

MissionSite

top unreached locations



TUSKEGEE, AL

CENSUS TRACT: 01087981700

REGION: South Central Region

ASSOCIATION: Tuskegee Lee

DISTRICT: 04: Eastern Black Belt District

COUNTY: Macon

SITESCAPE: Townscape

DENSITY PATTERN: I3

Alabama Baptist Convention

State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

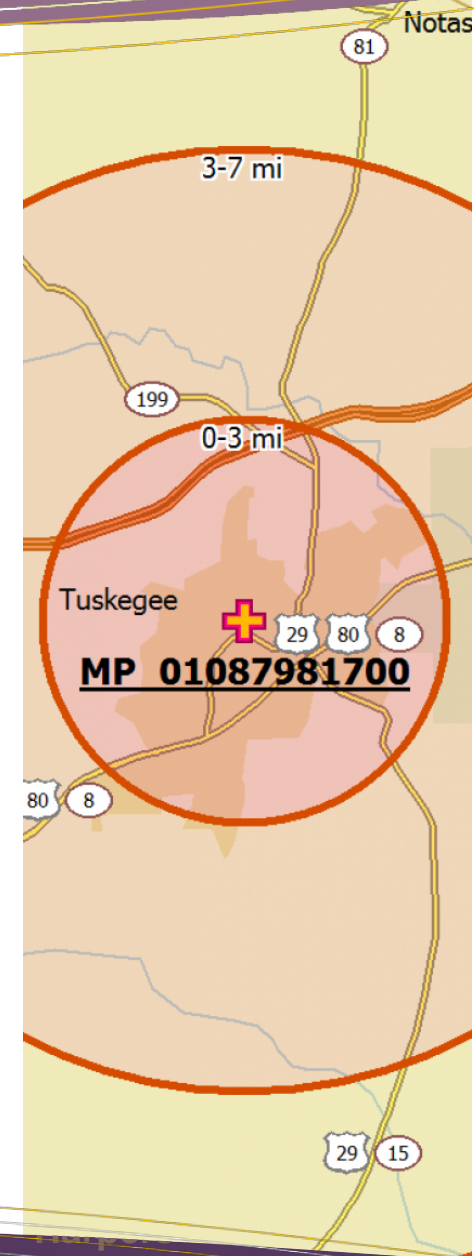
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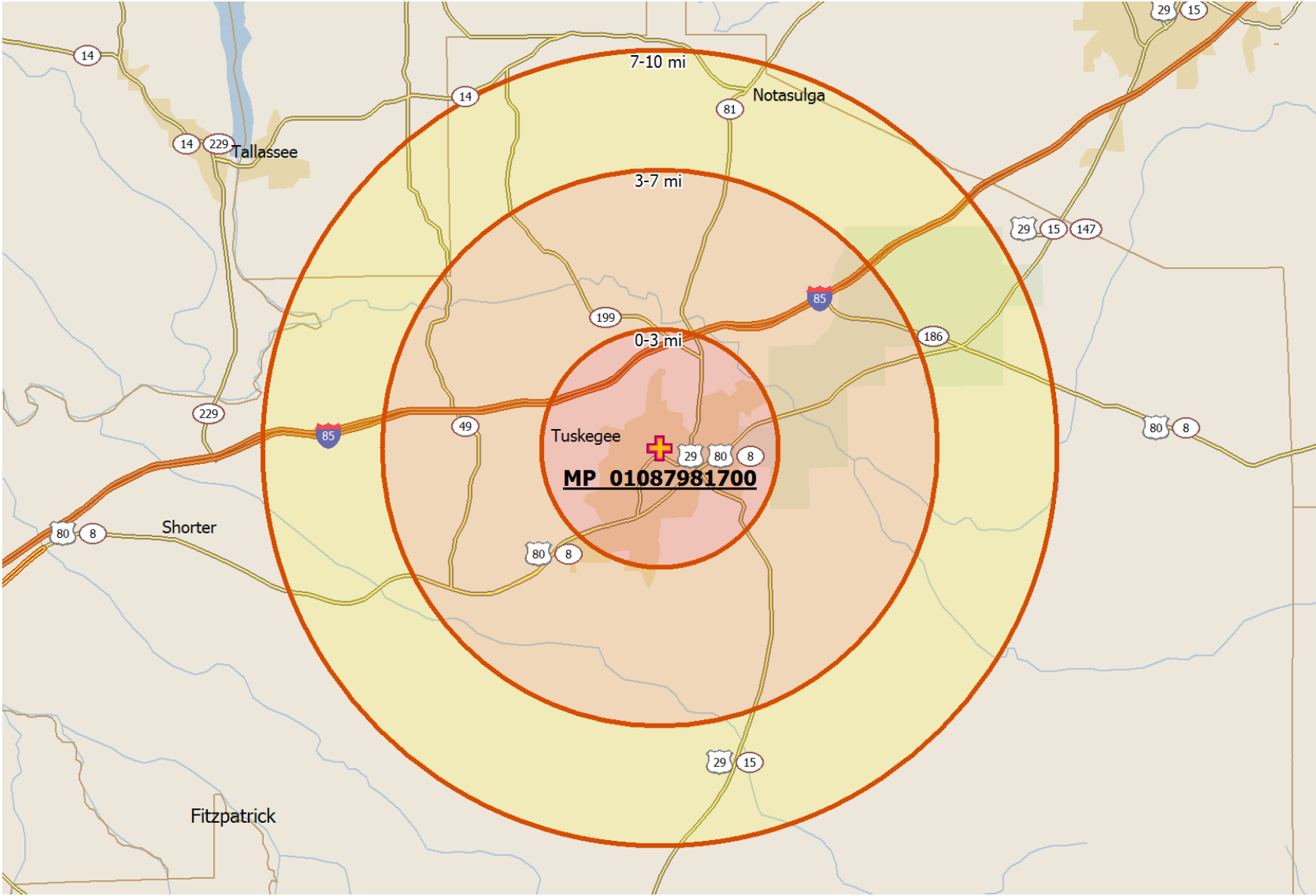
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1900	Tuskegee Lee
3	District	04	Eastern Black Belt District
4	County Location	01087	Macon
5	Zipcode	36083	Macon
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.21	Medium towns outside settlements
9	Sitescape Density Pattern	I3	50000-0-10000



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	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	41	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	11,294	3,392	3,054
2010 Households	3,921	1,410	1,263
2010 Group Quarters Population	2,278	39	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	25	0	5
Language Diversity National Index	30	0	9
Foreign Born Diversity National Index	52	0	35
Ancestry Diversity National Index	1	0	4
Racial Diversity National Index	15	0	64



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	1	True
Persistent Poverty County	1	True
Population Loss County	1	True
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	0	0%
Mainstay Communities	Established, Diverse Households	12	0.31%
Working Communities	Blue-collar, Working Families	74	1.89%
Country Communities	Rural, Agri. & Mining Families	13	0.33%
Aspiring Communities	Young Singles / Aspiring-Multihousing	606	15.46%
Urban Communities	High Density, Inner-city Neighborhoods	3,216	82.02%



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	5,610	2,708	48.27%
Unreached %	69.51%	69.07%	99.37
Religious But NOT Evangelical HH	2,265	1,105	48.8%
Religious But NOT Evangelical %	28.07%	28.19%	100.45
Spiritual But NOT Relig or Evang HH	218	72	33.18%
Spiritual But NOT Relig or Evang %	2.7%	1.85%	68.3
Not Evangelical, Not Interested HH	3,421	1,700	49.7%
Not Evangelical, Not Interested %	42.38%	43.36%	102.31



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	10	1	10%
Active ALSBOM Attenders	399	15	3.76%
Active Evangelical Households	2,314	1,140	49.28%
Active Evangelical Percent	28.67%	29.09%	101.44
Inactive Evangelical Households	146	72	49.28%
Inactive Evangelical Percent	1.81%	1.84%	101.44
# New Churches Needed	0	1	0%



Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Tuskegee First	0.56 mi	15	Declining
2	Rock of Ages	4.10 mi	51	Plateauing
3	Pleasant Springs	4.65 mi	30	Plateauing
4	Concord	6.57 mi	38	Declining
5	Notasulga First	9.37 mi	53	Growing
6	Salem Macon	10.77 mi	104	Declining
7	Elam	11.41 mi	205	Growing
8	High Hope	12.33 mi	9	Growing
9	River Road	12.39 mi	94	Declining
10	East Tallassee	12.74 mi	161	Growing
11	Carrville	13.15 mi	181	Plateauing
12	Tallassee First	13.48 mi	299	Growing
13	Reeltown First	13.75 mi	88	Plateauing
14	Loachapoka	13.84 mi	22	Declining
15	Cubahatchie	13.84 mi	44	Declining

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Riverside Heights Hispanic Mission	14.91 mi	30	Plateauing
17	Society Hill	14.96 mi	36	Declining
18	West Auburn	15.05 mi	47	Growing
19	Riverside Heights	15.07 mi	111	Plateauing
20	Tallaweka	15.37 mi	111	Declining
21	Grace Heritage	15.85 mi	70	Growing
22	Antioch	16.74 mi	19	Plateauing
23	Rock Springs	17.36 mi	35	Growing
24	Friendship	17.36 mi	47	Declining
25	Journey Church	17.56 mi	70	Plateauing
26	Parkway	17.64 mi	488	Plateauing
27	Auburn First	17.96 mi	361	Plateauing
28	Liberty	18.50 mi	91	Growing
29	Beulah	18.57 mi	96	Growing
30	Bethlehem East	19.35 mi	123	Plateauing



Using the Spirituality Indicators

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

Issues for Your Consideration

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

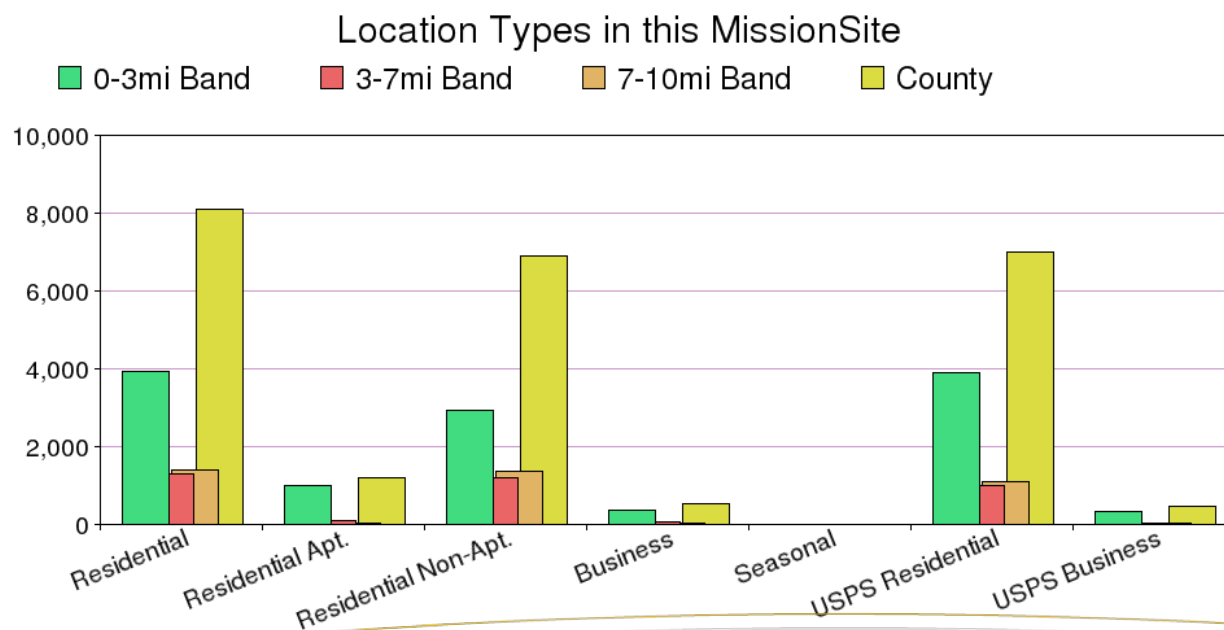


Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	24,928	13,633	54.69%
2000 Population	24,105	12,625	52.38%
2010 Population	21,559	11,294	52.39%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	8,483	4,435	52.28%
2000 Households	8,950	4,414	49.32%
2010 Households	8,071	3,921	48.58%



Location Type	0-3mi Band
Residential	3,923
Residential Apt.	1,000
Residential Non-Apt.	2,923
Business	356
Seasonal	0
USPS Residential	3,884
USPS Business	331

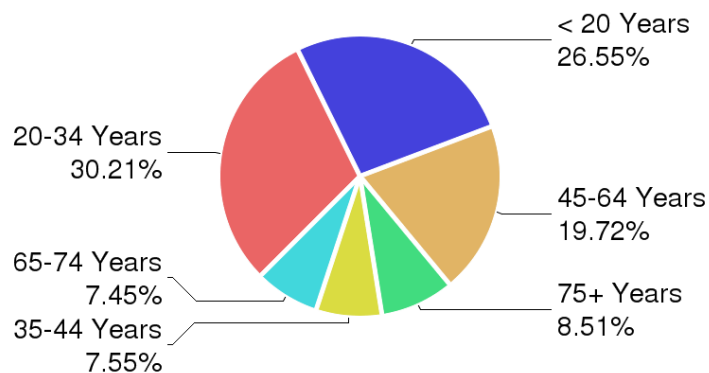
Current Demographic Summary

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	4.69%	4.47%	95.31
4-5 Years	2.12%	1.77%	83.49
6-8 Years	3.07%	2.76%	89.9
9-11 Years	3.17%	2.82%	88.96
12-13 Years	2.17%	2.01%	92.63
14-17 Years	6.47%	5.99%	92.58
18-19 Years	3.86%	6.73%	174.35
0-5 Years	6.81%	6.24%	91.63
6-12 Years	7.32%	6.61%	90.3
13-19 Years	11.41%	13.72%	120.25
< 20 Years	25.54%	26.57%	104.03
20-34 Years	25.37%	30.23%	119.16
35-44 Years	9.37%	7.56%	80.68
45-64 Years	23.63%	19.74%	83.54
65-74 Years	8.19%	7.46%	91.09
75+ Years	7.89%	8.52%	107.98
Median Age	34	36	108.27
Median Age (Male)	30	33	110.38
Median Age (Female)	36	40	109.48

Age Group Percentages

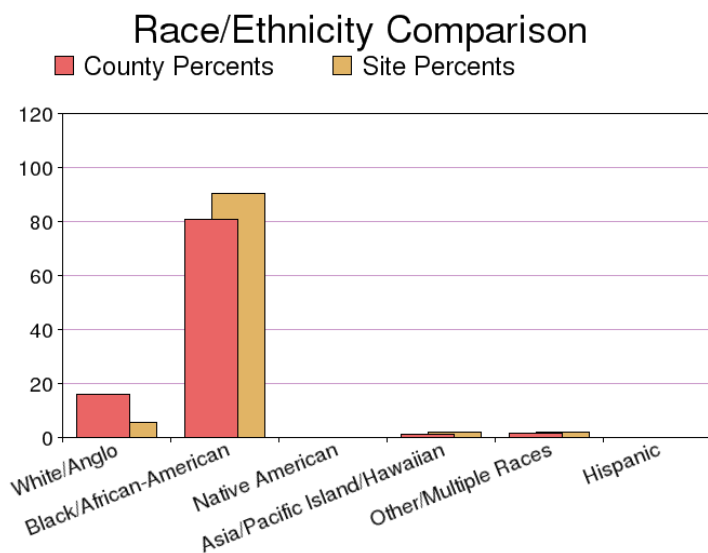


Current Demographic Summary

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	16.16%	5.62%	34.78
Black, African-American	80.91%	90.42%	111.76
Native American	0.19%	0.19%	102.43
Asian	1.14%	1.91%	167.61
Pacific Island, Hawaiian	0.02%	0.04%	190.89
Other/Multiple Races	1.58%	1.81%	114.53
Hispanic	0%	1.02%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,106	6,155	
Less than 9th Grade	6.97%	5.96%	116.96
No High School Diploma	13.18%	10.58%	124.66
High School Graduate	29.08%	23.51%	123.69
Some College, no degree	16.71%	17.51%	95.41
Associate Degree	10.4%	11.18%	93.04
College Degree	13.19%	17.06%	77.33
Graduate/Prof. degree	10.46%	14.2%	73.67

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.

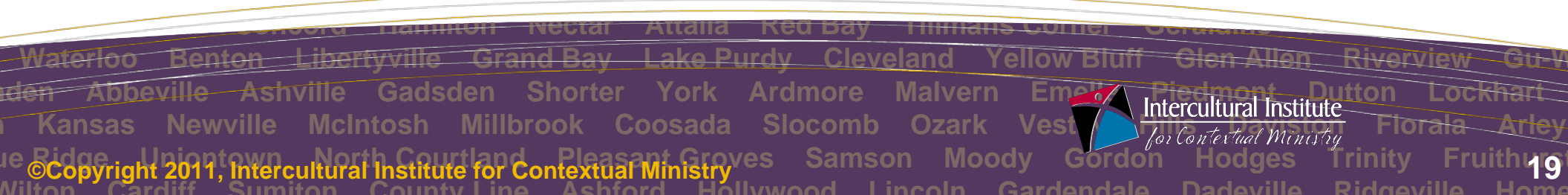
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	15.72%	17.67%	141.52
\$10,000 to \$19,999	18.92%	19.71%	104.2
\$20,000 to \$29,999	18.13%	17.34%	95.67
\$30,000 to \$49,999	16.4%	16.53%	100.74
\$50,000 to \$59,999	6.24%	4.97%	79.64
\$60,000 to \$69,999	6.28%	5.51%	87.7
\$70,000 to \$79,999	5.1%	5.56%	108.92
\$80,000 to \$89,999	3.87%	4.18%	108.2
\$90,000 to \$99,999	2.32%	2.63%	113.38
\$100,000 to \$124,999	3.36%	3.6%	107.1
\$125,000 to \$149,999	1.45%	1.61%	110.84
\$150,000 to \$199,999	1.67%	0.59%	35.07
\$200,000 to \$249,999	0.28%	0%	0
\$250,000 or more	0.25%	0.1%	41.17
Median Household	28,229	27,977	99.11
Average Household	46,792	44,516	95.14
Per Capita Household	19,360	15,787	81.54
Family/Non-Family Household Income			
Median Family Income	43,212	42,235	97.74
Average Family Income	58,237	57,133	98.1
Median Non-Family Income	16,357	17,357	106.11
Average Non-Family Income	29,262	27,765	94.88

Current Demographic Summary

A current year demographic summary of household types, housing units and households by size and count by person for the site location appears at right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	60.5%	56.39%	93.2
Families with Children	30.39%	29.66%	97.59
Families without Children	30.11%	26.73%	88.77
Non-Family Households			
% Non-Family Households	39.5%	43.61%	110.41
Non-Families with Children	0	0	0
Non-Families without Children	39.5	43.61	110.41
Housing Units			
			Index
Total Housing Units	10,972	5,456	
Vacant percent	26.44%	28.13%	106.41
Owned percent	49.38%	38.87%	78.73%
Rented Percent	24.18%	32.99%	136.44
Households by Size			
			Index
Avg household size	2.38	2.30	96.64
Avg family hh size	3.24	3.19	98.46
Avg non-family hh size	1.08	1.15	106.48
Households By Count of Persons			
			Percent
One	2,972	1,575	52.99%
Two	2,131	1,007	47.25%
Three or Four	2,173	1,000	46.02%
Five+	795	338	42.52%



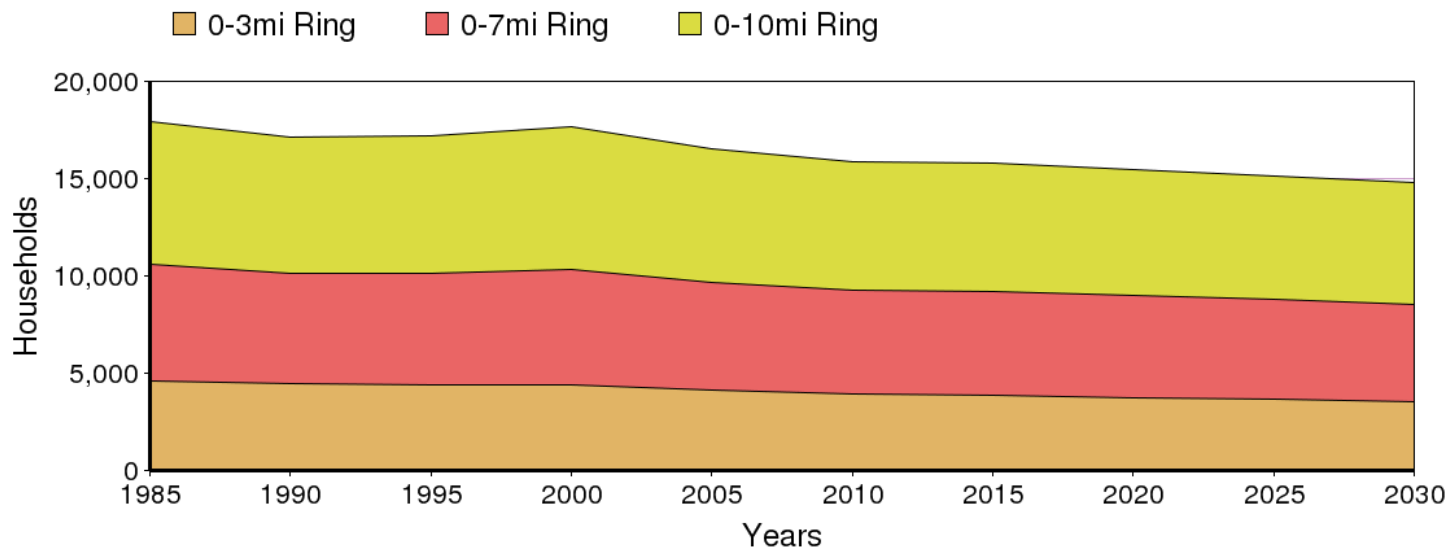
Projected Demographic Summary

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	24,928	13,633	54.69%
2000 Population	24,105	12,625	52.38%
2010 Population	21,559	11,294	52.39%
2015 Population	20,439	10,694	52.32%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	8,483	4,435	52.28%
2000 Households	8,950	4,414	49.32%
2010 Households	8,071	3,921	48.58%
2015 Households	8,080	3,900	48.27%

Household Change from 1985 to 2030



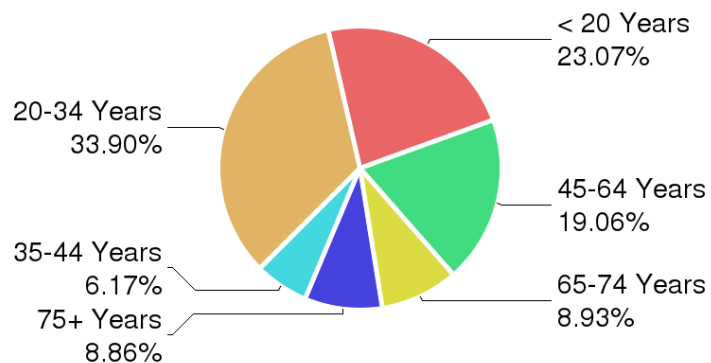
Projected Demographic Summary

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	4.47%	6.04%	135.12
4-5 Years	1.77%	2.25%	127.12
6-8 Years	2.76%	3.16%	114.49
9-11 Years	2.82%	2.9%	102.84
12-13 Years	2.01%	1.86%	92.54
14-17 Years	5.99%	3.9%	65.11
18-19 Years	6.73%	2.96%	43.98
0-5 Years	6.24%	8.29%	132.85
6-12 Years	6.61%	7.07%	106.96
13-19 Years	13.72%	7.71%	56.2
< 20 Years	26.57%	23.07%	86.83
20-34 Years	30.23%	33.9%	112.14
35-44 Years	7.56%	6.17%	81.61
45-64 Years	19.74%	19.06%	96.56
65-74 Years	7.46%	8.93%	119.71
75+ Years	8.52%	8.86%	103.99
Median Age	34	35	104.64
Median Age (Male)	30	33	108.98
Median Age (Female)	36	39	107.83

Projected Age Group Percentages



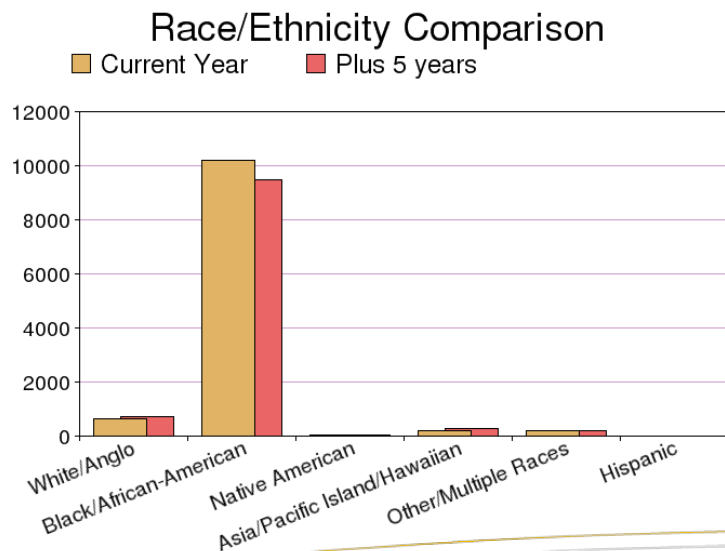
Projected Demographic Summary

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	5.62%	6.57%	116.92
Black, African-American	90.42%	88.71%	98.11
Native American	0.19%	0.2%	100.81
Asian	1.91%	2.58%	134.95
Pacific Island, Hawaiian	0.04%	0.03%	79.21
Other/Multiple Races	1.81%	1.91%	105.61
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,155	6,838	
Less than 9th Grade	5.96%	4.86%	81.43
No High School Diploma	10.58%	8.77%	82.96
High School Graduate	23.51%	25.04%	106.5
Some College, no degree	17.51%	15.33%	87.51
Associate Degree	11.18%	13.31%	119.06
College Degree	17.06%	18.05%	105.79
Graduate/Prof. degree	14.2%	14.65%	103.19



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	17.67%	14.79%	83.71
\$10,000 to \$19,999	19.71%	18.92%	95.99
\$20,000 to \$29,999	17.34%	18.59%	107.19
\$30,000 to \$49,999	16.53%	15.51%	93.87
\$50,000 to \$59,999	4.97%	5.33%	107.24
\$60,000 to \$69,999	5.51%	5.97%	108.45
\$70,000 to \$79,999	5.56%	6.49%	103.77
\$80,000 to \$89,999	4.18%	4.97%	108.51
\$90,000 to \$99,999	2.63%	2.67%	101.51
\$100,000 to \$249,999	3.6%	4.1%	114.09
\$125,000 to \$149,999	1.61%	1.77%	110.11
\$150,000 to \$199,999	0.59%	0.74%	126.77
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.1%	0.1%	100.54
Median Household	27,977	30,607	109.4
Average Household	44,516	46,940	105.45
Per Capita Household	15,787	17,486	110.76
Family/Non-Family Household Income			
Median Family Income	42,235	46,462	110.01
Average Family Income	57,133	61,008	106.78
Median Non-Family Income	17,357	19,169	110.44
Average Non-Family Income	27,765	28,957	104.29

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	56.39%	55.85%	99.04
Families with Children	29.66	27.9	94.05
Families without Children	26.73	26.03	97.37
Non-Family Households			
% Non-Family Households	43.61%	44.15%	101.24
Non-Families with Children	0	0	101.24
Non-Families without Children	43.61	44.15	101.24
Housing Units			
Total Housing Units	5,456	5,426	99.45%
Vacant percent	28.13%	28.14%	100.03
Owned percent	38.87%	38.98%	100.27
Rented Percent	32.99%	32.88%	99.66
Households by Size			
Avg household size	2.30	2.17	94.35%
Avg family hh size	3.19	3.01	94.36%
Avg non-family hh size	1.15	1.11	96.52%
Households By Count of Persons			
One	1,575	1,608	102.1%
Two	1,007	1,080	107.25%
Three or Four	1,000	958	95.8%
Five+	338	254	75.15%

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	299	0	49
Northern Europe	0	0	0
Western Europe	13	0	7
Southern Europe	0	0	1
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	31	0	16
So. Central Asia	71	0	0
SE Asia	32	0	4
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	91	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	33	0	0
Central Amer.	14	0	13
South America	8	0	8
North America	6	0	0
Born at sea	0	0	0

...ant Park Rock Mulga Anton Northport Henagar Memphis ...
 Gulf Shores Excel Libertyville Avon Town Creek Riverside Eldridge Loachapoka Muscle Shoals Carro
 Gordon Bessemer Collinsville Millport Cowarts Newbern Fairfield ...ville Union Grove North Jo
 rdis City Albertville Holt Boaz Toxey Shorter Somerville Guin Kimbe ... Russellville Dutton
 Sulligent Margaret Brookside Leeds Dozier Alexandria Valley Head Woodstock Twin Luverne Harve
 angston Berry Rosa Birmingham Susan Moore North Courtland Cedar Bluff Pennington Grove Hill Be

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	12,900	1,258	3,949
Spanish	492	25	49
Other Indo-Euro language	163	0	31
French (incl. Patois, Cajun)	96	0	7
French Creole	0	0	0
Italian	0	0	1
Portuguese	0	0	0
German	14	0	6
Yiddish	0	0	0
Other West Germanic	0	0	7
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	8	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	12	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	10
Asian/PI languages	0	0	0
Chinese	0	0	14
Japanese	0	0	0
Korean	44	0	4
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	2
Vietnamese	13	0	0
Other Asian	18	0	0
Tagalog	16	0	7
Other Pacific Is	0	0	0
Other languages	54	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	9	0	0
Hebrew	0	0	0
African languages	45	0	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	12,247	1,102	3,235
Arab	0	0	1
Armenian	0	0	0
Austrian	0	0	0
British	0	0	4
Canadian	6	0	0
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	0	4
Dutch	0	4	24
English	64	17	126
European	19	0	8
Finnish	0	0	12
French (not Basque)	13	0	6
French Canadian	0	0	0
German	20	0	57
Greek	0	0	0
Hungarian	0	0	0
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	29	9	150
Italian	5	0	16
Lithuanian	0	0	10
Norwegian	0	0	0
Polish	2	0	6
Portuguese	0	0	0
Romanian	0	0	0
Russian	0	0	0
Scandinavian	0	0	0
Scotch-Irish	21	0	57
Scottish	5	0	19
Slovak	0	0	0
Subsaharan African	376	23	39
Swedish	0	0	0
Swiss	0	0	0
Ukrainian	0	0	0
US/American	150	24	306
Welsh	0	0	1
West Indian	63	0	2
Yugoslavian	0	0	0
Other	11,475	1,025	2,387



Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

Issues for Your Consideration - continued

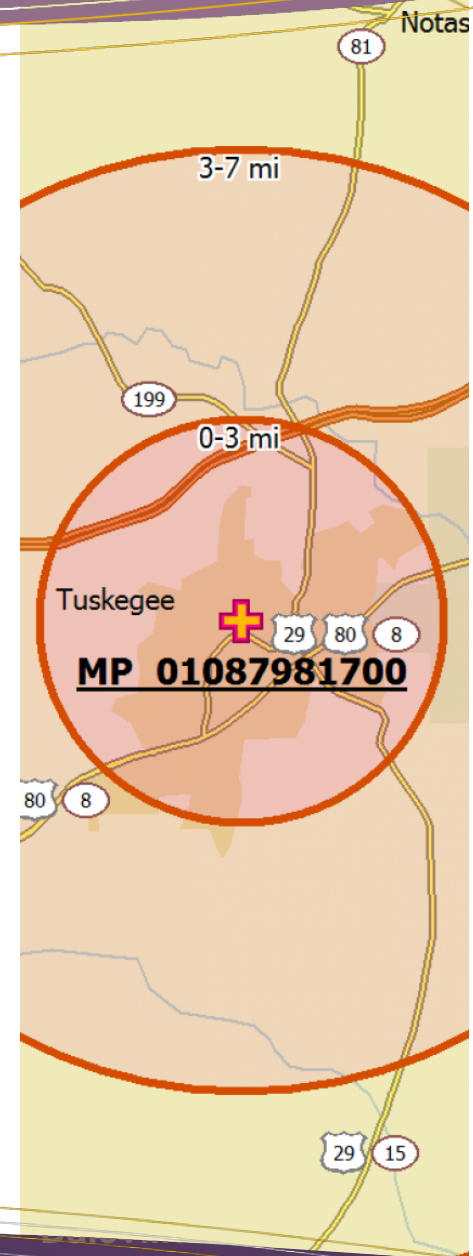
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,921	100%	2,708	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
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	3,921	100%	2,708	100%
BLUE COLLAR BACKBONE	41	1.05%	27	1%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	14	0.36%	9	0.33%
Small Town Endeavors	27	0.69%	18	0.66%
AMER. DIVERSITY	12	0.31%	8	0.3%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	5	0.13%	3	0.11%
Professional Urbanites	7	0.18%	5	0.18%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	33	0.84%	23	0.85%
Steadfast Conservative	19	0.48%	13	0.48%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	5	0.13%	4	0.15%
Urban Grit	0	0%	0	0%
Grass-Roots Living	9	0.23%	6	0.22%

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	3,921	100%	2,708	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	516	13.16%	382	14.11%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	516	13.16%	382	14.11%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	13	0.33%	9	0.33%
Industrious Country Living	13	0.33%	9	0.33%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	3,921	100%	2,708	100%
STRUGGLING SOCIETIES	3,031	77.3%	2,055	75.89%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	3,031	77.3%	2,055	75.89%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	185	4.72%	131	4.84%
Unattached Multicultures	86	2.19%	60	2.22%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	36	0.92%	25	0.92%
Urban Diversity	0	0%	0	0%
New Generation Activists	26	0.66%	18	0.66%
Getting By	37	0.94%	28	1.03%
VARYING LIFESTYLES	90	2.3%	73	2.7%
Military Family Life	0	0%	0	0%
Major University Towns	90	2.3%	73	2.7%
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?

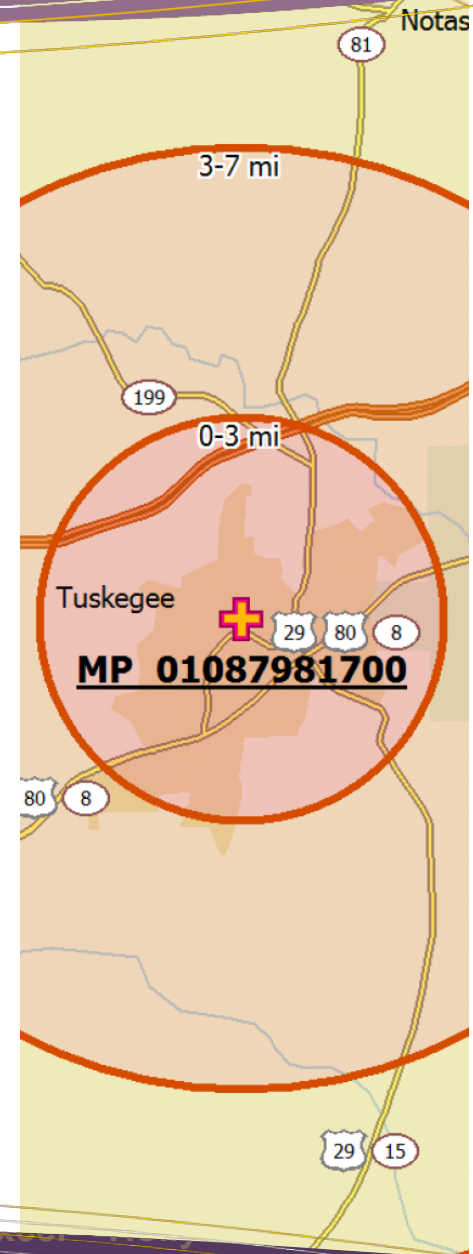
Potential Cultural Bridges

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).

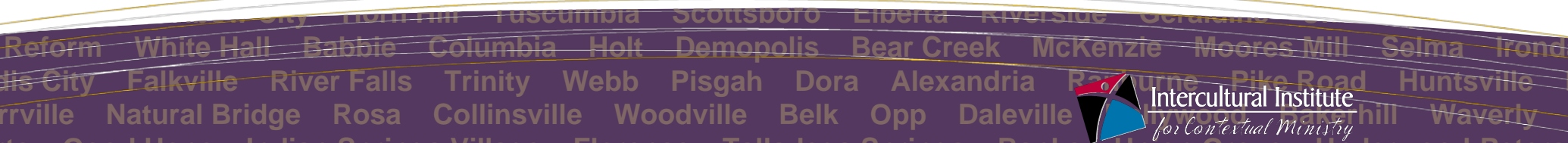


Potential Cultural Bridges

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	62%	63%	64%
Use Comp. for Internet/E-mail	38%	39%	40%
Use Comp. for Comp. Games	33%	33%	34%
Internet Use: E-Mail	32%	33%	34%
Use Comp. for Education	30%	30%	29%
HH Owns DVD Player	25%	25%	25%
Internet Use: News/Weather	19%	19%	19%
Use Comp. for Shopping	17%	18%	19%
Use Comp. for Banking	17%	17%	17%
Internet Use: Banking	16%	17%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Digital Camera Photo Editing	16%	17%	17%
PC-Network-HH Has One	14%	15%	16%
Use Comp. for Word Processing	14%	15%	17%
HH Owns Video/Webcam	8%	8%	8%
Use Comp. for Filing/DB Mngmnt	8%	9%	9%
Use Comp. for News/Info./Data Service	8%	9%	10%
Internet Use: Instant Messaging (Im)	7%	7%	7%
Internet Use: Research/ Education	7%	7%	7%
Internet Use: Digital Imaging/ Photo Albums Online	6%	6%	6%
Internet Use: Yellow Pages	6%	6%	6%



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	64%	64%	64%
Reading Books	46%	46%	47%
Dining Out (Not Fast Food)	36%	37%	38%
Cooking for Fun	31%	31%	31%
Card Games	30%	31%	32%
Go To A Beach/Lake	25%	25%	25%
Board Games	22%	23%	24%
Gardening	21%	21%	22%
Going To	13%	14%	14%
Bars/Nightclubs/Dancing			
Visit Zoo	13%	13%	13%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	30%	30%	30%
Hypertension/High Blood Pressure	23%	23%	24%
Backache	23%	23%	23%
Dentist	19%	19%	20%
None Of These	19%	18%	18%
Eye Dr.	18%	18%	18%
High Cholesterol	17%	17%	18%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	15%	16%	16%

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	21.92%	22.06%	22.39%
Live Theater	12.34%	12.74%	13.47%
Rock/Pop Concerts Most Often	12.12%	12.26%	12.45%
Dance Performance	10.27%	10.2%	10.11%
Live Theater Most Often	9.47%	9.87%	10.52%
Comedy Club	8.59%	8.69%	8.83%
Movies: Comedy	44.61%	44.27%	43.68%
Movies: Action/Adventure	39.53%	39.54%	39.34%
Movies: Drama	28.35%	28.07%	27.42%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	25.9%	25.65%	25.2%
Movies: Horror	24.49%	23.76%	22.45%
Movies: Romantic Comedy	22.14%	21.83%	21.55%
College Basketball Reg. Season	3.53%	3.54%	3.57%
College Football Reg. Season	3.4%	3.54%	3.76%
NFL Football Reg. Season	2.51%	2.71%	3.04%
College Football Post-Season	2.23%	2.22%	2.2%
College Basketball Post-Season	2.2%	2.16%	2.11%
NBA Basketball Reg. Season	2.15%	2.27%	2.43%

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	30.78%	31.43%	32.3%
Swimming	19.42%	19.52%	20.18%
Basketball	17.46%	17.68%	17.87%
Billiards/Pool	16.67%	16.57%	16.46%
Jogging/Running	13.93%	14.14%	14.4%
Bowling	13.91%	14.51%	15.34%
Football	13.51%	13.5%	13.45%
Weight Training	10.8%	10.96%	11.29%
Baseball	9.44%	9.38%	9.6%
Aerobics	9.2%	9.45%	9.76%
Freshwater Fishing	8.91%	9.48%	10.23%
Stationary Cycling	8.8%	9%	9.26%
Volleyball	8.64%	8.48%	8.46%
Using Cardio Machine	6.34%	6.63%	7.17%

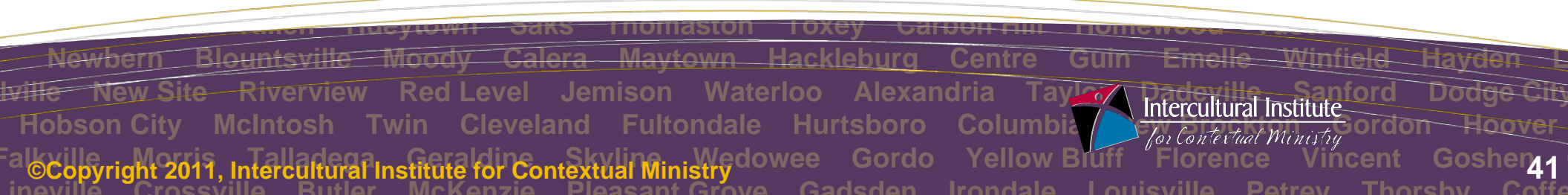
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Ice Skating	6.31%	6.27%	6.23%
Mountain/Road Biking	6.25%	6.28%	6.56%
Golf	5.81%	6.03%	6.54%
Snorkeling	5.48%	5.17%	5%
Roller Skating	5.46%	5.47%	5.52%
Yoga	5.45%	5.57%	5.71%
Tennis	5.17%	5.27%	5.52%
Softball	5.16%	5.35%	5.65%
Soccer	4.36%	4.59%	4.98%
Jet Skiing	4.27%	4.24%	4.25%
Power Boating	4.13%	4.08%	4.19%
Camping Trips	4.02%	4.3%	4.89%
Downhill & X-Country	3.73%	3.48%	3.51%
Skiing			
Skateboarding	3.54%	3.57%	3.64%

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
Fly Fishing	3.5%	3.58%	3.67%
Snowmobiling	3.46%	3.41%	3.38%
Saltwater Fishing	3.43%	3.75%	4.19%
Hunting	3.35%	3.66%	4.11%
Snowboarding	3.28%	3.23%	3.2%
Canoeing/Kayaking	3%	3.15%	3.43%
Hockey	2.85%	2.95%	3.13%
Sailing	2.84%	2.78%	2.8%
Water Skiing	2.78%	2.82%	2.96%
Racquetball	2.75%	2.86%	3.07%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Motorcycling	2.74%	2.87%	3.09%
Surfing & Windsurfing	2.52%	2.46%	2.47%
Backpacking/Hiking	2.38%	2.7%	3.21%
Target Shooting	2.34%	2.57%	2.98%
Rock Climbing	2.22%	2.23%	2.29%
Horseback Riding	2.2%	2.41%	2.71%
Archery	1.72%	1.77%	1.87%
Auto Racing	1.32%	1.42%	1.53%
Martial Arts	1.24%	1.39%	1.62%
Rowing	1.05%	1.2%	1.4%



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.

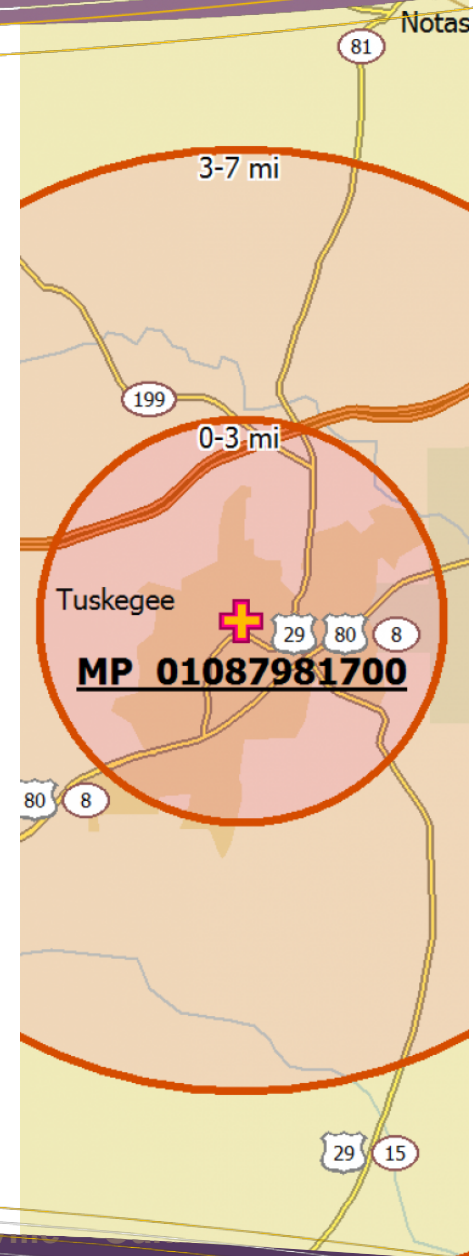
BIBLICAL BARRIERS

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.

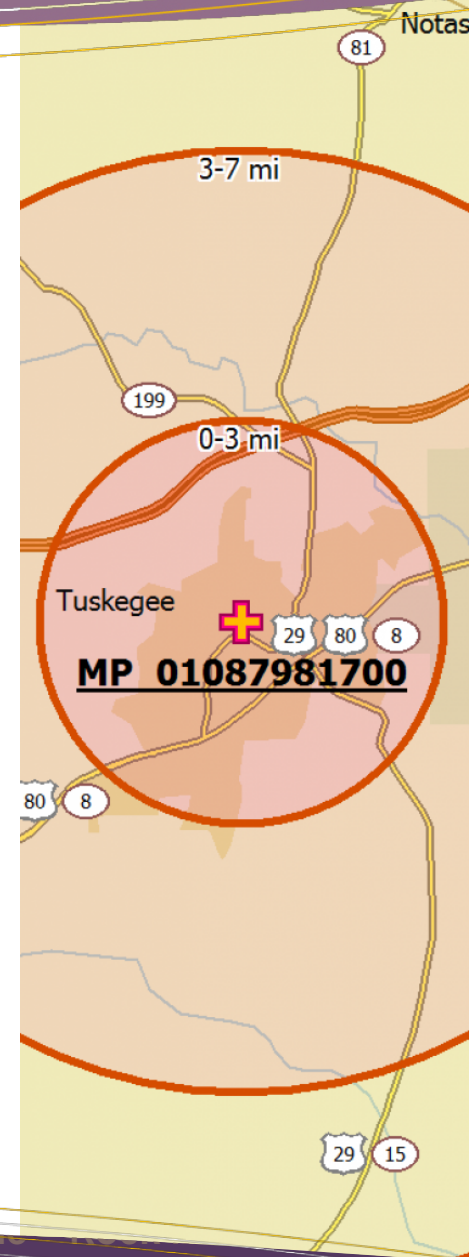
CULTURAL BARRIERS OF ACCEPTANCE

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	57%	57%	57%
Speak My Mind Even If It Upsets People	45%	45%	45%
Like Control Over People And Resources	42%	43%	43%
Don't Judge People/Way They Live Life	39%	38%	37%
Too Much Sponsorship In Arts/Sports	37%	37%	36%
Find It Difficult To Say No To My Kids	36%	36%	37%
Woman's Place Is In The Home	35%	35%	35%
I Am A Workaholic	31%	31%	30%
Like to Stand Out In A Crowd	27%	27%	26%
If Won Lottery Would Never Work Again	26%	26%	26%
Like To Do Unconventional Things	25%	26%	27%
We Should Strive for Equality for All	24%	23%	23%

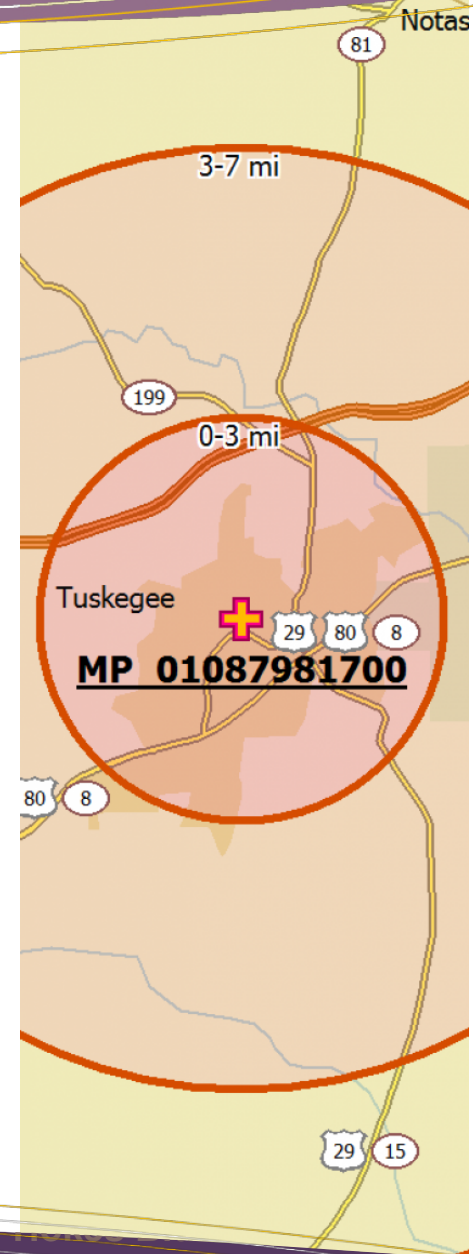
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Prefer To Have Few Possessions As Possible	23%	24%	24%
Marijuana Should Be Legalized	20%	20%	20%
Money Is Best Measure Of Success	19%	20%	21%
Rarely Sit Down to a Meal Together At Home	19%	19%	19%
Like To Pursue Challenge/Novelty/Change	16%	17%	17%
Only Work Current Job for The Money	16%	16%	16%
Friends More Important Than My Fam.	15%	15%	16%
Very Happy With My Life As It Is	13%	12%	12%
More Important Do Duty Than Enjoy Life	13%	12%	12%
Happy With My Standard Of Living	12%	12%	12%
On Whole People Get What They Deserve	12%	12%	12%
Little I Can Do To Change My Life	11%	11%	11%



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:

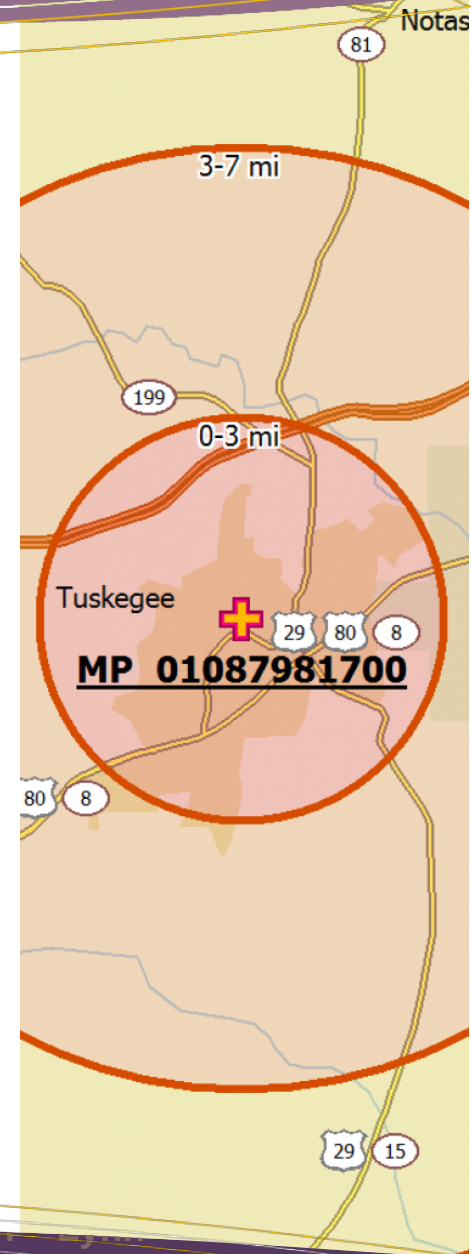
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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
You Should Seize Opportunities In Life	59%	59%	59%
Important To Respect Customs And Beliefs	52%	52%	53%
Like To Understand About Nature	40%	40%	40%
Prefer Work Part Of Team Than Alone	39%	39%	39%
Important To Juggle Various Tasks	36%	36%	36%
Good At Fixing Things	36%	35%	34%
Important Feel Respected By My Peers	31%	32%	32%
Have Keen Sense Of Adventure	31%	31%	31%
Consider Myself Interested In The Arts	27%	27%	26%
Provide My Kids With The Little Extras	27%	27%	26%
Looking for New Ideas To Improve Home	25%	25%	25%
Prefer To Have Few Possessions As Possible	23%	24%	24%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
People Have To Take Me As They Find Me	23%	23%	23%
Try Not To Worry About The Future	20%	20%	20%
Like To Just Enjoy Life	18%	18%	18%
Real Men Don't Cry	17%	17%	17%
Enjoy Spending Time With My Fam.	15%	15%	15%
Worried About Pollution Caused By Cars	14%	14%	14%
Is An Important Part Of Who I Am	13%	13%	13%
Children Should Be Allowed To Express Themselves	9%	9%	9%
Feel Very Alone In The World	7%	7%	7%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	5%	4%	4%
Would Like To Set Up Own Business	4%	4%	5%

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	88.07%	88.5%	88.63%
Restaurant-Visit Any			
Fam. Restaurants/Steak	72.23%	72.89%	73.79%
Houses-Visit Any			
McDonald's	56.45%	56.79%	56.93%
Kentucky Fried Chicken (KFC)	44.64%	44.53%	43.85%
Burger King	40.23%	40.33%	40.27%
Wendy's	36.72%	36.84%	36.61%
Subway	32.24%	32.49%	32.5%
Pizza Hut	28.73%	29.01%	28.95%
Taco Bell	27.29%	27.24%	27.01%
Applebee's	25.61%	25.91%	26.28%
Popeyes	24.67%	24.51%	23.84%
Domino's Pizza	20.84%	20.85%	20.58%

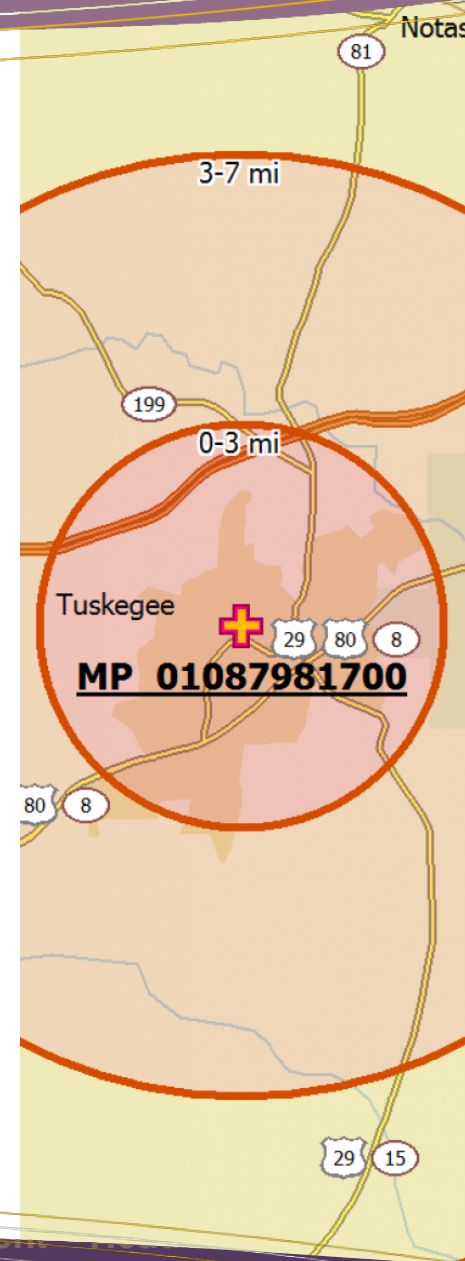
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Arby's	20.7%	21.08%	21.29%
Dairy Queen	20.2%	20.19%	19.96%
Red Lobster	19.89%	20.23%	20.41%
Church's Fried Chicken	18.46%	18.3%	17.72%
Golden Corral	17.87%	18.11%	18.08%
Sonic	16.56%	16.59%	16.48%
Olive Garden	16.15%	16.37%	16.64%
Hardee's	15.62%	15.71%	15.54%
IHOP (International House Of Pancakes)	14.96%	15.32%	15.57%
Krispy Kreme	14.52%	14.59%	14.4%
Denny's	14.43%	14.25%	13.85%
TGI Friday's	13.43%	13.62%	13.77%

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.

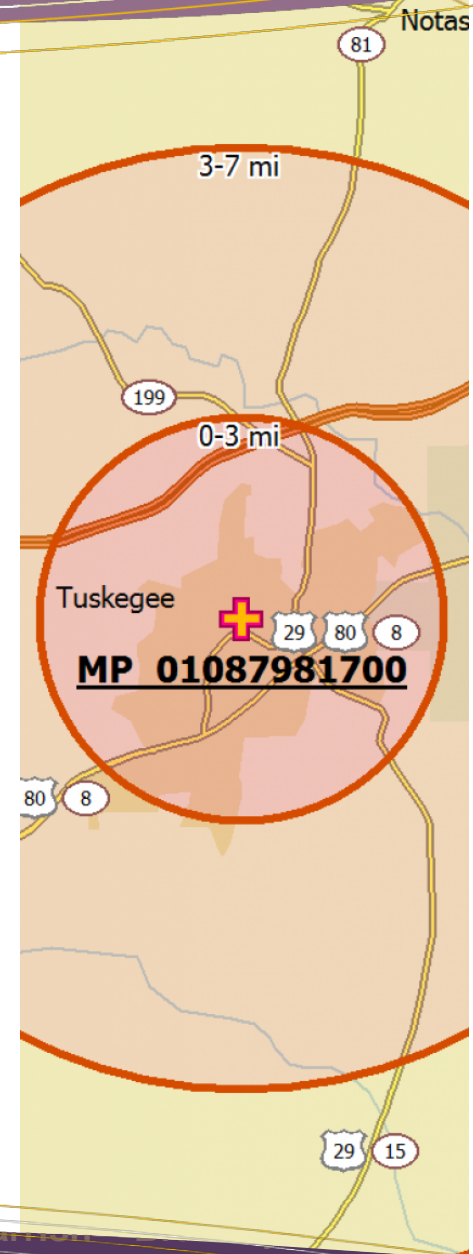
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	34.45%	35.25%	36.49%
Recycled products	17.51%	18.11%	19.2%
Worked as volunteer (non political)	9.51%	9.68%	10.04%
Engaged in fund raising	8.15%	8.46%	8.9%
Religious club member	6.87%	7.13%	7.45%
Church Board	5.94%	6.29%	6.66%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Took active part in local civic issue	3.92%	3.98%	4.09%
Wrote to editor of mag or newspaper	3.91%	3.97%	4.07%
Addressed a public meeting	2.82%	2.89%	3.04%
Wrote to elected offcl about publ bus	2.76%	2.83%	3.02%
Charitable Organization	2.64%	2.75%	2.97%
School or College Board member	2.6%	2.63%	2.66%

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
Children's Books	11.28%	11.44%	11.65%
Novel	9.35%	9.66%	10.24%
Religious (not Bibles)	8.52%	8.78%	9.08%
Cookbooks	7.51%	7.56%	7.66%
Romance	5.9%	5.91%	5.94%
Mystery	5.87%	5.83%	5.94%
Mail order	4.39%	4.44%	4.49%
Supermarket	4.26%	4.2%	4.14%
Personal/Business	3.88%	4.05%	4.31%
Self-help			

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	62.79%	63.11%	63.6%
Gen. Editorial	56.93%	57.14%	57.11%
Womens	47.66%	48.15%	48.59%
Service	27.71%	27.79%	28.01%
Music	23.51%	23.59%	23.43%
Mens	21.13%	21.1%	21%
Business/Finance	20.5%	20.99%	21.49%
Parenthood	17.36%	17.21%	16.9%
Health	13.86%	14.04%	14.19%

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	41.7%	42.08%	42.85%
Classified	30.9%	30.7%	30.52%
Sport	25.98%	26.11%	26.43%
Editorial Page	20.44%	20.66%	21.21%
TV/Radio Listings	20.39%	20.46%	20.6%
Comics	20.19%	20.08%	20.11%
Movie Listings & Reviews	19.66%	19.73%	20.02%
Business/Finance	18.71%	18.99%	19.62%
Food/Cooking	18.16%	18.44%	18.93%
Fashion	13.49%	13.89%	14.4%
Home/Gardening	12.75%	13.24%	13.99%
Travel	11.62%	12.06%	12.76%
Science/Technology	9.29%	9.68%	10.37%

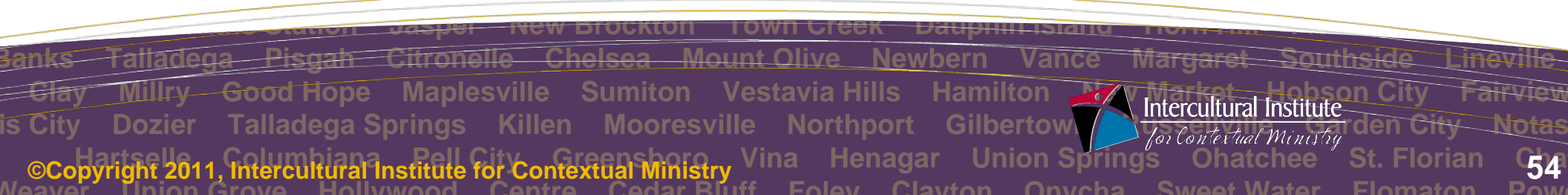
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	51.71%	51.89%	51.2%
CHR Contemp Hit Radio	13.37%	13.56%	13.94%
Jazz	13.2%	13.78%	14.24%
Gospel	10.45%	10.53%	10.4%
Variety	10.38%	10.54%	10.72%
Adult Contemporary	9.73%	9.57%	9.54%
Oldies	8.76%	8.68%	8.63%
Country	7.97%	7.86%	8.01%
Alternative	4.68%	4.47%	4.33%
All News	4.14%	4.62%	5.26%
Soft Contemporary	3.9%	3.99%	4.14%
Rock	3.84%	3.74%	3.81%
Religious	3.54%	3.77%	4.11%
News/Talk	3.51%	3.61%	3.89%
Classic Rock	2.7%	2.59%	2.62%
Sports	1.86%	1.94%	2.11%
Hispanic	1.8%	1.81%	1.93%
Classical	1.64%	1.73%	1.9%

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
Other Video-On-Demand	58.87%	58.61%	57.47%
Fox News Channel	58.56%	59.02%	59.59%
Soapnet	49.93%	50.07%	50.14%
Satellite Dish	46.15%	46.57%	46.99%
MSNBC	35.74%	35.79%	35.58%
Sci-Fi Channel	32.79%	33.33%	33.84%
Adult Pay Per View TV	31.5%	31.94%	32.26%
Subscribe Digital Cable	28.98%	29.65%	30.38%
TCM (Turner Classic Movies)	27.05%	26.89%	26.61%
Nickelodeon	27.04%	27.05%	27.03%
Nick At Nite	27.03%	27.07%	26.83%
BET (Black Entertainment TV)	26.79%	26.18%	25.36%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Lifetime	24.71%	24.76%	24.62%
TV Info From Sunday TV Magazine	24.61%	24.92%	25.31%
TV Info From Newspapers	24.55%	24.64%	24.75%
Hallmark Channel	22.97%	23.1%	23.26%
TV Info From Monthly Cable Guide	22.95%	22.91%	22.71%
CNN (Cable News Network)	22.72%	21.98%	20.94%
Comedy Central	22.44%	22.43%	22.74%
TV Land	22.34%	22.2%	21.85%
ABC Fam.	21.88%	21.77%	21.62%
Encore	21.74%	21.33%	20.72%
HGTV (and Garden Television)	20.52%	20.67%	20.72%
The Golf Channel	20.48%	20.71%	21.02%

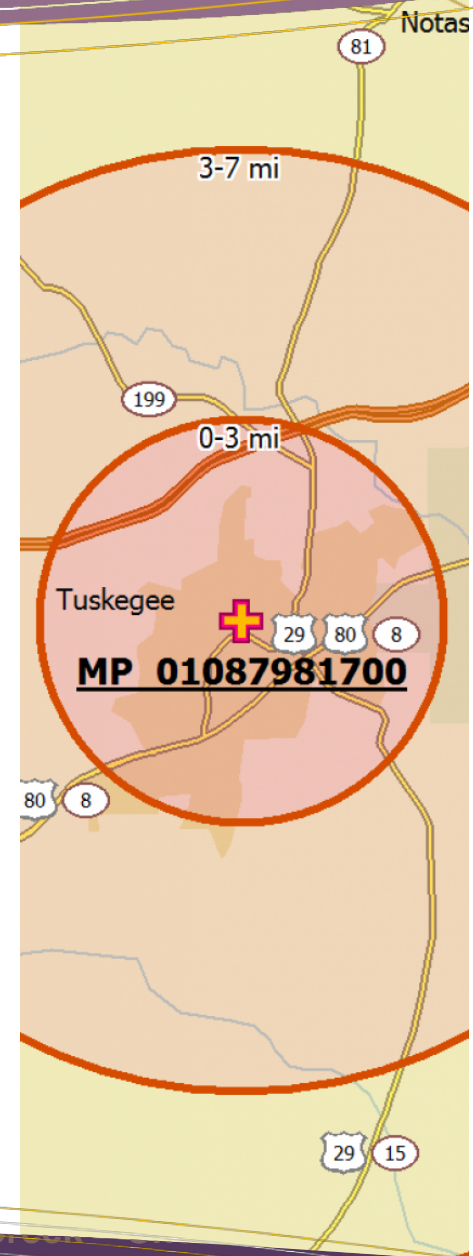


Communication Media Usage

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+)	13.2%	13.36%	13.76%
Medium Users (4-6)	6.44%	6.54%	6.73%
Light Users (1-3)	13.69%	14.02%	14.58%
Quintiles (20%)			
Newspaper I (Heavy)	1.62%	1.54%	1.42%
Newspaper II	1.12%	1.19%	1.27%
Newspaper III	1.24%	1.27%	1.34%
Newspaper IV	0.81%	0.76%	0.69%
Newspaper V (Light)	1.85%	1.69%	1.53%

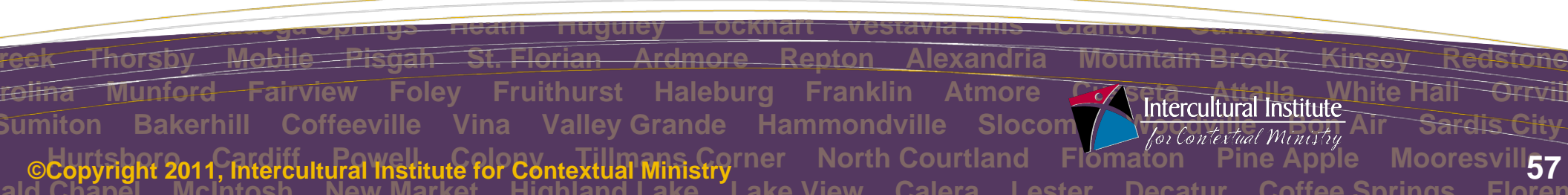
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	24.14%	23.86%	23.37%
Magazines II	10.35%	10.31%	10.18%
Magazines III	11.47%	11.34%	11.17%
Magazines IV	16.69%	16.44%	16.02%
Magazines V (Light)	1.07%	1.13%	1.17%
Outdoor I (Heavy)	10.82%	10.83%	10.68%
Outdoor II	7.92%	7.76%	7.44%
Outdoor III	7.1%	7.02%	6.83%
Outdoor IV	16%	16.25%	16.45%
Outdoor V (Light)	24.36%	24.54%	24.67%
Yellow Pages I (Heavy)	16.31%	16.5%	16.59%
Yellow Pages II	9.49%	9.56%	9.55%
Yellow Pages III	15.66%	15.34%	14.66%
Yellow Pages IV	27.43%	27.4%	27.13%
Yellow Pages V (Light)	7.16%	7.01%	6.75%

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)	1.26%	1.31%	1.41%
Drive Time III (Medium)	1.21%	1.15%	1.13%
Radio IV & V (Light)	2.14%	2.19%	2.25%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	15.94%	15.61%	15.03%
Radio III (Medium)	3.32%	3.27%	3.28%
Radio IV & V (Light)	3.98%	4.04%	4.07%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	9.74%	10.02%	10.39%
Cable III (Medium)	6.96%	6.86%	6.62%
Cable IV & V (Light)	46.21%	46.25%	45.66%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.1%	3.18%	3.28%
Prime Time III (Medium)	1.01%	1.02%	1.02%
Prime Time IV & V (Light)	14.62%	14.2%	13.55%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	36.87%	37.12%	37.59%
Fringe III (Medium)	57.5%	57.57%	57.32%
Fringe IV (Light)	57.6%	57.77%	57.84%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.93%	16.98%	16.89%
All Day III (Medium)	28.21%	28.1%	27.81%
All Day IV (Light)	27.86%	27.41%	26.57%



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]	9.08%	9.31%	9.55%
6:00am - 10:00am	14.95%	14.91%	15.03%
10:00am - 3:00pm	16.98%	16.7%	16.11%
3:00pm - 7:00pm	22.72%	21.98%	20.94%
7:00pm - Midnight	12.93%	12.89%	12.73%
Midnight - 6:00am	12.28%	12.08%	11.64%
Weekend Radio			
Listeners			
Dayparts [summary]	17.25%	16.89%	16.38%
6:00am - 10:00am	2.12%	2.08%	2.09%
10:00am-3:00pm	4.48%	4.43%	4.57%
3:00pm - 7:00pm	9.19%	9%	8.7%
7:00pm - Midnight	13.46%	13.2%	12.76%
Midnight - 6:00am	19.28%	18.83%	18.13%

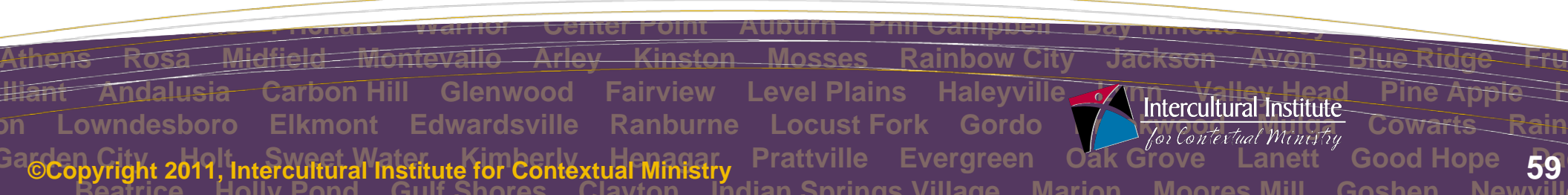
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.23%	6.12%	6.13%
Saturday: 8:00-11:00pm	7.9%	8%	8.09%
Sunday: 7:00-11:00pm	11.73%	11.47%	11.08%
9:00am-1:00pm	27.03%	27.07%	26.83%
9:00am-4:00pm	30.35%	30.55%	30.52%
4:00pm-7:00pm	32.79%	32.9%	32.94%
11:00pm-1:00am	49.28%	49.17%	48.67%
AVG Prime time	7.96%	7.9%	7.67%
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	19.71%	19.15%	18.4%
7-9am	19.46%	19.49%	19.59%
9am-12noon	17.66%	17.94%	18.13%
12noon-4pm	12.69%	12.61%	12.38%
4-6pm	46.9%	47.36%	47.94%
6-7pm	17.39%	17.39%	17.47%
7-7:30pm	1.27%	1.37%	1.49%
7:30-8pm	11.77%	12.05%	12.25%
8-11pm	6.23%	6.12%	6.13%
11pm-12am	35.74%	35.79%	35.58%
11pm-1am	49.28%	49.17%	48.67%
1-6am	34.57%	34.7%	34.7%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	15.73%	15.69%	15.66%
Sat: 10am-1pm	8.73%	8.69%	8.63%
Sat: 1-4pm	25.58%	25.52%	25.37%
Sat: 4-6pm	6.84%	6.97%	7.03%
Sat: 6-7pm	1.09%	1.16%	1.23%
Sat: 7-8pm	0.96%	1%	1.06%
Sat: 8-11pm	7.9%	8%	8.09%
Sat: 11pm-1am	6.79%	6.89%	6.95%
Sat: 1am-7pm	18.71%	19.01%	19.44%
Sun: 7-10am	2.2%	2.23%	2.28%
Sun: 10am-1pm	4.95%	4.97%	5.03%
Sun: 1-4pm	4.21%	4.15%	4.13%
Sun: 4-7pm	10.56%	10.58%	10.58%
Sun: 7-11pm	11.73%	11.47%	11.08%
Sun: 11pm-1am	6.98%	6.81%	6.53%
Sun: 1-7am	20.21%	20.17%	20.06%



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.

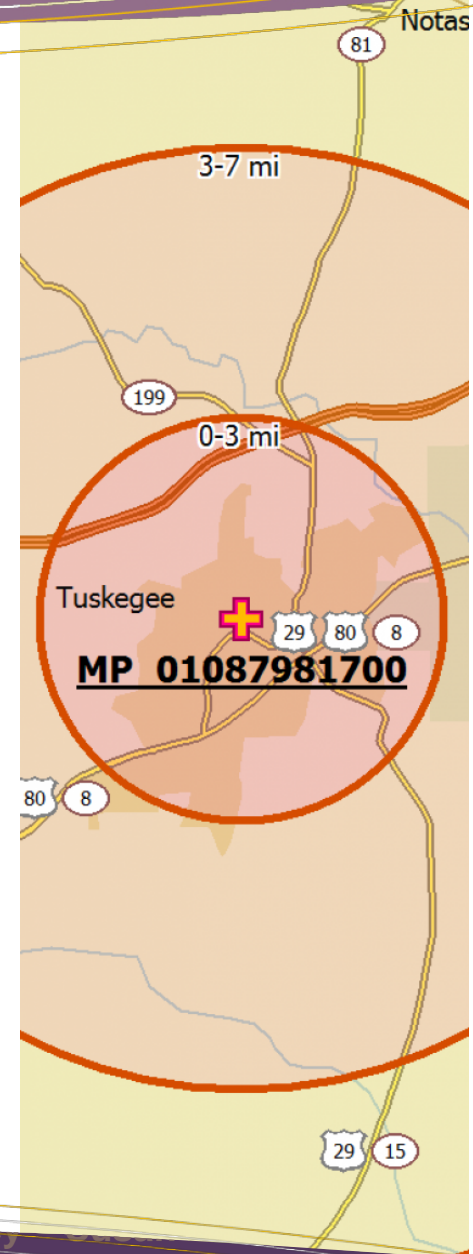


Your MissionSite and the Missional Suite

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	Tuskegee First	PO Box 830098 Tuskegee, AL 36083	0.56 mi	15	Declining
2	Rock of Ages	PO Box 1231 Tuskegee Institute, AL 36087	4.10 mi	51	Plateauing
3	Pleasant Springs	81 County Road 17 Tuskegee, AL 36083	4.65 mi	30	Plateauing
4	Concord	PO Box 98 Notasulga, AL 36866	6.57 mi	38	Declining
5	Notasulga First	PO Box 385 Notasulga, AL 36866	9.37 mi	53	Growing
6	Salem Macon	4647 Tallapoosa St Notasulga, AL 36866	10.77 mi	104	Declining
7	Elam	4686 Notasulga Rd Tallassee, AL 36078	11.41 mi	205	Growing
8	High Hope	227 Lee Road 673 Auburn, AL 36832	12.33 mi	9	Growing
9	River Road	239 Lower Tuskegee Rd Tallassee, AL 36078	12.39 mi	94	Declining
10	East Tallassee	314 Central Blvd Tallassee, AL 36078	12.74 mi	161	Growing
11	Carrville	501 Sims Ave Tallassee, AL 36078	13.15 mi	181	Plateauing
12	Tallassee First	PO Box 780368 Tallassee, AL 36078	13.48 mi	299	Growing
13	Reeltown First	16963 Highway 49 S Notasulga, AL 36866	13.75 mi	88	Plateauing
14	Loachapoka	PO Box 68 Loachapoka, AL 36865	13.84 mi	22	Declining
15	Cubahatchie	855 Old Federal Rd Shorter, AL 36075	13.84 mi	44	Declining



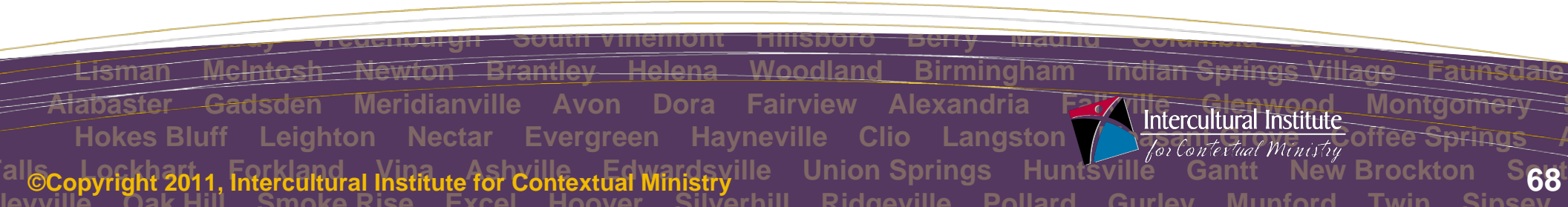
APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Riverside Heights Hispanic Mission	495 Little Rd Tallassee, AL 36078	14.91 mi	30	Plateauing
17	Society Hill	16155 US Hwy. 80 W Opelika, AL 36804	14.96 mi	36	Declining
18	West Auburn	536 Webster Rd Auburn, AL 36832	15.05 mi	47	Growing
19	Riverside Heights	495 Little Rd Tallassee, AL 36078	15.07 mi	111	Plateauing
20	Tallaweka	PO Box 780448 Tallassee, AL 36078	15.37 mi	111	Declining
21	Grace Heritage	PO Box 1510 Auburn, AL 36831	15.85 mi	70	Growing
22	Antioch	94 Roxanna Rd Camp Hill, AL 36850	16.74 mi	19	Plateauing
23	Rock Springs	375 Rigsby Road Tallassee, AL 36078	17.36 mi	35	Growing
24	Friendship	PO Box 780343 Tallassee, AL 36078	17.36 mi	47	Declining
25	Journey Church	555 Old Stage Rd Suite 2B Auburn, AL 36830	17.56 mi	70	Plateauing
26	Parkway	766 E University Dr Auburn, AL 36830	17.64 mi	488	Plateauing
27	Auburn First	128 E Glenn Ave Auburn, AL 36830	17.96 mi	361	Plateauing
28	Liberty	574 Liberty Rd Tallassee, AL 36078	18.50 mi	91	Growing
29	Beulah	5891 Lovelady Rd Dadeville, AL 36853	18.57 mi	96	Growing
30	Bethlehem East	PO Box 307 Kent, AL 36045	19.35 mi	123	Plateauing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Lakeview	1600 E Glenn Ave Auburn, AL 36830	19.45 mi	1,253	Plateauing
32	Union Springs First	PO Box 507 Union Springs, AL 36089	19.67 mi	129	Declining
33	Eastside	PO Box 309 Union Springs, AL 36089	19.84 mi	56	Declining
34	North Ridge	89 Lee Rd 91 Auburn, AL 36830	19.87 mi	96	Growing
35	Farmville	3607 Al Highway 147 N Auburn, AL 36830	20.62 mi	225	Plateauing
36	Good Hope	1766 S Fleahop Rd Eclectic, AL 36024	20.74 mi	224	Plateauing
37	Airview	2301 Airport Rd Opelika, AL 36801	20.98 mi	100	Declining
38	Hurtsboro First	PO Box 224 Hurtsboro, AL 36860	21.46 mi	29	Plateauing
39	East View	1208 Spring Dr Opelika, AL 36801	21.70 mi	19	Growing
40	Pepperell	2702 2nd Ave Opelika, AL 36801	21.98 mi	199	Declining
41	Purpose	PO Box 4193 Opelika, AL 36803	22.38 mi	45	Growing
42	Waverly	PO Box 10 Waverly, AL 36879	22.54 mi	42	Declining
43	Refuge	3098 Red Hill Rd Tallassee, AL 36078	22.55 mi	120	Declining
44	Providence	2807 Lee Road 166 Opelika, AL 36804	22.81 mi	360	Plateauing
45	Central	1611 2nd Ave Opelika, AL 36801	23.30 mi	140	Growing





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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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