

MissionSite

top unreached locations



AUBURN, AL

CENSUS TRACT: 01081040300

REGION: South Central Region

ASSOCIATION: Tuskegee Lee

DISTRICT: 04: Eastern Black Belt District

COUNTY: Lee

SITESCAPE: Townscape

DENSITY PATTERN: K



Alabama Baptist Convention
State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

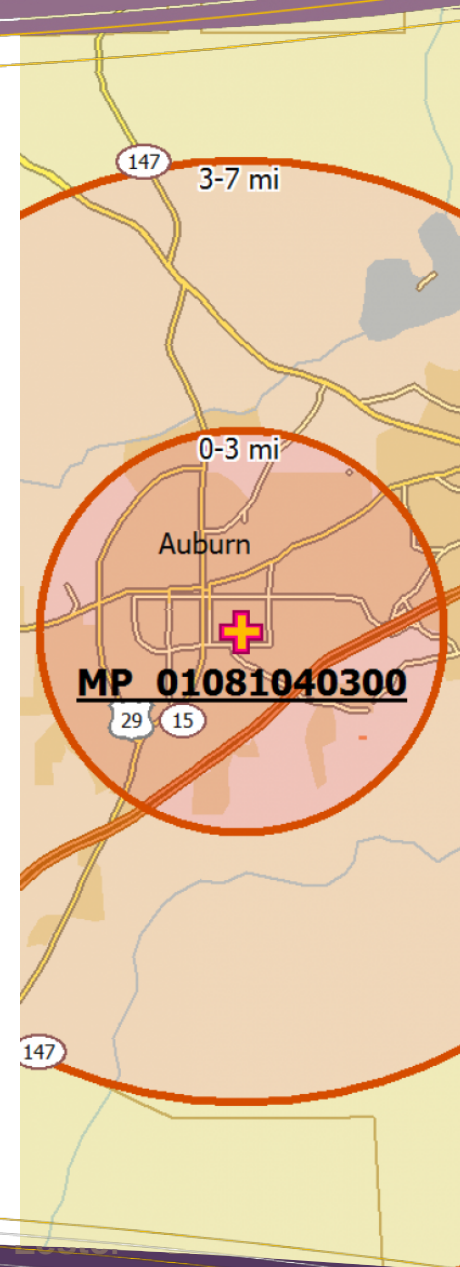
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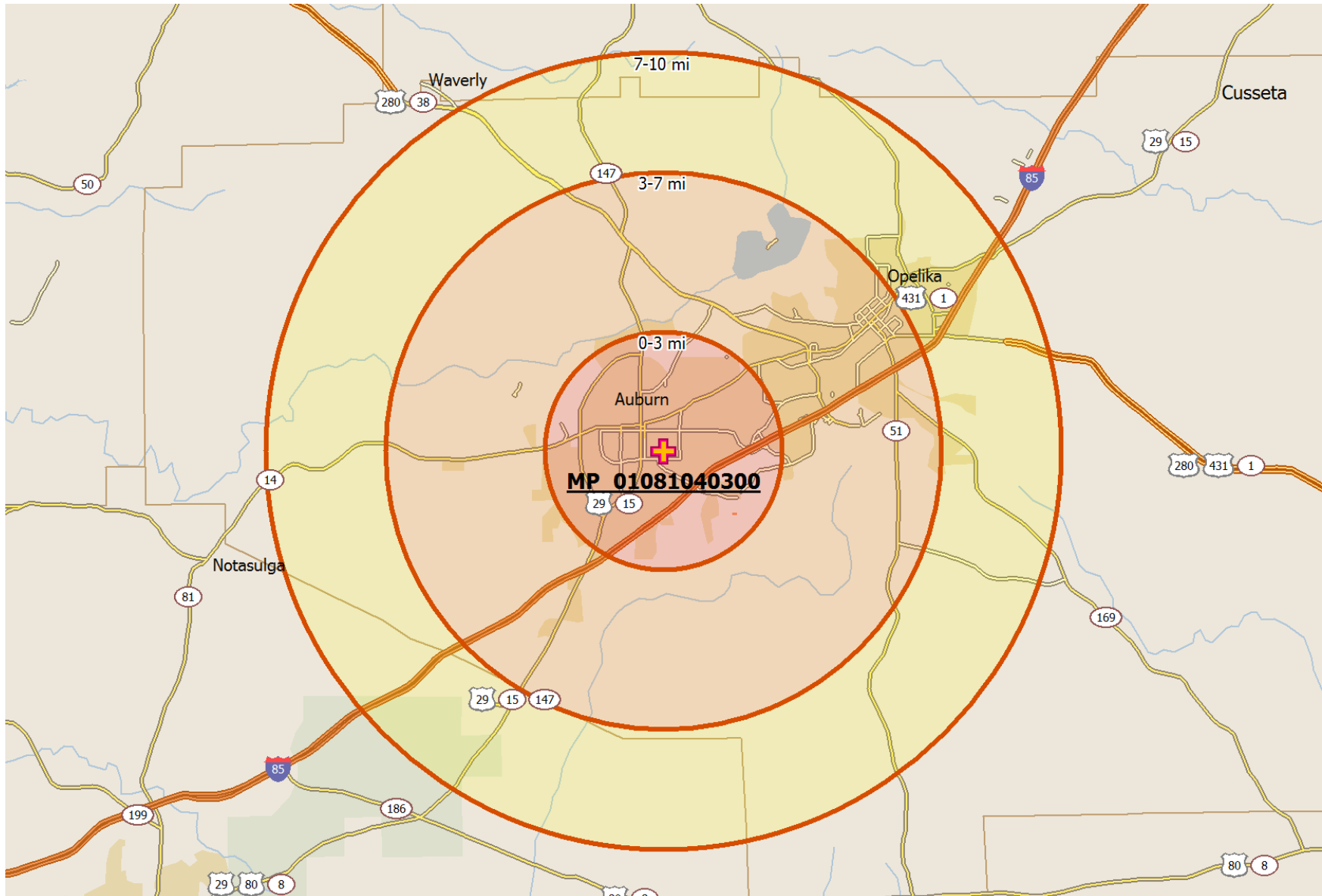
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1900	Tuskegee Lee
3	District	04	Eastern Black Belt District
4	County Location	01081	Lee
5	Zipcode	36830	Lee
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



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.

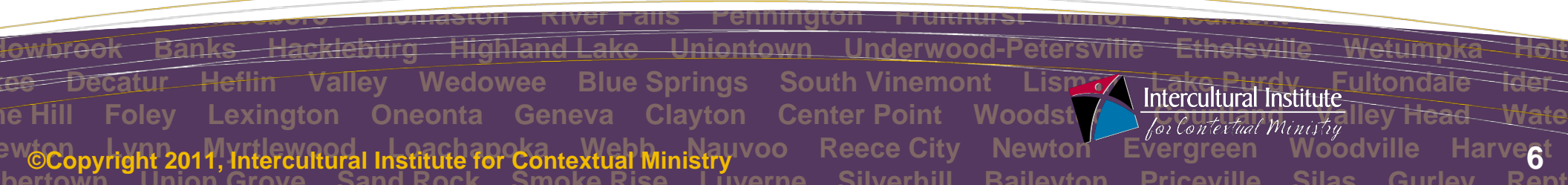
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area 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	48,965	30,208	15,151
2010 Households	22,413	12,784	6,004
2010 Group Quarters Population	3,399	508	21

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	41	28	20
Language Diversity National Index	42	17	12
Foreign Born Diversity National Index	65	85	27
Ancestry Diversity National Index	63	22	20
Racial Diversity National Index	47	59	59

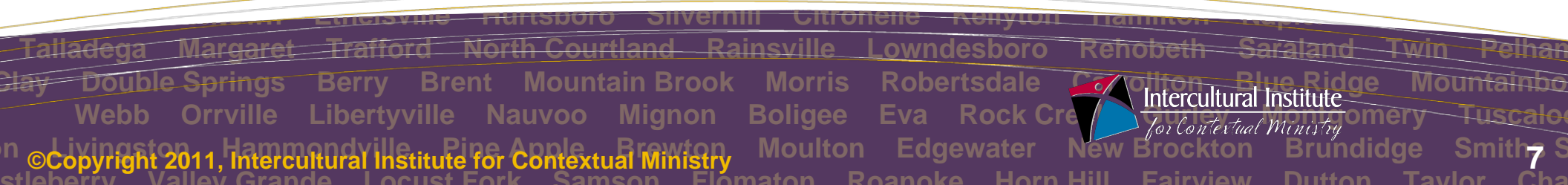


Site Location Summary - County Environment

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	1	True
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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



Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,123	18.4%
Mainstay Communities	Established, Diverse Households	746	3.33%
Working Communities	Blue-collar, Working Families	840	3.75%
Country Communities	Rural, Agri. & Mining Families	1,176	5.25%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,503	11.17%
Urban Communities	High Density, Inner-city Neighborhoods	13,025	58.11%

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?

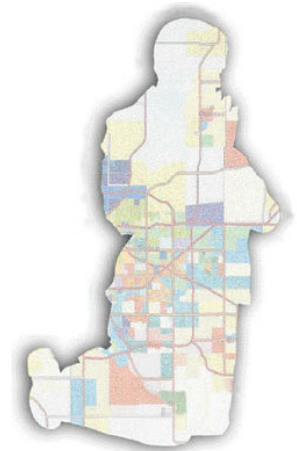


Spirituality Indicators Overview - Evangelscape

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	40,029	16,046	40.08%
Unreached %	69.09%	71.59%	103.62
Religious But NOT Evangelical HH	12,440	5,722	46%
Religious But NOT Evangelical %	21.47%	25.53%	118.9
Spiritual But NOT Relig or Evang HH	5,831	2,357	40.41%
Spiritual But NOT Relig or Evang %	10.06%	10.51%	104.47
Not Evangelical, Not Interested HH	21,916	7,994	36.48%
Not Evangelical, Not Interested %	37.83%	35.67%	94.29



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	37	7	18.92%
Active ALSBOM Attenders	7,306	2,385	32.64%
Active Evangelical Households	8,421	2,994	35.55%
Active Evangelical Percent	14.54%	13.36%	91.91
Inactive Evangelical Households	9,487	3,373	35.55%
Inactive Evangelical Percent	16.38%	15.05%	91.91
# New Churches Needed	0	4	0%



Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Auburn First	0.44 mi	361	Plateauing
2	Journey Church	1.23 mi	70	Plateauing
3	Parkway	1.43 mi	488	Plateauing
4	Lakeview	1.83 mi	1,253	Plateauing
5	North Ridge	2.02 mi	96	Growing
6	Grace Heritage	2.10 mi	70	Growing
7	West Auburn	2.96 mi	47	Growing
8	Airview	3.20 mi	100	Declining
9	East View	3.82 mi	19	Growing
10	Pepperell	4.17 mi	199	Declining
11	Purpose	4.52 mi	45	Growing
12	Farmville	4.59 mi	225	Plateauing
13	Central	5.58 mi	140	Growing
14	High Hope	5.62 mi	9	Growing
15	Opelika First	6.49 mi	1,350	Growing

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
16	Loachapoka	6.71 mi	22	Declining
17	Chewacla	7.70 mi	31	Growing
18	Northside	8.59 mi	31	Growing
19	Providence	8.69 mi	360	Plateauing
20	Union Grove	10.05 mi	121	Growing
21	Liberty	10.69 mi	73	Declining
22	Waverly	11.26 mi	42	Declining
23	Concord	11.51 mi	38	Declining
24	Notasulga	12.28 mi	53	Growing
25	First Ridge Road	12.33 mi	37	Growing
26	Society Hill	12.58 mi	36	Declining
27	Salem First	14.00 mi	17	Growing
28	Pleasant Grove	14.07 mi	68	Plateauing
29	Wallace Chapel	14.81 mi	37	Plateauing
30	Salem Macon	15.56 mi	104	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

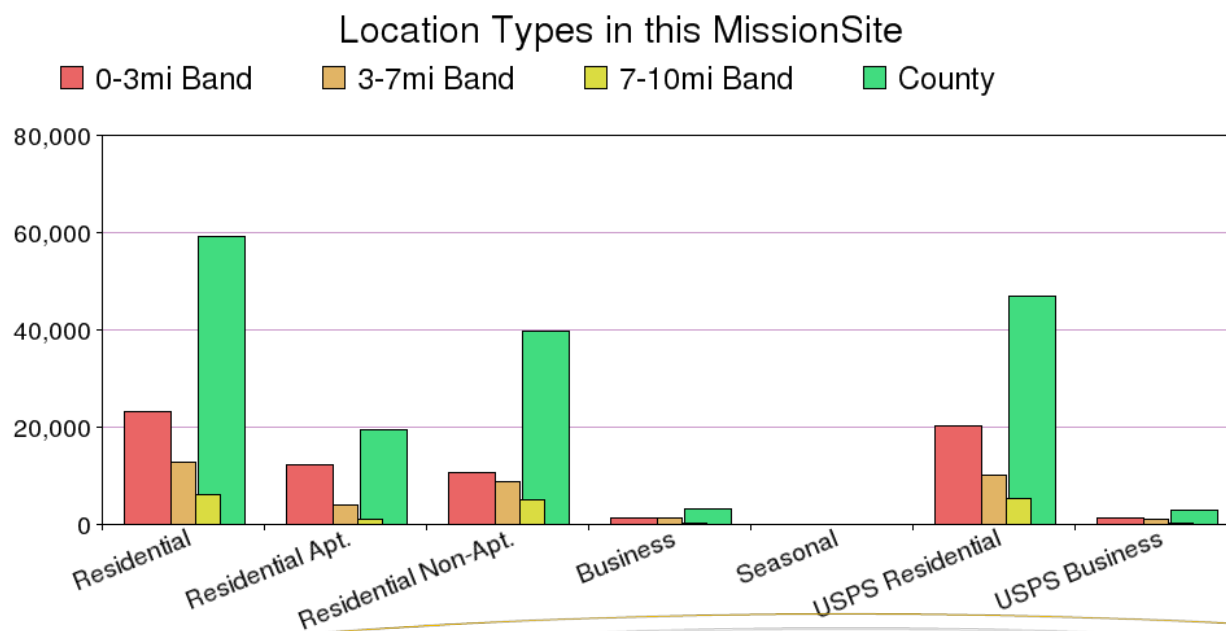


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	87,146	33,456	38.39%
2000 Population	115,092	40,503	35.19%
2010 Population	138,427	48,965	35.37%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	33,098	13,373	40.4%
2000 Households	45,702	17,547	38.39%
2010 Households	57,938	22,413	38.68%



Location Type	0-3mi Band
Residential	23,077
Residential Apt.	12,372
Residential Non-Apt.	10,705
Business	1,333
Seasonal	0
USPS Residential	20,216
USPS Business	1,416

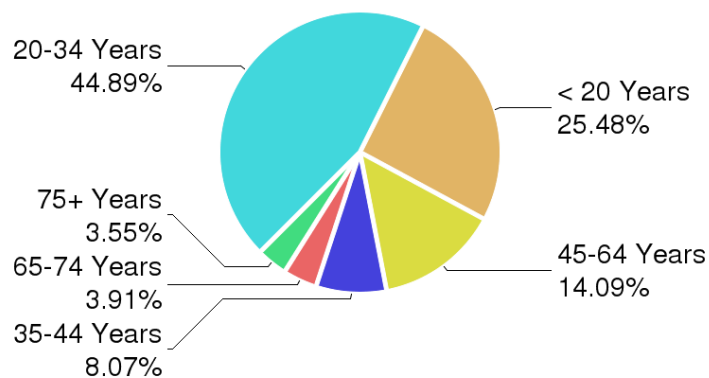
Current Demographic Summary

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	5.66%	4.14%	73.14
4-5 Years	2.43%	1.6%	65.84
6-8 Years	3.47%	2.31%	66.57
9-11 Years	3.48%	2.32%	66.67
12-13 Years	2.34%	1.65%	70.51
14-17 Years	6.18%	6.32%	102.27
18-19 Years	3.29%	7.13%	216.72
0-5 Years	8.09%	5.74%	70.95
6-12 Years	8.13%	5.46%	67.16
13-19 Years	10.64%	14.27%	134.12
< 20 Years	26.86%	25.47%	94.83
20-34 Years	31.2%	44.88%	143.85
35-44 Years	11.5%	8.07%	70.17
45-64 Years	20.97%	14.09%	67.19
65-74 Years	5.5%	3.91%	71.09
75+ Years	3.99%	3.55%	88.97
Median Age	29	31	107.41
Median Age (Male)	28	30	107.06
Median Age (Female)	29	32	109.29

Age Group Percentages

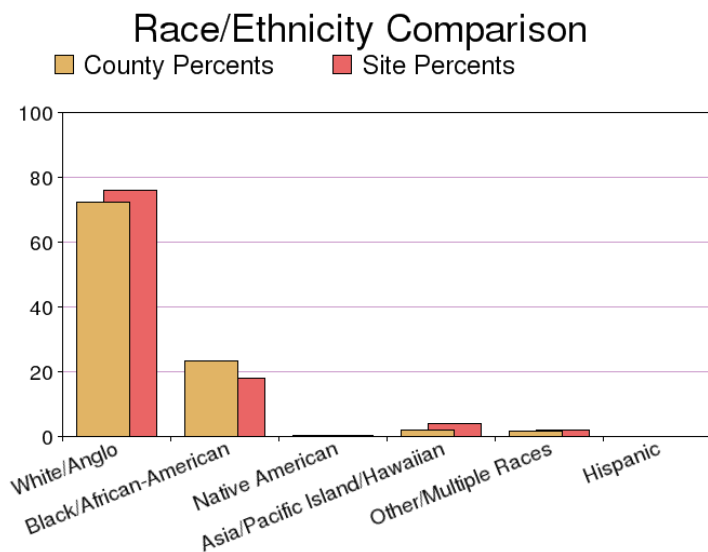


Current Demographic Summary

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	72.46%	76.02%	104.91
Black, African-American	23.48%	17.87%	76.1
Native American	0.27%	0.2%	73.13
Asian	1.96%	3.84%	195.3
Pacific Island, Hawaiian	0.02%	0.02%	141.35
Other/Multiple Races	1.81%	2.05%	113.6
Hispanic	0%	2.39%	0



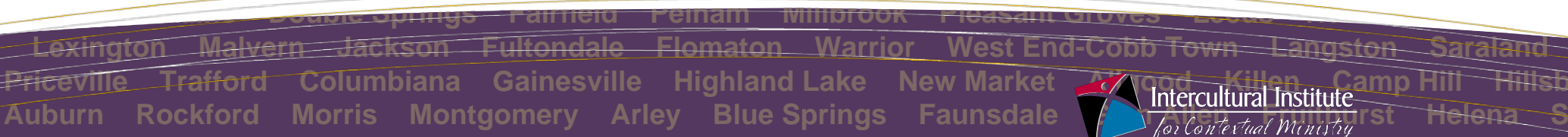
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,792	22,186	
Less than 9th Grade	4.85%	2.61%	186
No High School Diploma	8.91%	4.5%	197.98
High School Graduate	26.56%	13.87%	191.53
Some College, no degree	20.04%	17.34%	115.6
Associate Degree	6.9%	5.06%	136.28
College Degree	18.24%	28.68%	63.58
Graduate/Prof. degree	14.51%	27.95%	51.92

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	13.84%	23.51%	172.8
\$10,000 to \$19,999	15.89%	19.51%	122.76
\$20,000 to \$29,999	12.33%	10.55%	85.56
\$30,000 to \$49,999	15.76%	11.4%	72.31
\$50,000 to \$59,999	8.01%	5.27%	65.8
\$60,000 to \$69,999	7.82%	4.88%	62.39
\$70,000 to \$79,999	5.63%	4%	71.13
\$80,000 to \$89,999	4.13%	3.36%	81.17
\$90,000 to \$99,999	2.91%	2.58%	88.67
\$100,000 to \$124,999	6.02%	6.08%	100.99
\$125,000 to \$149,999	3.45%	3.74%	108.31
\$150,000 to \$199,999	2.4%	3.03%	126.64
\$200,000 to \$249,999	0.6%	0.79%	130.73
\$250,000 or more	1.22%	1.29%	106.33
Median Household	39,134	34,414	87.94
Average Household	58,439	63,809	109.19
Per Capita Household	25,156	29,423	116.96
Family/Non-Family Household Income			
Median Family Income	59,692	71,991	120.6
Average Family Income	75,835	81,670	107.69
Median Non-Family Income	20,144	18,009	89.4
Average Non-Family Income	33,998	43,561	128.13



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			
Family Households			Index
% Family Households	58.42%	38%	65.06
Families with Children	33.15%	20.14%	60.76
Families without Children	25.27%	17.86%	70.69
Non-Family Households			
% Non-Family Households	41.58%	62%	149.1
Non-Families with Children	0.02	0	21.54
Non-Families without Children	41.56	61.99	149.16
Housing Units			
Total Housing Units	64,735	24,800	
Vacant percent	10.5%	9.63%	91.67
Owned percent	56.9%	38.54%	67.73%
Rented Percent	32.61%	51.84%	159
Households by Size			
Avg household size	2.32	2.03	87.5
Avg family hh size	3.03	2.89	95.38
Avg non-family hh size	1.32	1.51	114.39
Households By Count of Persons			
One	18,979	9,991	52.64%
Two	18,104	6,674	36.86%
Three or Four	16,879	4,847	28.72%
Five+	3,976	902	22.69%

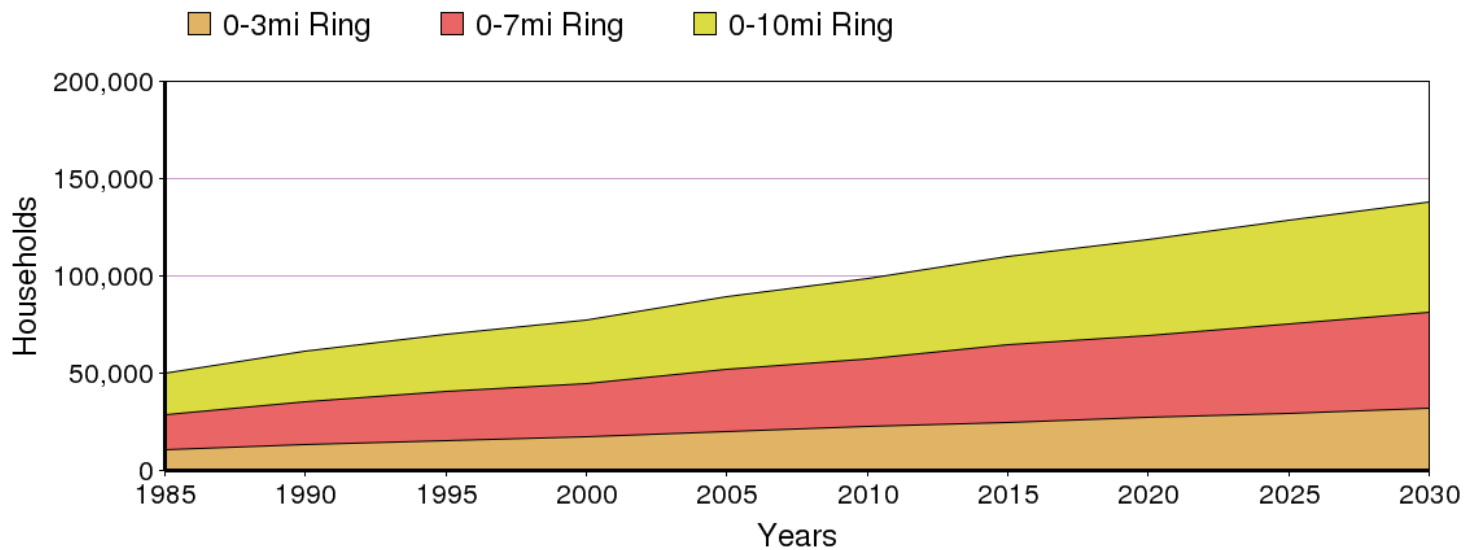
Projected Demographic Summary

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	87,146	33,456	38.39%
2000 Population	115,092	40,503	35.19%
2010 Population	138,427	48,965	35.37%
2015 Population	151,145	54,025	35.74%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	33,098	13,373	40.4%
2000 Households	45,702	17,547	38.39%
2010 Households	57,938	22,413	38.68%
2015 Households	63,671	24,966	39.21%

Household Change from 1985 to 2030



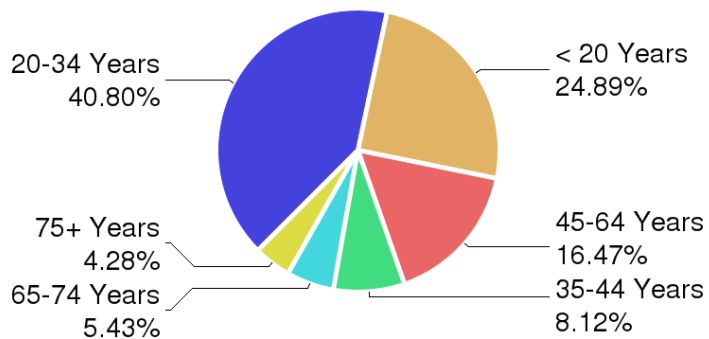
Projected Demographic Summary

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	4.14%	5.79%	139.86
4-5 Years	1.6%	2.23%	139.38
6-8 Years	2.31%	3.13%	135.5
9-11 Years	2.32%	2.8%	120.69
12-13 Years	1.65%	1.75%	106.06
14-17 Years	6.32%	5.3%	83.86
18-19 Years	7.13%	3.89%	54.56
0-5 Years	5.74%	8.02%	139.72
6-12 Years	5.46%	6.83%	125.09
13-19 Years	14.27%	10.04%	70.36
< 20 Years	25.47%	24.89%	97.72
20-34 Years	44.88%	40.8%	90.91
35-44 Years	8.07%	8.12%	100.62
45-64 Years	14.09%	16.47%	116.89
65-74 Years	3.91%	5.43%	138.87
75+ Years	3.55%	4.28%	120.56
Median Age	29	32	112.46
Median Age (Male)	28	32	113.34
Median Age (Female)	29	33	112.74

Projected Age Group Percentages



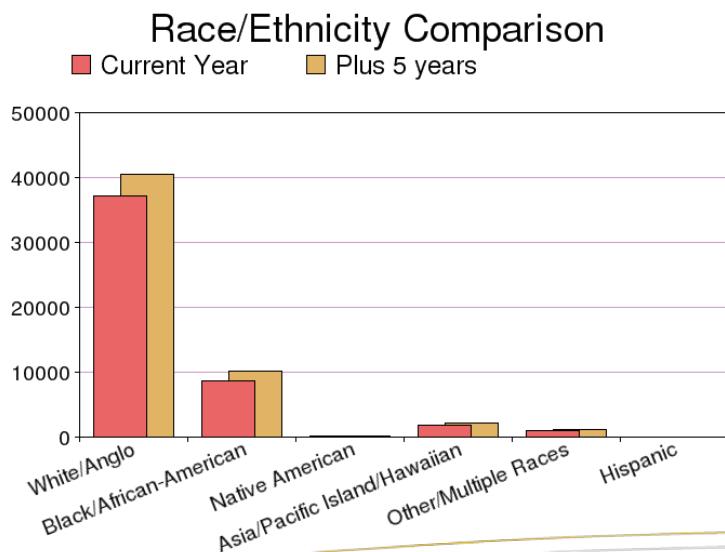
Projected Demographic Summary

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	76.02%	75.01%	98.67
Black, African-American	17.87%	18.84%	105.44
Native American	0.2%	0.18%	92.5
Asian	3.84%	3.89%	101.49
Pacific Island, Hawaiian	0.02%	0.02%	90.63
Other/Multiple Races	2.05%	2.05%	100.01
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	22,186	32,009	
Less than 9th Grade	2.61%	2.64%	101.21
No High School Diploma	4.5%	3.95%	87.86
High School Graduate	13.87%	14.41%	103.87
Some College, no degree	17.34%	17.54%	101.17
Associate Degree	5.06%	5.23%	103.32
College Degree	28.68%	29.14%	101.57
Graduate/Prof. degree	27.95%	27.1%	96.98



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	23.51%	20.5%	87.22
\$10,000 to \$19,999	19.51%	20%	102.53
\$20,000 to \$29,999	10.55%	11.02%	104.46
\$30,000 to \$49,999	11.4%	10.64%	93.36
\$50,000 to \$59,999	5.27%	5.28%	100.26
\$60,000 to \$69,999	4.88%	5.17%	106.04
\$70,000 to \$79,999	4%	4.13%	96.88
\$80,000 to \$89,999	3.36%	3.5%	97.3
\$90,000 to \$99,999	2.58%	2.55%	98.94
\$100,000 to \$249,999	6.08%	6.77%	111.38
\$125,000 to \$149,999	3.74%	4.39%	117.41
\$150,000 to \$199,999	3.03%	3.53%	116.31
\$200,000 to \$249,999	0.79%	0.93%	117.67
\$250,000 or more	1.29%	1.35%	104.32
Median Household	34,414	36,810	106.96
Average Household	63,809	71,770	112.48
Per Capita Household	29,423	33,363	113.39
Family/Non-Family Household Income			
Median Family Income	71,991	77,419	107.54
Average Family Income	81,670	91,674	112.25
Median Non-Family Income	18,009	19,719	109.5
Average Non-Family Income	43,561	49,275	113.12

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	38%	37.92%	99.78
Families with Children	20.14	20.66	102.58
Families without Children	17.86	19.83	111.06
Non-Family Households			
% Non-Family Households	62%	62.08%	100.14
Non-Families with Children	0	0	100.14
Non-Families without Children	61.99	62.08	100.14
Housing Units			
Total Housing Units	24,800	27,633	111.42%
Vacant percent	9.63%	9.65%	100.28
Owned percent	38.54%	38.92%	100.99
Rented Percent	51.84%	51.43%	99.21
Households by Size			
Avg household size	2.03	2.04	100.49%
Avg family hh size	2.89	2.93	101.38%
Avg non-family hh size	1.51	1.49	98.68%
Households By Count of Persons			
One	9,991	11,846	118.57%
Two	6,674	6,814	102.1%
Three or Four	4,847	5,231	107.92%
Five+	902	1,075	119.18%

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	2,091	412	107
Northern Europe	104	40	4
Western Europe	181	32	19
Southern Europe	37	0	0
Eastern Europe	63	17	3
Other Europe	0	0	0
Eastern Asia	646	72	41
So. Central Asia	262	57	9
SE Asia	75	81	23
Western Asia	99	2	0
Other Asia	17	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	37	8	1
Middle Africa	0	0	0
Northern Africa	51	4	0
Southern Africa	27	5	1
Western Africa	72	7	0
Other Africa	10	0	0
Oceania	7	0	0
Caribbean	86	35	1
Central Amer.	164	40	4
South America	128	4	0
North America	25	8	1
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	38,915	18,274	14,359
Spanish	1,140	380	231
Other Indo-Euro language	745	124	127
French (incl. Patois, Cajun)	295	47	58
French Creole	0	2	8
Italian	35	2	15
Portuguese	12	0	0
German	202	32	23
Yiddish	8	0	0
Other West Germanic	6	7	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	13	1	5
Polish	7	8	5
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	20	0	0
Hindi	28	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	15	0	0
Asian/PI languages	0	0	0
Chinese	450	74	42
Japanese	62	3	0
Korean	137	31	25
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	6	10	0
Laotian	4	86	31
Vietnamese	51	12	6
Other Asian	190	0	0
Tagalog	42	7	0
Other Pacific Is	60	0	0
Other languages	204	31	0
Navajo	0	0	0
Other Native N. American	11	0	0
Hungarian	23	0	0
Arabic	66	7	0
Hebrew	0	5	0
African languages	104	19	0
Other unspecified	0	0	0



Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	33,536	15,354	11,946
Arab	193	38	0
Armenian	28	0	0
Austrian	38	1	1
British	382	130	92
Canadian	27	13	15
Croatian	6	11	7
Czech	17	15	9
Czechoslovak	23	6	3
Danish	66	11	16
Dutch	218	94	72
English	3,679	1,164	1,068
European	907	128	185
Finnish	8	28	67
French (not Basque)	842	177	114
French Canadian	123	38	4
German	2,899	672	615
Greek	233	0	0
Hungarian	78	14	2
Iranian	18	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	3,480	771	776
Italian	1,044	160	113
Lithuanian	51	11	18
Norwegian	214	62	38
Polish	375	81	52
Portuguese	13	2	0
Romanian	10	0	0
Russian	96	2	11
Scandinavian	22	12	2
Scotch-Irish	1,413	395	292
Scottish	1,182	248	224
Slovak	17	11	10
Subsaharan African	446	295	184
Swedish	254	17	8
Swiss	101	24	6
Ukrainian	25	2	0
US/American	3,685	2,568	2,503
Welsh	117	33	22
West Indian	133	33	0
Yugoslavian	0	0	0
Other	11,072	8,086	5,418

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

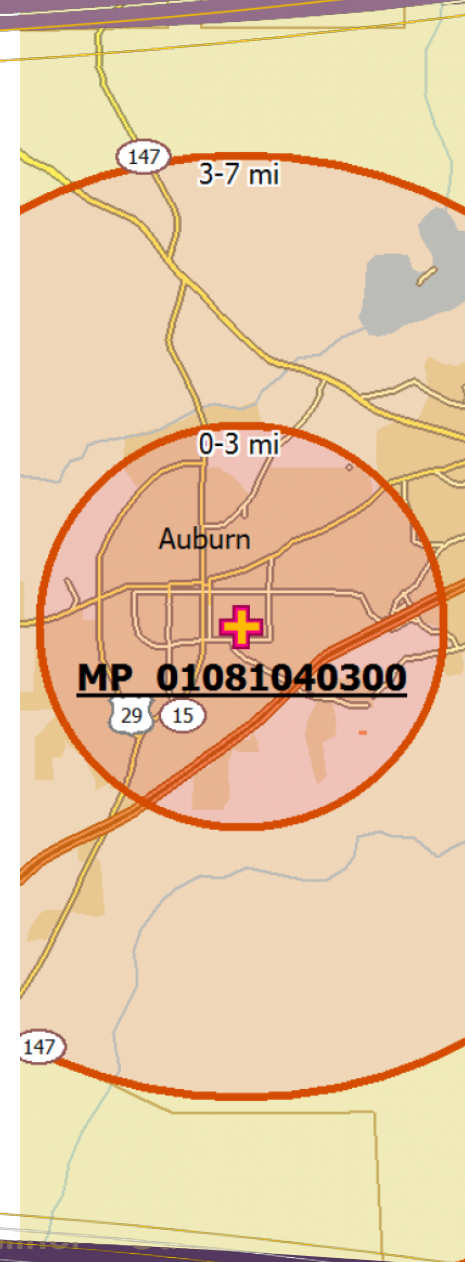
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

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

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. 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	22,413	100%	16,046	100%
AFFLUENT SUBURBIA	2,667	11.9%	1,878	11.7%
America's Wealthiest	60	0.27%	48	0.3%
Dream Weavers	1,353	6.04%	968	6.03%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	207	0.92%	139	0.87%
Small Town Success	930	4.15%	644	4.01%
New Suburbia Fam.	117	0.52%	79	0.49%
UPSCALE AMERICA	1,456	6.5%	999	6.23%
Status Conscious Consumers	130	0.58%	91	0.57%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,104	4.93%	741	4.62%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	222	0.99%	167	1.04%
SM TWN SUCCESS	283	1.26%	190	1.18%
2nd City Homebodies	110	0.49%	78	0.49%
Prime Middle America	40	0.18%	26	0.16%
Urban Optimists	0	0%	0	0%
Family Convenience	113	0.5%	72	0.45%
Mid-Market Enterprise	20	0.09%	14	0.09%



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	22,413	100%	16,046	100%
BLUE COLLAR BACKBONE	35	0.16%	24	0.15%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	35	0.16%	24	0.15%
AMER. DIVERSITY	463	2.07%	347	2.16%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	80	0.36%	51	0.32%
Professional Urbanites	111	0.5%	80	0.5%
Urban Advancement	35	0.16%	24	0.15%
Amer. Great Outdoors	0	0%	0	0%
Mature America	237	1.06%	192	1.2%
METRO FRINGE	805	3.59%	551	3.43%
Steadfast Conservative	726	3.24%	498	3.1%
Moderate Conventionalists	69	0.31%	46	0.29%
Southern Blues	10	0.04%	7	0.04%
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	22,413	100%	16,046	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,759	7.85%	1,314	8.19%
Young Cosmopolitans	260	1.16%	204	1.27%
Minority Metro Communities	1,499	6.69%	1,110	6.92%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	1,176	5.25%	716	4.46%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	1,108	4.94%	677	4.22%
Small Town Connections	68	0.3%	39	0.24%
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	22,413	100%	16,046	100%
STRUGGLING SOCIETIES	3,295	14.7%	2,656	16.55%
Rugged Southern Style	6	0.03%	4	0.02%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	503	2.24%	341	2.13%
College Town Communities	2,786	12.43%	2,311	14.4%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	9,730	43.41%	6,766	42.17%
Unattached Multicultures	8,389	37.43%	5,810	36.21%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	247	1.1%	173	1.08%
Urban Diversity	571	2.55%	411	2.56%
New Generation Activists	300	1.34%	202	1.26%
Getting By	223	0.99%	170	1.06%
VARYING LIFESTYLES	744	3.32%	605	3.77%
Military Family Life	0	0%	0	0%
Major University Towns	744	3.32%	605	3.77%
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?

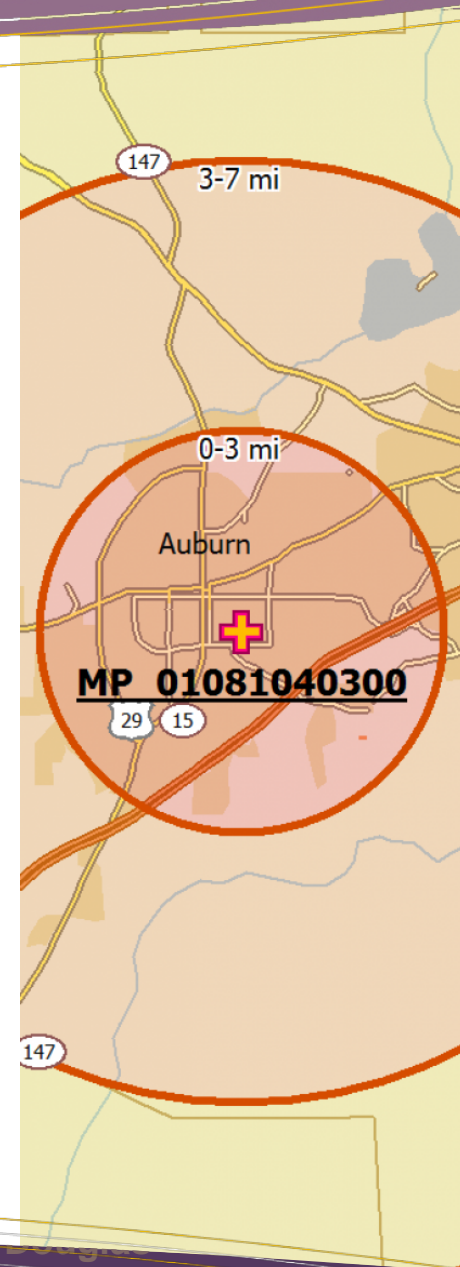
Potential Cultural Bridges

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	83%	80%	79%
Use Comp. for Internet/E-mail	74%	68%	66%
Internet Use: E-Mail	66%	61%	59%
Internet Use: News/Weather	52%	45%	42%
Use Comp. for Education	50%	45%	43%
HH Owns DVD Player	42%	38%	37%
Internet Use: Sports	35%	27%	24%
Internet Use: Research/Education	34%	28%	25%
Use Comp. for Shopping	30%	30%	30%
Use Comp. for Comp. Games	29%	31%	32%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Word Processing	29%	30%	31%
Use Comp. for Digital Camera Photo Editing	28%	28%	28%
Use Comp. for Banking	27%	27%	27%
Internet Use: Banking	25%	24%	24%
Use Comp. for News/Info./Data Service	25%	23%	23%
Use Comp. for Personal Financial Mngmnt	16%	15%	15%
Internet Use: Bulletin/ Message Boards	13%	11%	10%
PC-Network-HH Has One	13%	15%	15%
Internet Use: Shopping: Made A Purchase	13%	12%	12%
Internet Use: Read Magazines/Newspapers	13%	12%	12%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	73%	72%	71%
Reading Books	52%	52%	52%
Dining Out (Not Fast Food)	51%	51%	51%
Cooking for Fun	49%	45%	44%
Card Games	41%	41%	41%
Board Games	33%	32%	32%
Visit Zoo	32%	28%	27%
Visit Museum	26%	23%	23%
Go To A Beach/Lake	23%	26%	27%
Education Courses	23%	20%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	62%	63%	64%
Gen./Fam. Practitioner	40%	39%	38%
Dentist	28%	27%	27%
None Of These	27%	25%	24%
Eye Dr.	19%	19%	19%
Physical Therapist	18%	14%	13%
Overweight (30 Pounds Or More)	18%	16%	16%
Backache	17%	18%	19%
OB/GYN	16%	15%	15%
Acid Reflux Disease (GERD)	15%	15%	15%

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	21.84%	23.25%	23.89%
Live Theater	17.51%	18.01%	18.18%
Live Theater Most Often	14.95%	14.98%	15.08%
Rock/Pop Concerts Most Often	13.05%	13.42%	13.68%
Dance Performance	6.46%	7.26%	7.5%
Comedy Club	5.42%	6.76%	7.22%
Movies: Comedy	37.06%	38.64%	38.88%
Movies: Action/Adventure	33.67%	35.09%	35.73%
Movies: Romantic Comedy	27.81%	26.23%	25.29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	25.25%	24.5%	23.96%
Movies: foreign Language/Independent	17.96%	13.68%	11.98%
Movies: Drama	13.96%	16.29%	17.1%
College Football Reg. Season	5.84%	5.86%	5.88%
MLB Baseball Reg. Season	5.34%	5.73%	5.83%
College Basketball Reg. Season	4.75%	4.54%	4.48%
NFL Football Reg. Season	4.48%	5.02%	5.17%
NBA Basketball Reg. Season	2.38%	2.71%	2.82%
College Basketball Post-Season	2.09%	1.99%	1.93%

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
Swimming	51.68%	45.67%	43.59%
Walking for Exercise	29.39%	31.87%	32.8%
Baseball	27.38%	23.06%	21.46%
Mountain/Road Biking	25.54%	21.21%	19.74%
Volleyball	24.77%	20.55%	18.88%
Downhill & X-Country	23.62%	18.42%	16.38%
Skiing			
Billiards/Pool	20.26%	19.48%	19.42%
Bowling	19.93%	20.13%	20.44%
Snorkeling	18.1%	14.53%	13.1%
Golf	17.94%	16.21%	15.62%
Basketball	17.56%	17.08%	17.11%
Camping Trips	16.13%	14.77%	14.45%
Football	14.49%	13.55%	13.37%
Tennis	12.19%	10.57%	10.04%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Jogging/Running	11.74%	12.64%	13.11%
Soccer	11.36%	9.93%	9.57%
Weight Training	10.88%	12.07%	12.6%
Using Cardio Machine	10.77%	11.23%	11.48%
Power Boating	10.77%	9.71%	9.29%
Ice Skating	10.03%	8.62%	8.12%
Softball	9.99%	9.32%	9.12%
Roller Skating	9.26%	8.25%	7.88%
Freshwater Fishing	8.98%	10.42%	11.5%
Jet Skiing	8.87%	7.65%	7.18%
Water Skiing	8.74%	7.39%	6.9%
Stationary Cycling	8.58%	9.26%	9.59%
Snowboarding	8.25%	6.86%	6.34%
Racquetball	7.86%	6.83%	6.45%

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
Hockey	7.81%	6.63%	6.17%
Sailing	7.79%	6.54%	6.05%
Snowmobiling	7.6%	6.45%	6%
Backpacking/Hiking	7.38%	7.39%	7.52%
Surfing & Windsurfing	7.26%	6.02%	5.55%
Skateboarding	7.26%	6.19%	5.79%
Aerobics	7.03%	8.1%	8.47%
Yoga	5.88%	5.95%	6.05%
Motorcycling	5.07%	5.13%	5.24%
Target Shooting	4.36%	5.03%	5.48%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hunting	3.76%	4.52%	5.08%
Saltwater Fishing	3.53%	4.42%	4.94%
Canoeing/Kayaking	3.52%	4.21%	4.46%
Horseback Riding	3.18%	3.44%	3.73%
Rock Climbing	2.73%	2.79%	2.83%
Archery	2.17%	2.48%	2.71%
Fly Fishing	2.15%	2.66%	2.95%
Martial Arts	2.06%	2.28%	2.41%
Auto Racing	1.79%	1.97%	2.1%
Rowing	1.53%	1.78%	1.9%

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.

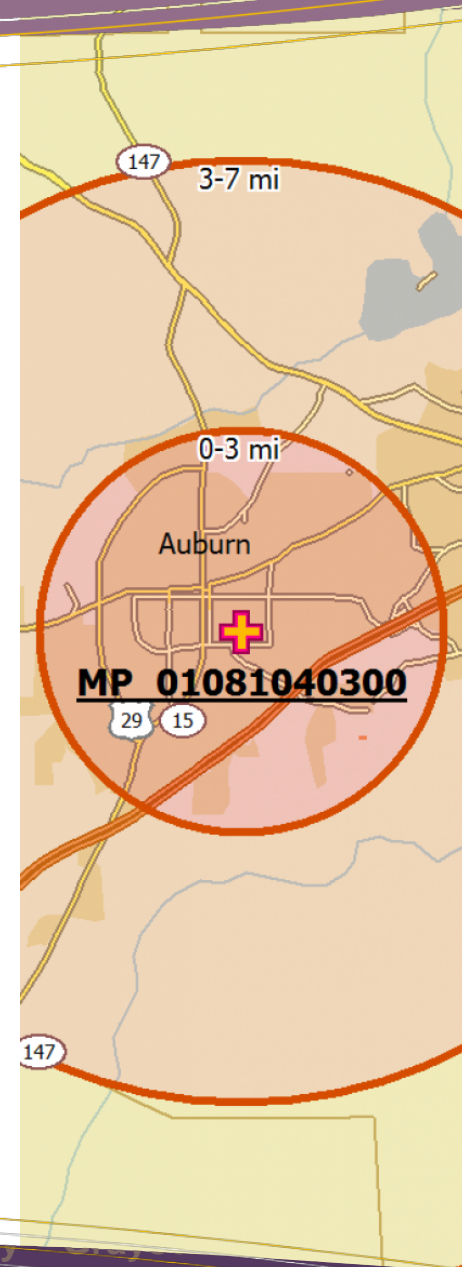
BIBLICAL BARRIERS

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.

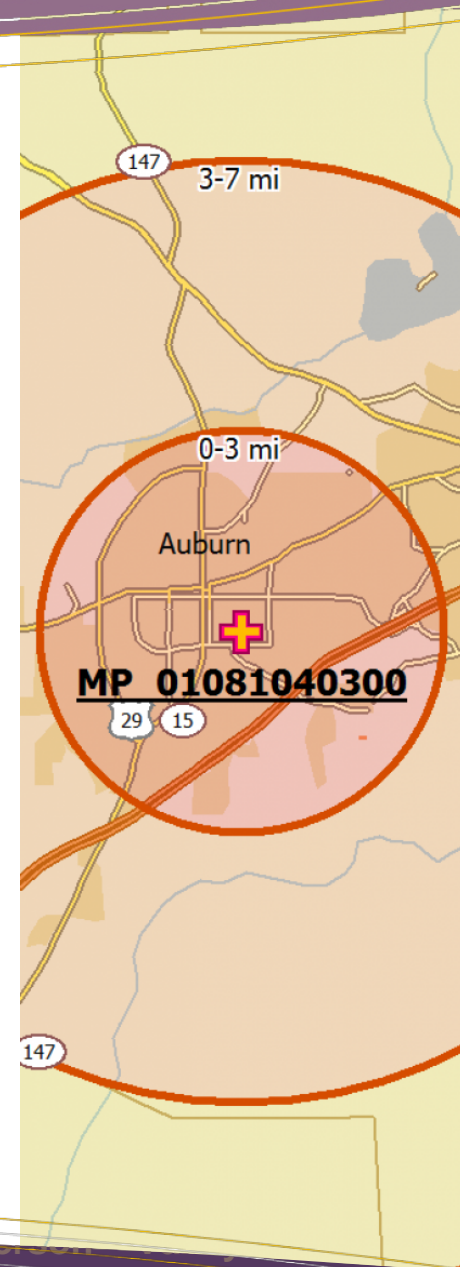
CULTURAL BARRIERS OF ACCEPTANCE

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.

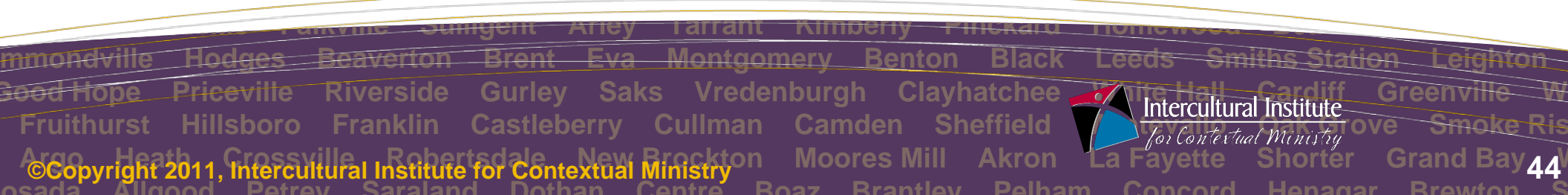


Potential Cultural Barriers:

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
Find It Difficult To Say No To My Kids	48%	45%	44%
Prefer To Have Few Possessions As Possible	36%	35%	34%
Don't Judge People/Way They Live Life	33%	32%	32%
Important Continue Learning New Things	32%	38%	40%
Speak My Mind Even If It Upsets People	27%	30%	31%
Too Much Sponsorship In Arts/Sports	25%	26%	26%
Woman's Place Is In The Home	23%	26%	27%
Happy With My Standard Of Living	22%	19%	18%
Like Control Over People And Resources	22%	26%	27%
If Won Lottery Would Never Work Again	21%	22%	22%
Friends More Important Than My Fam.	20%	20%	20%
Money Is Best Measure Of Success	18%	20%	21%

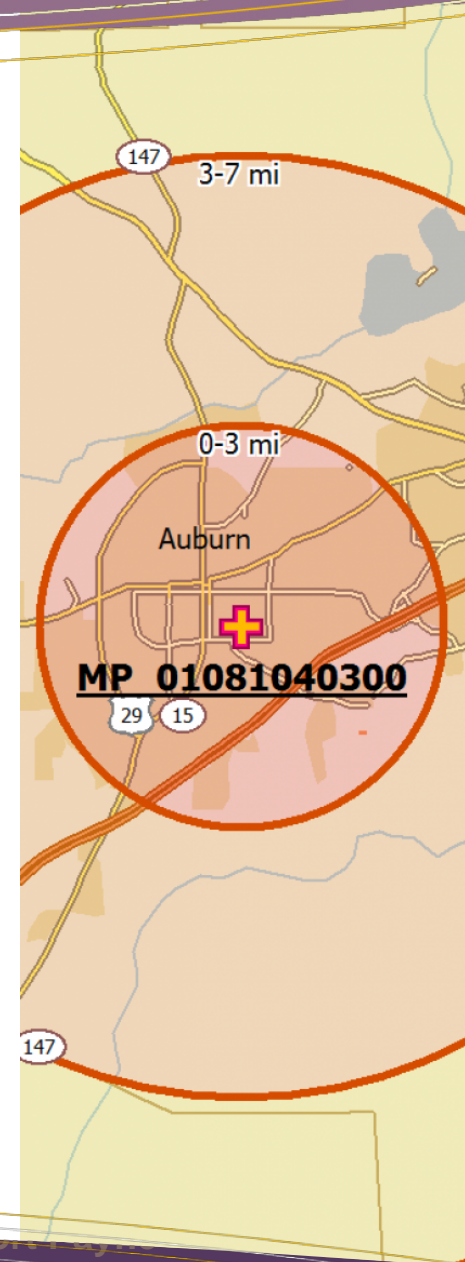
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like To Do Unconventional Things	18%	21%	22%
Marijuana Should Be Legalized	15%	16%	17%
Like To Pursue Challenge/Novelty/Change	13%	14%	15%
I Am A Workaholic	13%	15%	16%
Like to Stand Out In A Crowd	12%	15%	15%
On Whole People Get What They Deserve	11%	11%	11%
Indulge My Kids With The Little Extras	10%	10%	9%
Only Work Current Job for The Money	10%	11%	12%
We Should Strive for Equality for All	9%	11%	11%
Rarely Sit Down to a Meal Together At Home	9%	11%	12%
I Am A Perfectionist	7%	7%	7%
Little I Can Do To Change My Life	5%	6%	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.

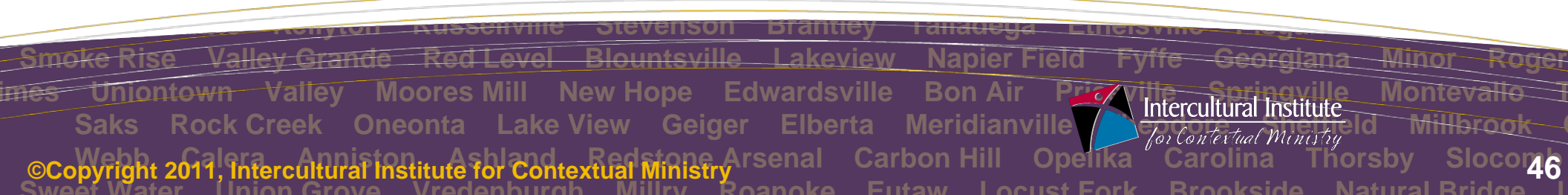


Potential Cultural Themes:

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.

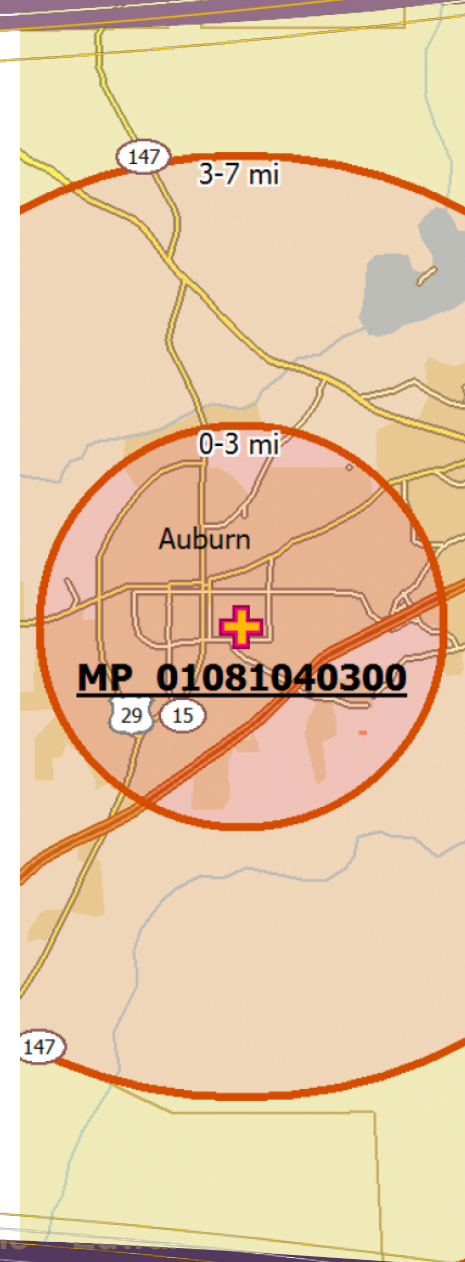
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	59%	59%	60%
Good At Fixing Things	54%	47%	44%
You Should Seize Opportunities In Life	46%	49%	50%
Worried About Pollution Caused By Cars	40%	34%	32%
Prefer To Have Few Possessions As Possible	36%	35%	34%
Have Keen Sense Of Adventure	29%	28%	28%
Like To Understand About Nature	27%	30%	31%
Prefer Work Part Of Team Than Alone	25%	28%	29%
People Have To Take Me As They Find Me	24%	24%	24%
Important Feel Respected By My Peers	23%	25%	27%
Decor Particular Interest To Me	20%	16%	14%
Important To Juggle Various Tasks	18%	22%	23%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Like To Just Enjoy Life	15%	17%	17%
Consider Myself Interested In The Arts	13%	16%	16%
Real Men Don't Cry	12%	14%	14%
Provide My Kids With The Little Extras	12%	13%	13%
Looking for New Ideas To Improve Home	11%	14%	14%
Try Not To Worry About The Future	10%	12%	12%
Is An Important Part Of Who I Am	9%	11%	11%
Feel Very Alone In The World	6%	6%	6%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Enjoy Spending Time With My Fam.	6%	8%	9%
Like Spending Most Time With Fam.	6%	5%	5%
Would Like To Set Up Own Business	2%	2%	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.

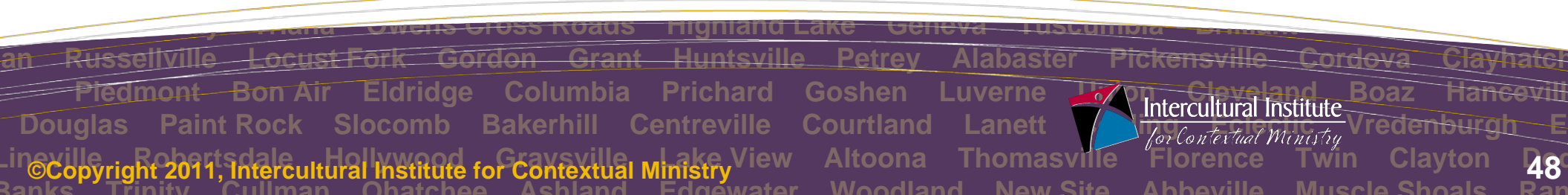


Potential Shared Places:

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
Fam. Restaurants/Steak Houses-Visit Any	81.9%	81.15%	81.1%
Fast Food/Drive-In Restaurant-Visit Any	71.74%	75.61%	77.23%
McDonald's	44.27%	47.65%	49.07%
Burger King	33.94%	35.51%	36.01%
Applebee's	32.94%	31.7%	31.53%
Kentucky Fried Chicken (KFC)	24.89%	27.22%	28.08%
Taco Bell	23.35%	24.59%	25.24%
Subway	22.46%	24.61%	25.63%
Wendy's	20.18%	23.79%	24.9%
Pizza Hut	17.12%	18.81%	19.51%
Sonic	16.97%	16.02%	15.91%
Panera Bread	15.96%	14.13%	13.18%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Quiznos Sub	15.9%	14.47%	13.87%
Papa John's	13.83%	12.83%	12.36%
Olive Garden	13.25%	15.21%	15.94%
Domino's Pizza	13.17%	13.87%	14.21%
Arby's	12.84%	15.3%	16.42%
Lone Star Steakhouse and Saloon	12.56%	10.61%	9.86%
Chick-Fil-A	12.48%	13.15%	13.56%
Cracker Barrel	11.12%	11.5%	12.12%
Dairy Queen	10.73%	12.37%	13.22%
Chili's Grill and Bar	10.58%	11.37%	11.67%
Red Lobster	10.36%	12.61%	13.43%
IHOP (International House Of Pancakes)	9.49%	10.9%	11.49%

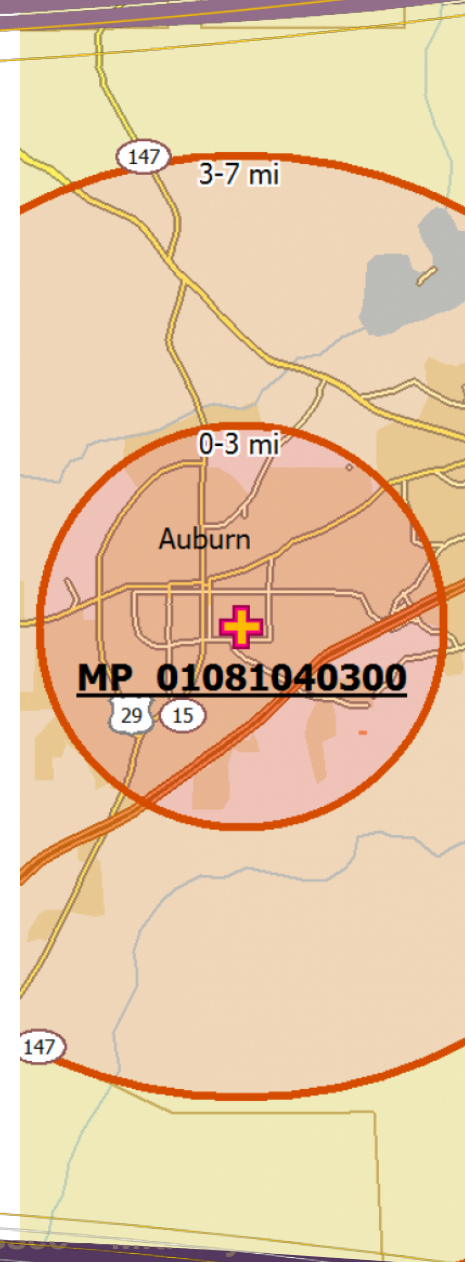


Potential Shared Projects

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!



Union Springs Guin Helena Autaugaville Goodwater Pleasant Groves Notasulga Waterloo Anderson
Wilton Eutaw Mountain Brook Fairfield Littleville Gulf Shores Fultondale Billingsley Sinsey Warrior
Good Hope Indian Springs Village Mooresville Thomasville Hazel Green Onycha Eufaula Skyline
Wetumpka Baileyton Loxley Pinckard Cardiff Albertville Alexander City Onycha Eufaula Skyline

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.

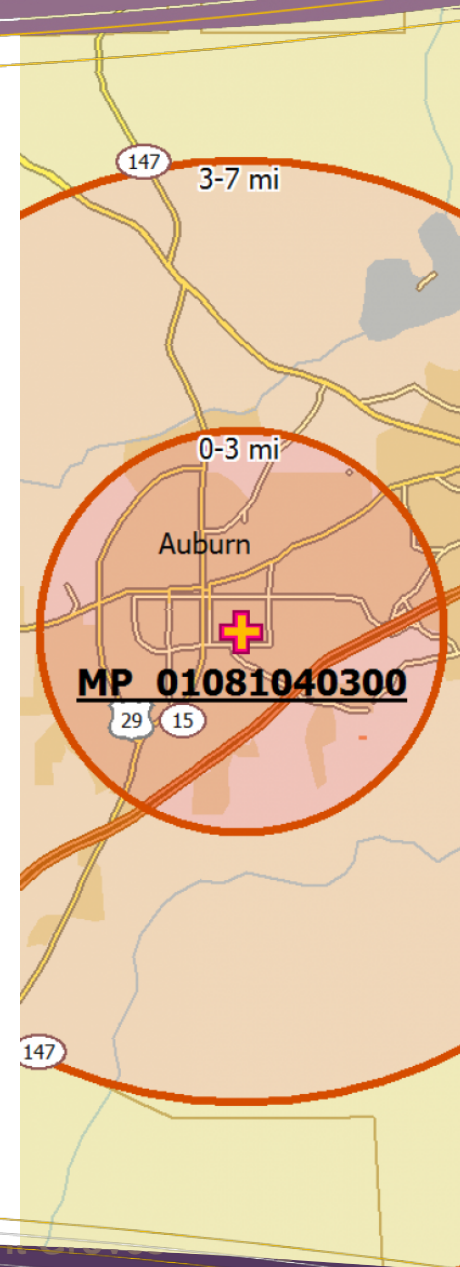
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	36.85%	39.13%	39.76%
Recycled products	29.65%	29.88%	29.78%
Worked as volunteer (non political)	15.58%	15.43%	15.33%
Engaged in fund raising	9.78%	10.2%	10.27%
Religious club member	7.07%	7.34%	7.43%
Charitable Organization	5.14%	5.03%	4.98%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.01%	5.14%	5.13%
Wrote to editor of mag or newspaper	4.81%	4.9%	4.92%
Took active part in local civic issue	4.52%	4.67%	4.69%
Addressed a public meeting	4.35%	4.36%	4.39%
Fraternal order member	3.98%	4.12%	4.16%
Wrote to editor of mag or newspaper	3.67%	3.6%	3.53%

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	16.33%	16.14%	15.97%
Children's Books	12.48%	12.72%	12.76%
Mystery	11.31%	10.99%	10.87%
Cookbooks	8.76%	8.94%	9.07%
Religious (not Bibles)	8.01%	8.47%	8.64%
Romance	7.44%	7.38%	7.32%
Personal/Business	6.09%	6.26%	6.27%
Self-help			
Biography	5.96%	6.1%	6.07%
History	5.81%	5.92%	5.91%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	59.75%	61.93%	62.51%
Gen. Editorial	46.89%	47.79%	47.95%
Womens	44.07%	44.22%	44.16%
Service	32.31%	32.32%	32.39%
Mens	22.39%	21.45%	20.93%
Sports	17.33%	16.61%	16.23%
Music	17.25%	16.92%	16.72%
Business/Finance	16.12%	17.2%	17.44%
Automotive	13.38%	12.78%	12.61%

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	52.57%	52.25%	52.06%
Classified	33.67%	33.16%	33.11%
Sport	31.51%	31.27%	31.09%
Movie Listings & Reviews	28.73%	27.58%	27.05%
Editorial Page	28.73%	28.43%	28.33%
Business/Finance	26.89%	26.94%	26.79%
Comics	26.88%	26.16%	25.99%
Food/Cooking	22.51%	22.77%	22.92%
TV/Radio Listings	21.29%	21.69%	21.84%
Travel	16.99%	17.36%	17.41%
Science/Technology	16.9%	16.68%	16.53%
Home/Gardening	16.35%	17.29%	17.67%
Fashion	14.45%	14.79%	14.83%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
CHR Contemp Hit Radio	19.97%	19.29%	18.98%
Country	19.73%	18.16%	18.08%
Urban Contemporary	17.96%	21.27%	22.14%
Adult Contemporary	16%	15.43%	15.18%
Rock	12.58%	11.61%	11.28%
Classic Rock	10.95%	9.84%	9.45%
News/Talk	9.21%	9.41%	9.38%
Alternative	9.14%	8.76%	8.44%
Variety	8.96%	9.28%	9.28%
Oldies	8.27%	8.89%	9.05%
Soft Contemporary	6.04%	6.06%	6.03%
Religious	5.89%	5.96%	6.01%
Hispanic	5.26%	4.6%	4.47%
Jazz	4.45%	5.72%	6.14%
All Talk	4.13%	4.09%	3.99%
Classic Hits	4.08%	3.78%	3.65%
All News	3.86%	4.59%	4.78%
Classical	3.5%	3.39%	3.32%



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	57.44%	58.68%	59.2%
Soapnet	47.1%	48.4%	48.73%
Satellite Dish	43.7%	45.99%	46.87%
Comedy Central	36.29%	34.34%	33.45%
ESPN Classic	29.9%	26.84%	25.52%
TV Info From Newspapers	28.61%	28.16%	27.94%
Nickelodeon	27.85%	27.77%	27.78%
TV Info From Sunday TV Magazine	26.36%	27.04%	27.28%
Other Video-On-Demand	25.45%	30.2%	32.04%
ESPN News	24.94%	22.7%	21.77%
MSNBC	24.46%	26.68%	27.68%
TCM (Turner Classic Movies)	22.48%	23.14%	23.34%

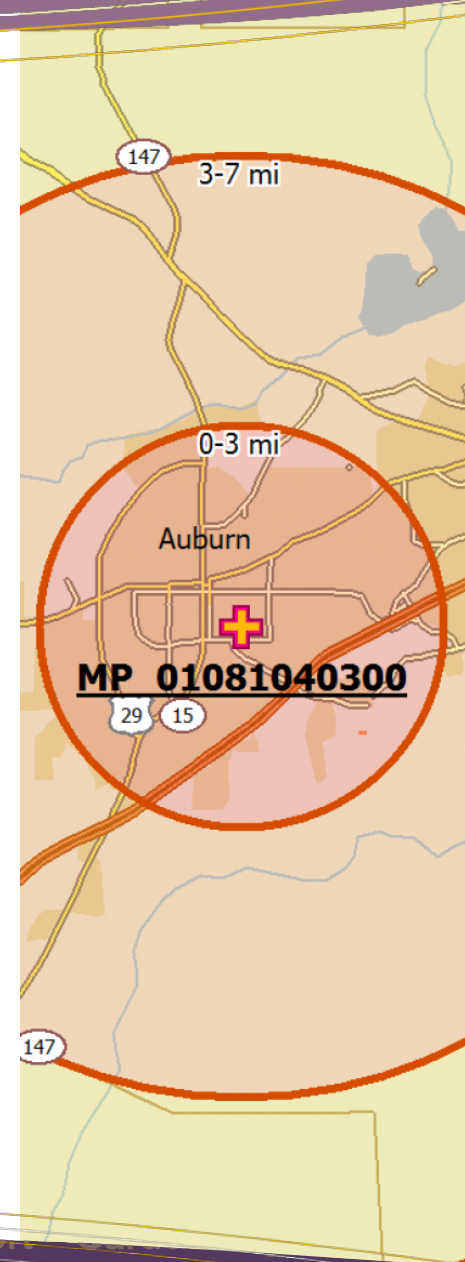
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	21.69%	22.48%	22.82%
Adult Pay Per View TV	21.38%	24.6%	25.96%
Sci-Fi Channel	21.03%	25%	26.52%
E (Entertainment TV)	20.99%	20.92%	20.78%
Court TV (Courtroom Television)	20.47%	19.36%	18.83%
CNN (Cable News Network)	20.36%	19.41%	18.73%
CMT (Country Music Television)	20.29%	19.47%	18.88%
ESPN	20.08%	19.35%	18.91%
BET (Black Entertainment TV)	19.71%	20.92%	21.13%
Adult Swim	19.62%	20.18%	20.63%
Subscribe Digital Cable	19.58%	23.16%	24.41%
TV Info From Monthly Cable Guide	18.82%	20.02%	20.54%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	20.04%	19.5%	19.27%
Medium Users (4-6)	9.21%	9.32%	9.31%
Light Users (1-3)	20.59%	20.23%	20.04%
Quintiles (20%)			
Newspaper I (Heavy)	0.55%	0.79%	0.84%
Newspaper II	0.86%	1.03%	1.12%
Newspaper III	1.23%	1.46%	1.55%
Newspaper IV	0.13%	0.21%	0.25%
Newspaper V (Light)	4.62%	3.67%	3.27%

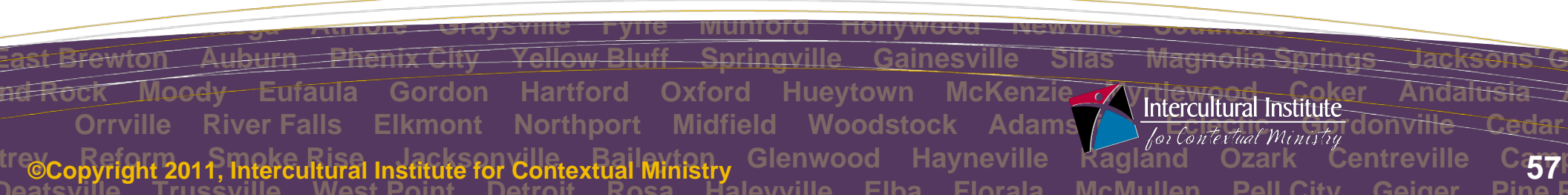
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.6%	19.99%	20.08%
Magazines II	5.05%	6.45%	6.87%
Magazines III	12.75%	12.07%	11.84%
Magazines IV	12.38%	12.76%	12.75%
Magazines V (Light)	0.41%	0.62%	0.67%
Outdoor I (Heavy)	3.58%	4.84%	5.19%
Outdoor II	3.74%	3.93%	3.9%
Outdoor III	1.85%	2.65%	2.9%
Outdoor IV	12.28%	13.36%	13.77%
Outdoor V (Light)	21.15%	21.92%	22.2%
Yellow Pages I (Heavy)	8.18%	10.22%	11.06%
Yellow Pages II	3.88%	4.9%	5.22%
Yellow Pages III	7.85%	7.85%	7.77%
Yellow Pages IV	18.9%	20.05%	20.4%
Yellow Pages V (Light)	5.57%	5.26%	5.06%

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)	4.11%	3.53%	3.42%
Drive Time III (Medium)	4.52%	3.58%	3.18%
Radio IV & V (Light)	1.09%	1.53%	1.66%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.05%	8.43%	8.71%
Radio III (Medium)	6.81%	6.16%	5.91%
Radio IV & V (Light)	2.43%	2.85%	3.08%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	8.22%	9.67%	10.21%
Cable III (Medium)	3.64%	3.8%	3.91%
Cable IV & V (Light)	20%	24.42%	25.93%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.78%	4.22%	4.14%
Prime Time III (Medium)	0.91%	1.12%	1.18%
Prime Time IV & V (Light)	7.43%	8.1%	8.36%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.14%	37.68%	37.73%
Fringe III (Medium)	36.94%	41.4%	43.07%
Fringe IV (Light)	47.36%	49.68%	50.49%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	6.08%	8.74%	9.49%
All Day III (Medium)	17.35%	19.36%	19.96%
All Day IV (Light)	19.15%	18.9%	18.5%



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]	6.65%	8.17%	8.69%
6:00am - 10:00am	20.29%	19.47%	18.88%
10:00am - 3:00pm	6.86%	7.89%	8.2%
3:00pm - 7:00pm	20.36%	19.41%	18.73%
7:00pm - Midnight	6.94%	8.79%	9.29%
Midnight - 6:00am	3.56%	4.78%	5.12%
Weekend Radio			
Listeners			
Dayparts [summary]	20.47%	19.36%	18.83%
6:00am - 10:00am	2.82%	3.05%	3.16%
10:00am-3:00pm	15.13%	12.51%	11.46%
3:00pm - 7:00pm	6.01%	6.73%	6.92%
7:00pm - Midnight	6.66%	7.76%	8.09%
Midnight - 6:00am	7.22%	9.29%	9.8%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	17.27%	14.54%	13.57%
Saturday: 8:00-11:00pm	5.06%	6.15%	6.58%
Sunday: 7:00-11:00pm	8.13%	8.43%	8.59%
9:00am-1:00pm	17.6%	19.48%	20.32%
9:00am-4:00pm	19.58%	21.98%	23.1%
4:00pm-7:00pm	18.85%	22.55%	23.65%
11:00pm-1:00am	31.21%	34.07%	35.34%
AVG Prime time	1.76%	2.54%	2.79%
Mon-Sun			

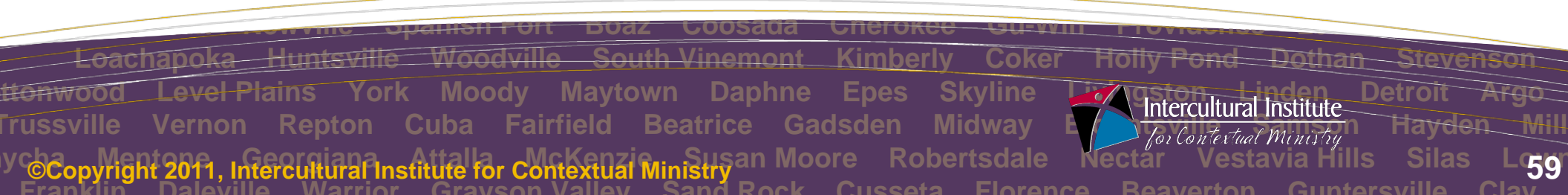


Potential Weekday & Weekend TV Media Usage:

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	20.08%	19.35%	18.91%
7-9am	16.17%	17.96%	18.54%
9am-12noon	14.84%	15.92%	16.53%
12noon-4pm	4.74%	6.07%	6.56%
4-6pm	37.16%	40.57%	41.72%
6-7pm	19.7%	19.4%	19.25%
7-7:30pm	1.22%	1.34%	1.39%
7:30-8pm	6.88%	7.99%	8.55%
8-11pm	17.27%	14.54%	13.57%
11pm-12am	24.46%	26.68%	27.68%
11pm-1am	31.21%	34.07%	35.34%
1-6am	21.41%	24.65%	25.47%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	12.41%	14.06%	14.57%
Sat: 10am-1pm	9.7%	9.6%	9.59%
Sat: 1-4pm	27.49%	26.93%	26.57%
Sat: 4-6pm	4.57%	5.25%	5.55%
Sat: 6-7pm	1.09%	1.36%	1.45%
Sat: 7-8pm	0.78%	0.94%	0.97%
Sat: 8-11pm	5.06%	6.15%	6.58%
Sat: 11pm-1am	3.34%	4.2%	4.45%
Sat: 1am-7pm	15.07%	17.43%	18.18%
Sun: 7-10am	1.64%	1.82%	1.9%
Sun: 10am-1pm	4.31%	4.72%	4.94%
Sun: 1-4pm	3.82%	4.39%	4.64%
Sun: 4-7pm	10.39%	10.77%	11.13%
Sun: 7-11pm	8.13%	8.43%	8.59%
Sun: 11pm-1am	3.93%	4.26%	4.46%
Sun: 1-7am	15.48%	16.9%	17.6%



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.

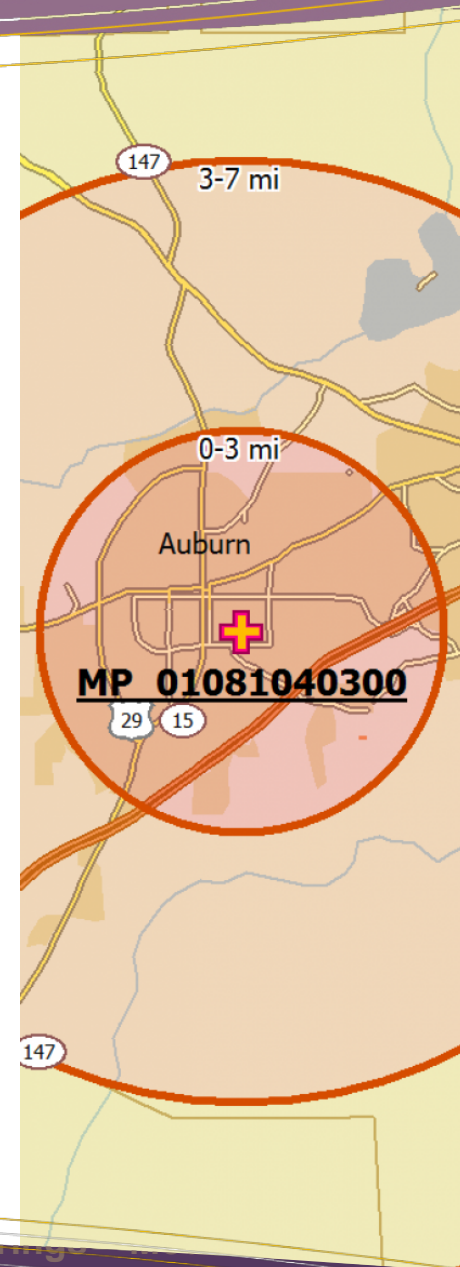


Your MissionSite and the Missional Suite

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
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	Auburn First	128 E Glenn Ave Auburn, AL 36830	0.44 mi	361	Plateauing
2	Journey Church	555 Old Stage Rd Suite 2B Auburn, AL 36830	1.23 mi	70	Plateauing
3	Parkway	766 E University Dr Auburn, AL 36830	1.43 mi	488	Plateauing
4	Lakeview	1600 E Glenn Ave Auburn, AL 36830	1.83 mi	1,253	Plateauing
5	North Ridge	89 Lee Rd 91 Auburn, AL 36830	2.02 mi	96	Growing
6	Grace Heritage	PO Box 1510 Auburn, AL 36831	2.10 mi	70	Growing
7	West Auburn	536 Webster Rd Auburn, AL 36832	2.96 mi	47	Growing
8	Airview	2301 Airport Rd Opelika, AL 36801	3.20 mi	100	Declining
9	East View	1208 Spring Dr Opelika, AL 36801	3.82 mi	19	Growing
10	Pepperell	2702 2nd Ave Opelika, AL 36801	4.17 mi	199	Declining
11	Purpose	PO Box 4193 Opelika, AL 36803	4.52 mi	45	Growing
12	Farmville	3607 Al Highway 147 N Auburn, AL 36830	4.59 mi	225	Plateauing
13	Central	1611 2nd Ave Opelika, AL 36801	5.58 mi	140	Growing
14	High Hope	227 Lee Road 673 Auburn, AL 36832	5.62 mi	9	Growing
15	Opelika First	PO Box 329 Opelika, AL 36803	6.49 mi	1,350	Growing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Loachapoka	PO Box 68 Loachapoka, AL 36865	6.71 mi	22	Declining
17	Chewacla	1401 Chewacla Rd Opelika, AL 36804	7.70 mi	31	Growing
18	Northside	3001 Lafayette Pkwy Opelika, AL 36801	8.59 mi	31	Growing
19	Providence	2807 Lee Road 166 Opelika, AL 36804	8.69 mi	360	Plateauing
20	Union Grove	4009 Lee Road 391 Opelika, AL 36804	10.05 mi	121	Growing
21	Liberty	2701 W Point Pkwy Opelika, AL 36804	10.69 mi	73	Declining
22	Waverly	PO Box 10 Waverly, AL 36879	11.26 mi	42	Declining
23	Concord	PO Box 98 Notasulga, AL 36866	11.51 mi	38	Declining
24	Notasulga First	PO Box 385 Notasulga, AL 36866	12.28 mi	53	Growing
25	Ridge Road	5465 Lee Road 390 Opelika, AL 36804	12.33 mi	37	Growing
26	Society Hill	16155 US Hwy. 80 W Opelika, AL 36804	12.58 mi	36	Declining
27	Salem First	PO Box 96 Salem, AL 36874	14.00 mi	17	Growing
28	Pleasant Grove	5805 Lee Road 401 Salem, AL 36874	14.07 mi	68	Plateauing
29	Wallace Chapel	7444 US Highway 29 N Cusseta, AL 36852	14.81 mi	37	Plateauing
30	Salem Macon	4647 Tallapoosa St Notasulga, AL 36866	15.56 mi	104	Declining

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Antioch	94 Roxanna Rd Camp Hill, AL 36850	15.58 mi	19	Plateauing
32	Shiloh	5125 US Highway 80 W Opelika, AL 36804	15.61 mi	58	Declining
33	Cusseta	PO Box 122 Cusseta, AL 36852	16.16 mi	20	Plateauing
34	Antioch	20130 Veterans Memorial Pkwy Lafayette, AL 36862	16.80 mi	50	Declining
35	Camp Hill	PO Box 307 Camp Hill, AL 36850	17.03 mi	85	Growing
36	Cornerstone	9785 US Highway 29 N Cusseta, AL 36852	17.38 mi	69	Growing
37	Johnson Chapel	3122 County Road 388 Valley, AL 36854	17.47 mi	69	Declining
38	Tuskegee First	PO Box 830098 Tuskegee, AL 36083	17.74 mi	15	Declining
39	Concord	321 Lee Road 251 Salem, AL 36874	17.79 mi	201	Plateauing
40	Grace	2344 US Highway 29 Valley, AL 36854	18.48 mi	64	Growing
41	Center	2511 County Road 33 Lafayette, AL 36862	18.51 mi	53	Growing
42	Sandy Creek	PO Box 813 Camp Hill, AL 36850	18.55 mi	11	Growing
43	Beulah	5500 Lee Road 270 Valley, AL 36854	18.73 mi	97	Growing
44	Reeltown First	16963 Highway 49 S Notasulga, AL 36866	18.89 mi	88	Plateauing
45	Rocky Mount	115 Lee Road 804 Valley, AL 36854	19.23 mi	69	Declining



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

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