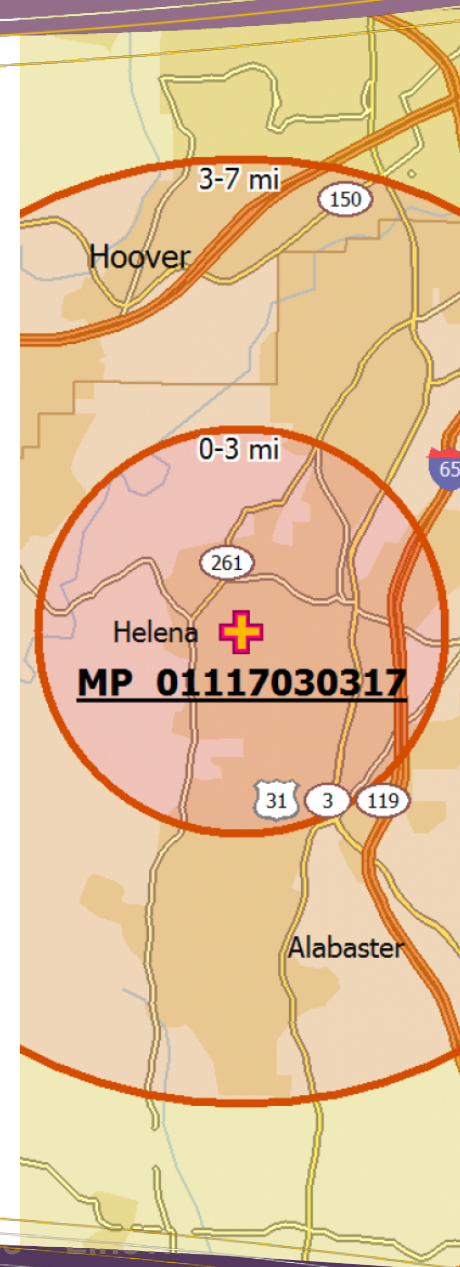
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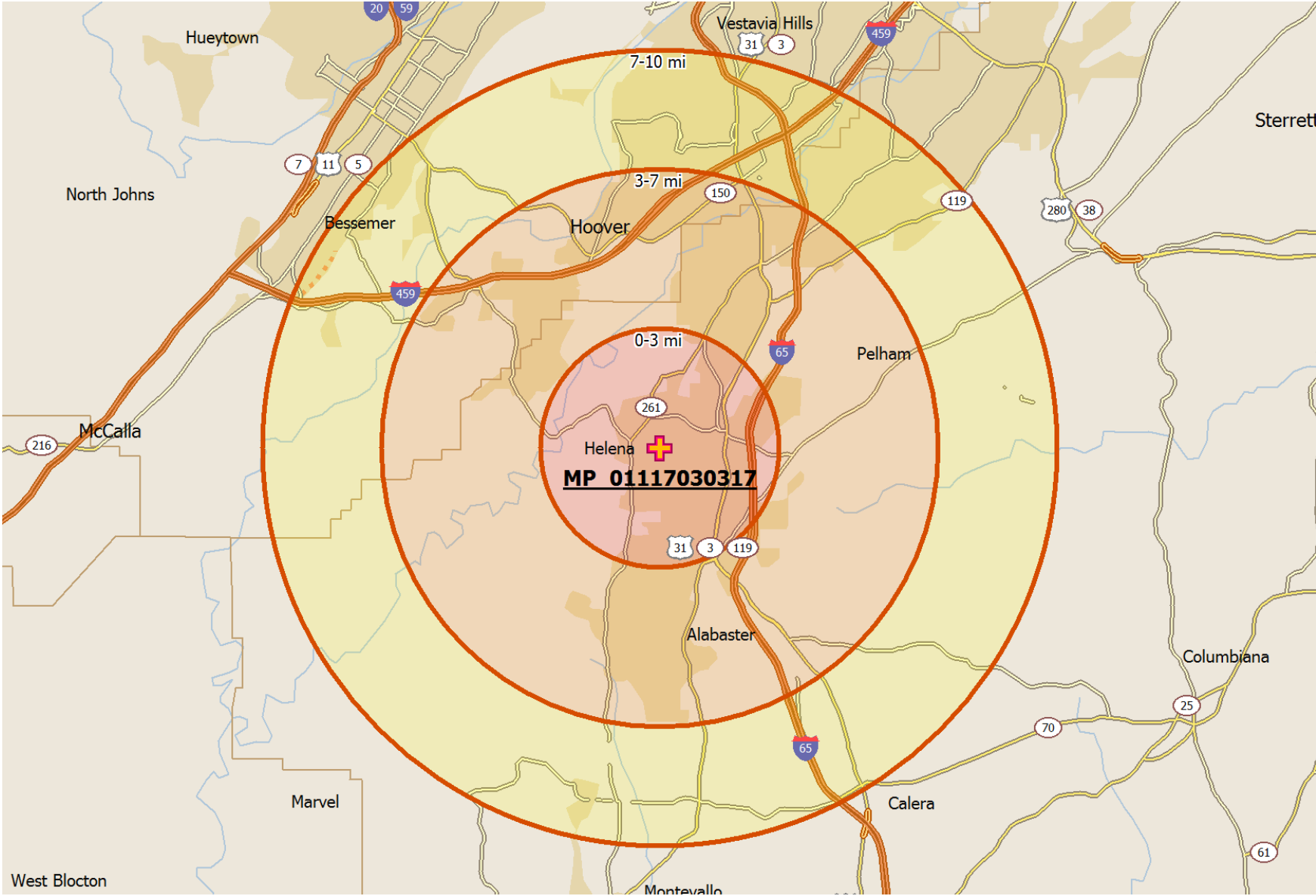
Site Location Summary

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	0102	North Central Region
2	Association	1805	Shelby
3	District	11	Birmingham Metro District
4	County Location	01117	Shelby
5	Zipcode	35080	Shelby
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.

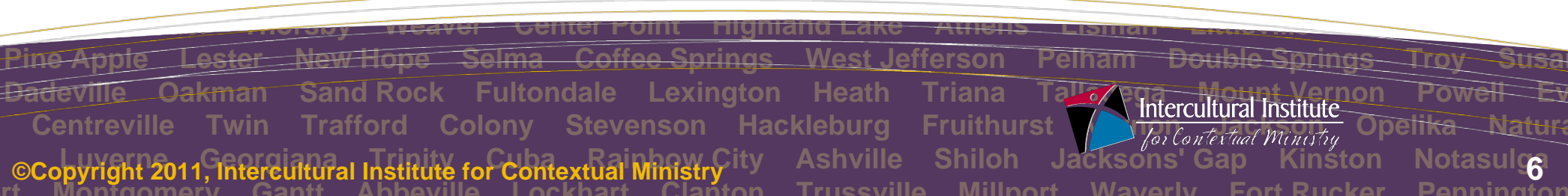
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with population of 250,000 or more.
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	36,818	71,138	76,255
2010 Households	13,323	27,321	30,915
2010 Group Quarters Population	486	100	484

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	37	40	40
Language Diversity National Index	15	32	41
Foreign Born Diversity National Index	21	49	45
Ancestry Diversity National Index	82	83	70
Racial Diversity National Index	36	31	45

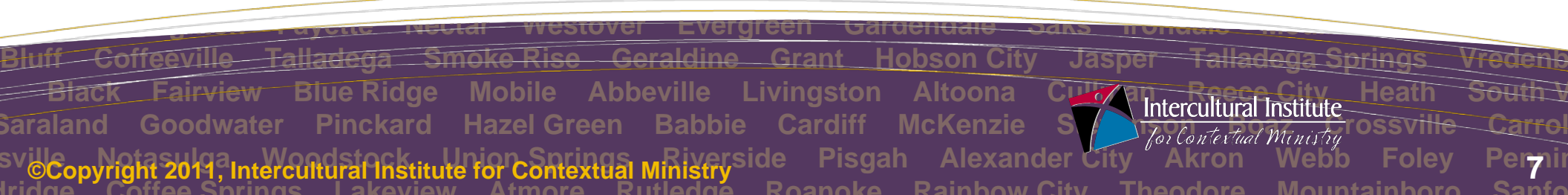


Site Location Summary - County Environment

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	1	True

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	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	1	True



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	7,522	56.46%
Mainstay Communities	Established, Diverse Households	3,815	28.63%
Working Communities	Blue-collar, Working Families	167	1.25%
Country Communities	Rural, Agri. & Mining Families	51	0.38%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,665	12.5%
Urban Communities	High Density, Inner-city Neighborhoods	100	0.75%

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	50,280	9,074	18.05%
Unreached %	68.16%	68.11%	99.92
Religious But NOT Evangelical HH	10,961	1,980	18.06%
Religious But NOT Evangelical %	14.86%	14.86%	99.99
Spiritual But NOT Relig or Evang HH	9,257	1,749	18.89%
Spiritual But NOT Relig or Evang %	12.55%	13.13%	104.61
Not Evangelical, Not Interested HH	30,115	5,350	17.76%
Not Evangelical, Not Interested %	40.83%	40.15%	98.35



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	78	6	7.69%
Active ALSBOM Attenders	19,143	3,859	20.16%
Active Evangelical Households	10,307	1,863	18.08%
Active Evangelical Percent	13.97%	13.99%	100.1
Inactive Evangelical Households	13,177	2,383	18.08%
Inactive Evangelical Percent	17.86%	17.88%	100.12
# New Churches Needed	0	1	0%



Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Helena First	0.81 mi	224	Growing	16	Hunter Street	5.31 mi	3,349	Plateauing
2	Alabaster First	2.44 mi	941	Declining	17	World Overcomers Christian Church	5.46 mi	63	Growing
3	Perimeter Pointe	2.56 mi	46	Plateauing	18	Riverchase	5.68 mi	253	Declining
4	Riverside	2.64 mi	276	Growing	19	Southside	6.20 mi	58	Growing
5	Westwood	2.75 mi	1,113	Plateauing	20	Canaan	6.57 mi	369	Growing
6	Pelham First	2.84 mi	1,259	Plateauing	21	Ryan	7.21 mi	23	Declining
7	Crosscreek	3.10 mi	118	Declining	22	Sunrise	7.57 mi	26	Growing
8	Meadow View Community Church	3.22 mi	31	Growing	23	Green Valley	7.62 mi	776	Growing
9	Siluria	3.27 mi	118	Declining	24	Indian Springs First	7.86 mi	193	Declining
10	Oak Mountain	3.53 mi	44	Plateauing	25	Shady Grove	7.94 mi	54	Declining
11	Church at Shelby Crossings	3.63 mi	351	Growing	26	Hoover First	8.10 mi	183	Declining
12	Community	3.71 mi	99	Growing	27	New Hope	8.31 mi	26	Declining
13	Crossbridge Community Church	4.01 mi	52	Growing	28	Valleydale	8.52 mi	1,815	Declining
14	Southcrest	4.30 mi	191	Declining	29	Hopewell First	8.54 mi	34	Growing
15	Trace Crossing Baptist Church	5.12 mi	0	Plateauing	30	Shades Crest	8.58 mi	484	Plateauing

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.

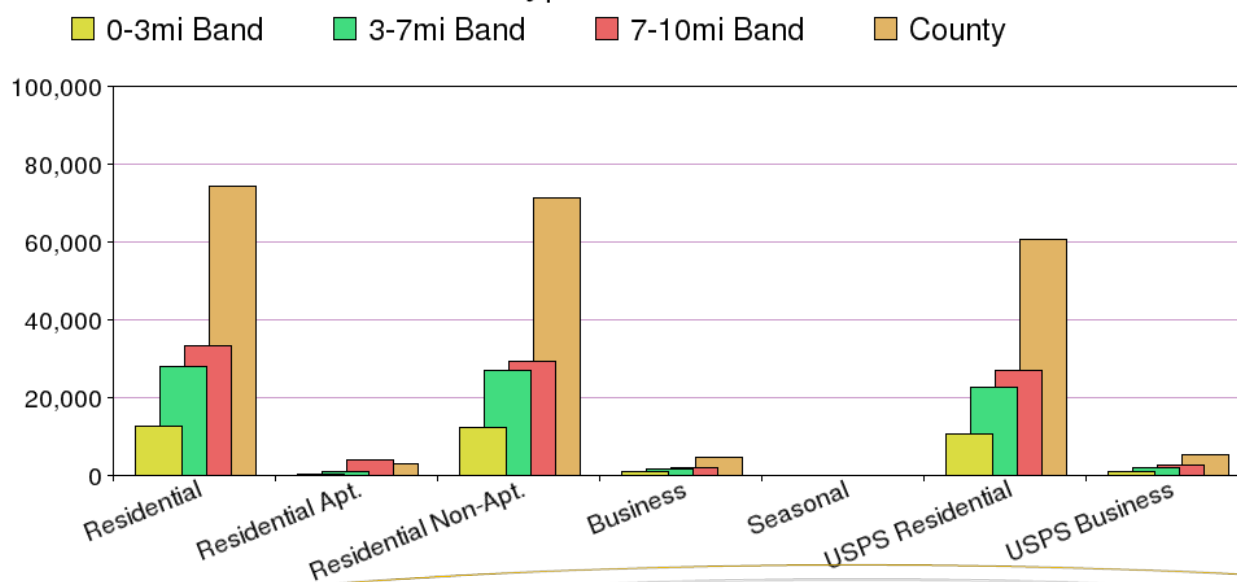
Current Demographic Summary

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	99,358	15,391	15.49%
2000 Population	143,293	26,392	18.42%
2010 Population	197,013	36,818	18.69%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	35,985	5,269	14.64%
2000 Households	54,631	9,779	17.9%
2010 Households	73,764	13,323	18.06%

Location Types in this MissionSite



Location Type	0-3mi Band
Residential	12,795
Residential Apt.	415
Residential Non-Apt.	12,380
Business	983
Seasonal	0
USPS Residential	10,645
USPS Business	1,110

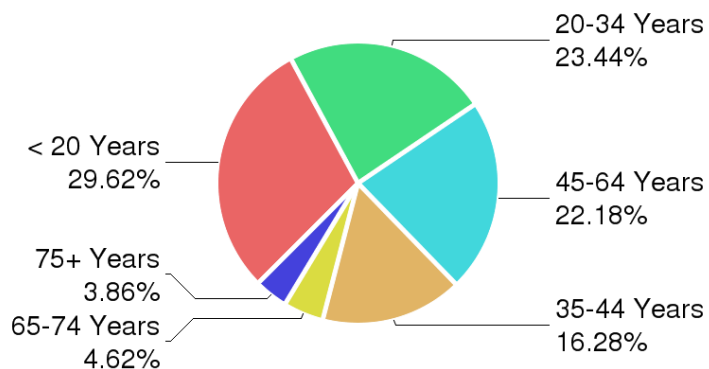
Current Demographic Summary

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	5.22%	6.94%	132.95
4-5 Years	2.86%	3.27%	114.34
6-8 Years	4.43%	4.96%	111.96
9-11 Years	4.39%	4.49%	102.28
12-13 Years	2.9%	2.85%	98.28
14-17 Years	5.45%	4.93%	90.46
18-19 Years	2.64%	2.17%	82.2
0-5 Years	8.08%	10.22%	126.49
6-12 Years	10.26%	10.9%	106.24
13-19 Years	9.54%	8.5%	89.1
< 20 Years	27.88%	29.62%	106.24
20-34 Years	19.44%	23.44%	120.58
35-44 Years	15.36%	16.28%	105.99
45-64 Years	26.91%	22.18%	82.42
65-74 Years	6.5%	4.62%	71.08
75+ Years	3.9%	3.86%	98.97
Median Age	37	35	94.34
Median Age (Male)	36	34	94.52
Median Age (Female)	37	36	94.93

Age Group Percentages

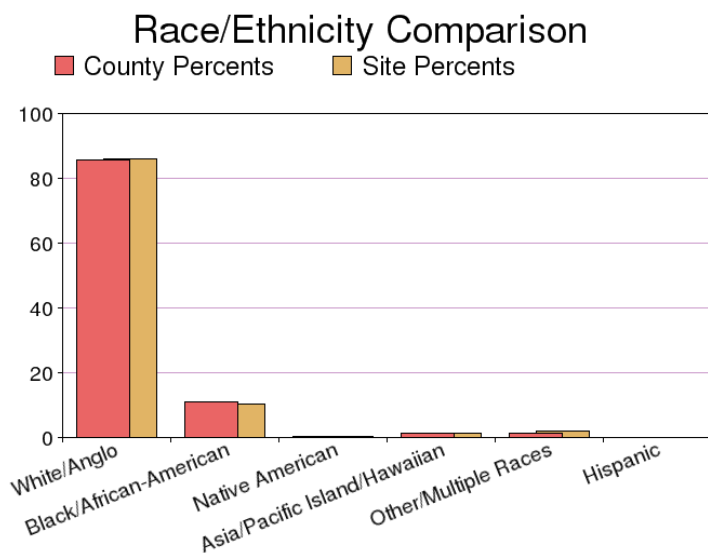


Current Demographic Summary

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	85.73%	86.11%	100.45
Black, African-American	10.98%	10.35%	94.29
Native American	0.29%	0.23%	77.77
Asian	1.49%	1.4%	93.87
Pacific Island, Hawaiian	0.01%	0.01%	41.16
Other/Multiple Races	1.5%	1.91%	127.12
Hispanic	0%	5.35%	0



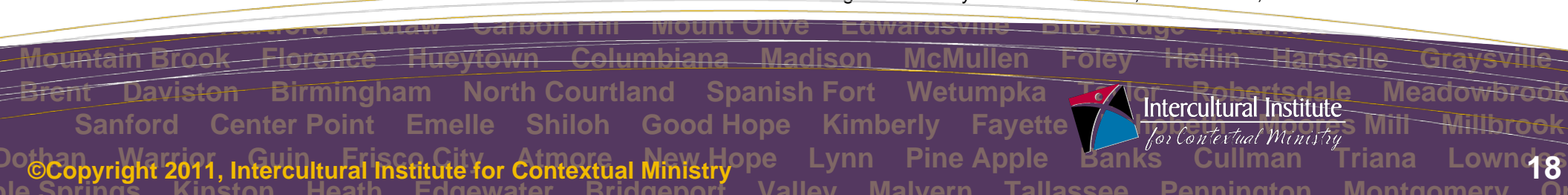
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	130,581	24,038	
Less than 9th Grade	2.31%	1.68%	137.72
No High School Diploma	4.68%	3.3%	141.75
High School Graduate	22%	20.86%	105.46
Some College, no degree	23.24%	25%	92.97
Associate Degree	7.47%	9.03%	82.67
College Degree	27.54%	29.8%	92.4
Graduate/Prof. degree	12.76%	10.32%	123.61

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	3.55%	2.52%	85.57
\$10,000 to \$19,999	5.96%	4.62%	77.42
\$20,000 to \$29,999	8.79%	7.76%	88.28
\$30,000 to \$49,999	16.88%	18.53%	109.79
\$50,000 to \$59,999	9.15%	11.22%	122.61
\$60,000 to \$69,999	6.68%	9.96%	149.15
\$70,000 to \$79,999	7.42%	10.16%	136.8
\$80,000 to \$89,999	6.26%	8.21%	131.1
\$90,000 to \$99,999	4.61%	5.42%	117.67
\$100,000 to \$124,999	12%	11.18%	93.21
\$125,000 to \$149,999	6.5%	4.82%	74.13
\$150,000 to \$199,999	6.01%	3.56%	59.21
\$200,000 to \$249,999	2.3%	1.03%	44.62
\$250,000 or more	3.88%	0.99%	25.53
Median Household	68,395	65,765	96.15
Average Household	94,055	79,997	85.05
Per Capita Household	35,594	28,965	81.38
Family/Non-Family Household Income			
Median Family Income	81,908	75,490	92.16
Average Family Income	110,621	89,928	81.29
Median Non-Family Income	41,086	44,366	107.98
Average Non-Family Income	52,870	46,484	87.92



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	71.32%	73.93%	103.67
Families with Children	36.68%	40.94%	111.61
Families without Children	34.64%	33%	95.26
Non-Family Households			
% Non-Family Households	28.68%	26.07%	90.88
Non-Families with Children	0.06	0.03	51.5
Non-Families without Children	28.63	26.04	90.96
Housing Units			Index
Total Housing Units	81,438	14,066	
Vacant percent	9.42%	5.28%	56.06
Owned percent	73.74%	83.73%	113.55%
Rented Percent	16.84%	10.98%	65.24
Households by Size			Index
Avg household size	2.64	2.73	103.41
Avg family hh size	3.25	3.28	100.92
Avg non-family hh size	1.15	1.16	100.87
Households By Count of Persons			Percent
One	18,426	3,054	16.57%
Two	21,982	3,775	17.17%
Three or Four	26,056	5,156	19.79%
Five+	7,300	1,339	18.34%

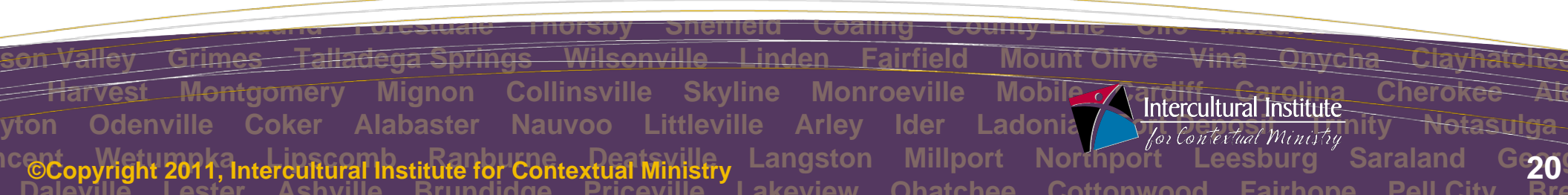
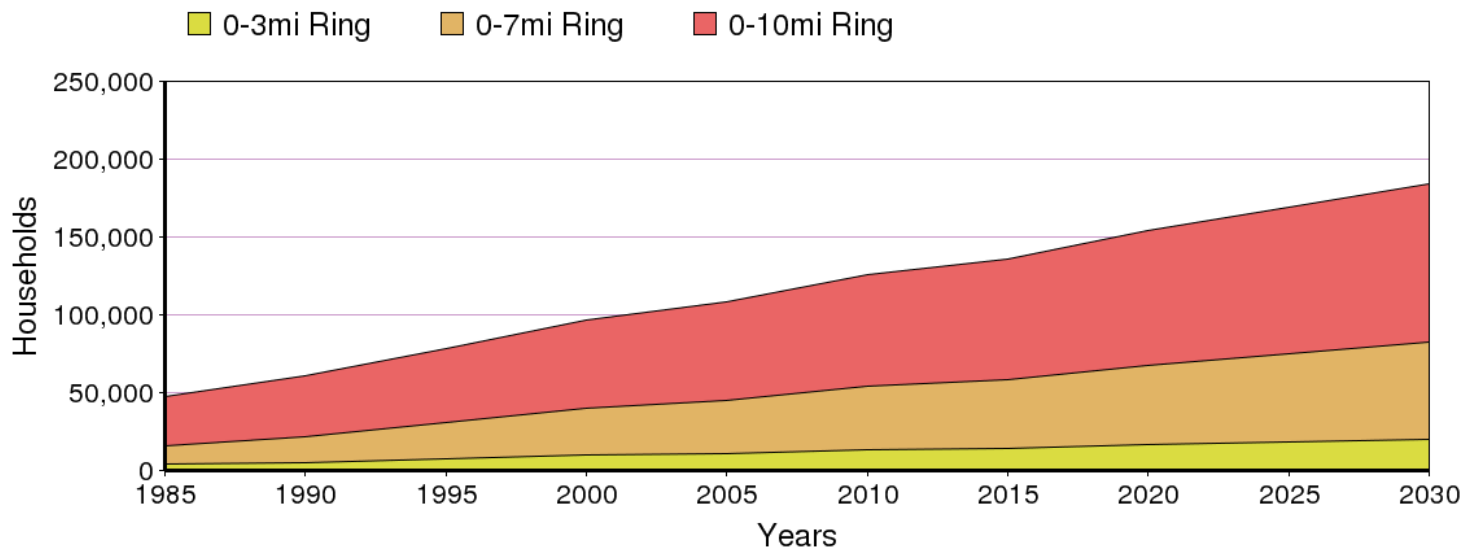
Projected Demographic Summary

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	99,358	15,391	15.49%
2000 Population	143,293	26,392	18.42%
2010 Population	197,013	36,818	18.69%
2015 Population	219,539	40,749	18.56%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	35,985	5,269	14.64%
2000 Households	54,631	9,779	17.9%
2010 Households	73,764	13,323	18.06%
2015 Households	80,354	14,389	17.91%

Household Change from 1985 to 2030



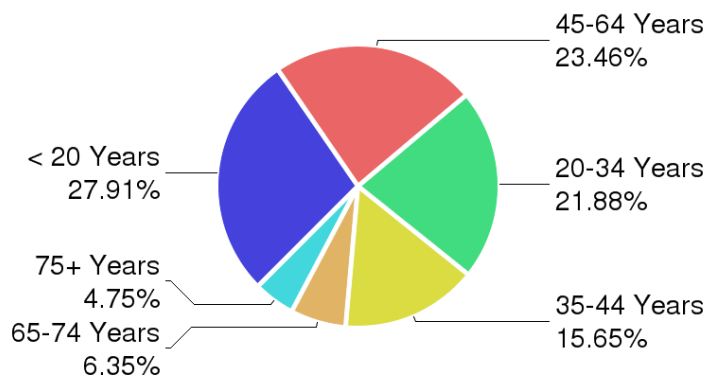
Projected Demographic Summary

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	6.94%	5.7%	82.13
4-5 Years	3.27%	2.86%	87.46
6-8 Years	4.96%	4.4%	88.71
9-11 Years	4.49%	4.37%	97.33
12-13 Years	2.85%	2.95%	103.51
14-17 Years	4.93%	5.21%	105.68
18-19 Years	2.17%	2.42%	111.52
0-5 Years	10.22%	8.56%	83.76
6-12 Years	10.9%	10.26%	94.13
13-19 Years	8.5%	9.09%	106.94
< 20 Years	29.62%	27.91%	94.23
20-34 Years	23.44%	21.88%	93.34
35-44 Years	16.28%	15.65%	96.13
45-64 Years	22.18%	23.46%	105.77
65-74 Years	4.62%	6.35%	137.45
75+ Years	3.86%	4.75%	123.06
Median Age	37	36	98.88
Median Age (Male)	36	35	96.41
Median Age (Female)	37	38	101.31

Projected Age Group Percentages



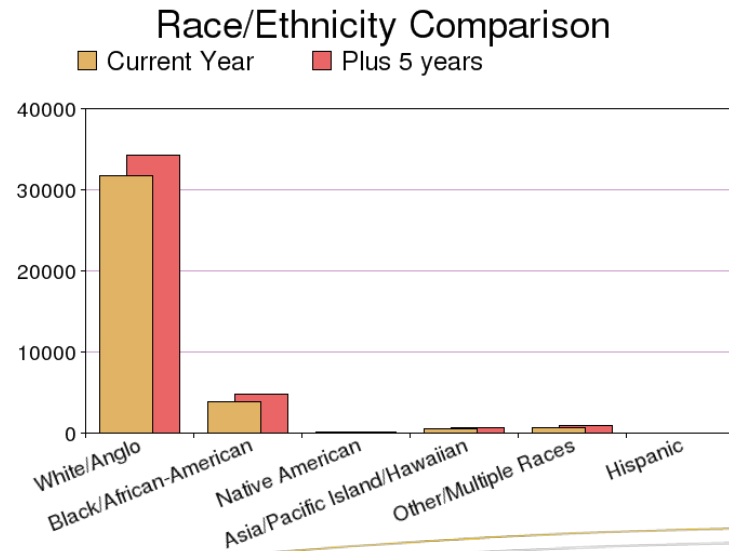
Projected Demographic Summary

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	86.11%	84%	97.54
Black, African-American	10.35%	11.94%	115.34
Native American	0.23%	0.25%	108.64
Asian	1.4%	1.5%	107.4
Pacific Island, Hawaiian	0.01%	0%	90.35
Other/Multiple Races	1.91%	2.31%	121.11
Hispanic	0%	0%	0

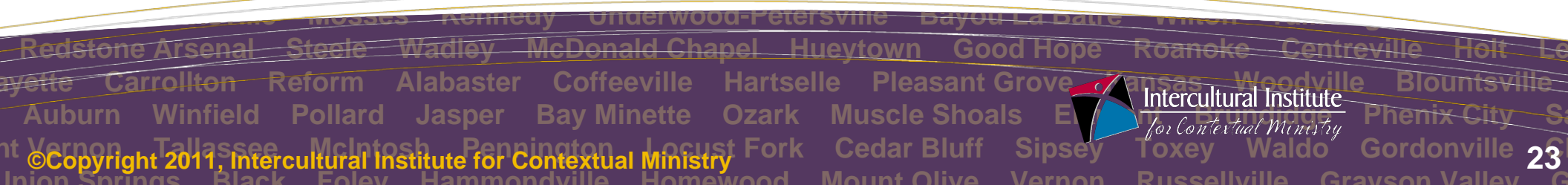
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	24,038	27,013	
Less than 9th Grade	1.68%	1.26%	75.08
No High School Diploma	3.3%	2.3%	69.6
High School Graduate	20.86%	19.91%	95.41
Some College, no degree	25%	25.07%	100.27
Associate Degree	9.03%	10.23%	113.29
College Degree	29.8%	30.44%	102.14
Graduate/Prof. degree	10.32%	10.79%	104.59



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	2.52%	2.03%	80.47
\$10,000 to \$19,999	4.62%	4.18%	90.63
\$20,000 to \$29,999	7.76%	7.28%	93.76
\$30,000 to \$49,999	18.53%	17.26%	93.15
\$50,000 to \$59,999	11.22%	11.02%	98.17
\$60,000 to \$69,999	9.96%	9.24%	92.8
\$70,000 to \$79,999	10.16%	10.16%	93.41
\$80,000 to \$89,999	8.21%	8.66%	99.95
\$90,000 to \$99,999	5.42%	5.4%	99.64
\$100,000 to \$249,999	11.18%	12.52%	111.98
\$125,000 to \$149,999	4.82%	5.59%	115.96
\$150,000 to \$199,999	3.56%	4.03%	113.3
\$200,000 to \$249,999	1.03%	1.17%	114.22
\$250,000 or more	0.99%	1.21%	122.05
Median Household	65,765	69,411	105.54
Average Household	79,997	87,507	109.39
Per Capita Household	28,965	30,922	106.76
Family/Non-Family Household Income			
Median Family Income	75,490	80,220	106.27
Average Family Income	89,928	100,192	111.41
Median Non-Family Income	44,366	47,066	106.09
Average Non-Family Income	46,484	48,332	103.98



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	73.93%	72.63%	98.24
Families with Children	40.94	40.16	98.11
Families without Children	33	34.73	105.25
Non-Family Households			
% Non-Family Households	26.07%	27.37%	104.99
Non-Families with Children	0.03	0.01	104.99
Non-Families without Children	26.04	27.35	105.06
Housing Units			
Total Housing Units	14,066	15,196	108.03%
Vacant percent	5.28%	5.31%	100.54
Owned percent	83.73%	83.93%	100.23
Rented Percent	10.98%	10.76%	97.96
Households by Size			
Avg household size	2.73	2.79	102.2%
Avg family hh size	3.28	3.41	103.96%
Avg non-family hh size	1.16	1.14	98.28%
Households By Count of Persons			
One	3,054	3,519	115.23%
Two	3,775	3,665	97.09%
Three or Four	5,156	5,604	108.69%
Five+	1,339	1,601	119.57%

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	567	1,689	3,670
Northern Europe	27	195	160
Western Europe	82	105	109
Southern Europe	0	16	34
Eastern Europe	11	54	47
Other Europe	0	0	0
Eastern Asia	40	205	458
So. Central Asia	19	209	430
SE Asia	14	83	293
Western Asia	13	75	146
Other Asia	0	24	12

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	2	19	58
Middle Africa	0	0	0
Northern Africa	0	0	24
Southern Africa	0	9	44
Western Africa	0	3	100
Other Africa	0	0	0
Oceania	0	12	0
Caribbean	1	48	114
Central Amer.	343	472	1,501
South America	8	98	75
North America	7	62	65
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	20,968	44,042	56,778
Spanish	581	1,495	2,468
Other Indo-Euro language	190	868	936
French (incl. Patois, Cajun)	55	140	139
French Creole	0	0	0
Italian	4	91	35
Portuguese	0	22	5
German	95	254	191
Yiddish	0	6	3
Other West Germanic	11	11	8
A Scandinavian Language	0	18	4
Greek	0	30	115
Russian	10	31	17
Polish	0	18	11
Serbo-Croatian	0	0	0
Other Slavic Language	6	3	0
Armenian	0	0	0
Persian	9	32	125
Gujarathi	0	108	96
Hindi	0	56	87
Urdu	0	31	57

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	137	357
Japanese	0	28	29
Korean	22	36	54
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	8
Thai	0	0	8
Laotian	0	0	0
Vietnamese	27	26	290
Other Asian	25	2	34
Tagalog	0	0	35
Other Pacific Is	0	12	10
Other languages	0	208	421
Navajo	0	0	0
Other Native N. American	0	16	17
Hungarian	0	7	5
Arabic	0	143	234
Hebrew	0	8	12
African languages	0	14	143
Other unspecified	0	20	10

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	17,374	36,632	48,347
Arab	52	292	360
Armenian	0	0	6
Austrian	42	56	19
British	170	393	478
Canadian	33	65	92
Croatian	0	34	28
Czech	24	65	58
Czechoslovak	6	18	22
Danish	0	75	39
Dutch	192	462	606
English	2,311	5,537	6,803
European	266	517	695
Finnish	0	72	69
French (not Basque)	401	729	980
French Canadian	47	137	174
German	1,853	3,889	4,240
Greek	43	85	258
Hungarian	19	57	83
Iranian	9	18	97

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,817	3,956	4,377
Italian	768	1,466	1,772
Lithuanian	11	20	55
Norwegian	127	204	168
Polish	205	372	467
Portuguese	6	26	14
Romanian	9	0	13
Russian	3	63	78
Scandinavian	13	45	34
Scotch-Irish	576	1,585	2,106
Scottish	540	1,490	1,449
Slovak	9	42	48
Subsaharan African	345	87	399
Swedish	77	138	167
Swiss	12	69	91
Ukrainian	24	45	41
US/American	3,780	7,678	8,408
Welsh	103	234	234
West Indian	0	47	114
Yugoslavian	20	11	39
Other	3,461	6,554	13,166

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

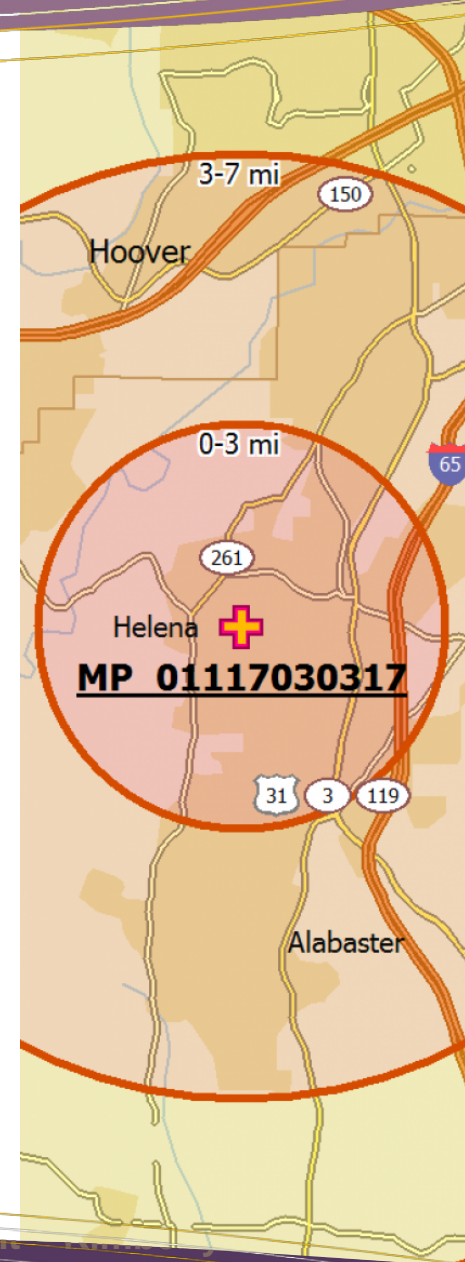
Issues for Your Consideration - continued

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	13,323	100%	9,076	100%
AFFLUENT SUBURBIA	5,548	41.64%	3,757	41.39%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	158	1.19%	106	1.17%
Small Town Success	737	5.53%	510	5.62%
New Suburbia Fam.	4,653	34.92%	3,141	34.61%
UPSCALE AMERICA	1,974	14.82%	1,371	15.11%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,398	10.49%	939	10.35%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	38	0.29%	28	0.31%
Successful Urban Sprawl	538	4.04%	404	4.45%
SM TWN SUCCESS	3,815	28.63%	2,502	27.57%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	2,793	20.96%	1,819	20.04%
Urban Optimists	0	0%	0	0%
Family Convenience	433	3.25%	276	3.04%
Mid-Market Enterprise	589	4.42%	407	4.48%

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	13,323	100%	9,076	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	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	167	1.25%	115	1.27%
Steadfast Conservative	157	1.18%	108	1.19%
Moderate Conventionalists	10	0.08%	7	0.08%
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	13,323	100%	9,076	100%
REMOTE AMERICA	3	0.02%	2	0.02%
Hardy Rural Fam.	3	0.02%	2	0.02%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,665	12.5%	1,228	13.53%
Young Cosmopolitans	486	3.65%	381	4.2%
Minority Metro Communities	797	5.98%	590	6.5%
Stable Careers	0	0%	0	0%
Aspiring Hispania	382	2.87%	257	2.83%
RURAL VILLAGES & FARMS	48	0.36%	33	0.36%
Industrious Country Living	48	0.36%	33	0.36%
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 HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	13,323	100%	9,076	100%
STRUGGLING SOCIETIES	100	0.75%	68	0.75%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	18	0.14%	12	0.13%
Struggling city Centers	82	0.62%	56	0.62%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
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?

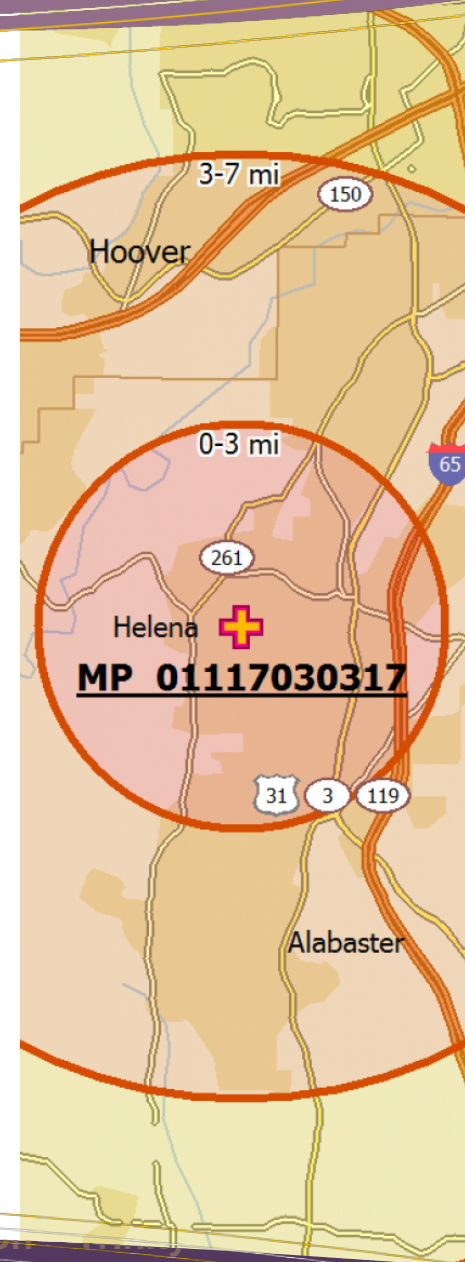
Potential Cultural Bridges

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	87%	87%	85%
Use Comp. for Internet/E-mail	75%	75%	72%
Internet Use: E-Mail	63%	65%	62%
Use Comp. for Word Processing	54%	55%	52%
Use Comp. for Shopping	50%	49%	46%
Use Comp. for Banking	47%	46%	43%
Use Comp. for Comp. Games	46%	46%	44%
Use Comp. for Digital Camera Photo Editing	45%	45%	42%
Use Comp. for Education	42%	41%	39%
Internet Use: Banking	37%	37%	35%

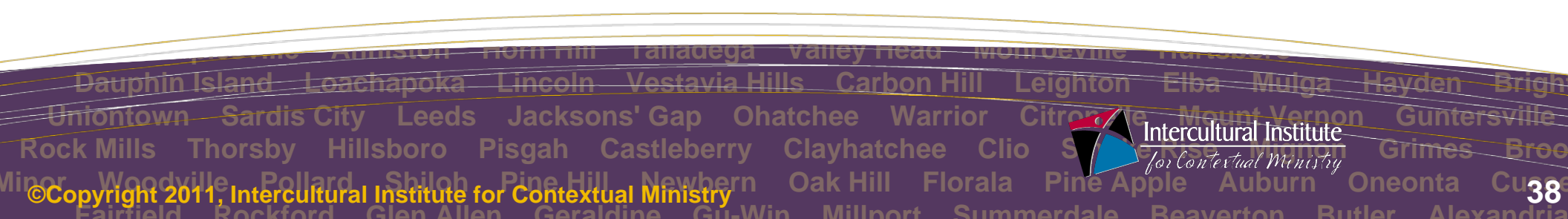
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	37%	37%	35%
Internet Use: News/ Weather	36%	38%	36%
Use Comp. for News/Info./Data Service	33%	34%	32%
PC-Network-HH Has One	27%	28%	26%
Use Comp. for Personal Financial Mngmnt	22%	23%	21%
Use Comp. for Accounting	19%	20%	19%
Use Comp. for Telecommuting	17%	17%	15%
Internet Use: Shopping: Gathered Info. for Shopping	17%	19%	18%
Use Comp. for Filing/DB Mngmnt	16%	17%	16%
Internet Use: Shopping: Made A Purchase	15%	16%	16%

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%	71%	70%
Dining Out (Not Fast Food)	64%	66%	65%
Reading Books	55%	58%	58%
Card Games	46%	45%	44%
Go To A Beach/Lake	43%	45%	43%
Board Games	37%	36%	35%
Cooking for Fun	37%	38%	38%
Gardening	35%	36%	35%
Going To	24%	24%	23%
Bars/Nightclubs/Dancing			
Visit Museum	24%	26%	26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	65%	66%
Gen./Fam. Practitioner	42%	41%	41%
Dentist	31%	33%	33%
None Of These	23%	23%	22%
Backache	20%	20%	20%
Eye Dr.	20%	21%	21%
High Cholesterol	17%	17%	18%
Hypertension/High Blood Pressure	16%	16%	17%
OB/GYN	15%	15%	14%
Acid Reflux Disease (GERD)	13%	13%	13%



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	31.85%	34.23%	33.41%
Live Theater	22.92%	26.35%	26.31%
Live Theater Most Often	18.67%	21.29%	21.35%
Rock/Pop Concerts Most Often	18.3%	19.22%	18.63%
Comedy Club	12.6%	12.3%	11.58%
Comedy Club Most Often	9.56%	9.24%	8.64%
Movies: Comedy	45.85%	45.8%	44.45%
Movies: Action/Adventure	44.64%	44.35%	42.58%
Movies: Fam.	24.78%	23.7%	22.52%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	23.18%	24.01%	23.59%
Movies: Drama	22.35%	23.61%	23.47%
Movies: Mystery	17.33%	17.85%	17.64%
MLB Baseball Reg. Season	11.75%	13.23%	12.21%
NFL Football Reg. Season	10.8%	10.98%	10.17%
College Football Reg. Season	9.46%	10.2%	9.43%
College Basketball Reg. Season	6.54%	7.22%	6.53%
NBA Basketball Reg. Season	6.04%	6.26%	5.74%
Auto Racing Events	5.09%	4.68%	4.16%

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	45.59%	46.38%	45.36%
Swimming	39.72%	40.45%	39.07%
Bowling	26.49%	25.62%	24.37%
Billiards/Pool	22.43%	21.52%	20.37%
Weight Training	22.21%	22.1%	20.62%
Using Cardio Machine	20.23%	20.17%	18.72%
Golf	19.21%	19.25%	18%
Jogging/Running	19.19%	19.14%	18.3%
Basketball	17.5%	16.53%	15.87%
Freshwater Fishing	16.43%	15.89%	15.72%
Camping Trips	16.33%	15.92%	15.41%
Mountain/Road Biking	15.63%	16.07%	15.43%
Stationary Cycling	13.86%	14.79%	14.22%
Baseball	12.44%	11.66%	10.95%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	11.92%	12.34%	12%
Aerobics	11.13%	11.82%	11.6%
Football	10.36%	9.59%	9.33%
Tennis	9.59%	9.75%	9.2%
Power Boating	8.81%	8.98%	8.7%
Soccer	8.81%	8.63%	8.28%
Saltwater Fishing	8.71%	8.37%	7.92%
Target Shooting	8.7%	8.22%	8.1%
Volleyball	8.6%	8.41%	8.1%
Softball	8.37%	8.34%	8.04%
Hunting	8.21%	7.74%	7.57%
Yoga	7.94%	8.64%	8.51%
Motorcycling	7.04%	6.57%	6.31%
Canoeing/Kayaking	6.74%	7.34%	7.33%

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
Jet Skiing	6.54%	6.01%	5.37%
Roller Skating	6.05%	5.94%	5.73%
Downhill & X-Country Skiing	5.95%	6.19%	5.91%
Snorkeling	5.95%	6.08%	5.71%
Ice Skating	5.91%	6.02%	5.79%
Horseback Riding	5.72%	5.83%	5.76%
Water Skiing	5.57%	5.17%	4.77%
Martial Arts	4.54%	4.28%	3.98%
Rock Climbing	4.44%	4.16%	4.03%
Racquetball	4.14%	4.12%	3.96%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowboarding	3.97%	3.64%	3.58%
Archery	3.89%	3.67%	3.7%
Fly Fishing	3.89%	3.98%	3.96%
Sailing	3.66%	3.77%	3.58%
Snowmobiling	3.61%	3.31%	3.24%
Rowing	3.51%	3.14%	2.97%
Hockey	3.37%	3.36%	3.38%
Auto Racing	3.36%	3%	2.84%
Skateboarding	3.22%	2.87%	2.81%
Surfing & Windsurfing	2.97%	2.94%	2.77%



Potential Cultural Barriers -- Introduction (part 1)

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

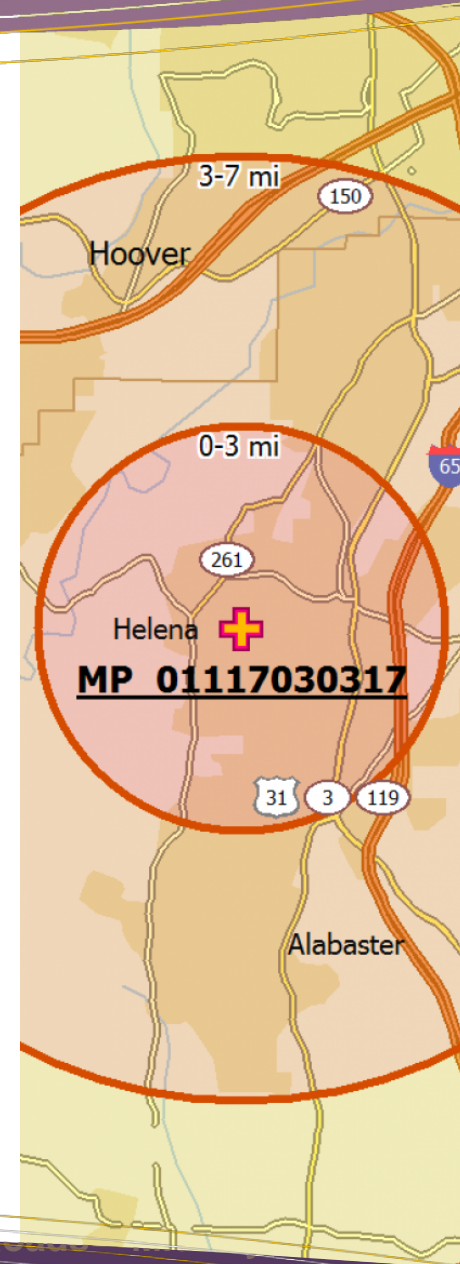
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

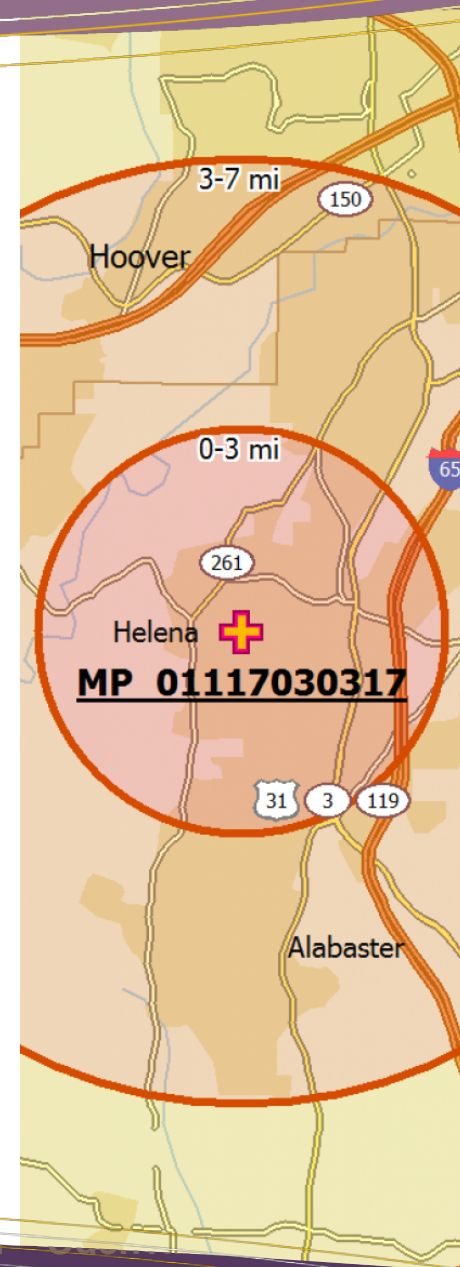
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

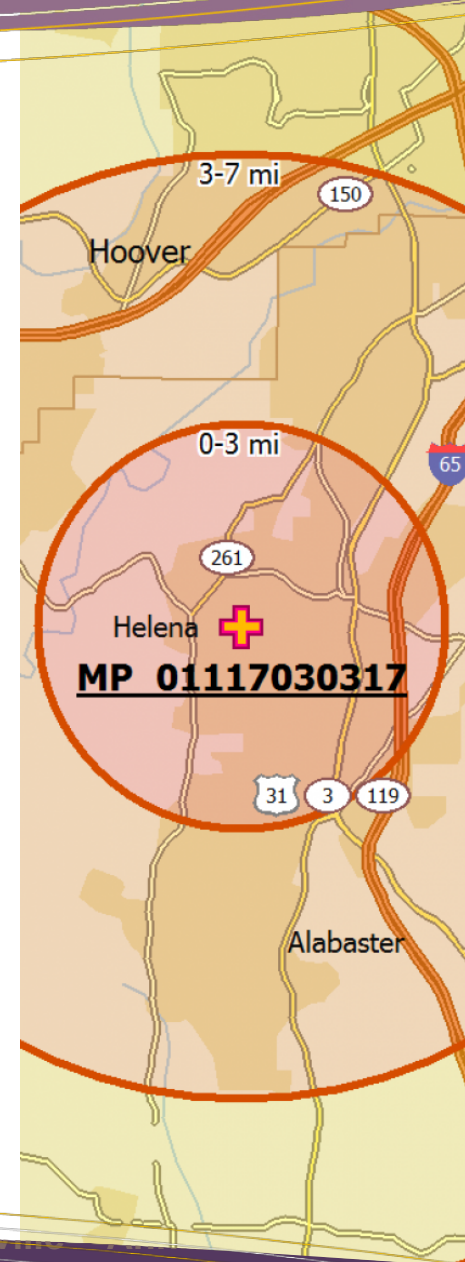
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	49%	49%
Find It Difficult To Say No To My Kids	42%	41%	40%
Woman's Place Is In The Home	36%	34%	34%
Prefer To Have Few Possessions As Possible	36%	40%	39%
Speak My Mind Even If It Upsets People	35%	34%	34%
If Won Lottery Would Never Work Again	31%	32%	31%
Like Control Over People And Resources	31%	30%	30%
Like To Do Unconventional Things	28%	27%	27%
Don't Judge People/Way They Live Life	27%	28%	28%
Friends More Important Than My Fam.	25%	27%	27%
Money Is Best Measure Of Success	25%	25%	25%
Marijuana Should Be Legalized	22%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	22%	20%	20%
Like to Stand Out In A Crowd	20%	20%	20%
I Am A Workaholic	19%	18%	18%
Like To Pursue Challenge/Novelty/Change	17%	18%	18%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
We Should Strive for Equality for All	14%	13%	13%
Only Work Current Job for The Money	13%	12%	13%
Happy With My Standard Of Living	12%	14%	14%
On Whole People Get What They Deserve	9%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	8%	7%	7%
I Am A Perfectionist	7%	6%	6%

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.

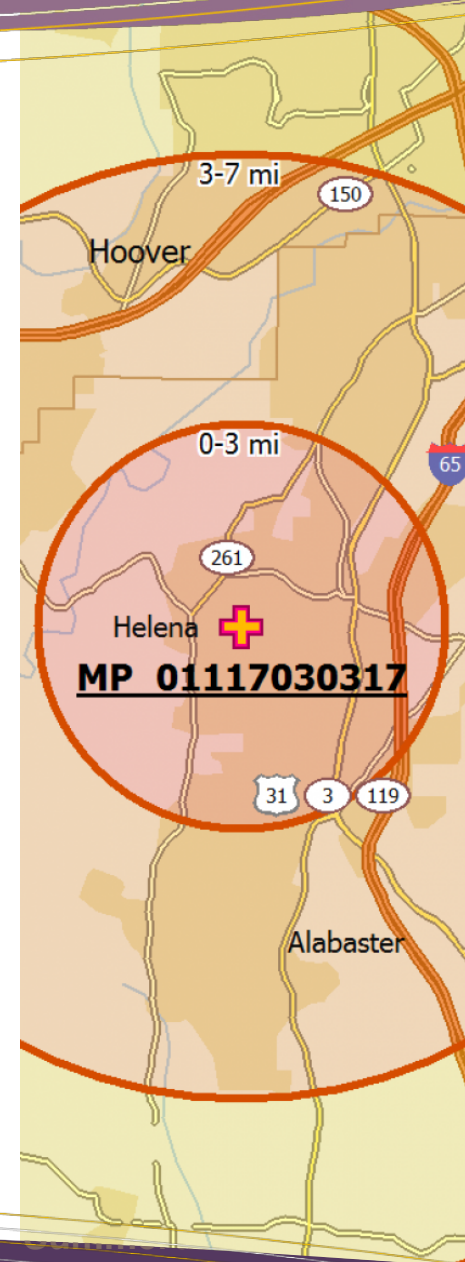
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	73%	73%	71%
You Should Seize Opportunities In Life	57%	57%	58%
Like To Understand About Nature	39%	39%	39%
Prefer To Have Few Possessions As Possible	36%	40%	39%
Prefer Work Part Of Team Than Alone	33%	32%	33%
Important Feel Respected By My Peers	30%	31%	32%
Important To Juggle Various Tasks	28%	27%	28%
People Have To Take Me As They Find Me	27%	27%	27%
Good At Fixing Things	27%	26%	26%
Have Keen Sense Of Adventure	26%	27%	27%
Worried About Pollution Caused By Cars	24%	24%	23%
Like To Just Enjoy Life	22%	24%	24%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	18%	18%
Real Men Don't Cry	17%	17%	17%
Looking for New Ideas To Improve Home	16%	15%	15%
Is An Important Part Of Who I Am	14%	15%	15%
Try Not To Worry About The Future	14%	14%	14%
Enjoy Spending Time With My Fam.	13%	12%	12%
Provide My Kids With The Little Extras	9%	8%	9%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Feel Very Alone In The World	4%	4%	4%
Would Like To Set Up Own Business	3%	3%	3%



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.

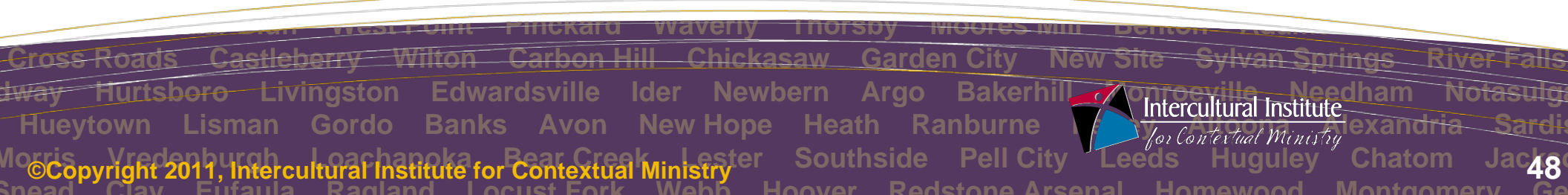


Potential Shared Places:

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	88.3%	87.13%	86.21%
Restaurant-Visit Any			
Fam. Restaurants/Steak	88.07%	87.55%	85.99%
Houses-Visit Any			
McDonald's	59.7%	59%	58.19%
Burger King	36.61%	35.31%	35.69%
Applebee's	35.68%	34.38%	32.91%
Subway	35.34%	33.84%	32.77%
Taco Bell	34.51%	31.19%	29.76%
Wendy's	34.35%	32.82%	31.97%
Kentucky Fried Chicken (KFC)	28.04%	25.79%	25.65%
Arby's	27.55%	25.43%	24.02%
Olive Garden	25.27%	24.89%	23.73%
Pizza Hut	22.71%	20.48%	20.1%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Chick-Fil-A	20.81%	19.33%	17.5%
Chili's Grill and Bar	20.51%	20.16%	18.37%
Outback Steakhouse	19.27%	19.6%	18.73%
Starbucks	18.36%	19.44%	17.91%
Cracker Barrel	17.84%	17.23%	16.16%
Sonic	17.29%	15.17%	13.87%
Dairy Queen	16.58%	15.83%	15.85%
Red Lobster	16.51%	16.78%	16.74%
TGI Friday's	16.19%	16.3%	15.38%
IHOP (International House Of Pancakes)	15.64%	15.9%	15.71%
Ruby Tuesday	15.08%	14.39%	13.17%
Domino's Pizza	14.84%	14.18%	14.01%

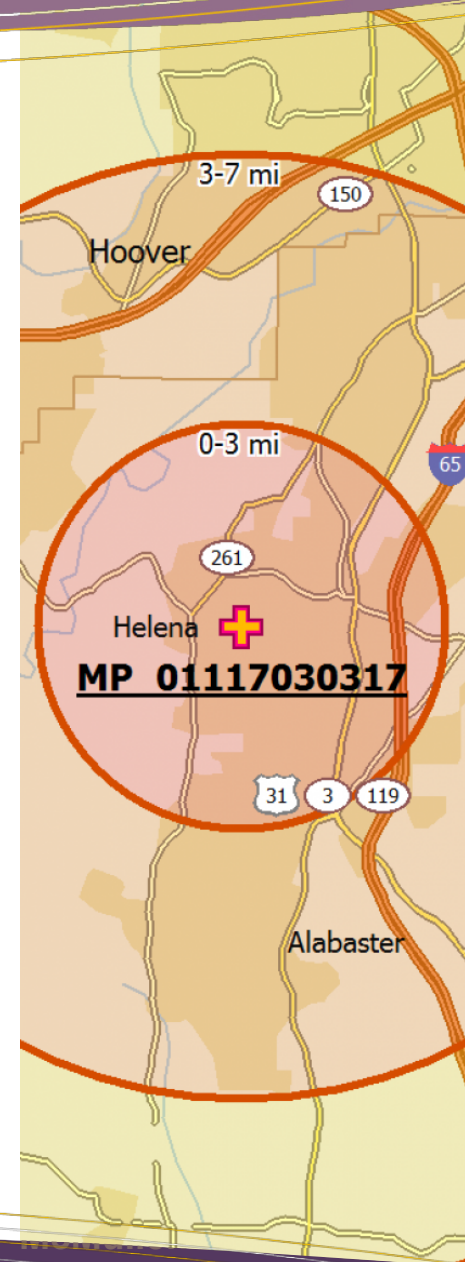


Potential Shared Projects

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.

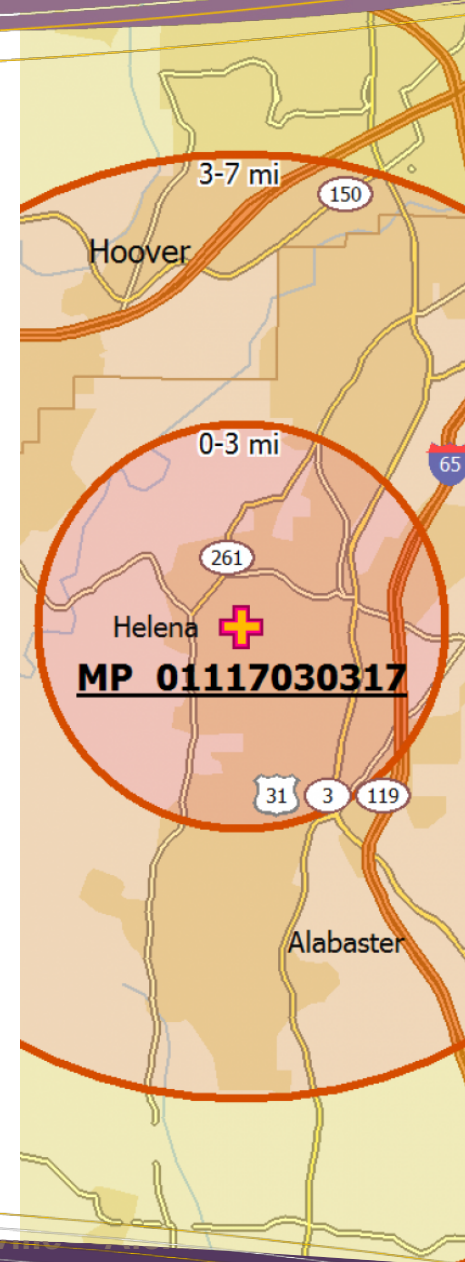
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	50.24%	51.91%	51.4%
Recycled products	41.49%	43.02%	41.77%
Worked as volunteer (non political)	20.22%	21.36%	20.65%
Engaged in fund raising	11.8%	12.61%	12.62%
Religious club member	8.45%	8.39%	8.25%
Wrote to elected offcl about publ bus	7.48%	7.95%	7.68%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.38%	6.89%	6.77%
Addressed a public meeting	5.66%	5.92%	5.76%
Took active part in local civic issue	5.41%	5.75%	5.7%
Union member	5.4%	5.41%	5.44%
Charitable Organization	5.28%	6.04%	6.11%
Wrote to editor of mag or newspaper	5.12%	5.19%	4.91%

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	21.13%	22.31%	21.59%
Children's Books	16%	15.77%	15.17%
Mystery	13.77%	14.43%	14.02%
Cookbooks	11.13%	11.7%	11.7%
Religious (not Bibles)	10.2%	9.7%	9.37%
Personal/Business	9.17%	9.27%	8.84%
Self-help			
History	8.77%	9.1%	8.77%
Romance	8.19%	7.76%	7.48%
Biography	7.89%	8.38%	8.19%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	70.74%	71.86%	71.77%
Gen. Editorial	46.45%	47.38%	47.86%
Womens	45.15%	44.18%	43.67%
Service	39.36%	40.13%	38.94%
Business/Finance	21.67%	23%	22.62%
Mens	20.3%	20.22%	20.14%
Sports	17.39%	17.73%	17.47%
Parenthood	16.18%	15.07%	14.32%
Health	13.87%	13.52%	13.47%



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	58.42%	59.19%	58.4%
Sport	34.09%	34.59%	34.26%
Business/Finance	33.87%	35.65%	34.79%
Classified	31.62%	31.02%	31.04%
Editorial Page	30.71%	32.16%	31.84%
Movie Listings & Reviews	27.83%	28.53%	28.25%
Comics	26.69%	27.45%	27.45%
Food/Cooking	26.38%	27.46%	26.98%
Home/Gardening	23.38%	24.25%	23.76%
TV/Radio Listings	23.1%	23.88%	24.09%
Travel	23.09%	24.12%	23.42%
Science/Technology	19.86%	20.92%	20.39%
Fashion	15.74%	15.99%	15.9%

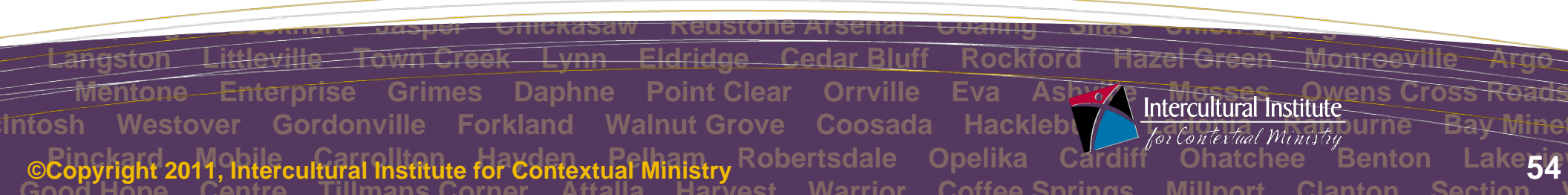
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	22.62%	20.91%	19.66%
Adult Contemporary	21.62%	21.3%	20.52%
CHR Contemp Hit Radio	19.3%	18.92%	18.89%
News/Talk	16.03%	17.35%	16.52%
Rock	13.85%	14.04%	13.78%
Alternative	13.63%	13.8%	12.94%
Classic Rock	12.11%	12.41%	11.93%
Urban Contemporary	11.94%	10.12%	11.67%
Oldies	11.42%	12.09%	12.04%
Soft Contemporary	9.65%	9.54%	8.87%
Variety	8.66%	8.99%	9.09%
Religious	7.4%	7.26%	7.08%
Jazz	6.07%	5.62%	5.73%
Sports	5.91%	6.12%	5.82%
All News	5.83%	7.03%	7.4%
Classic Hits	5.77%	5.66%	5.19%
All Talk	5.4%	5.55%	5.59%
Classical	3.99%	4.7%	4.7%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	70.17%	69.65%	67.89%
Satellite Dish	63.5%	63.07%	60.05%
Soapnet	55.22%	55.22%	54.28%
Other Video-On-Demand	44.06%	42.52%	41.88%
Sci-Fi Channel	40.78%	40.07%	38.86%
Comedy Central	38.5%	41.19%	39.97%
MSNBC	36.67%	36.08%	35.24%
Adult Pay Per View TV	36.07%	36.06%	34.94%
Adult Swim	33.75%	33.12%	30.97%
TV Info From Sunday TV Magazine	32.71%	32.82%	32.13%
Nickelodeon	32.43%	31.54%	30.43%
Video-On-Demand Movies	32.14%	31.6%	28.78%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
ABC Fam.	30.95%	32.14%	30.88%
Hallmark Channel	30.92%	31.58%	30.14%
TV Info From Newspapers	30.43%	29.77%	28.76%
Subscribe Digital Cable	30%	31.04%	30.7%
Nick At Nite	29.8%	28.2%	26.95%
The Golf Channel	28.58%	28.91%	27.82%
TV Info From Monthly Cable Guide	28.46%	27.86%	26.49%
TCM (Turner Classic Movies)	28.26%	28.72%	28%
ESPN Classic	27.72%	29.85%	28.72%
Encore	27.2%	26.25%	24.13%
ESPN2	27.18%	28.11%	27.26%
USA Network	26.7%	27.89%	27.46%

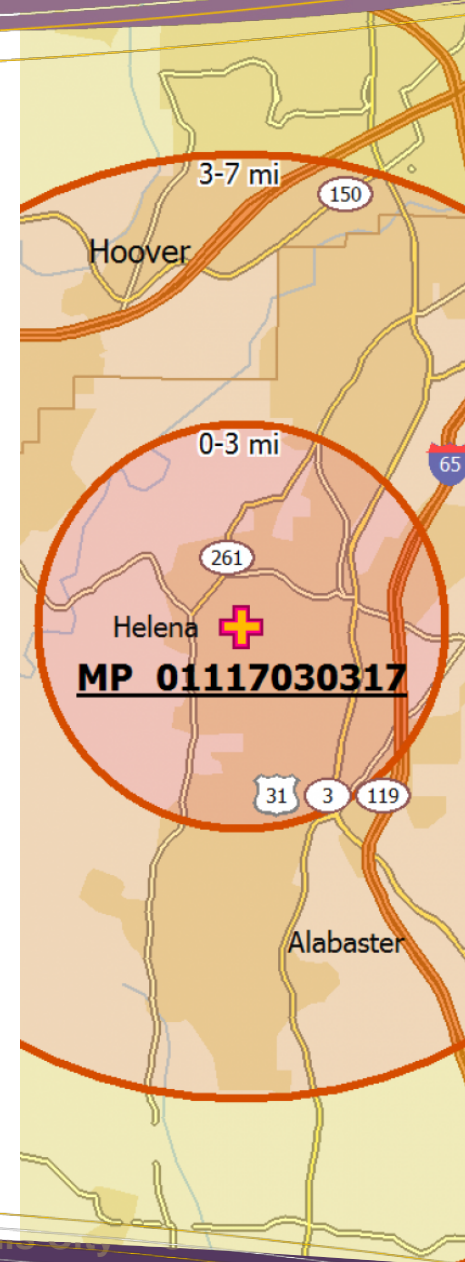


Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	23.68%	24.67%	23.94%
Medium Users (4-6)	13.26%	13.08%	12.61%
Light Users (1-3)	21.75%	21.79%	21.6%
Quintiles (20%)			
Newspaper I (Heavy)	1.56%	1.35%	1.45%
Newspaper II	1.17%	1.23%	1.4%
Newspaper III	2.64%	2.52%	2.37%
Newspaper IV	0.82%	0.62%	0.57%
Newspaper V (Light)	0.92%	0.92%	0.91%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.16%	21.17%	20.57%
Magazines II	10.02%	9.45%	9.26%
Magazines III	10.86%	10.36%	10.03%
Magazines IV	12.83%	12.06%	11.71%
Magazines V (Light)	0.57%	0.66%	0.68%
Outdoor I (Heavy)	6.35%	6.88%	7.34%
Outdoor II	2.17%	2.17%	2.33%
Outdoor III	3.63%	3.19%	3.32%
Outdoor IV	15.25%	14.85%	15.14%
Outdoor V (Light)	23.02%	24.05%	24.38%
Yellow Pages I (Heavy)	13.32%	13.33%	13.76%
Yellow Pages II	5.17%	5.53%	5.99%
Yellow Pages III	4.31%	4.55%	5.18%
Yellow Pages IV	21.02%	20.29%	20.66%
Yellow Pages V (Light)	2.52%	2.6%	2.85%

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)	2.62%	2.59%	2.7%
Drive Time III (Medium)	0.45%	0.55%	0.63%
Radio IV & V (Light)	1.9%	1.9%	2.09%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.46%	10.59%	9.91%
Radio III (Medium)	6.06%	5.84%	5.61%
Radio IV & V (Light)	3.53%	3.5%	3.48%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	18.32%	18.6%	17.21%
Cable III (Medium)	4.53%	4.21%	4.28%
Cable IV & V (Light)	33.81%	33.02%	32.97%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	2.8%	2.93%	3.33%
Prime Time III (Medium)	2.38%	2.23%	2.03%
Prime Time IV & V (Light)	12.05%	10.95%	10.29%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.07%	40.34%	40.59%
Fringe III (Medium)	48.65%	48.81%	49.66%
Fringe IV (Light)	53.13%	54.09%	54.61%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.58%	12.7%	12.72%
All Day III (Medium)	22.14%	22.57%	22.94%
All Day IV (Light)	12.27%	13.08%	13.63%

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]	13.09%	13.42%	13.12%
6:00am - 10:00am	19.37%	21.54%	20.65%
10:00am - 3:00pm	7.39%	7.56%	7.61%
3:00pm - 7:00pm	14.69%	14.52%	14.41%
7:00pm - Midnight	14.5%	16.13%	15.89%
Midnight - 6:00am	5.56%	5.71%	5.79%
Weekend Radio			
Listeners			
Dayparts [summary]	16.51%	16.33%	15.84%
6:00am - 10:00am	3.98%	4.75%	4.83%
10:00am-3:00pm	7.36%	7.6%	7.26%
3:00pm - 7:00pm	8.1%	7.92%	7.56%
7:00pm - Midnight	9.79%	10.17%	10.03%
Midnight - 6:00am	10.26%	11.51%	11.67%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	12.34%	12.12%	11.14%
Saturday: 8:00-11:00pm	8.04%	8.05%	8.28%
Sunday: 7:00-11:00pm	13.02%	12.53%	11.7%
9:00am-1:00pm	29.8%	28.2%	26.95%
9:00am-4:00pm	33.49%	31.79%	30.54%
4:00pm-7:00pm	32.61%	32.88%	32.18%
11:00pm-1:00am	44.96%	43.63%	42.62%
AVG Prime time	3.36%	3.27%	3.17%
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	18.99%	20.38%	19.67%
7-9am	27.18%	28.11%	27.26%
9am-12noon	25.75%	24.02%	22.84%
12noon-4pm	7.73%	7.77%	7.7%
4-6pm	57.49%	58.55%	56.34%
6-7pm	19.97%	19.43%	18.98%
7-7:30pm	1.73%	1.61%	1.62%
7:30-8pm	11.82%	11.55%	11%
8-11pm	12.34%	12.12%	11.14%
11pm-12am	36.67%	36.08%	35.24%
11pm-1am	44.96%	43.63%	42.62%
1-6am	36.53%	36.99%	36.16%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	21.53%	23%	22.52%
Sat: 10am-1pm	9.18%	9.24%	8.94%
Sat: 1-4pm	28.61%	28.28%	27.43%
Sat: 4-6pm	9.08%	8.35%	7.99%
Sat: 6-7pm	1.72%	2.12%	2.15%
Sat: 7-8pm	1.14%	1.43%	1.44%
Sat: 8-11pm	8.04%	8.05%	8.28%
Sat: 11pm-1am	5.13%	5.29%	5.49%
Sat: 1am-7pm	26.7%	27.89%	27.46%
Sun: 7-10am	2.07%	1.97%	1.96%
Sun: 10am-1pm	7.66%	7.28%	7.01%
Sun: 1-4pm	8.03%	8.07%	7.68%
Sun: 4-7pm	17.11%	16.31%	15.37%
Sun: 7-11pm	13.02%	12.53%	11.7%
Sun: 11pm-1am	6.98%	6.58%	5.85%
Sun: 1-7am	26.23%	26.13%	24.84%



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.

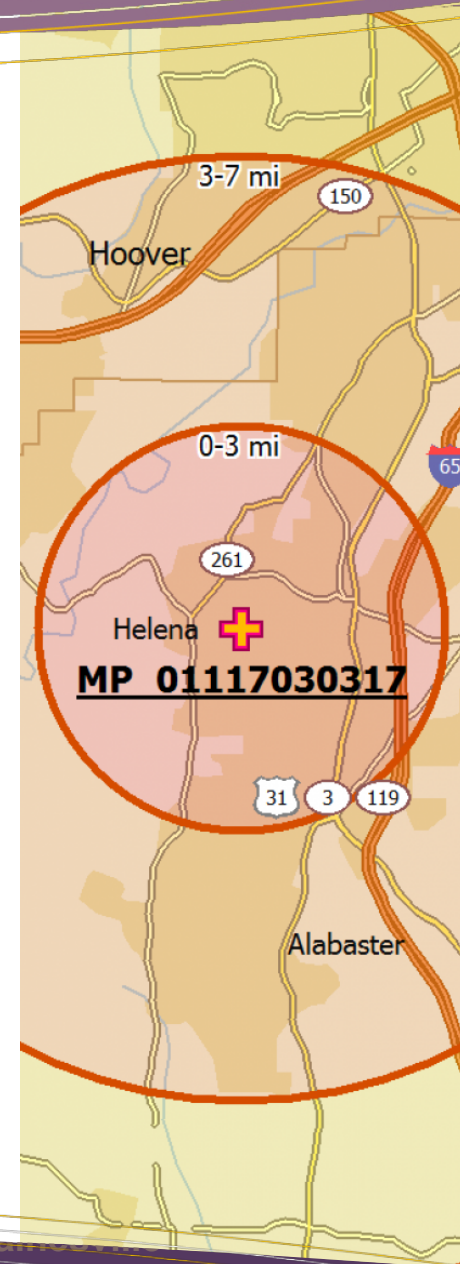


Your MissionSite and the Missional Suite

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.

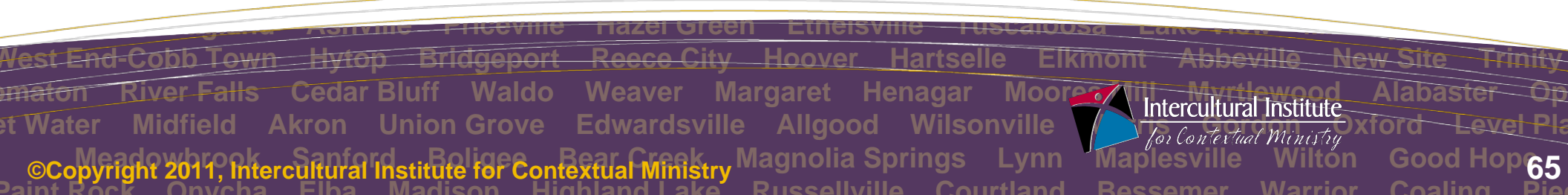
Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- 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. 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	Helena First	815 Highway 52 E Helena, AL 35080	0.81 mi	224	Growing
2	Alabaster First	903 3rd Ave NW Alabaster, AL 35007	2.44 mi	941	Declining
3	Perimeter Pointe	701 Barkley Circle Alabaster, AL 35007	2.56 mi	46	Plateauing
4	Riverside	1919 Highway 52 West Helena, AL 35080	2.64 mi	276	Growing
5	Westwood	PO Box 630 Alabaster, AL 35007	2.75 mi	1,113	Plateauing
6	Pelham First	2867 Pelham Pkwy Pelham, AL 35124	2.84 mi	1,259	Plateauing
7	Crosscreek	600 Crosscreek Trl Pelham, AL 35124	3.10 mi	118	Declining
8	Meadow View Community	PO Box 1481 Alabaster, AL 35007	3.22 mi	31	Growing
9	Siluria	10696 Highway 119 Alabaster, AL 35007	3.27 mi	118	Declining
10	Oak Mountain	1805 Highway 35 Pelham, AL 35124	3.53 mi	44	Plateauing
11	Church at Shelby Crossings	532 George Roy Pkwy Calera, AL 35040	3.63 mi	351	Growing
12	Community	8254 Highway 17 Maylene, AL 35114	3.71 mi	99	Growing
13	Crossbridge Community Church	PO Box 304 Helena, AL 35080	4.01 mi	52	Growing
14	Southcrest	4317 S Shades Crest Rd Bessemer, AL 35022	4.30 mi	191	Declining
15	Trace Crossing Baptist Church	109 Mars Hill Rd Hoover, AL 35244	5.12 mi	0	Plateauing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Hunter Street	2600 John Hawkins Pkwy Hoover, AL 35244	5.31 mi	3,349	Plateauing
17	World Overcomers Christian Church	510 4th Ave SW Bessemer, AL 35022	5.46 mi	63	Growing
18	Riverchase	2020 Crossvine Rd Birmingham, AL 35244	5.68 mi	253	Declining
19	Southside	PO Box 1775 Alabaster, AL 35007	6.20 mi	58	Growing
20	Canaan	2543 Morgan Rd Bessemer, AL 35022	6.57 mi	369	Growing
21	Ryan	PO Box 145 Maylene, AL 35114	7.21 mi	23	Declining
22	Sunrise	212 Sunrise Court Alabaster, AL 35007	7.57 mi	26	Growing
23	Green Valley	1815 Patton Chapel Rd Hoover, AL 35226	7.62 mi	776	Growing
24	Indian Springs First	3375 Cahaba Valley Rd Indian Springs, AL 35124	7.86 mi	193	Declining
25	Shady Grove	4644 Laceys Chapel Loop Rd Bessemer, AL 35022	7.94 mi	54	Declining
26	Hoover First	2025 Patton Chapel Rd Hoover, AL 35216	8.10 mi	183	Declining
27	New Hope	7475 Bluff Ridge Rd Bessemer, AL 35022	8.31 mi	26	Declining
28	Valleydale	501 Riverchase Pkwy E Ste 200 Birmingham, AL 35244	8.52 mi	1,815	Declining
29	Hopewell First	2033 Sadlertown Rd Bessemer, AL 35022	8.54 mi	34	Growing
30	Shades Crest	452 Park Ave Hoover, AL 35226	8.58 mi	484	Plateauing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Crossroads	5106 Highway 119 Montevallo, AL 35115	8.64 mi	18	Declining
32	Rocky Ridge First	2209 Rocky Ridge Rd Hoover, AL 35216	8.76 mi	25	Declining
33	Loveless Park	6200 Lou George Loop Bessemer, AL 35022	8.90 mi	324	Growing
34	Shannon Fist	PO Box 238 Shannon, AL 35142	8.91 mi	89	Declining
35	Dogwood Grove	56 Church Dr Montevallo, AL 35115	8.92 mi	138	Growing
36	Underwood	4480 Highway 22 Montevallo, AL 35115	9.06 mi	28	Growing
37	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	9.20 mi	46	Declining
38	Raimund Hgts.	233 Elrie Blvd Bessemer, AL 35020	9.32 mi	96	Plateauing
39	Bluff Park	2211 McGwier Dr Hoover, AL 35226	9.32 mi	105	Declining
40	The People's Church at Oak Mountain	5184 Caldwell Mill Rd, Ste 204-174 Hoover, AL 35244	9.39 mi	103	Declining
41	Eastern Valley	1216 Potter Ave Bessemer, AL 35020	9.46 mi	192	Plateauing
42	Macedonia South	101 Birdsong Ln Montevallo, AL 35115	9.48 mi	84	Plateauing
43	Muscoda	1131 Avenue I Bessemer, AL 35020	9.69 mi	36	Plateauing
44	The Church at Ross Station	1331 Fairfax Ave Bessemer, AL 35020	9.89 mi	125	Plateauing
45	Concord	11215 Highway 22 Calera, AL 35040	9.92 mi	280	Plateauing





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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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