

MissionSite

top unreached locations



OPELIKA, AL

CENSUS TRACT: 01081041400

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

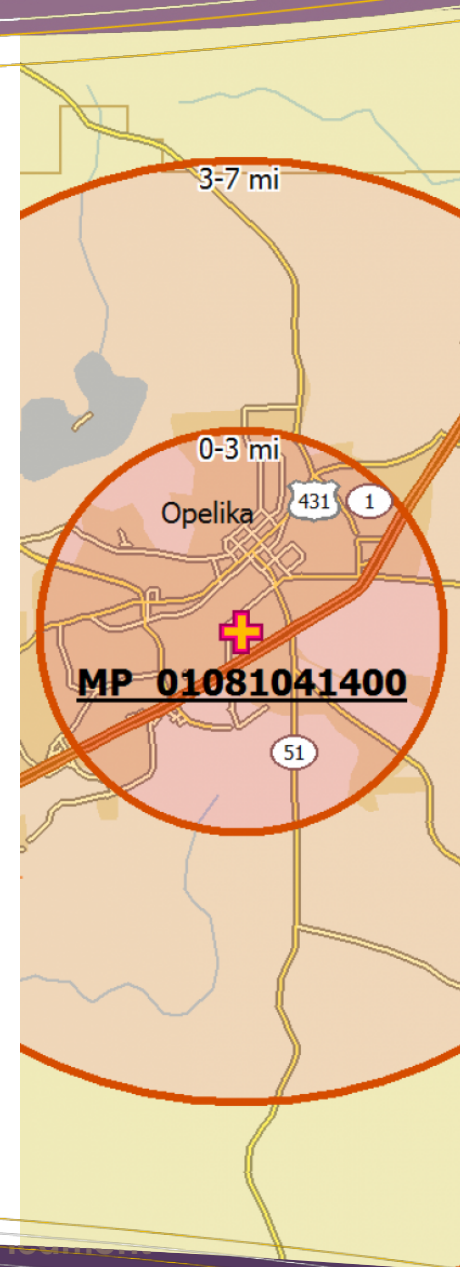
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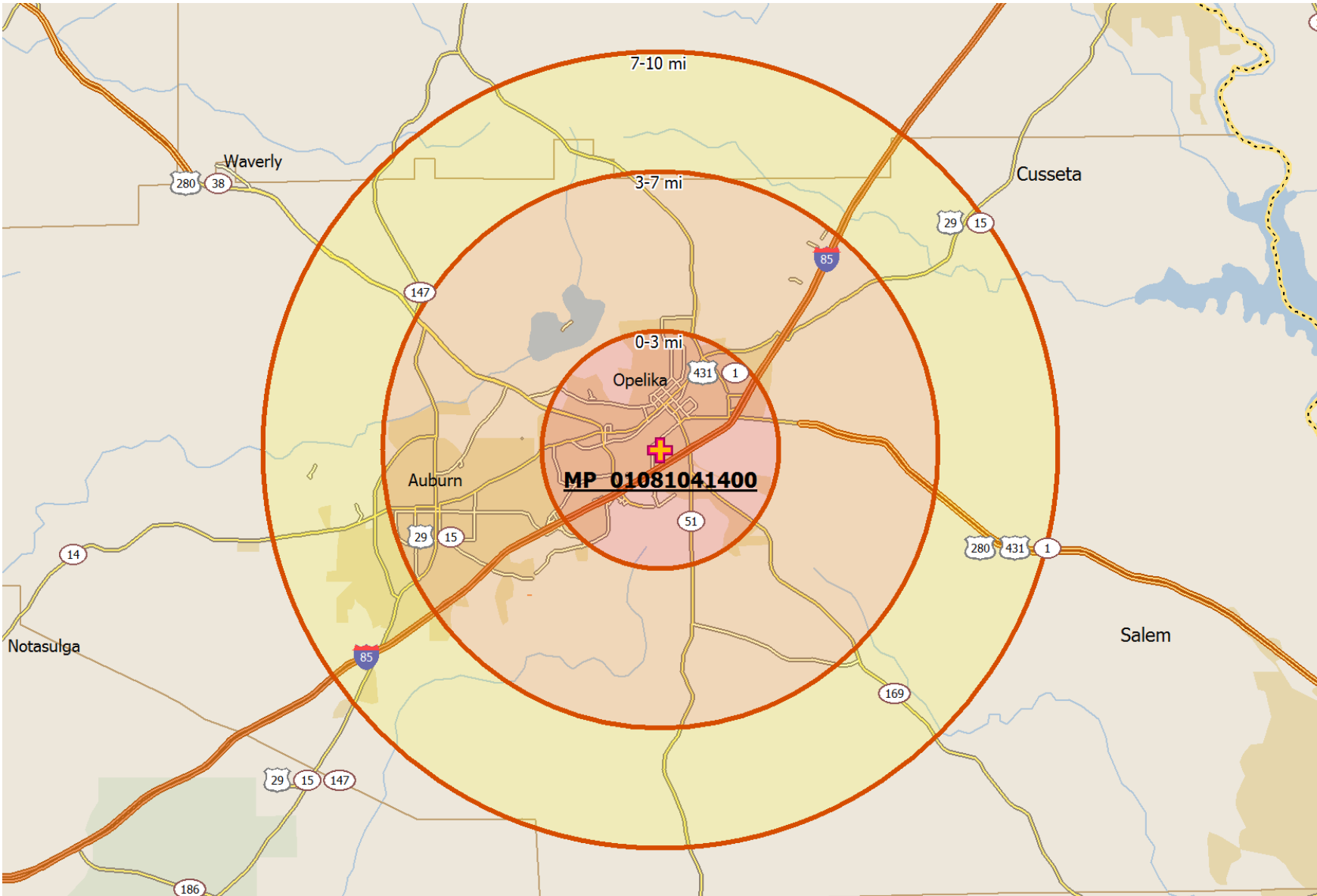
Site Location Summary

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	36801	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



Huguley Bridgeport New Site Babbie Garden City East Brewton Lake View McMullen Falkville Glen All
Riverview Ashland Livingston Enterprise Dora Grove Hill Notasulga White Hall Wetumpka Center Po
endale Wilton Autaugaville Chatom Marion Cowarts Beatrice Blue Ric ... Grimes Val
Rock Mills Underwood-Petersville Jasper Glencoe Alexandria Memphis Hartford Demopolis Claypo
Wedowee Parrish Lincoln Nectar Grant Ashville St Florian Leeshurg Winfield Gaylesville Skylin

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	21,688	47,041	25,944
2010 Households	8,884	20,697	11,533
2010 Group Quarters Population	504	2,642	789

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	30	32	26
Language Diversity National Index	9	35	30
Foreign Born Diversity National Index	60	80	31
Ancestry Diversity National Index	20	51	41
Racial Diversity National Index	66	44	49

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	2,322	26.14%
Mainstay Communities	Established, Diverse Households	411	4.63%
Working Communities	Blue-collar, Working Families	931	10.48%
Country Communities	Rural, Agri. & Mining Families	498	5.61%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,524	17.15%
Urban Communities	High Density, Inner-city Neighborhoods	3,195	35.96%

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	6,162	15.39%
Unreached %	69.09%	69.36%	100.4
Religious But NOT Evangelical HH	12,440	2,078	16.7%
Religious But NOT Evangelical %	21.47%	23.39%	108.94
Spiritual But NOT Relig or Evang HH	5,831	654	11.21%
Spiritual But NOT Relig or Evang %	10.06%	7.36%	73.09
Not Evangelical, Not Interested HH	21,916	3,498	15.96%
Not Evangelical, Not Interested %	37.83%	39.37%	104.09



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	1,884	25.79%
Active Evangelical Households	8,421	1,278	15.18%
Active Evangelical Percent	14.54%	14.39%	99
Inactive Evangelical Households	9,487	1,441	15.19%
Inactive Evangelical Percent	16.38%	16.22%	99.03
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Central	0.69 mi	140	Growing
2	Opelika First	0.71 mi	1,350	Growing
3	Pepperell	2.03 mi	199	Declining
4	Chewacla	2.20 mi	31	Growing
5	East View	2.70 mi	19	Growing
6	Purpose	2.82 mi	45	Growing
7	Airview	2.87 mi	100	Declining
8	Northside	3.68 mi	31	Growing
9	North Ridge	4.07 mi	96	Growing
10	Lakeview	4.26 mi	1,253	Plateauing
11	Union Grove	4.60 mi	121	Growing
12	Liberty	4.77 mi	73	Declining
13	Parkway	5.99 mi	488	Plateauing
14	Journey Church	6.08 mi	70	Plateauing
15	Auburn First	6.13 mi	361	Plateauing

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
16	Providence	6.19 mi	360	Plateauing
17	Ridge Road	6.30 mi	37	Growing
18	Farmville	6.91 mi	225	Plateauing
19	Grace Heritage	7.85 mi	70	Growing
20	Salem First	8.85 mi	17	Growing
21	Wallace Chapel	8.89 mi	37	Plateauing
22	West Auburn	8.99 mi	47	Growing
23	Pleasant Grove	11.21 mi	68	Plateauing
24	High Hope	11.31 mi	9	Growing
25	Cusseta	11.41 mi	20	Plateauing
26	Cornerstone	11.42 mi	69	Growing
27	Johnson Chapel	11.73 mi	69	Declining
28	Loachapoka	12.49 mi	22	Declining
29	Concord	12.60 mi	201	Plateauing
30	Grace	12.69 mi	64	Growing



Using the Spirituality Indicators

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

Issues for Your Consideration

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

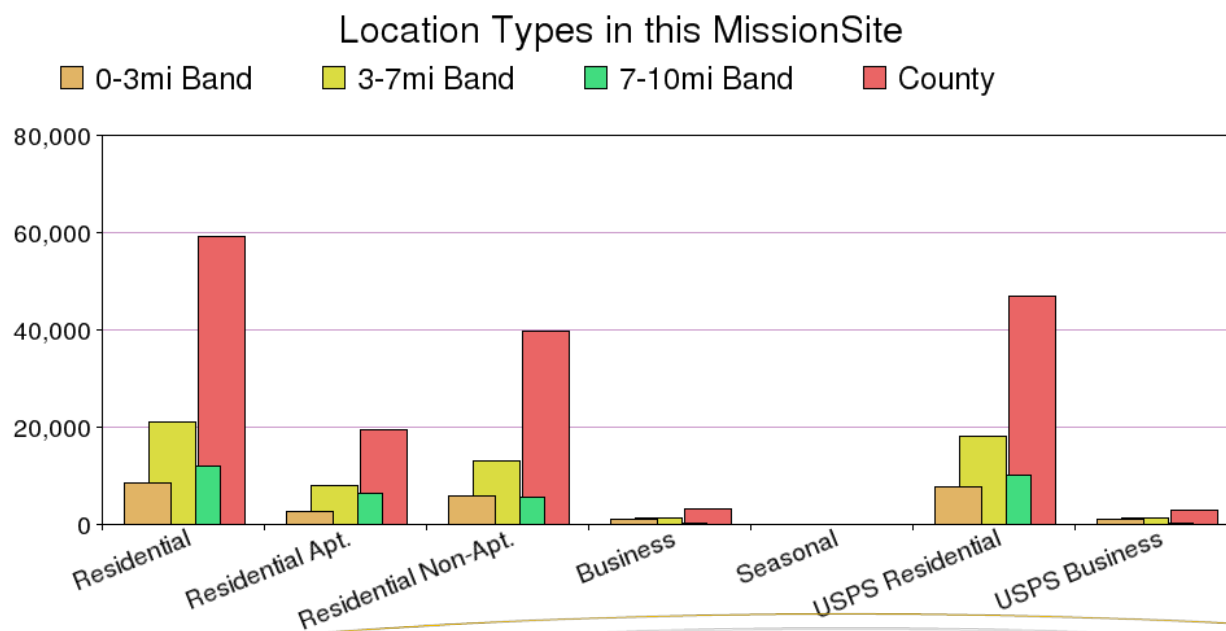


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	87,146	19,488	22.36%
2000 Population	115,092	20,217	17.57%
2010 Population	138,427	21,688	15.67%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	33,098	7,242	21.88%
2000 Households	45,702	7,914	17.32%
2010 Households	57,938	8,884	15.33%



Location Type	0-3mi Band
Residential	8,585
Residential Apt.	2,791
Residential Non-Apt.	5,794
Business	1,148
Seasonal	0
USPS Residential	7,625
USPS Business	959

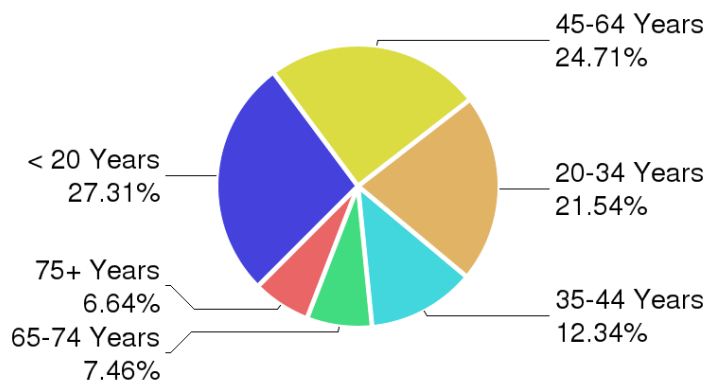
Current Demographic Summary

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%	6.81%	120.32
4-5 Years	2.43%	2.82%	116.05
6-8 Years	3.47%	4.04%	116.43
9-11 Years	3.48%	4.06%	116.67
12-13 Years	2.34%	2.78%	118.8
14-17 Years	6.18%	4.72%	76.38
18-19 Years	3.29%	2.08%	63.22
0-5 Years	8.09%	9.63%	119.04
6-12 Years	8.13%	9.52%	117.1
13-19 Years	10.64%	8.16%	76.69
< 20 Years	26.86%	27.31%	101.68
20-34 Years	31.2%	21.54%	69.04
35-44 Years	11.5%	12.34%	107.3
45-64 Years	20.97%	24.71%	117.84
65-74 Years	5.5%	7.46%	135.64
75+ Years	3.99%	6.64%	166.42
Median Age	29	36	126.63
Median Age (Male)	28	34	120.29
Median Age (Female)	29	38	131.36

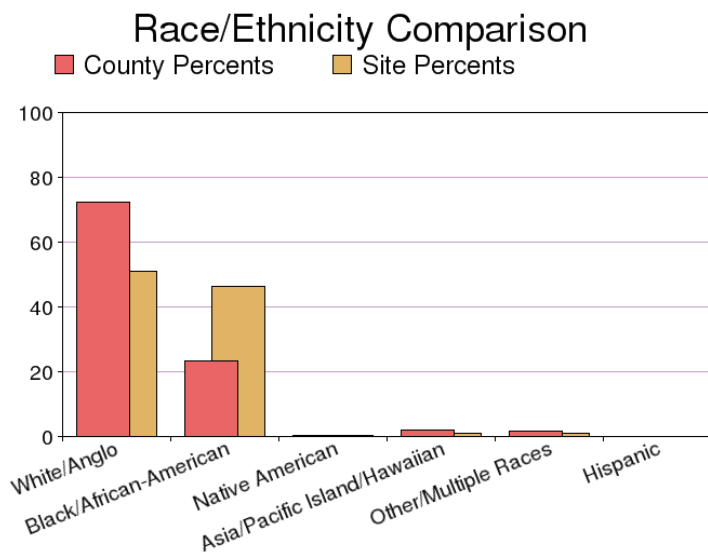
Age Group Percentages



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%	51.1%	70.52
Black, African-American	23.48%	46.49%	198.02
Native American	0.27%	0.22%	81.7
Asian	1.96%	1.04%	53.03
Pacific Island, Hawaiian	0.02%	0.01%	53.19
Other/Multiple Races	1.81%	1.13%	62.78
Hispanic	0%	1.46%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,792	14,510	
Less than 9th Grade	4.85%	6.62%	73.24
No High School Diploma	8.91%	11.18%	79.67
High School Graduate	26.56%	28.82%	92.16
Some College, no degree	20.04%	20.06%	99.93
Associate Degree	6.9%	6.8%	101.51
College Degree	18.24%	15.84%	115.1
Graduate/Prof. degree	14.51%	10.69%	135.75

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%	9.57%	70.33
\$10,000 to \$19,999	15.89%	16.95%	106.69
\$20,000 to \$29,999	12.33%	14.04%	113.82
\$30,000 to \$49,999	15.76%	17.9%	113.57
\$50,000 to \$59,999	8.01%	8.44%	105.41
\$60,000 to \$69,999	7.82%	8.67%	110.88
\$70,000 to \$79,999	5.63%	5.56%	98.82
\$80,000 to \$89,999	4.13%	3.77%	91.22
\$90,000 to \$99,999	2.91%	2.51%	86.31
\$100,000 to \$124,999	6.02%	5.31%	88.23
\$125,000 to \$149,999	3.45%	2.72%	78.91
\$150,000 to \$199,999	2.4%	2.29%	95.38
\$200,000 to \$249,999	0.6%	0.73%	121.12
\$250,000 or more	1.22%	1.53%	125.81
Median Household	39,134	41,904	107.08
Average Household	58,439	58,721	100.48
Per Capita Household	25,156	24,151	96
Family/Non-Family Household Income			
Median Family Income	59,692	51,266	85.88
Average Family Income	75,835	69,075	91.09
Median Non-Family Income	20,144	25,368	125.93
Average Non-Family Income	33,998	37,139	109.24

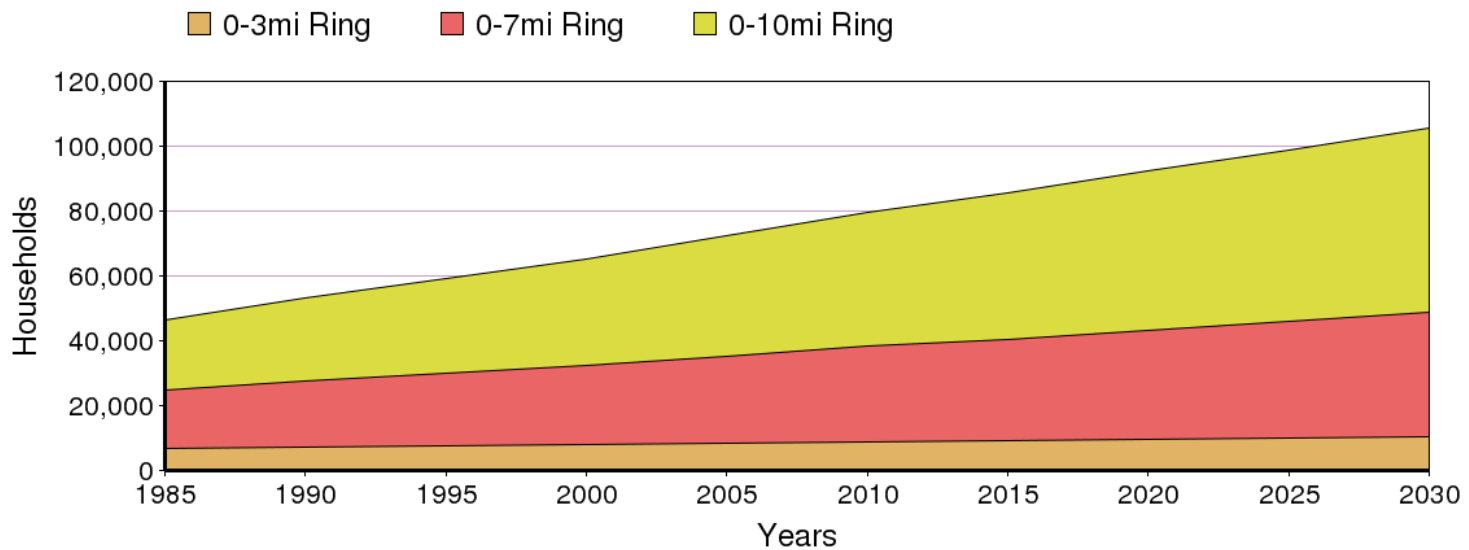
Projected Demographic Summary

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	19,488	22.36%
2000 Population	115,092	20,217	17.57%
2010 Population	138,427	21,688	15.67%
2015 Population	151,145	22,166	14.67%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	33,098	7,242	21.88%
2000 Households	45,702	7,914	17.32%
2010 Households	57,938	8,884	15.33%
2015 Households	63,671	9,085	14.27%

Household Change from 1985 to 2030



Butler Leesburg Goodwater Tallassee Centre Cusseta Foley Anniston Babbie Bon Air Fruithurst
 Coaling Attalla Gardendale Hazel Green Hodges Lake Purdy Dozier Gantton Glanton Fort Rucker
 Carrollton West Blocton Sulligent Fairfield Elmore Union Coosada Odenville Sou
 merdale Hollywood Deatsville Excel Lynn Vernon Underwood-Petersville Pleasant Grove Walnut Grove
 Section Tuscaloosa Red Level Reece City Loxley Gu-Win Hartselle Samson Grimes Coker Aliceville

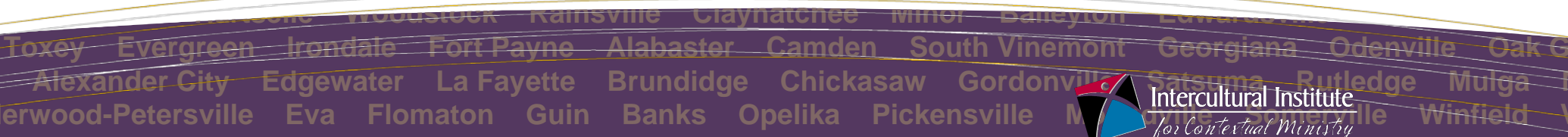
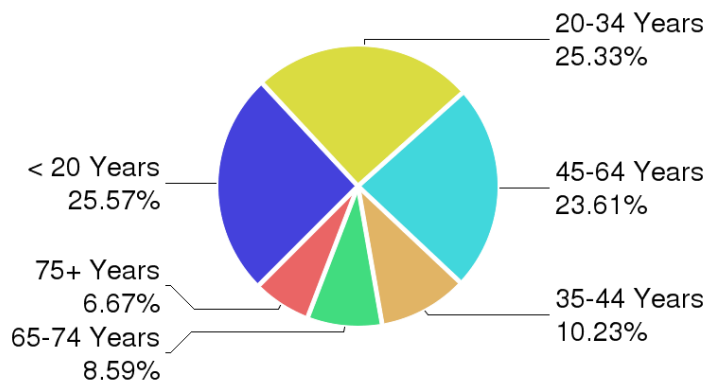
Projected Demographic Summary

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	6.81%	7.97%	117.03
4-5 Years	2.82%	3%	106.38
6-8 Years	4.04%	4.3%	106.44
9-11 Years	4.06%	3.84%	94.58
12-13 Years	2.78%	2.36%	84.89
14-17 Years	4.72%	3.01%	63.77
18-19 Years	2.08%	1.07%	51.44
0-5 Years	9.63%	10.97%	113.91
6-12 Years	9.52%	9.39%	98.63
13-19 Years	8.16%	5.21%	63.85
< 20 Years	27.31%	25.57%	93.63
20-34 Years	21.54%	25.33%	117.6
35-44 Years	12.34%	10.23%	82.9
45-64 Years	24.71%	23.61%	95.55
65-74 Years	7.46%	8.59%	115.15
75+ Years	6.64%	6.67%	100.45
Median Age	29	37	127.43
Median Age (Male)	28	35	122.74
Median Age (Female)	29	38	131.09

Projected Age Group Percentages



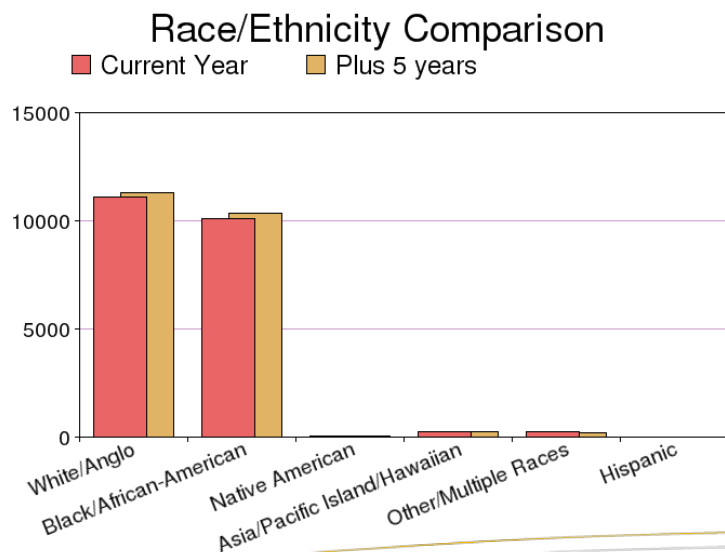
Projected Demographic Summary

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	51.1%	51.08%	99.97
Black, African-American	46.49%	46.73%	100.52
Native American	0.22%	0.2%	91.73
Asian	1.04%	1.13%	108.23
Pacific Island, Hawaiian	0.01%	0.01%	97.84
Other/Multiple Races	1.13%	0.85%	74.77
Hispanic	0%	0%	0

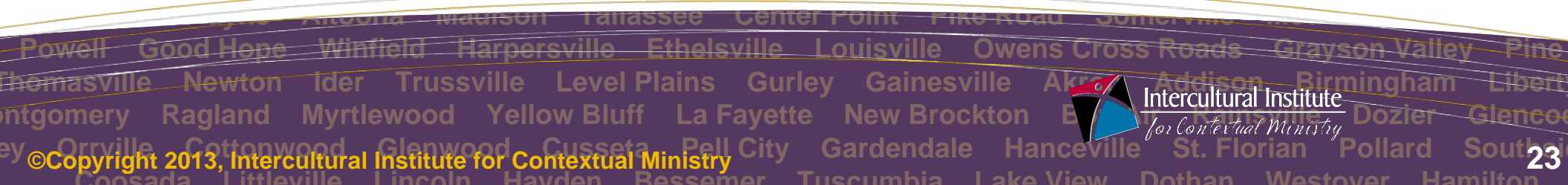
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,510	15,860	
Less than 9th Grade	6.62%	6.03%	91.2
No High School Diploma	11.18%	9.91%	88.61
High School Graduate	28.82%	30.06%	104.31
Some College, no degree	20.06%	19.98%	99.63
Associate Degree	6.8%	7.1%	104.48
College Degree	15.84%	16.15%	101.91
Graduate/Prof. degree	10.69%	10.77%	100.75



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.

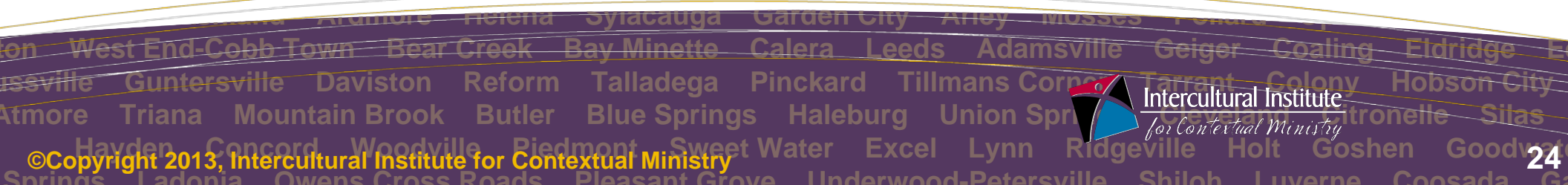
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.57%	8.1%	84.67
\$10,000 to \$19,999	16.95%	16.59%	97.85
\$20,000 to \$29,999	14.04%	14.16%	100.85
\$30,000 to \$49,999	17.9%	16.86%	94.22
\$50,000 to \$59,999	8.44%	8.57%	101.57
\$60,000 to \$69,999	8.67%	9.46%	109.09
\$70,000 to \$79,999	5.56%	5.79%	102.14
\$80,000 to \$89,999	3.77%	3.82%	99.54
\$90,000 to \$99,999	2.51%	2.47%	98.23
\$100,000 to \$249,999	5.31%	5.87%	110.43
\$125,000 to \$149,999	2.72%	3.09%	113.55
\$150,000 to \$199,999	2.29%	2.58%	112.72
\$200,000 to \$249,999	0.73%	0.86%	117.35
\$250,000 or more	1.53%	1.72%	112.17
Median Household	41,904	44,018	105.04
Average Household	58,721	65,861	112.16
Per Capita Household	24,151	27,090	112.17
Family/Non-Family Household Income			
Median Family Income	51,266	54,305	105.93
Average Family Income	69,075	77,851	112.71
Median Non-Family Income	25,368	27,042	106.6
Average Non-Family Income	37,139	41,057	110.55



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	67.5%	67.46%	99.94
Families with Children	39.96	41.21	103.13
Families without Children	27.54	28.39	103.06
Non-Family Households			
% Non-Family Households	32.5%	32.54%	100.12
Non-Families with Children	0.01	0.01	100.12
Non-Families without Children	32.49	32.53	100.13
Housing Units			
Total Housing Units	10,078	10,303	102.23%
Vacant percent	11.85%	11.81%	99.7
Owned percent	56.69%	57.12%	100.76
Rented Percent	31.45%	31.06%	98.74
Households by Size			
Avg household size	2.38	2.39	100.42%
Avg family hh size	3.01	3.03	100.66%
Avg non-family hh size	1.09	1.06	97.25%
Households By Count of Persons			
One	2,639	2,746	104.05%
Two	2,842	2,800	98.52%
Three or Four	2,707	2,775	102.51%
Five+	696	763	109.63%



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	231	1,736	623
Northern Europe	23	92	28
Western Europe	32	119	73
Southern Europe	0	20	17
Eastern Europe	0	80	3
Other Europe	0	0	0
Eastern Asia	35	440	291
So. Central Asia	7	246	71
SE Asia	67	95	13
Western Asia	2	87	12
Other Asia	0	17	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	35	11
Middle Africa	0	0	0
Northern Africa	4	51	0
Southern Africa	0	32	1
Western Africa	7	22	50
Other Africa	0	10	0
Oceania	0	7	0
Caribbean	33	66	21
Central Amer.	19	155	27
South America	0	128	4
North America	2	34	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	17,558	34,100	20,715
Spanish	238	909	627
Other Indo-Euro language	102	650	258
French (incl. Patois, Cajun)	38	236	132
French Creole	7	0	0
Italian	4	45	6
Portuguese	0	12	0
German	28	165	60
Yiddish	0	8	0
Other West Germanic	7	0	6
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	6	13	0
Polish	0	15	10
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	20	0
Hindi	0	23	5
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	15	0
Asian/PI languages	0	0	0
Chinese	41	345	180
Japanese	3	49	13
Korean	23	87	93
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	6	6	3
Laotian	86	35	0
Vietnamese	10	57	2
Other Asian	0	152	38
Tagalog	0	36	12
Other Pacific Is	0	60	0
Other languages	15	181	39
Navajo	0	0	0
Other Native N. American	0	11	0
Hungarian	0	23	0
Arabic	7	66	0
Hebrew	0	5	0
African languages	8	76	39
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	14,818	29,304	17,224
Arab	24	158	49
Armenian	0	18	10
Austrian	0	25	14
British	186	249	160
Canadian	5	38	17
Croatian	18	0	6
Czech	13	21	10
Czechoslovak	0	19	18
Danish	0	56	45
Dutch	76	192	98
English	1,131	3,263	1,702
European	186	626	429
Finnish	45	53	5
French (not Basque)	140	606	375
French Canadian	35	103	29
German	680	2,287	1,270
Greek	0	122	111
Hungarian	0	62	26
Iranian	0	12	6

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	745	2,630	1,773
Italian	141	779	409
Lithuanian	7	53	25
Norwegian	73	173	71
Polish	45	259	215
Portuguese	0	10	3
Romanian	0	10	0
Russian	13	57	39
Scandinavian	11	12	14
Scotch-Irish	416	1,185	477
Scottish	249	906	478
Slovak	10	12	8
Subsaharan African	240	334	261
Swedish	20	148	113
Swiss	18	67	39
Ukrainian	0	16	11
US/American	2,332	4,325	2,543
Welsh	41	76	51
West Indian	33	110	23
Yugoslavian	0	0	0
Other	7,885	10,231	6,291

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

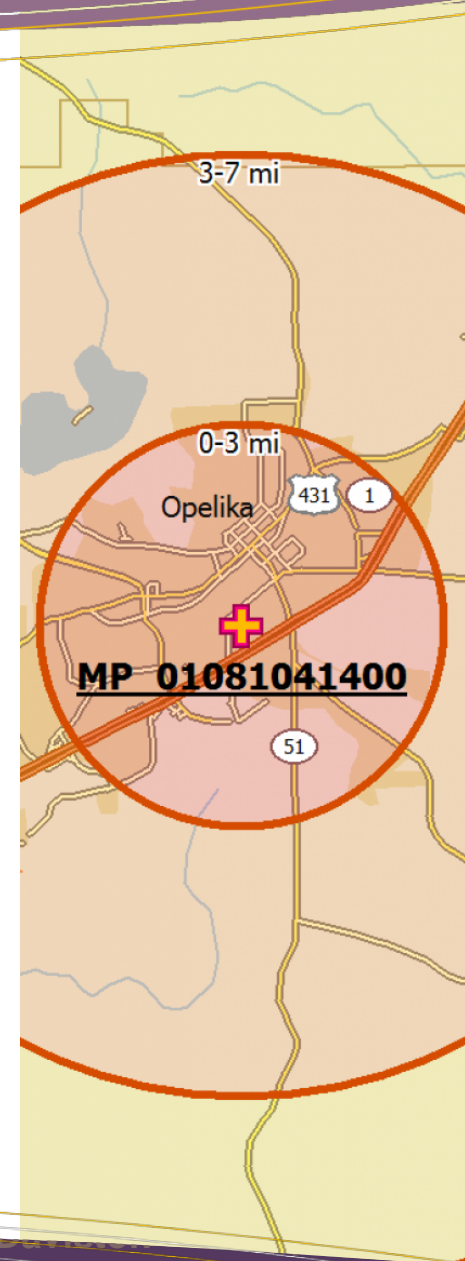
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	8,884	100%	6,161	100%
AFFLUENT SUBURBIA	670	7.54%	466	7.56%
America's Wealthiest	0	0%	0	0%
Dream Weavers	72	0.81%	52	0.84%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	9	0.1%	6	0.1%
Small Town Success	589	6.63%	408	6.62%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,652	18.6%	1,119	18.16%
Status Conscious Consumers	16	0.18%	11	0.18%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,508	16.97%	1,012	16.43%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	128	1.44%	96	1.56%
SM TWN SUCCESS	232	2.61%	153	2.48%
2nd City Homebodies	44	0.5%	31	0.5%
Prime Middle America	154	1.73%	100	1.62%
Urban Optimists	0	0%	0	0%
Family Convenience	34	0.38%	22	0.36%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	8,884	100%	6,161	100%
BLUE COLLAR BACKBONE	159	1.79%	107	1.74%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	19	0.21%	13	0.21%
Small Town Endeavors	140	1.58%	94	1.53%
AMER. DIVERSITY	179	2.01%	117	1.9%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	11	0.12%	7	0.11%
Professional Urbanites	19	0.21%	14	0.23%
Urban Advancement	13	0.15%	9	0.15%
Amer. Great Outdoors	136	1.53%	87	1.41%
Mature America	0	0%	0	0%
METRO FRINGE	772	8.69%	530	8.6%
Steadfast Conservative	728	8.19%	499	8.1%
Moderate Conventionalists	16	0.18%	11	0.18%
Southern Blues	21	0.24%	15	0.24%
Urban Grit	4	0.05%	3	0.05%
Grass-Roots Living	3	0.03%	2	0.03%

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	8,884	100%	6,161	100%
REMOTE AMERICA	335	3.77%	198	3.21%
Hardy Rural Fam.	91	1.02%	55	0.89%
Rural Southern Living	244	2.75%	143	2.32%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,524	17.15%	1,127	18.29%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,468	16.52%	1,087	17.64%
Stable Careers	56	0.63%	40	0.65%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	163	1.83%	99	1.61%
Industrious Country Living	1	0.01%	1	0.02%
America's Farmland	0	0%	0	0%
Comfy Country Living	156	1.76%	95	1.54%
Small Town Connections	6	0.07%	3	0.05%
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	8,884	100%	6,161	100%
STRUGGLING SOCIETIES	1,241	13.97%	837	13.59%
Rugged Southern Style	41	0.46%	24	0.39%
Latino Nuevo	2	0.02%	1	0.02%
Struggling city Centers	1,198	13.48%	812	13.18%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,954	21.99%	1,408	22.85%
Unattached Multicultures	9	0.1%	6	0.1%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,094	12.31%	765	12.42%
Urban Diversity	30	0.34%	22	0.36%
New Generation Activists	123	1.38%	83	1.35%
Getting By	698	7.86%	532	8.63%
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?

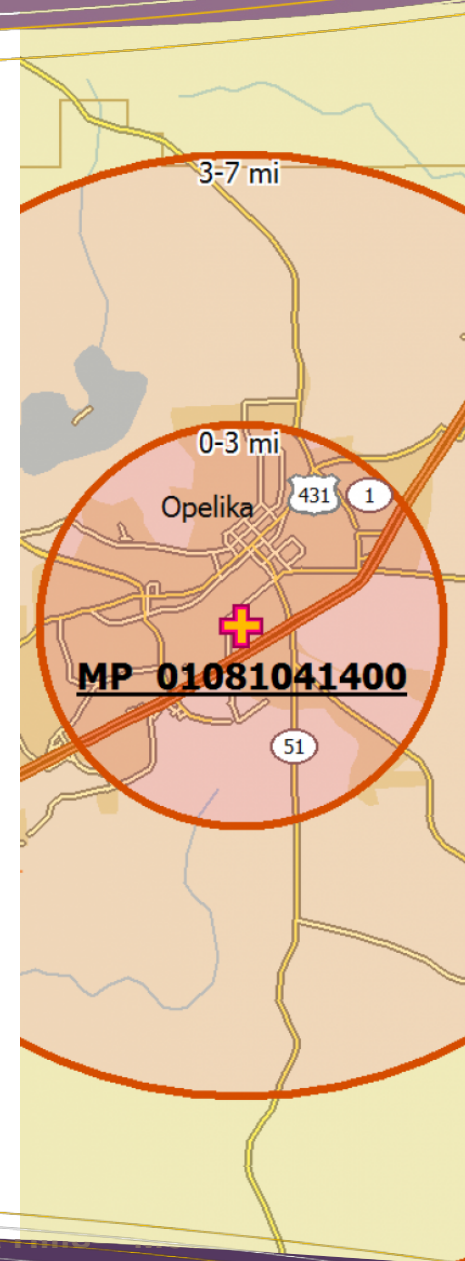
Potential Cultural Bridges

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	71%	77%	80%
Use Comp. for Internet/E-mail	53%	64%	67%
Internet Use: E-Mail	44%	55%	59%
Use Comp. for Comp. Games	37%	34%	33%
Use Comp. for Word Processing	33%	34%	32%
Use Comp. for Education	31%	37%	43%
Use Comp. for Shopping	30%	34%	31%
Use Comp. for Digital Camera Photo Editing	28%	31%	29%
HH Owns DVD Player	28%	32%	37%
Use Comp. for Banking	27%	30%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	24%	37%	42%
Internet Use: Banking	23%	26%	25%
Use Comp. for News/Info./Data Service	20%	25%	23%
PC-Network-HH Has One	18%	17%	15%
Use Comp. for Personal Financial Mngmnt	13%	15%	15%
Internet Use: Shopping: Gathered Info. for Shopping	12%	12%	10%
Use Comp. for Filing/DB Mngmnt	12%	11%	9%
Use Comp. for Accounting	12%	12%	11%
Internet Use: Research/ Education	11%	19%	25%
Internet Use: Read Magazines/ Newspapers	10%	11%	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	68%	71%	71%
Dining Out (Not Fast Food)	52%	56%	52%
Reading Books	52%	55%	52%
Card Games	40%	41%	41%
Cooking for Fun	35%	41%	44%
Go To A Beach/Lake	33%	31%	28%
Board Games	30%	33%	32%
Gardening	29%	28%	26%
Visit Museum	19%	23%	23%
Going To	18%	19%	16%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	65%	64%
Gen./Fam. Practitioner	36%	38%	39%
Dentist	26%	27%	27%
Backache	22%	20%	19%
Eye Dr.	20%	20%	20%
Hypertension/High Blood Pressure	20%	16%	15%
None Of These	19%	23%	24%
High Cholesterol	17%	15%	14%
Acid Reflux Disease (GERD)	15%	15%	15%
Any Arthritis	14%	12%	11%



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	28.17%	27.75%	24.19%
Live Theater	20.63%	21.41%	18.36%
Live Theater Most Often	16.57%	17.99%	15.25%
Rock/Pop Concerts Most Often	15.66%	16.11%	13.81%
Comedy Club	10.39%	8.18%	7.27%
Dance Performance	10.3%	8.5%	7.4%
Movies: Comedy	41.45%	38.45%	38.68%
Movies: Action/Adventure	39.74%	36.31%	35.69%
Movies: Drama	23.4%	19.48%	16.91%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.29%	23.02%	25.03%
Movies: Fam.	21.18%	21.12%	23.63%
Movies: Mystery	19.3%	15.94%	13.82%
MLB Baseball Reg. Season	6.85%	7.07%	6.05%
NFL Football Reg. Season	6.26%	6.02%	5.29%
College Football Reg. Season	5.98%	7.09%	5.99%
College Basketball Reg. Season	4.08%	5.32%	4.52%
NBA Basketball Reg. Season	3.55%	3.23%	2.83%
NHL Hockey Reg. Season	2.52%	2.59%	2.21%

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	38.82%	37.23%	33.12%
Swimming	28.89%	39.31%	43.88%
Bowling	21.27%	21.71%	20.74%
Billiards/Pool	18.1%	20.79%	19.63%
Basketball	16.87%	17.31%	17.01%
Jogging/Running	16.59%	15.21%	13.12%
Weight Training	15.29%	14.43%	12.83%
Freshwater Fishing	14.94%	13.54%	12.11%
Using Cardio Machine	12.75%	13.45%	11.73%
Golf	12.19%	16.42%	15.82%
Stationary Cycling	11.86%	11.34%	9.7%
Football	11.75%	13.14%	13.29%
Baseball	11.6%	16.71%	21.31%
Aerobics	11.25%	9.63%	8.44%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	11%	17.79%	19.78%
Camping Trips	10.8%	13.54%	14.9%
Volleyball	8.73%	13.87%	18.63%
Backpacking/Hiking	8.05%	9.24%	7.79%
Softball	7.73%	8.37%	9.14%
Target Shooting	7.27%	6.49%	5.85%
Power Boating	6.92%	8.59%	9.37%
Yoga	6.88%	7.27%	6.07%
Saltwater Fishing	6.8%	5.54%	5.12%
Tennis	6.78%	9.48%	10%
Soccer	6.71%	8.88%	9.57%
Hunting	6.61%	6%	5.44%
Roller Skating	6.02%	6.97%	7.81%
Canoeing/Kayaking	5.84%	5.24%	4.6%



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
Ice Skating	5.39%	7.29%	7.97%
Motorcycling	5.2%	5.26%	5.39%
Snorkeling	4.82%	9.07%	12.85%
Jet Skiing	4.71%	6.18%	7.1%
Horseback Riding	4.44%	4.43%	3.92%
Fly Fishing	4.33%	3.44%	3.03%
Racquetball	4.27%	5.25%	6.4%
Downhill & X-Country	4.22%	10.85%	16.1%
Skiing			
Water Skiing	3.95%	5.91%	6.88%
Archery	3.68%	3.33%	2.89%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.67%	4.93%	6.09%
Snowboarding	3.51%	5.24%	6.25%
Skateboarding	3.5%	4.38%	5.68%
Snowmobiling	3.47%	4.75%	5.94%
Rock Climbing	3.38%	3.3%	2.87%
Martial Arts	3.21%	2.86%	2.46%
Sailing	3.16%	4.69%	5.97%
Auto Racing	2.89%	2.56%	2.17%
Surfing & Windsurfing	2.86%	4.13%	5.46%
Rowing	2.57%	2.21%	1.94%

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.

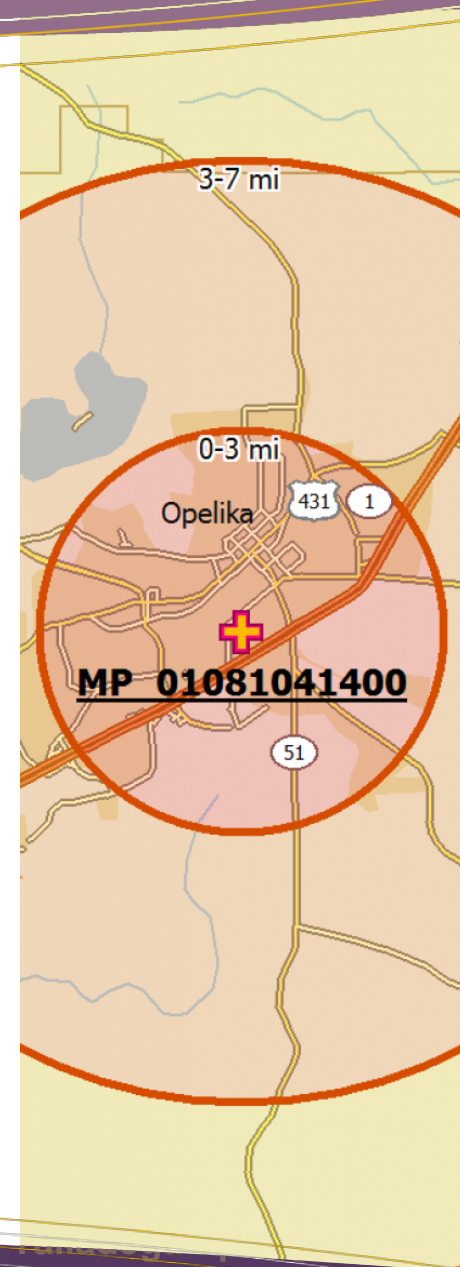
BIBLICAL BARRIERS

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.

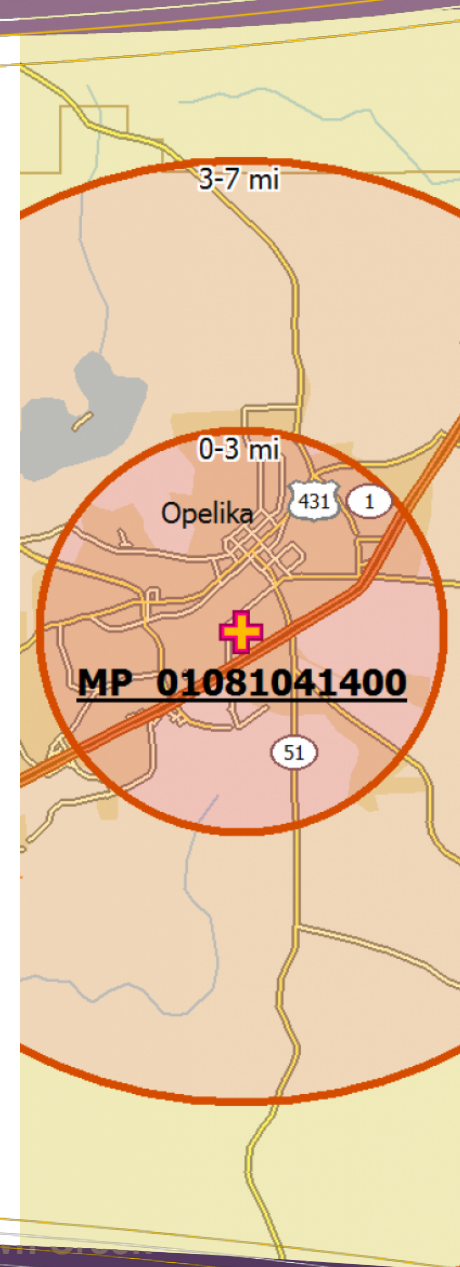
CULTURAL BARRIERS OF ACCEPTANCE

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.

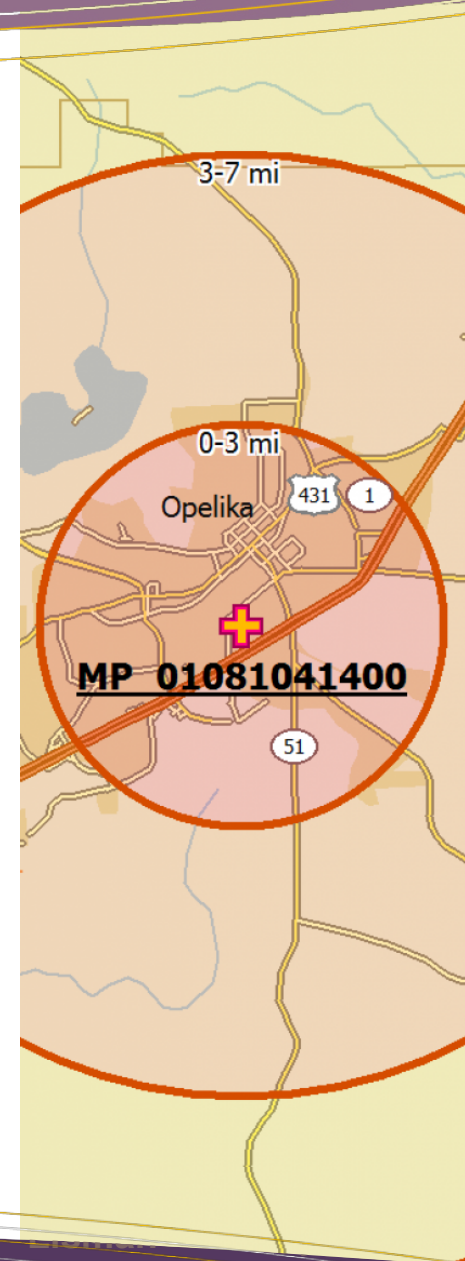
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	43%	39%
Speak My Mind Even If It Upsets People	38%	32%	30%
Find It Difficult To Say No To My Kids	36%	41%	44%
Like Control Over People And Resources	36%	30%	27%
Woman's Place Is In The Home	33%	29%	27%
Prefer To Have Few Possessions As Possible	31%	35%	34%
Don't Judge People/Way They Live Life	30%	30%	31%
Like To Do Unconventional Things	27%	24%	22%
Too Much Sponsorship In Arts/Sports	27%	24%	25%
If Won Lottery Would Never Work Again	26%	26%	22%
Money Is Best Measure Of Success	25%	23%	21%
Friends More Important Than My Fam.	22%	23%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
I Am A Workaholic	22%	18%	15%
Like to Stand Out In A Crowd	21%	18%	15%
Marijuana Should Be Legalized	20%	18%	17%
Like To Pursue Challenge/Novelty/Change	17%	16%	15%
We Should Strive for Equality for All	16%	13%	11%
Rarely Sit Down to a Meal Together At Home	16%	13%	12%
Only Work Current Job for The Money	15%	12%	12%
Happy With My Standard Of Living	13%	17%	18%
On Whole People Get What They Deserve	11%	12%	11%
Very Happy With My Life As It Is	10%	6%	5%
I Am A Perfectionist	9%	8%	7%
Indulge My Kids With The Little Extras	9%	10%	10%

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:

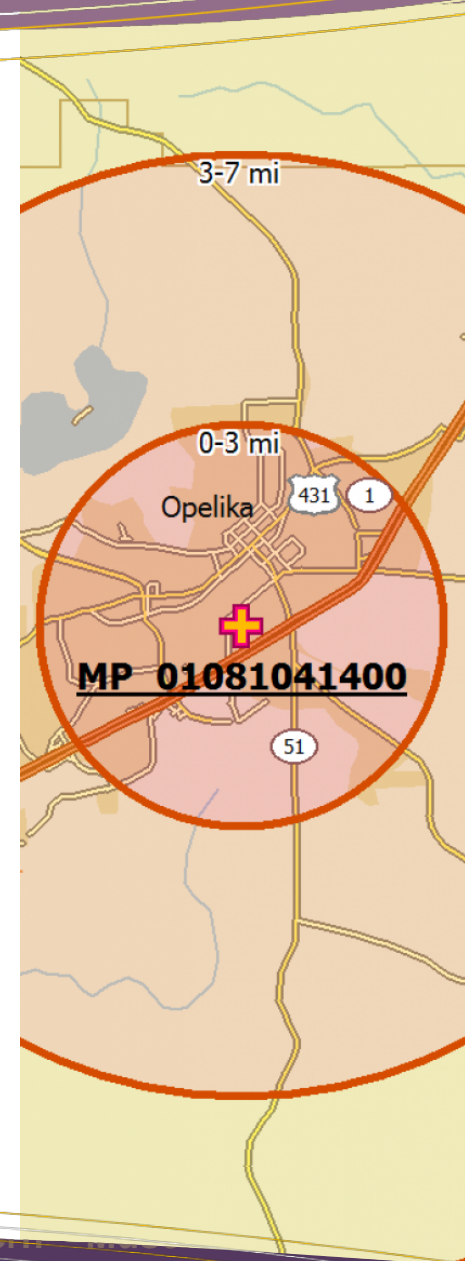
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	58%	60%	60%
You Should Seize Opportunities In Life	56%	52%	50%
Like To Understand About Nature	38%	34%	31%
Prefer Work Part Of Team Than Alone	36%	32%	29%
Important Feel Respected By My Peers	34%	29%	27%
Important To Juggle Various Tasks	32%	26%	23%
Prefer To Have Few Possessions As Possible	31%	35%	34%
Good At Fixing Things	29%	37%	43%
Have Keen Sense Of Adventure	27%	28%	28%
People Have To Take Me As They Find Me	23%	23%	24%
Consider Myself Interested In The Arts	21%	17%	16%
Like To Just Enjoy Life	20%	19%	17%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	19%	15%	14%
Worried About Pollution Caused By Cars	18%	27%	31%
Provide My Kids With The Little Extras	18%	14%	13%
Real Men Don't Cry	17%	15%	14%
Try Not To Worry About The Future	16%	13%	12%
Is An Important Part Of Who I Am	15%	12%	11%
Enjoy Spending Time With My Fam.	13%	10%	9%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Feel Very Alone In The World	6%	5%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	5%	3%	2%
Decor Particular Interest To Me	4%	9%	14%

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and shares the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	85.35%	80.44%	77.35%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.33%	80.63%	81.41%
Houses-Visit Any			
McDonald's	55.4%	51.74%	49.29%
Burger King	39.07%	35.5%	35.99%
Kentucky Fried Chicken (KFC)	33.1%	27.45%	27.62%
Wendy's	31.44%	26.52%	24.84%
Subway	30.78%	28.57%	25.74%
Applebee's	28.42%	32.07%	31.76%
Taco Bell	27.3%	25.94%	25.48%
Pizza Hut	22.64%	19.49%	19.35%
Arby's	21.78%	18.91%	16.7%
Olive Garden	20.71%	18.48%	16.19%

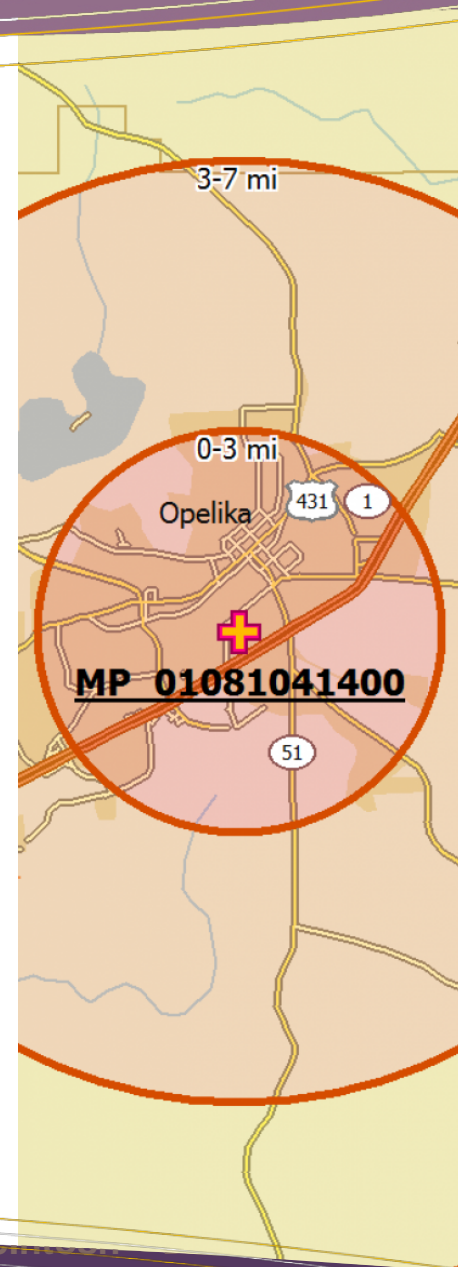
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.53%	15.25%	13.36%
Dairy Queen	17.1%	15.23%	13.34%
Domino's Pizza	15.81%	14.74%	13.98%
Outback Steakhouse	15.29%	13.26%	11.52%
IHOP (International House Of Pancakes)	15.12%	13.2%	11.45%
TGI Friday's	14.66%	11.93%	10.51%
Chick-Fil-A	14.51%	13.78%	13.58%
Dunkin' Donuts	13.75%	10.59%	9.18%
Cracker Barrel	13.57%	14.25%	12.49%
Sonic	13.49%	14.47%	15.89%
Popeyes	13.39%	8.98%	7.93%
Chili's Grill and Bar	13.14%	13.32%	11.77%

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.

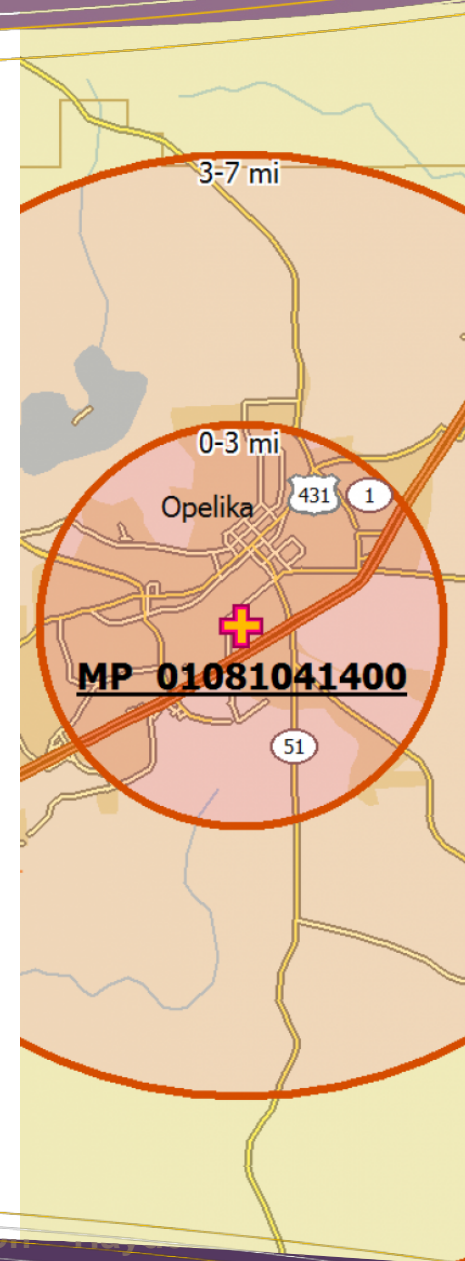
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.53%	42.01%	40.13%
Recycled products	29.43%	31.56%	30.27%
Worked as volunteer (non political)	15%	16.19%	15.56%
Engaged in fund raising	11.44%	11.01%	10.34%
Religious club member	7.92%	7.42%	7.42%
Church Board	6.07%	4.61%	4.48%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.38%	5.51%	5.22%
Took active part in local civic issue	5.23%	5.06%	4.71%
Wrote to editor of mag or newspaper	5.21%	5.47%	4.98%
Union member	4.95%	4.41%	4.2%
Charitable Organization	4.76%	5.29%	5.06%
Fraternal order member	4.58%	4.31%	4.22%

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	15.41%	16.79%	16.13%
Children's Books	13.23%	13.04%	12.77%
Mystery	10.36%	11.56%	11.1%
Cookbooks	9.83%	9.78%	9.19%
Religious (not Bibles)	9.58%	8.64%	8.63%
Romance	7.25%	7.14%	7.36%
Personal/Business	6.57%	6.58%	6.32%
Self-help			
Biography	6.41%	6.44%	6.11%
History	5.99%	6.28%	6.02%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	68.12%	65.24%	62.64%
Gen. Editorial	50.25%	48.12%	47.46%
Womens	44.4%	43.8%	43.77%
Service	32.19%	33.58%	32.7%
Business/Finance	19.71%	18.44%	17.18%
Mens	18.35%	20.21%	20.73%
Music	16.52%	16.01%	16.2%
Sports	14.85%	16.69%	16.21%
Parenthood	14.42%	13.4%	12.68%



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	51.24%	52.77%	52.49%
Classified	32.87%	33.49%	33.37%
Sport	30.55%	31.45%	31.31%
Editorial Page	27.49%	28.48%	28.7%
Business/Finance	26.89%	27.93%	27.03%
Movie Listings & Reviews	24.86%	26.85%	27.14%
Comics	24.79%	26.54%	26.32%
Food/Cooking	23.81%	23.62%	23.16%
TV/Radio Listings	22.74%	22.25%	21.98%
Home/Gardening	19.72%	18.69%	17.97%
Travel	18.18%	18.33%	17.58%
Science/Technology	16.01%	16.95%	16.7%
Fashion	15.77%	14.69%	14.73%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	30.34%	20.62%	20.62%
CHR Contemp Hit Radio	17.04%	18.93%	19.05%
Country	14.07%	17.87%	18.87%
Adult Contemporary	13.71%	15.97%	15.5%
Oldies	10.45%	9.78%	9.17%
News/Talk	9.88%	10.64%	9.62%
Variety	9.58%	8.92%	9.08%
Rock	9.18%	11.74%	11.61%
Jazz	8.62%	5.89%	5.7%
Alternative	7.38%	8.91%	8.58%
Classic Rock	7.07%	9.86%	9.71%
All News	6.33%	5.24%	4.7%
Soft Contemporary	6.05%	6.32%	6.09%
Gospel	6.02%	3.85%	3.67%
Religious	5.91%	5.94%	6.08%
All Talk	3.82%	4.11%	4%
Sports	3.7%	3.7%	3.5%
Classical	3.15%	3.55%	3.34%

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	61.25%	61.15%	59.4%
Satellite Dish	50.96%	48.06%	47.16%
Soapnet	50.28%	49.84%	48.74%
Other Video-On-Demand	43.71%	35.97%	31.64%
Sci-Fi Channel	34.45%	30.16%	26.79%
MSNBC	32.99%	31.08%	27.75%
Subscribe Digital Cable	32.81%	26.1%	24.4%
Adult Pay Per View TV	32.57%	28.13%	26.11%
Comedy Central	29.83%	34.76%	33.55%
TV Info From Sunday TV Magazine	27.64%	27.68%	27.4%
Nickelodeon	26.98%	27.47%	27.88%
TV Info From Newspapers	26.21%	26.92%	27.93%

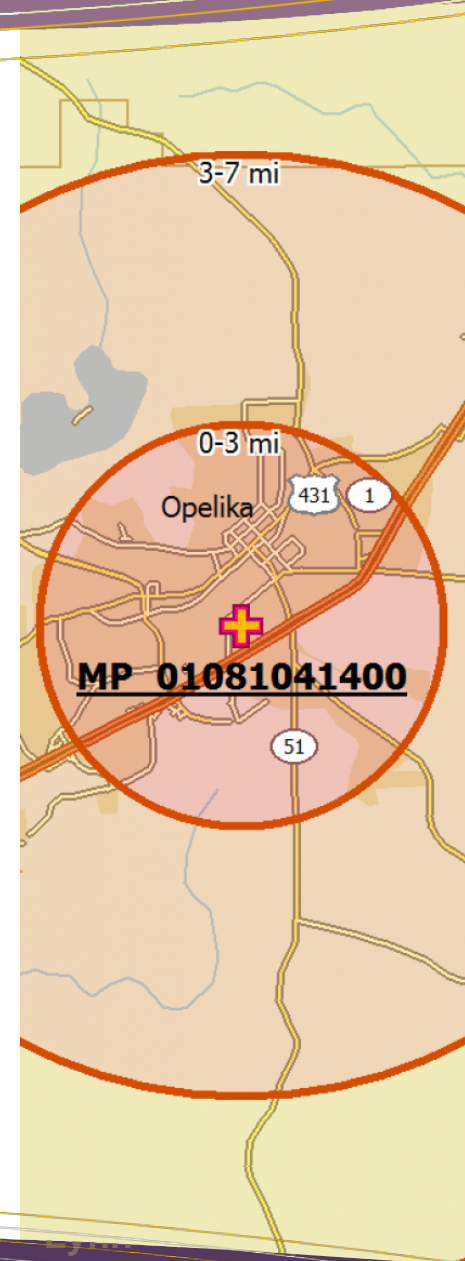
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	24.2%	23.85%	22.86%
TCM (Turner Classic Movies)	24.14%	24.16%	23.31%
Nick At Nite	24.09%	22.58%	20.43%
BET (Black Entertainment TV)	24.08%	23.69%	21.16%
ESPN2	23.84%	21.86%	18.69%
ABC Fam.	23.45%	23.45%	20.03%
TV Info From Monthly Cable Guide	23.2%	22.3%	20.68%
The Golf Channel	22.81%	21.53%	19.07%
USA Network	22.62%	20.83%	18.41%
Adult Swim	22.55%	24.94%	21.15%
TV Info From Other	21.62%	19.83%	18.45%
Lifetime	21.11%	20.12%	19.57%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	18.16%	20.08%	19.44%
Medium Users (4-6)	9.36%	9.93%	9.43%
Light Users (1-3)	19.5%	20.42%	20.21%
Quintiles (20%)			
Newspaper I (Heavy)	1.18%	1.01%	0.87%
Newspaper II	1.65%	1.3%	1.14%
Newspaper III	2.22%	1.82%	1.59%
Newspaper IV	0.31%	0.24%	0.25%
Newspaper V (Light)	0.93%	2.16%	3.2%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.74%	20.68%	20.02%
Magazines II	9.52%	7.51%	6.9%
Magazines III	10.41%	12%	11.8%
Magazines IV	12.81%	11.75%	12.62%
Magazines V (Light)	0.94%	0.7%	0.64%
Outdoor I (Heavy)	7.78%	5.81%	5.03%
Outdoor II	4.13%	3.6%	3.71%
Outdoor III	4.8%	3.19%	2.82%
Outdoor IV	16.08%	14.26%	13.78%
Outdoor V (Light)	24.12%	22.4%	22.16%
Yellow Pages I (Heavy)	15.7%	12.61%	11.12%
Yellow Pages II	7.34%	5.75%	5.12%
Yellow Pages III	8.38%	8.11%	7.42%
Yellow Pages IV	22.45%	21.07%	20.28%
Yellow Pages V (Light)	4.38%	4.27%	4.9%

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)	2.97%	4.41%	3.52%
Drive Time III (Medium)	0.87%	2%	3.1%
Radio IV & V (Light)	2.99%	1.94%	1.7%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.51%	8.66%	8.58%
Radio III (Medium)	4.07%	4.9%	5.93%
Radio IV & V (Light)	4.27%	3.52%	3.07%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.81%	11.62%	10.33%
Cable III (Medium)	4.89%	4.6%	3.86%
Cable IV & V (Light)	35.9%	29.04%	25.56%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.88%	5.14%	4.18%
Prime Time III (Medium)	1.47%	1.42%	1.24%
Prime Time IV & V (Light)	9.98%	9.08%	8.26%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.51%	38.36%	37.83%
Fringe III (Medium)	52.83%	46.85%	43.18%
Fringe IV (Light)	54.65%	51.47%	50.53%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.61%	10.67%	9.39%
All Day III (Medium)	23.62%	21.11%	19.9%
All Day IV (Light)	18.21%	18.26%	17.96%

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]	12.12%	10.14%	8.84%
6:00am - 10:00am	16.85%	17.87%	18.71%
10:00am - 3:00pm	12.33%	9.41%	7.85%
3:00pm - 7:00pm	16.08%	16.21%	18.39%
7:00pm - Midnight	13.19%	10.68%	9.29%
Midnight - 6:00am	8.18%	5.7%	4.89%
Weekend Radio			
Listeners			
Dayparts [summary]	15.63%	16.48%	18.73%
6:00am - 10:00am	3.95%	3.76%	3.26%
10:00am-3:00pm	6%	9.5%	11.31%
3:00pm - 7:00pm	8.92%	7.12%	6.87%
7:00pm - Midnight	10.48%	9.22%	8.05%
Midnight - 6:00am	14.29%	10.64%	9.6%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.85%	12.42%	13.51%
Saturday: 8:00-11:00pm	9.02%	7.63%	6.66%
Sunday: 7:00-11:00pm	9.59%	9.95%	8.64%
9:00am-1:00pm	24.09%	22.58%	20.43%
9:00am-4:00pm	28.23%	25.65%	23.23%
4:00pm-7:00pm	30.8%	26.12%	23.59%
11:00pm-1:00am	42.03%	39.24%	35.27%
AVG Prime time	4.67%	2.92%	2.62%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.28%	18.52%	18.78%
7-9am	23.84%	21.86%	18.69%
9am-12noon	18.23%	18.25%	16.76%
12noon-4pm	10%	7.4%	6.47%
4-6pm	48.93%	44.68%	41.68%
6-7pm	17.72%	18.23%	19.31%
7-7:30pm	1.77%	1.56%	1.38%
7:30-8pm	11.09%	9.7%	8.54%
8-11pm	7.85%	12.42%	13.51%
11pm-12am	32.99%	31.08%	27.75%
11pm-1am	42.03%	39.24%	35.27%
1-6am	31.86%	29.14%	25.35%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.93%	16.89%	14.74%
Sat: 10am-1pm	9.81%	9.78%	9.56%
Sat: 1-4pm	24.11%	25.21%	26.47%
Sat: 4-6pm	7.55%	6.42%	5.55%
Sat: 6-7pm	2.04%	1.73%	1.49%
Sat: 7-8pm	1.25%	1.16%	0.96%
Sat: 8-11pm	9.02%	7.63%	6.66%
Sat: 11pm-1am	6.55%	5.07%	4.39%
Sat: 1am-7pm	22.62%	20.83%	18.41%
Sun: 7-10am	2.34%	2.1%	1.93%
Sun: 10am-1pm	5.85%	5.77%	5.1%
Sun: 1-4pm	5.57%	5.23%	4.8%
Sun: 4-7pm	12.71%	13.24%	11.36%
Sun: 7-11pm	9.59%	9.95%	8.64%
Sun: 11pm-1am	5.48%	5.2%	4.47%
Sun: 1-7am	20.97%	20.3%	17.85%

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

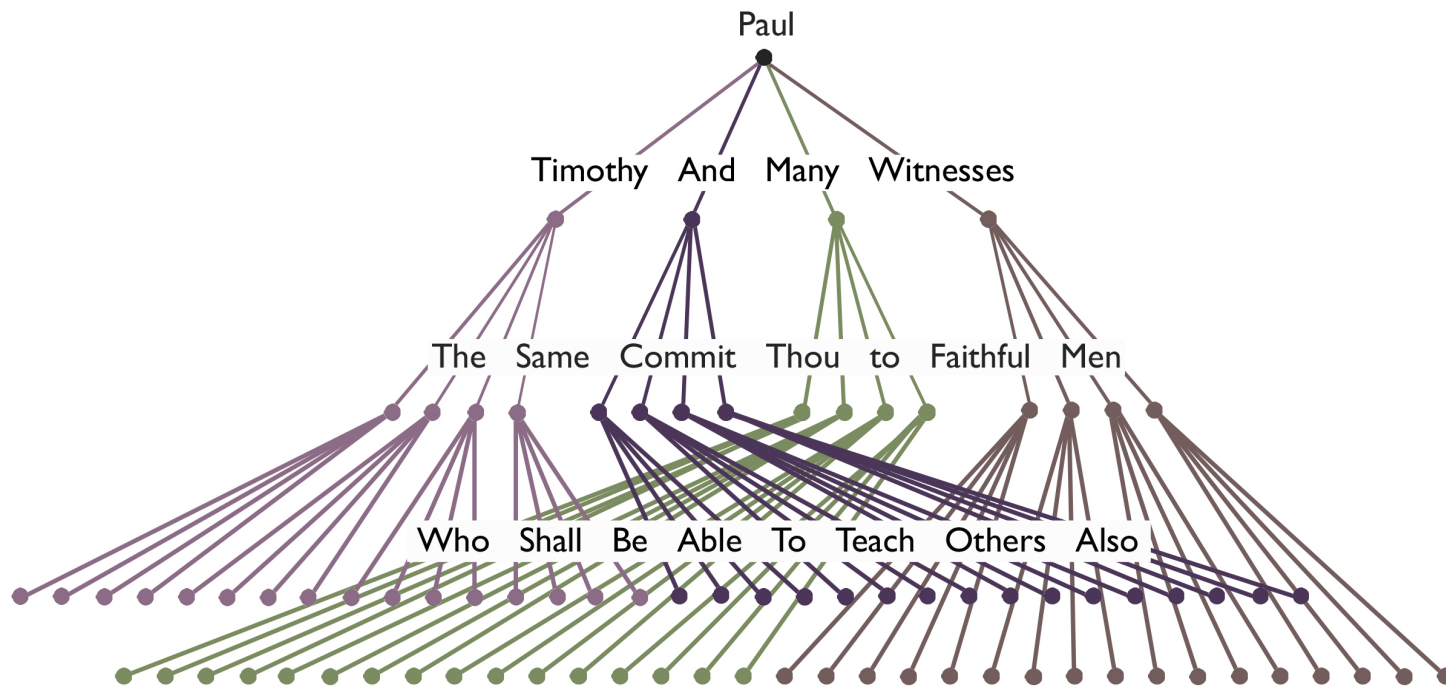
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

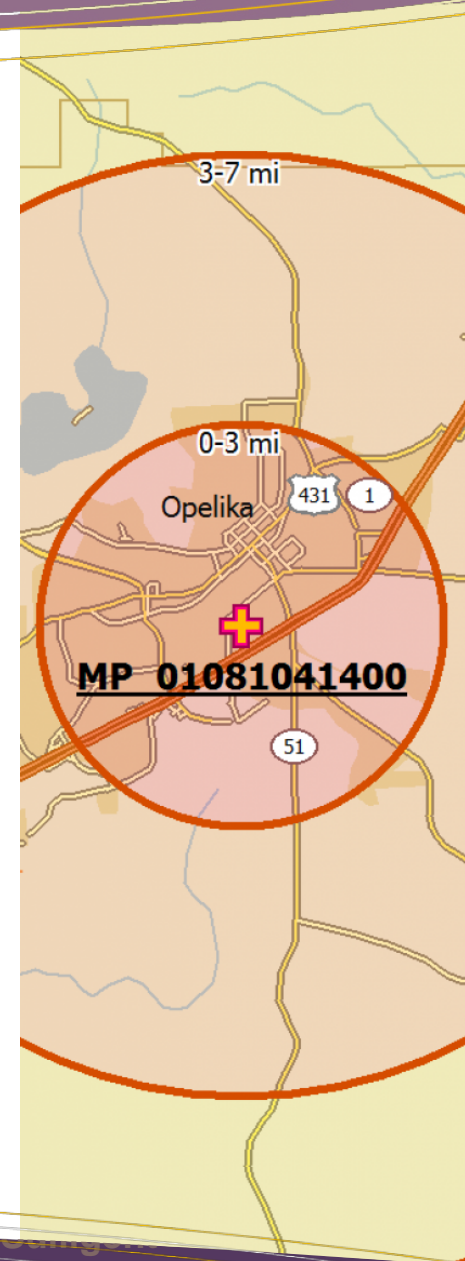


Your MissionSite and the Missional Suite

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	Central	1611 2nd Ave Opelika, AL 36801	0.69 mi	140	Growing
2	Opelika First	PO Box 329 Opelika, AL 36803	0.71 mi	1,350	Growing
3	Pepperell	2702 2nd Ave Opelika, AL 36801	2.03 mi	199	Declining
4	Chewacla	1401 Chewacla Rd Opelika, AL 36804	2.20 mi	31	Growing
5	East View	1208 Spring Dr Opelika, AL 36801	2.70 mi	19	Growing
6	Purpose	PO Box 4193 Opelika, AL 36803	2.82 mi	45	Growing
7	Airview	2301 Airport Rd Opelika, AL 36801	2.87 mi	100	Declining
8	Northside	3001 Lafayette Pkwy Opelika, AL 36801	3.68 mi	31	Growing
9	North Ridge	89 Lee Rd 91 Auburn, AL 36830	4.07 mi	96	Growing
10	Lakeview	1600 E Glenn Ave Auburn, AL 36830	4.26 mi	1,253	Plateauing
11	Union Grove	4009 Lee Road 391 Opelika, AL 36804	4.60 mi	121	Growing
12	Liberty	2701 W Point Pkwy Opelika, AL 36804	4.77 mi	73	Declining
13	Parkway	766 E University Dr Auburn, AL 36830	5.99 mi	488	Plateauing
14	Journey Church	555 Old Stage Rd Suite 2B Auburn, AL 36830	6.08 mi	70	Plateauing
15	Auburn First	128 E Glenn Ave Auburn, AL 36830	6.13 mi	361	Plateauing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Providence	2807 Lee Road 166 Opelika, AL 36804	6.19 mi	360	Plateauing
17	Ridge Road	5465 Lee Road 390 Opelika, AL 36804	6.30 mi	37	Growing
18	Farmville	3607 Al Highway 147 N Auburn, AL 36830	6.91 mi	225	Plateauing
19	Grace Heritage	PO Box 1510 Auburn, AL 36831	7.85 mi	70	Growing
20	Salem First	PO Box 96 Salem, AL 36874	8.85 mi	17	Growing
21	Wallace Chapel	7444 US Highway 29 N Cusseta, AL 36852	8.89 mi	37	Plateauing
22	West Auburn	536 Webster Rd Auburn, AL 36832	8.99 mi	47	Growing
23	Pleasant Grove	5805 Lee Road 401 Salem, AL 36874	11.21 mi	68	Plateauing
24	High Hope	227 Lee Road 673 Auburn, AL 36832	11.31 mi	9	Growing
25	Cusseta	PO Box 122 Cusseta, AL 36852	11.41 mi	20	Plateauing
26	Cornerstone	9785 US Highway 29 N Cusseta, AL 36852	11.42 mi	69	Growing
27	Johnson Chapel	3122 County Road 388 Valley, AL 36854	11.73 mi	69	Declining
28	Loachapoka	PO Box 68 Loachapoka, AL 36865	12.49 mi	22	Declining
29	Concord	321 Lee Road 251 Salem, AL 36874	12.60 mi	201	Plateauing
30	Grace	2344 US Highway 29 Valley, AL 36854	12.69 mi	64	Growing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Beulah	5500 Lee Road 270 Valley, AL 36854	12.70 mi	97	Growing
32	Rocky Mount	115 Lee Road 804 Valley, AL 36854	13.30 mi	69	Declining
33	Waverly	PO Box 10 Waverly, AL 36879	13.83 mi	42	Declining
34	Shiloh	5125 US Highway 80 W Opelika, AL 36804	14.51 mi	58	Declining
35	Victory	3945 54th Ave SW Lanett, AL 36863	14.59 mi	82	Growing
36	Society Hill	16155 US Hwy. 80 W Opelika, AL 36804	15.19 mi	36	Declining
37	Antioch	20130 Veterans Memorial Pkwy Lafayette, AL 36862	15.63 mi	50	Declining
38	Blanton	2777 Lee Road 380 Valley, AL 36854	15.78 mi	38	Declining
39	Fairfax First	510 Denson St Valley, AL 36854	15.88 mi	208	Declining
40	Fairview	600 River Rd Valley, AL 36854	15.89 mi	152	Declining
41	Lamb	1593 Lee Road 242 Smiths Station, AL 36877	16.13 mi	130	Declining
42	Calvary	2420 S Phillips Rd Lanett, AL 36863	16.42 mi	91	Plateauing
43	Huguley	3838 42nd St SW Lanett, AL 36863	16.52 mi	23	Declining
44	Crawford	4503 US Highway 80 W Phenix City, AL 36870	16.61 mi	147	Plateauing
45	Happy Valley	1623 49th Ave SW Lanett, AL 36863	16.75 mi	214	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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