MissionSite

top unreached locations

FAIRHOPE, AL

CENSUS TRACT: 01003011100
REGION: Gulf Coast Region
ASSOCIATION: Baldwin
DISTRICT: 07: Gulf Coast District
COUNTY: Baldwin
SITESCAPE: Townscape
DENSITY PATTERN: I3

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CONGREGATIONAL
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In partnership with the:

Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
State Board of Missions

MissionSite (TM)
Table of Contents

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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	0105	Gulf Coast Region
2	Association	1047	Baldwin
3	District	07	Gulf Coast District
4	County Location	01003	Baldwin
5	Zipcode	36532	Baldwin
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	I3	10000-50000-50000

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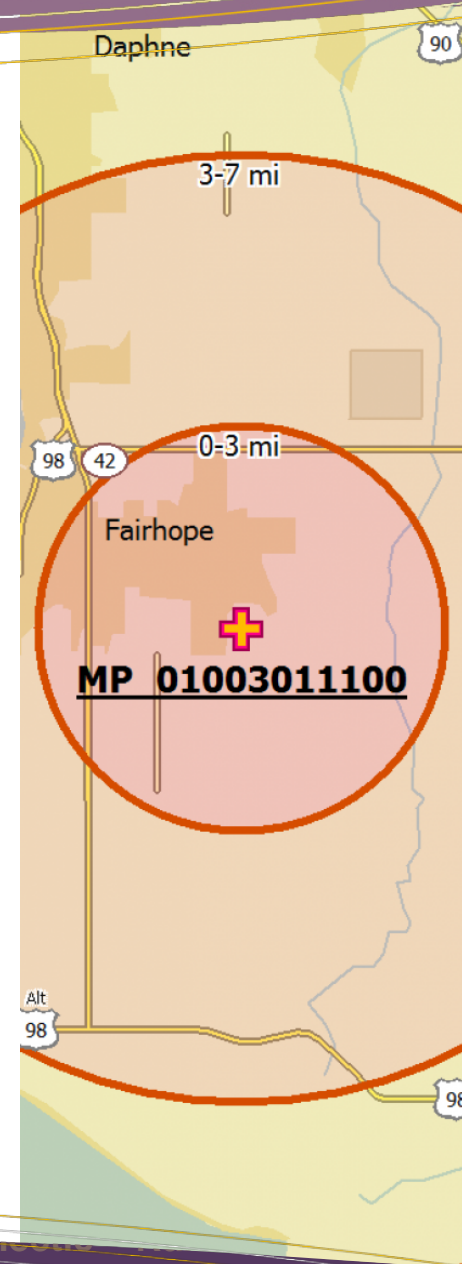
Site Location Summary - Map of the Site Location
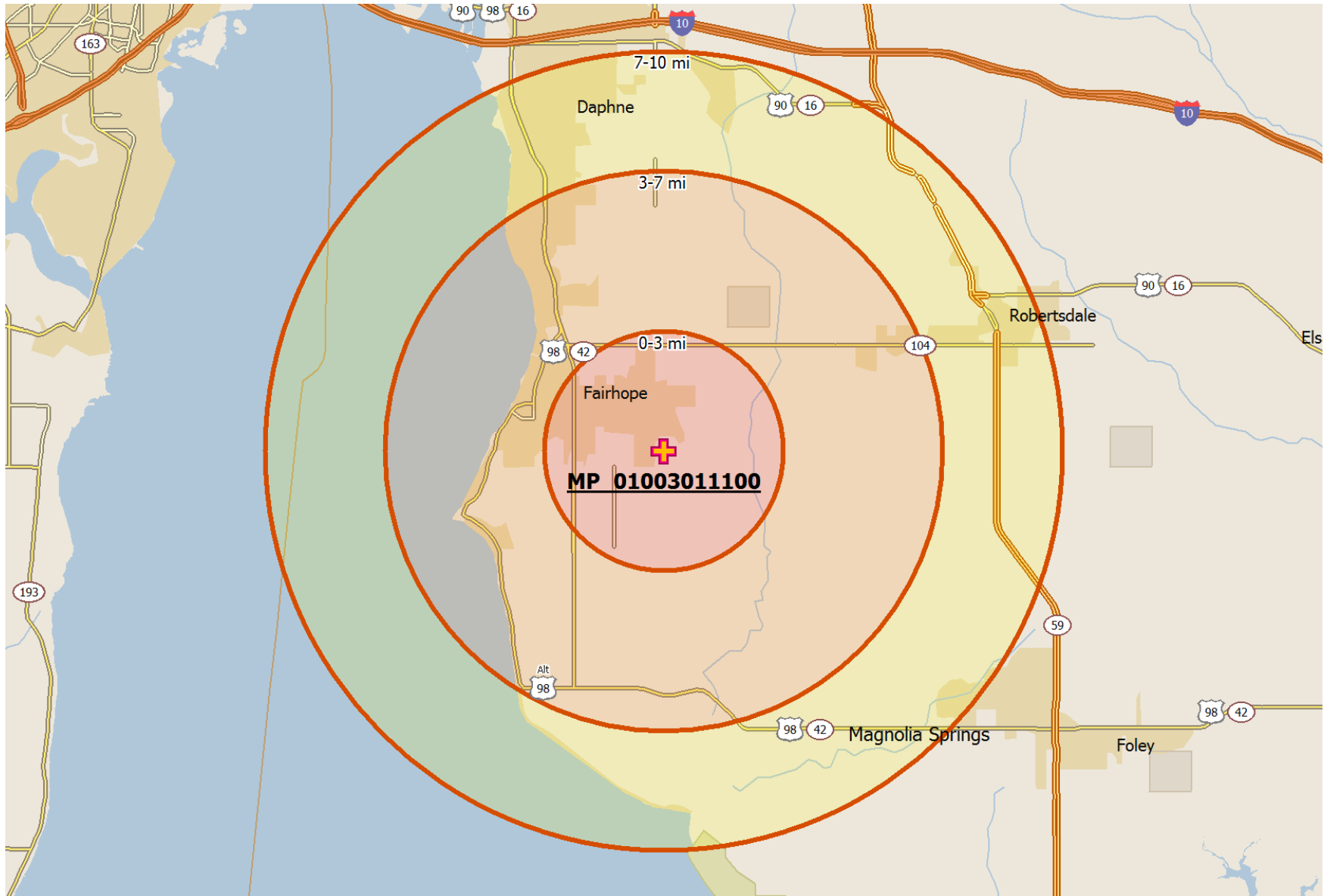
Site Location Summary - Urbanicity

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	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	85	Micropolitan core commuting: Secondary flow 30% to 50% 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	23	Percent commuting from non metro to metro areas

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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	13,243	27,813	33,940
2010 Households	5,487	11,006	13,001
2010 Group Quarters Population	126	237	663

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	26	34
Language Diversity National Index	16	10	20
Foreign Born Diversity National Index	56	62	50
Ancestry Diversity National Index	90	85	84
Racial Diversity National Index	33	31	30

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Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the MissionalCyclopedia.org website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	1	True
Retirement Destination County	1	True

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

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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	1,458	26.57%
Mainstay Communities	Established, Diverse Households	1,817	33.11%
Working Communities	Blue-collar, Working Families	506	9.22%
Country Communities	Rural, Agri. & Mining Families	865	15.76%
Aspiring Communities	Young Singles / Aspiring-Multihousing	564	10.28%
Urban Communities	High Density, Inner-city Neighborhoods	274	4.99%

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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?

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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	49,252	3,626	7.36%
Unreached %	66.6%	66.09%	99.23
Religious But NOT Evangelical HH	11,368	785	6.9%
Religious But NOT Evangelical %	15.37%	14.3%	93.05
Spiritual But NOT Relig or Evang HH	8,817	661	7.49%
Spiritual But NOT Relig or Evang %	11.92%	12.04%	100.97
Not Evangelical, Not Interested HH	29,148	2,184	7.49%
Not Evangelical, Not Interested %	39.42%	39.8%	100.99

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	61	2	3.28%
Active ALSBOM Attenders	9,327	531	5.69%
Active Evangelical Households	10,840	815	7.52%
Active Evangelical Percent	14.66%	14.86%	101.38
Inactive Evangelical Households	13,859	1,043	7.53%
Inactive Evangelical Percent	18.74%	19.01%	101.42
# New Churches Needed	0	1	0%

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Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Fish River	2.76 mi	125	Declining	16	Robertsdale First	8.61 mi	330	Growing
2	Church On the Eastern Shore	2.79 mi	406	Growing	17	Summerdale First	8.68 mi	80	Growing
3	Fairhope Avenue	3.01 mi	156	Growing	18	Vernant Park	8.85 mi	69	Growing
4	Fairhope First	3.24 mi	272	Declining	19	Trinity	9.20 mi	26	Declining
5	Fairhope First	3.49 mi	769	Plateauing	20	Grace	9.92 mi	49	Declining
6	Point Clear First	4.35 mi	27	Declining	21	Loxley First	10.01 mi	185	Plateauing
7	New Horizon	5.08 mi	37	Declining	22	Spanish Trail	10.26 mi	65	Declining
8	Barnwell	6.33 mi	139	Plateauing	23	Calvary	10.85 mi	88	Declining
9	Silverhill First	6.46 mi	239	Declining	24	Foley First	11.41 mi	381	Plateauing
10	Crossroads Church at Belforest	6.58 mi	228	Growing	25	Faith Family Fellowship	11.46 mi	361	Growing
11	Jubilee	7.66 mi	371	Growing	26	Spanish Fort First	11.87 mi	156	Declining
12	Bay Shore	7.86 mi	76	Growing	27	Bethel	12.74 mi	161	Growing
13	Lifeway Community	8.03 mi	69	Plateauing	28	Pleasant View	13.54 mi	130	Growing
14	Magnolia Springs	8.31 mi	77	Declining	29	East Pointe	14.02 mi	120	Growing
15	Eastern Shore	8.42 mi	610	Growing	30	Friendship	14.07 mi	108	Plateauing

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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 chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

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Current Demographic Summary

The population and household figures from IICM's Demoscape 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	98,281	5,112	5.2%
2000 Population	140,415	8,631	6.15%
2010 Population	183,407	13,243	7.22%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	37,043	1,882	5.08%
2000 Households	55,336	3,513	6.35%
2010 Households	73,952	5,487	7.42%

Location Types in this MissionSite
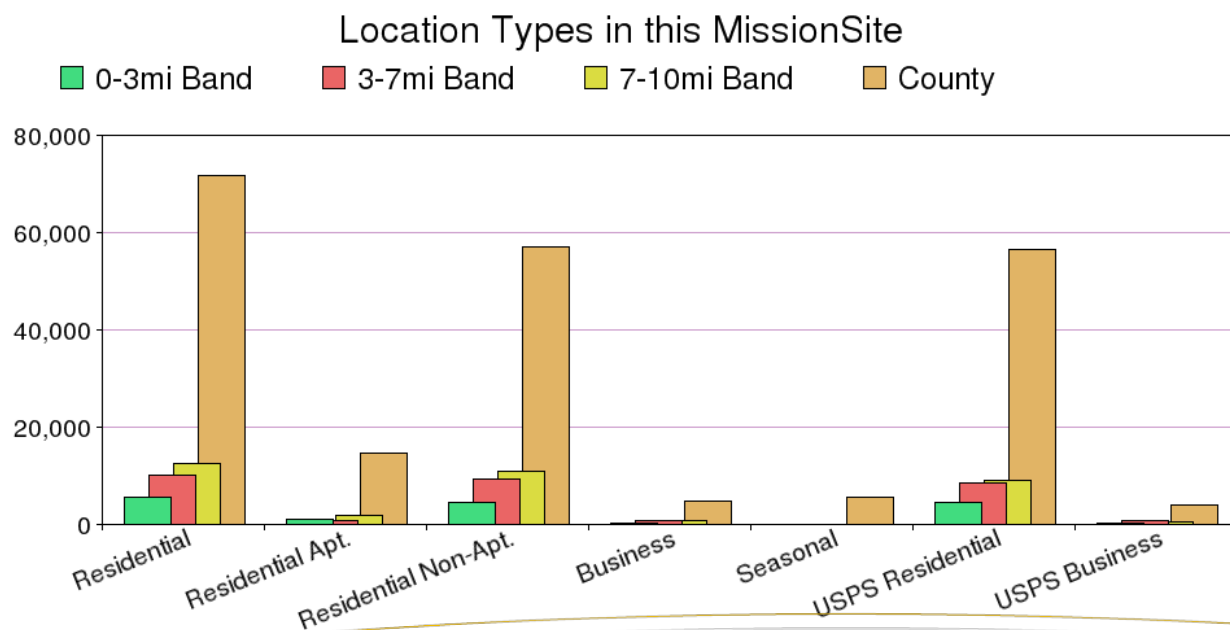
Location Type	0-3mi Band
Residential	5,612
Residential Apt.	982
Residential Non-Apt.	4,630
Business	342
Seasonal	0
USPS Residential	4,588
USPS Business	228

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.

Age Group Percentages
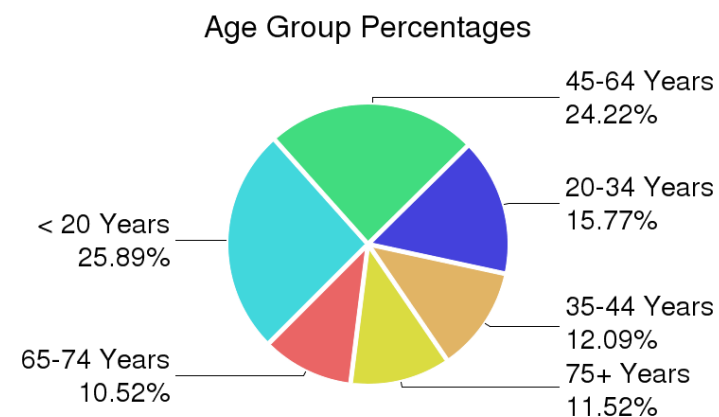
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.48%	5.81%	106.02
4-5 Years	2.56%	2.51%	98.05
6-8 Years	3.75%	3.76%	100.27
9-11 Years	3.76%	3.77%	100.27
12-13 Years	2.51%	2.61%	103.98
14-17 Years	5.04%	4.98%	98.81
18-19 Years	2.52%	2.45%	97.22
0-5 Years	8.04%	8.33%	103.61
6-12 Years	8.77%	8.83%	100.68
13-19 Years	8.82%	8.74%	99.09
< 20 Years	25.63%	25.9%	101.05
20-34 Years	17.12%	15.77%	92.11
35-44 Years	12.4%	12.09%	97.5
45-64 Years	27.01%	24.23%	89.71
65-74 Years	10.03%	10.52%	104.89
75+ Years	7.82%	11.52%	147.31
Median Age	41	45	109.84
Median Age (Male)	40	42	106.8
Median Age (Female)	42	47	111.39

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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.

Race/Ethnicity Comparison

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	87.03%	88.39%	101.56
Black, African-American	9.92%	8.81%	88.8
Native American	0.49%	0.26%	52.03
Asian	0.69%	0.89%	128.68
Pacific Island, Hawaiian	0.03%	0.02%	86.56
Other/Multiple Races	1.84%	1.63%	88.71
Hispanic	0%	3.07%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	125,928	9,172	
Less than 9th Grade	2.73%	1.28%	214.4
No High School Diploma	8.17%	6.65%	122.9
High School Graduate	30.79%	29.7%	103.66
Some College, no degree	22.25%	22.31%	99.73
Associate Degree	8.03%	9.2%	87.27
College Degree	18.69%	20.12%	92.93
Graduate/Prof. degree	9.33%	10.75%	86.83
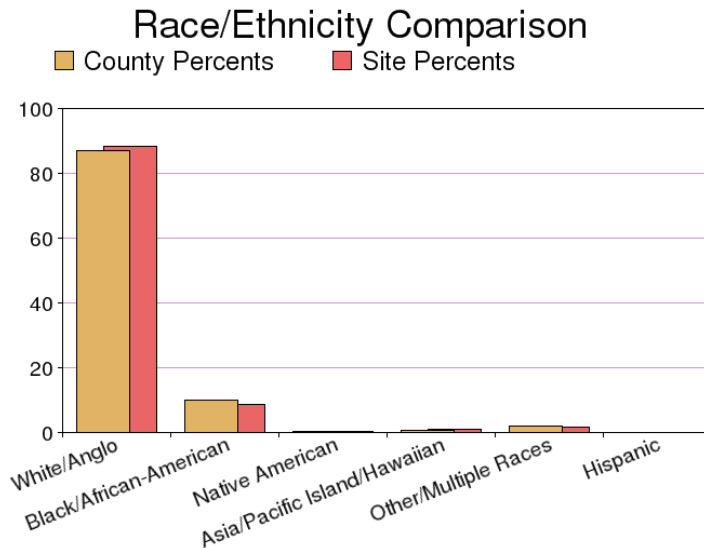
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Current Demographic Summary

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	4.87%	5.16%	169.07
$10,000 to $19,999	9.93%	10.15%	102.23
$20,000 to $29,999	12.16%	12.32%	101.31
$30,000 to $49,999	21.78%	20.79%	95.47
$50,000 to $59,999	9.99%	10.44%	104.54
$60,000 to $69,999	7.25%	7.02%	96.84
$70,000 to $79,999	6.82%	7.45%	109.31
$80,000 to $89,999	5.81%	7.03%	121.1
$90,000 to $99,999	3.96%	4.68%	118.18
$100,000 to $124,999	7.61%	8.95%	117.58
$125,000 to $149,999	3.57%	2%	56.22
$150,000 to $199,999	3.3%	2.17%	65.65
$200,000 to $249,999	1%	0.44%	43.71
$250,000 or more	1.95%	1.35%	69.02
Median Household	51,068	52,231	102.28
Average Household	67,301	63,437	94.26
Per Capita Household	27,489	26,295	95.66
Family/Non-Family Household Income			
Median Family Income	59,807	61,657	103.09
Average Family Income	77,615	76,171	98.14
Median Non-Family Income	30,654	30,981	101.07
Average Non-Family Income	41,040	35,745	87.1

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Current Demographic Summary

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

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

| 2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	71.8%	70.18%	97.75
Families with Children	33.1%	33.84%	102.26
Families without Children	38.7%	36.34%	93.89
Non-Family Households			
% Non-Family Households	28.2%	29.82%	105.73
Non-Families with Children	0.2	0.09	45.84
Non-Families without Children	28	29.72	106.16
Housing Units			Index
Total Housing Units	107,779	6,292	
Vacant percent	31.39%	12.79%	40.76
Owned percent	51.9%	64.96%	125.16%
Rented Percent	16.72%	22.23%	132.99
Households by Size			Index
Avg household size	2.45	2.39	97.55
Avg family hh size	2.95	2.94	99.66
Avg non-family hh size	1.18	1.09	92.37
Households By Count of Persons			Percent
One	16,539	1,397	8.45%
Two	29,862	2,089	7%
Three or Four	22,136	1,647	7.44%
Five+	5,415	355	6.56%

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Projected Demographic Summary

The population and household figures from IICM's Demoscape 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	98,281	5,112	5.2%
2000 Population	140,415	8,631	6.15%
2010 Population	183,407	13,243	7.22%
2015 Population	201,031	14,723	7.32%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	37,043	1,882	5.08%
2000 Households	55,336	3,513	6.35%
2010 Households	73,952	5,487	7.42%
2015 Households	80,729	6,077	7.53%

Household Change from 1985 to 2030
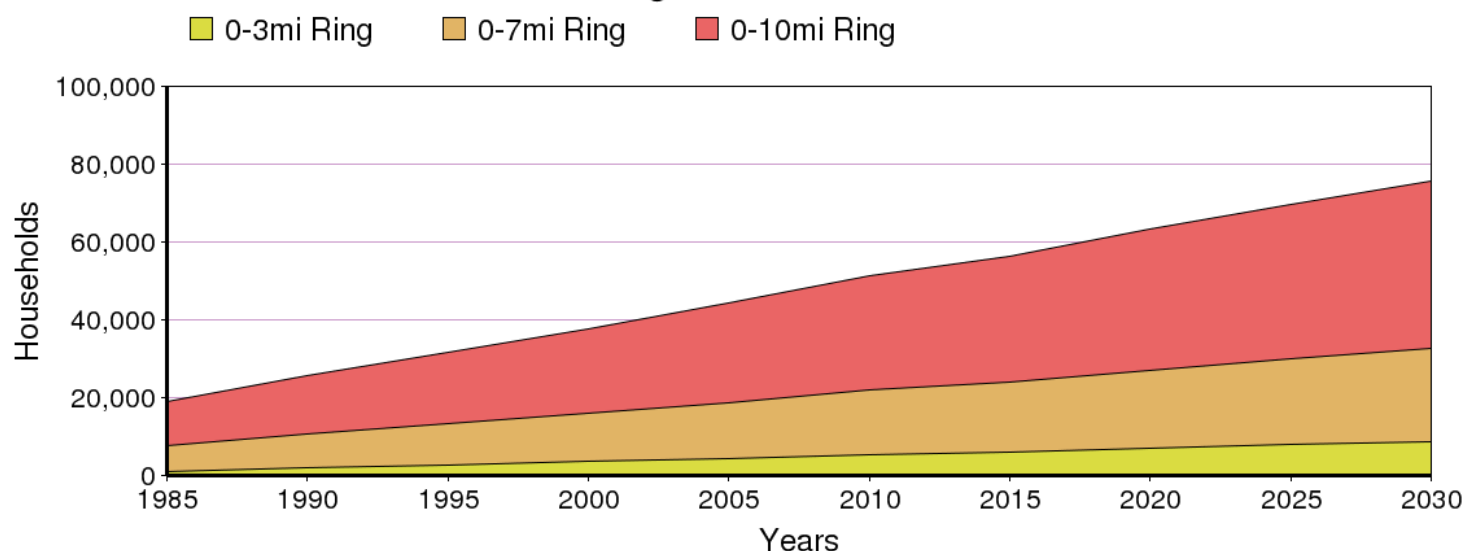
■ 0-3mi Ring   ■ 0-7mi Ring   ■ 0-10mi Ring

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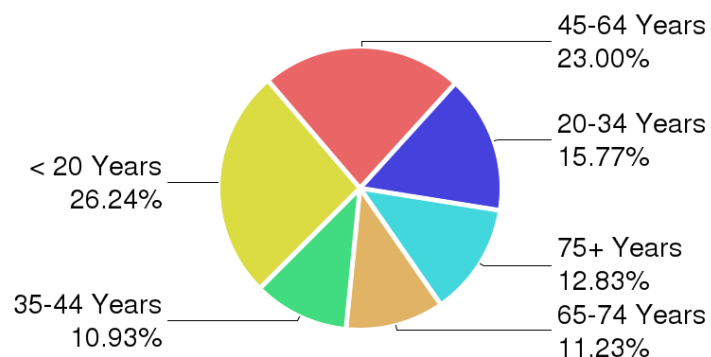*for Contextual Ministry*

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.

Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.81%	6.11%	105.16
4-5 Years	2.51%	2.7%	107.57
6-8 Years	3.76%	3.91%	103.99
9-11 Years	3.77%	3.84%	101.86
12-13 Years	2.61%	2.49%	95.4
14-17 Years	4.98%	4.86%	97.59
18-19 Years	2.45%	2.34%	95.51
0-5 Years	8.33%	8.82%	105.88
6-12 Years	8.83%	9%	101.93
13-19 Years	8.74%	8.42%	96.34
< 20 Years	25.9%	26.24%	101.31
20-34 Years	15.77%	15.77%	100
35-44 Years	12.09%	10.93%	90.41
45-64 Years	24.23%	23%	94.92
65-74 Years	10.52%	11.23%	106.75
75+ Years	11.52%	12.83%	111.37
Median Age	41	45	110.91
Median Age (Male)	40	42	107.44
Median Age (Female)	42	48	113.49

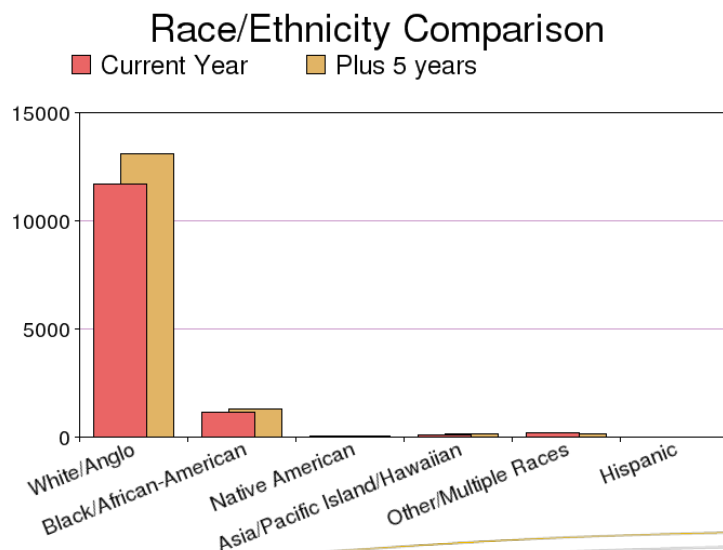Intercultural Institute
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Projected Demographic Summary

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	88.39%	88.85%	100.52
Black, African-American	8.81%	8.75%	99.27
Native American	0.26%	0.29%	113.76
Asian	0.89%	1.15%	129.59
Pacific Island, Hawaiian	0.02%	0.02%	89.95
Other/Multiple Races	1.63%	0.94%	57.47
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,172	10,083	
Less than 9th Grade	1.28%	0.96%	75.42
No High School Diploma	6.65%	5.17%	77.69
High School Graduate	29.7%	29.81%	100.38
Some College, no degree	22.31%	21.45%	96.17
Associate Degree	9.2%	10.29%	111.87
College Degree	20.12%	21.41%	106.45
Graduate/Prof. degree	10.75%	10.9%	101.39

Race/Ethnicity Comparison

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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	5.16%	4.31%	83.59
$10,000 to $19,999	10.15%	9.18%	90.45
$20,000 to $29,999	12.32%	11.8%	95.77
$30,000 to $49,999	20.79%	19.55%	94.01
$50,000 to $59,999	10.44%	10.81%	103.53
$60,000 to $69,999	7.02%	6.98%	99.44
$70,000 to $79,999	7.45%	7.95%	92.94
$80,000 to $89,999	7.03%	7.49%	99.88
$90,000 to $99,999	4.68%	4.72%	100.83
$100,000 to $249,999	8.95%	10.25%	114.57
$125,000 to $149,999	2%	2.3%	114.92
$150,000 to $199,999	2.17%	2.42%	111.54
$200,000 to $249,999	0.44%	0.51%	116.63
$250,000 or more	1.35%	1.46%	108.59
Median Household	52,231	55,833	106.9
Average Household	63,437	68,818	108.48
Per Capita Household	26,295	28,415	108.06
Family/Non-Family Household Income			
Median Family Income	61,657	65,453	106.16
Average Family Income	76,171	83,005	108.97
Median Non-Family Income	30,981	33,622	108.52
Average Non-Family Income	35,745	38,842	108.66

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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	70.18%	69.77%	99.41
Families with Children	33.84	33.31	98.41
Families without Children	36.34	39.21	107.91
Non-Family Households			
% Non-Family Households	29.82%	30.23%	101.38
Non-Families with Children	0.09	0.08	101.38
Non-Families without Children	29.72	30.15	101.42
Housing Units			
Total Housing Units	6,292	6,940	110.3%
Vacant percent	12.79%	12.44%	97.2
Owned percent	64.96%	65.29%	100.51
Rented Percent	22.23%	22.28%	100.19
Households by Size			
Avg household size	2.39	2.40	100.42%
Avg family hh size	2.94	2.98	101.36%
Avg non-family hh size	1.09	1.07	98.17%
Households By Count of Persons			
One	1,397	1,530	109.52%
Two	2,089	2,327	111.39%
Three or Four	1,647	1,828	110.99%
Five+	355	392	110.42%

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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	91	467	478
Northern Europe	15	93	48
Western Europe	24	106	45
Southern Europe	0	6	13
Eastern Europe	0	15	29
Other Europe	0	0	0
Eastern Asia	18	18	15
So. Central Asia	0	10	20
SE Asia	2	23	23
Western Asia	0	47	5
Other Asia	0	0	3

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	6
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	7	3	5
Caribbean	1	6	0
Central Amer.	12	75	172
South America	2	26	18
North America	10	39	76
Born at sea	0	0	0

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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	7,646	21,316	20,865
Spanish	188	340	701
Other Indo-Euro language	80	289	336
French (incl. Patois, Cajun)	9	103	71
French Creole	0	0	0
Italian	9	25	22
Portuguese	0	1	8
German	62	92	76
Yiddish	0	0	0
Other West Germanic	0	7	33
A Scandinavian Language	0	30	18
Greek	0	0	5
Russian	0	5	0
Polish	0	0	0
Serbo-Croatian	0	0	12
Other Slavic Language	0	17	36
Armenian	0	0	0
Persian	0	6	25
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	3	30

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	6	13	5
Korean	15	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	2	0
Other Asian	0	9	0
Tagalog	0	8	0
Other Pacific Is	0	5	4
Other languages	0	32	2
Navajo	0	0	0
Other Native N. American	0	0	2
Hungarian	0	0	0
Arabic	0	32	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

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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	6,003	16,888	16,601
Arab	0	48	5
Armenian	0	0	0
Austrian	0	5	30
British	50	151	67
Canadian	9	13	60
Croatian	0	0	7
Czech	87	125	142
Czechoslovak	41	71	101
Danish	0	65	66
Dutch	30	260	204
English	735	2,363	1,717
European	162	148	266
Finnish	0	10	21
French (not Basque)	173	497	360
French Canadian	32	51	72
German	744	1,758	1,754
Greek	1	54	66
Hungarian	9	20	13
Iranian	1	23	14

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	684	1,431	1,531
Italian	250	718	771
Lithuanian	4	21	12
Norwegian	50	157	101
Polish	77	147	227
Portuguese	0	15	19
Romanian	0	7	0
Russian	58	31	18
Scandinavian	12	14	7
Scotch-Irish	374	825	698
Scottish	128	503	412
Slovak	0	6	10
Subsaharan African	2	147	155
Swedish	70	184	233
Swiss	11	41	11
Ukrainian	0	6	29
US/American	1,168	3,161	3,671
Welsh	31	110	53
West Indian	11	6	0
Yugoslavian	0	0	14
Other	999	3,697	3,664

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 Demoscape 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?

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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?

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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 "Evangelscape 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 Evangelscape 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.

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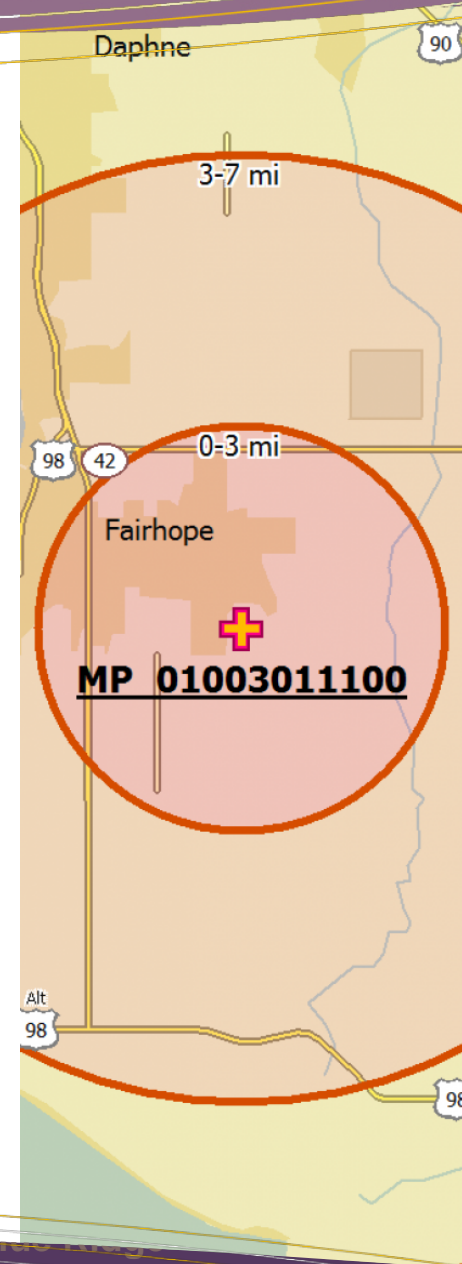
Unreached Households by Lifestyle Segment

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	5,487	100%	3,625	100%
AFFLUENT SUBURBIA	84	1.53%	58	1.6%
America's Wealthiest	4	0.07%	3	0.08%
Dream Weavers	2	0.04%	1	0.03%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	78	1.42%	54	1.49%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,374	25.04%	923	25.46%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,359	24.77%	912	25.16%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	15	0.27%	11	0.3%
SM TWN SUCCESS	1,414	25.77%	917	25.3%
2nd City Homebodies	103	1.88%	73	2.01%
Prime Middle America	604	11.01%	393	10.84%
Urban Optimists	18	0.33%	12	0.33%
Family Convenience	689	12.56%	439	12.11%
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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	5,487	100%	3,625	100%
BLUE COLLAR BACKBONE	36	0.66%	22	0.61%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	36	0.66%	22	0.61%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	403	7.34%	278	7.67%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	9	0.16%	6	0.17%
Professional Urbanites	162	2.95%	117	3.23%
Urban Advancement	173	3.15%	117	3.23%
Amer. Great Outdoors	59	1.08%	38	1.05%
Mature America	0	0%	0	0%
METRO FRINGE	470	8.57%	322	8.88%
Steadfast Conservative	435	7.93%	298	8.22%
Moderate Conventionalists	35	0.64%	24	0.66%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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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	5,487	100%	3,625	100%
REMOTE AMERICA	244	4.45%	146	4.03%
Hardy Rural Fam.	115	2.1%	70	1.93%
Rural Southern Living	129	2.35%	76	2.1%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	564	10.28%	412	11.37%
Young Cosmopolitans	2	0.04%	2	0.06%
Minority Metro Communities	262	4.77%	194	5.35%
Stable Careers	300	5.47%	216	5.96%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	621	11.32%	380	10.48%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	621	11.32%	380	10.48%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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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	5,487	100%	3,625	100%
STRUGGLING SOCIETIES	254	4.63%	154	4.25%
Rugged Southern Style	192	3.5%	112	3.09%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	62	1.13%	42	1.16%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	20	0.36%	13	0.36%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	3	0.05%	2	0.06%
Urban Diversity	0	0%	0	0%
New Generation Activists	17	0.31%	11	0.3%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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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?
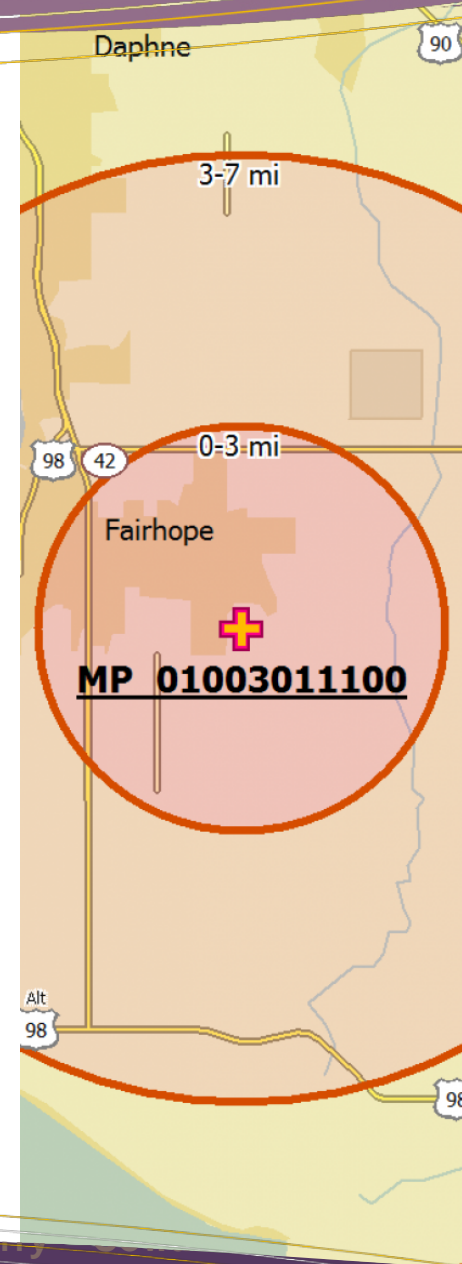
Potential Cultural Bridges

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, lignuistic, 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 comunity 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).

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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	80%	81%	81%
Use Comp. for Internet/E-mail	66%	67%	66%
Internet Use: E-Mail	54%	55%	55%
Use Comp. for Word Processing	41%	44%	43%
Use Comp. for Comp. Games	40%	41%	42%
Use Comp. for Shopping	38%	39%	39%
Use Comp. for Digital Camera Photo Editing	35%	37%	36%
Use Comp. for Banking	33%	34%	35%
Internet Use: News/ Weather	32%	32%	31%
Use Comp. for Education	31%	33%	34%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	28%	28%	29%
HH Owns DVD Player	27%	30%	30%
Use Comp. for News/Info./Data Service	24%	26%	26%
PC-Network-HH Has One	18%	20%	20%
Use Comp. for Personal Financial Mngmnt	15%	17%	16%
Use Comp. for Accounting	15%	17%	17%
Internet Use: Shopping: Gathered Info. for Shopping	14%	15%	14%
Internet Use: Shopping: Made A Purchase	13%	13%	13%
Use Comp. for Filing/DB Mngmnt	13%	14%	14%
Internet Use: Sports	12%	11%	11%

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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	69%	69%	69%
Dining Out (Not Fast Food)	64%	63%	62%
Reading Books	56%	57%	55%
Card Games	40%	42%	43%
Go To A Beach/Lake	38%	40%	39%
Gardening	37%	38%	37%
Cooking for Fun	34%	36%	37%
Board Games	33%	33%	34%
Visit Museum	22%	23%	22%
Photography	21%	21%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	44%	43%	43%
Dentist	31%	32%	30%
Backache	22%	22%	22%
Eye Dr.	22%	22%	22%
None Of These	20%	19%	19%
Hypertension/High Blood Pressure	19%	20%	19%
High Cholesterol	18%	19%	19%
Acid Reflux Disease (GERD)	17%	16%	15%
Any Arthritis	15%	15%	15%

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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	29.06%	29.81%	29.39%
Live Theater	23.43%	24.13%	22.41%
Live Theater Most Often	20.24%	20.4%	18.82%
Rock/Pop Concerts Most Often	15.47%	15.11%	15.34%
Comedy Club	8.88%	9.11%	9.43%
Dance Performance	8.86%	8.77%	8.25%
Movies: Comedy	41.88%	41.12%	40.87%
Movies: Action/Adventure	38.35%	39.14%	39.33%
Movies: Drama	20.27%	20.77%	20.63%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	20.12%	20.89%	20.65%
Movies: Fam.	18.72%	19.66%	20.18%
Movies: Mystery	15.69%	16.69%	16.68%
MLB Baseball Reg. Season	9.49%	9.43%	9.09%
College Football Reg. Season	8.69%	8.18%	7.6%
NFL Football Reg. Season	8.57%	8.05%	7.83%
College Basketball Reg. Season	5.86%	5.54%	5.12%
NBA Basketball Reg. Season	3.79%	4%	3.9%
College Basketball Post-Season	3.49%	2.49%	1.92%

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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	43.96%	44.01%	42.29%
Swimming	35%	35.82%	36.03%
Bowling	21.07%	21.41%	22.09%
Freshwater Fishing	18.36%	18.77%	19.82%
Billiards/Pool	17.78%	18.19%	19.08%
Weight Training	15.7%	16.9%	17%
Using Cardio Machine	15.45%	15.58%	15.03%
Golf	15.31%	16.12%	15.27%
Jogging/Running	15.25%	15.4%	14.98%
Camping Trips	14.95%	15.25%	15.77%
Basketball	14.87%	14.71%	15.01%
Stationary Cycling	13.21%	13.2%	12.58%
Mountain/Road Biking	12.73%	13.66%	13.34%
Baseball	10.76%	10.6%	11.09%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	10.56%	10.5%	9.94%
Hunting	10.07%	10.34%	10.28%
Backpacking/Hiking	9.51%	10.06%	10.1%
Target Shooting	8.96%	9.03%	9.31%
Power Boating	8.37%	9.25%	8.76%
Football	8.16%	8.68%	9.58%
Saltwater Fishing	7.54%	8.01%	8.39%
Tennis	7.41%	7.61%	7.26%
Softball	7.1%	7.63%	7.86%
Volleyball	7.09%	7.65%	7.93%
Yoga	6.92%	7.15%	6.96%
Canoeing/Kayaking	6.73%	7.13%	7.05%
Motorcycling	6.01%	6.23%	6.54%
Soccer	6%	6.66%	6.87%

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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
Horseback Riding	5.49%	5.82%	6.07%
Snorkeling	4.74%	5.05%	4.8%
Archery	4.61%	4.68%	4.63%
Roller Skating	4.53%	4.77%	4.87%
Downhill & X-Country Skiing	4.37%	5.04%	4.77%
Ice Skating	4.25%	4.79%	4.65%
Jet Skiing	3.99%	4.38%	4.32%
Fly Fishing	3.97%	4.24%	4.43%
Water Skiing	3.85%	4.26%	4.15%
Snowmobiling	3.63%	3.74%	3.62%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowboarding	3.36%	3.27%	3.19%
Racquetball	3.23%	3.46%	3.63%
Rock Climbing	3.14%	3.22%	3.22%
Hockey	2.96%	3.1%	3.05%
Sailing	2.88%	3.4%	3.26%
Martial Arts	2.76%	2.91%	2.85%
Skateboarding	2.73%	2.92%	2.92%
Rowing	2.5%	2.78%	2.82%
Surfing & Windsurfing	2.46%	2.58%	2.52%
Auto Racing	2.31%	2.67%	2.74%

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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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.
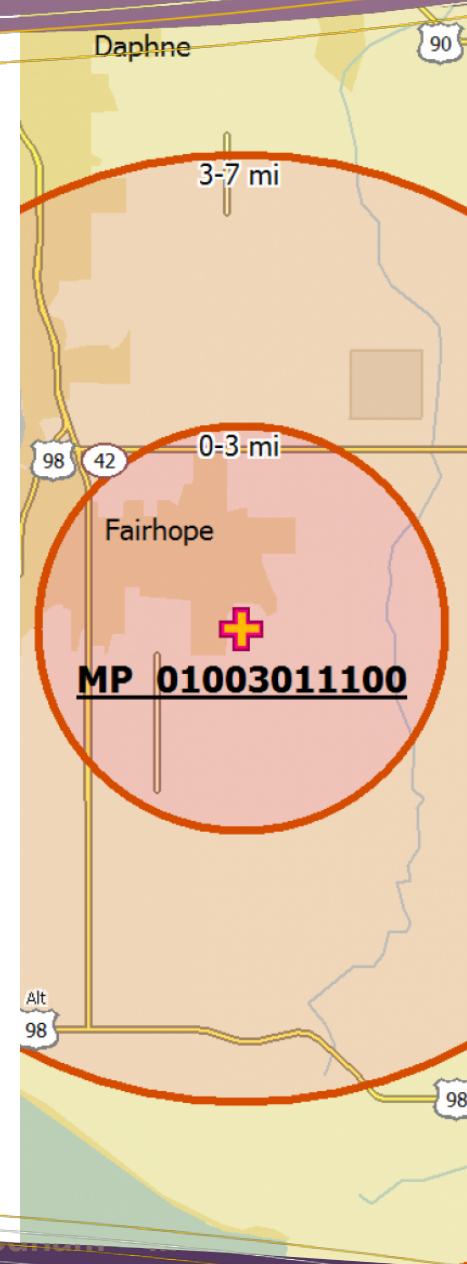
Potential Cultural Barriers -- Introduction (part 2)

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.

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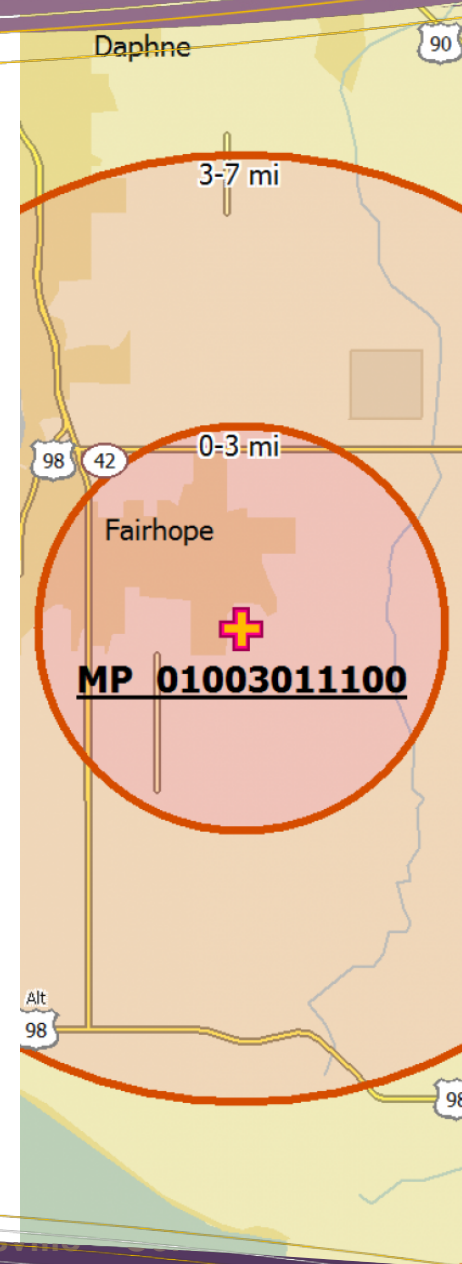
Potential Cultural Barriers:

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	49%	50%	50%
Find It Difficult To Say No To My Kids	38%	39%	40%
Woman's Place Is In The Home	35%	35%	35%
Speak My Mind Even If It Upsets People	34%	34%	34%
Prefer To Have Few Possessions As Possible	33%	35%	34%
Like Control Over People And Resources	31%	31%	32%
If Won Lottery Would Never Work Again	29%	30%	29%
Like To Do Unconventional Things	29%	29%	30%
Don't Judge People/Way They Live Life	26%	27%	27%
Money Is Best Measure Of Success	26%	26%	26%
Friends More Important Than My Fam.	25%	26%	25%
Too Much Sponsorship In Arts/Sports	20%	20%	21%

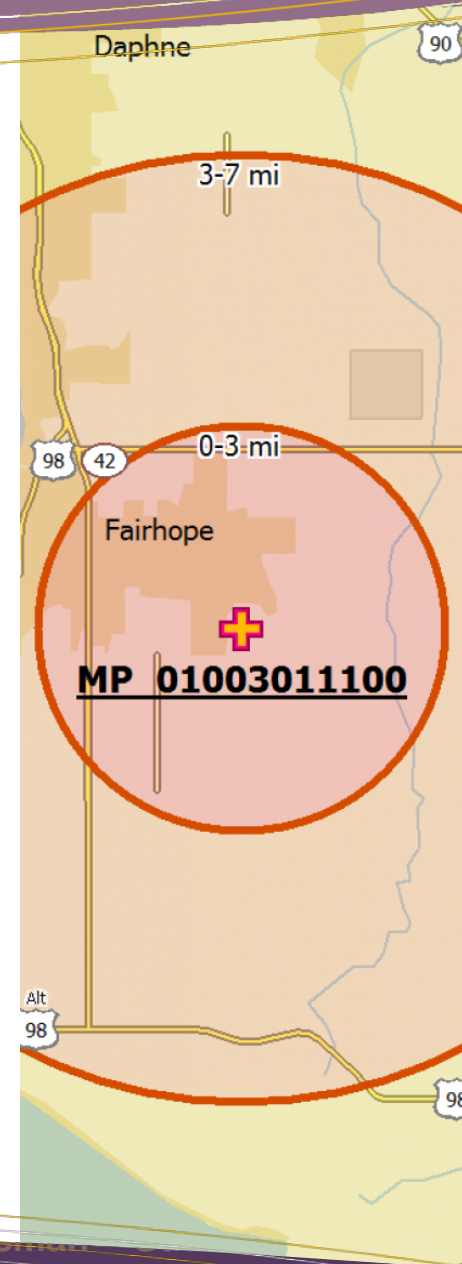| BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Marijuana Should Be Legalized	19%	20%	20%
Like to Stand Out In A Crowd	18%	19%	20%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
I Am A Workaholic	16%	16%	17%
Rarely Sit Down to a Meal Together At Home	15%	16%	17%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	12%	12%	13%
Happy With My Standard Of Living	12%	13%	12%
Indulge My Kids With The Little Extras	9%	9%	9%
On Whole People Get What They Deserve	9%	9%	9%
Little I Can Do To Change My Life	7%	7%	8%
I Am A Perfectionist	6%	6%	6%

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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 thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.
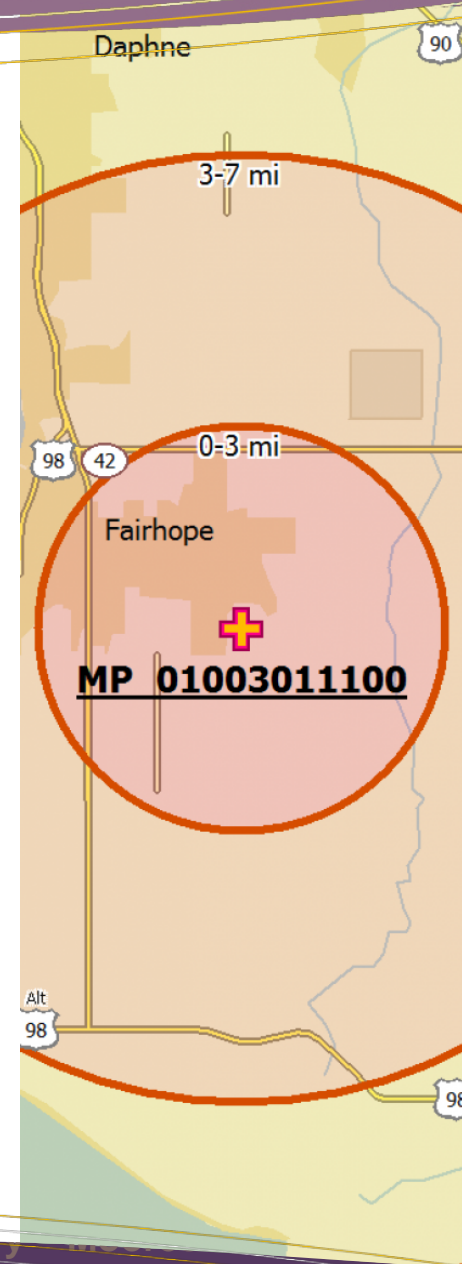
Potential Cultural Themes:

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	64%	66%	66%
You Should Seize Opportunities In Life	56%	57%	57%
Like To Understand About Nature	37%	37%	37%
Prefer To Have Few Possessions As Possible	33%	35%	34%
Important Feel Respected By My Peers	33%	33%	32%
Prefer Work Part Of Team Than Alone	32%	33%	33%
Important To Juggle Various Tasks	29%	29%	29%
Good At Fixing Things	26%	26%	26%
Have Keen Sense Of Adventure	26%	27%	26%
People Have To Take Me As They Find Me	25%	25%	25%
Like To Just Enjoy Life	22%	22%	22%
Worried About Pollution Caused By Cars	18%	19%	19%

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

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Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges 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 Restaurant-Visit Any	85.8%	85.52%	86.09%
Fam. Restaurants/Steak Houses-Visit Any	85.54%	85.4%	85.26%
McDonald's	56.04%	56.59%	57.72%
Burger King	36.07%	35.4%	36.59%
Subway	34.08%	32.4%	32.53%
Applebee's	33.65%	32.58%	33.12%
Taco Bell	31.03%	29.47%	30.44%
Wendy's	29.39%	29.59%	30.64%
Kentucky Fried Chicken (KFC)	26.58%	26.29%	27.49%
Arby's	25.93%	24.45%	24.77%
Olive Garden	23.86%	22.74%	22.34%
Pizza Hut	20.15%	20.3%	21.39%

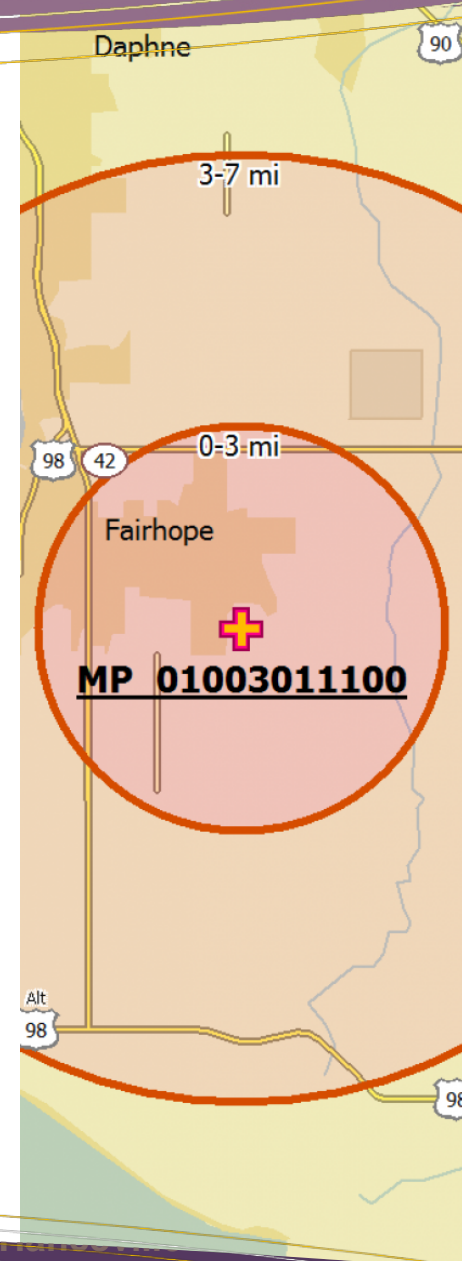| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	19.44%	18.6%	18.62%
Cracker Barrel	18.66%	17.53%	17.62%
Red Lobster	17.5%	16.92%	16.93%
Outback Steakhouse	17.15%	16.8%	16.46%
Chick-Fil-A	14.98%	14.88%	15.61%
Sonic	14.47%	13.46%	14.58%
Chili's Grill and Bar	14.32%	14.1%	14.47%
IHOP (International House Of Pancakes)	13.68%	13.85%	14.07%
Domino's Pizza	12.5%	12.31%	13.16%
Denny's	12.45%	11.76%	11.6%
Ruby Tuesday	11.97%	11.97%	12.6%
TGI Friday's	11.87%	12.15%	12.39%

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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!

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Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
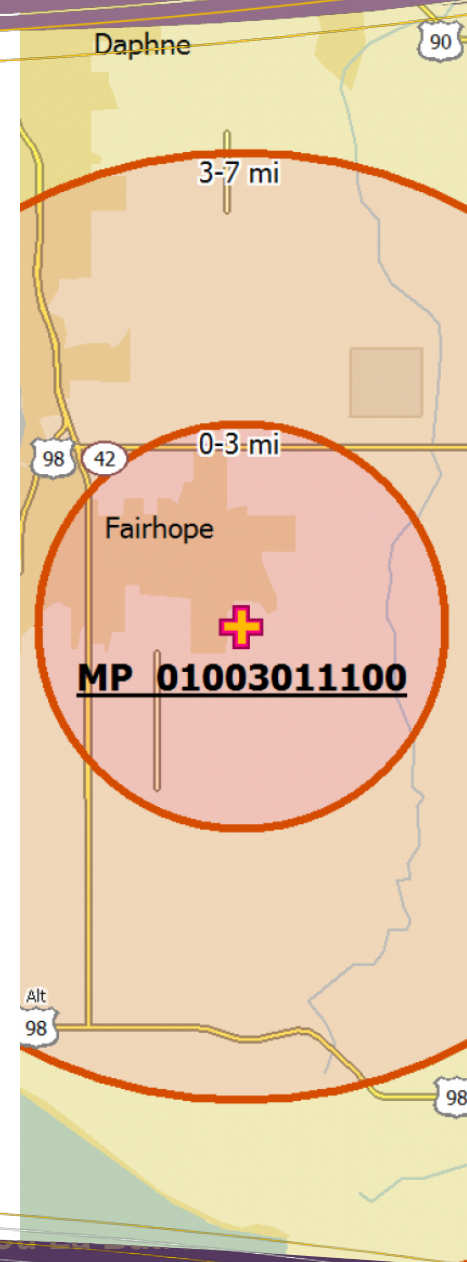
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	50.2%	50.88%	49.47%
Recycled products	37.91%	38.92%	37.42%
Worked as volunteer (non political)	18.98%	19.22%	18.3%
Engaged in fund raising	12%	12.1%	11.66%
Religious club member	8.37%	8.38%	8.17%
Wrote to elected offcl about publ bus	7.3%	7.3%	6.85%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.24%	6.27%	6.05%
Took active part in local civic issue	5.74%	5.73%	5.44%
Charitable Organization	5.71%	6.07%	5.77%
Union member	5.55%	5.69%	5.66%
Church Board	5.29%	5.35%	5.29%
Addressed a public meeting	5.24%	5.52%	5.33%

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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	18.21%	18.98%	18.26%
Children's Books	13.98%	14.04%	13.72%
Mystery	12.63%	12.99%	12.66%
Cookbooks	11.73%	11.45%	11.15%
Religious (not Bibles)	9.09%	9.27%	9.41%
Personal/Business Self-help	7.33%	7.44%	7.11%
History	7.18%	7.68%	7.44%
Romance	7.03%	7.16%	7.21%
Biography	6.86%	7.32%	6.93%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	69.48%	70.15%	69.1%
Gen. Editorial	45.94%	47.18%	46.84%
Womens	41.18%	41.77%	41.79%
Service	36.8%	37.49%	37.07%
Business/Finance	18.36%	19.67%	18.84%
Mens	18.17%	18.1%	18.12%
Sports	14.92%	15.18%	14.91%
Mature Market	13.39%	13.76%	13.54%
Parenthood	13.25%	13.03%	13.23%

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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 particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	58%	58.28%	57.22%
Classified	33.62%	32.67%	33.28%
Sport	33.25%	33.78%	33.23%
Editorial Page	32.53%	33.01%	32.47%
Business/Finance	31.36%	32.39%	31%
Comics	29.09%	28.7%	28.38%
Food/Cooking	26.48%	26.93%	26.51%
Movie Listings & Reviews	26%	26.36%	25.88%
TV/Radio Listings	24.77%	24.89%	24.6%
Home/Gardening	22.78%	23.26%	22.71%
Travel	20.47%	21.43%	20.68%
Science/Technology	19.01%	19.37%	18.57%
Fashion	14.63%	14.95%	14.67%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	23.52%	22.73%	23.4%
Adult Contemporary	18.64%	18.9%	18.41%
CHR Contemp Hit Radio	17.14%	17.07%	17.32%
Rock	13.99%	13.17%	13.06%
News/Talk	13.72%	13.87%	12.96%
Oldies	11.77%	11.79%	11.48%
Classic Rock	11.08%	10.93%	10.49%
Urban Contemporary	10.84%	11.26%	12.38%
Alternative	10.46%	10.19%	9.66%
Variety	8.62%	8.43%	8.18%
Soft Contemporary	7.28%	7.25%	7.12%
Religious	7.19%	7.04%	6.96%
All News	5.77%	6.69%	6.09%
Jazz	5.12%	5.54%	5.46%
All Talk	4.65%	5.18%	4.73%
Classic Hits	4.46%	4.43%	4.56%
Sports	4.23%	4.44%	4.11%
Classical	3.96%	4.19%	3.78%

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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	65.12%	66.29%	65.99%
Satellite Dish	55.44%	55.37%	55.63%
Soapnet	53.2%	52.53%	52.18%
Other Video-On-Demand	41.2%	41.66%	41.22%
Sci-Fi Channel	37.22%	37.75%	37.79%
Adult Pay Per View TV	36.11%	36.34%	35.78%
MSNBC	36.05%	35.45%	35.13%
Comedy Central	33.23%	35.39%	33.99%
Nickelodeon	32.16%	31.01%	30.68%
TV Info From Sunday TV Magazine	30.81%	30.95%	30.82%
Adult Swim	28.47%	28.93%	28.68%
Subscribe Digital Cable	28.36%	28.8%	28.68%

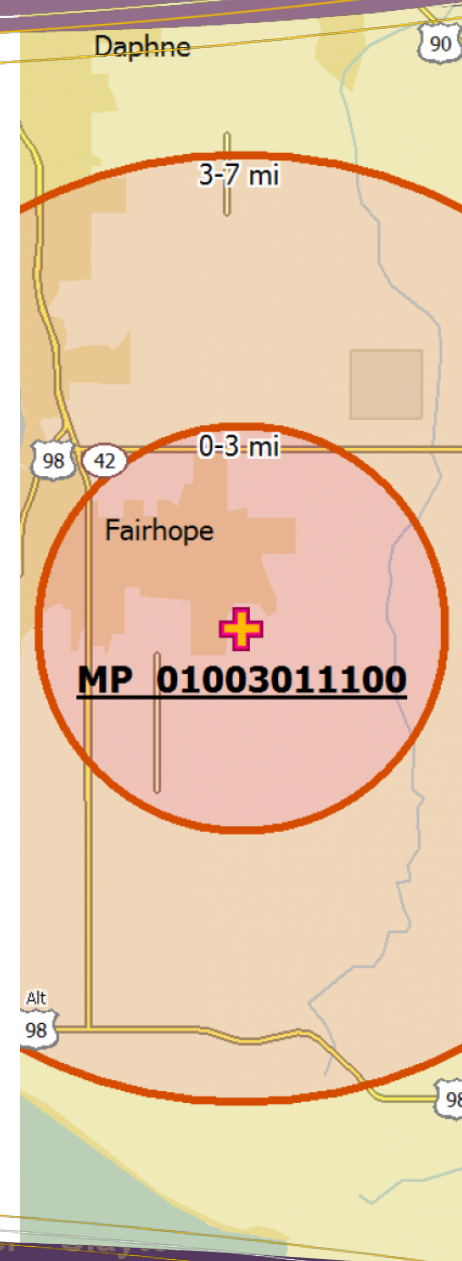| MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	27.49%	27.34%	27.51%
USA Network	26.87%	26.94%	25.94%
TCM (Turner Classic Movies)	26.21%	26.24%	26.18%
Hallmark Channel	26.18%	27.11%	26.72%
The Golf Channel	26.12%	26.5%	25.52%
ABC Fam.	24.94%	26%	25.25%
TV Info From Monthly Cable Guide	24.86%	24.66%	24.95%
Nick At Nite	24.74%	25.91%	26.26%
BET (Black Entertainment TV)	24.46%	24.85%	24.37%
ESPN2	23.88%	24.54%	24.02%
ESPN Classic	21.85%	23.74%	22.53%
TV Info From Other	21.84%	21.49%	21.57%

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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+)	21.12%	21.62%	21.06%
Medium Users (4-6)	11.53%	11.62%	11.17%
Light Users (1-3)	21.05%	20.99%	20.64%
Quintiles (20%)			
Newspaper I (Heavy)	1.43%	1.27%	1.43%
Newspaper II	1.49%	1.4%	1.49%
Newspaper III	1.98%	2.05%	1.97%
Newspaper IV	0.57%	0.56%	0.63%
Newspaper V (Light)	0.99%	1%	1.03%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.24%	18.54%	19.23%
Magazines II	8.1%	8.24%	8.64%
Magazines III	10.15%	9.85%	10.01%
Magazines IV	9.06%	10.02%	10.89%
Magazines V (Light)	0.57%	0.55%	0.63%
Outdoor I (Heavy)	6.6%	6.52%	6.34%
Outdoor II	1.94%	2.19%	2.31%
Outdoor III	2.69%	2.8%	3.12%
Outdoor IV	15.32%	15.52%	15.78%
Outdoor V (Light)	25.7%	26%	25.52%
Yellow Pages I (Heavy)	14.57%	14.35%	15%
Yellow Pages II	5.88%	5.98%	5.99%
Yellow Pages III	5.33%	4.89%	4.98%
Yellow Pages IV	20.83%	21.13%	21.89%
Yellow Pages V (Light)	2.67%	2.63%	2.8%

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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 Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.76%	2.96%	2.99%
Drive Time III (Medium)	0.57%	0.58%	0.61%
Radio IV & V (Light)	1.78%	1.96%	2.1%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	7.07%	7.97%	8.68%
Radio III (Medium)	4.74%	4.95%	5.04%
Radio IV & V (Light)	4.16%	3.58%	3.67%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	12.98%	13.68%	14.05%
Cable III (Medium)	3.65%	3.8%	3.95%
Cable IV & V (Light)	32.09%	32.68%	32.64%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.66%	3.6%	3.55%
Prime Time III (Medium)	1.88%	1.94%	1.98%
Prime Time IV & V (Light)	6.91%	7.19%	8.24%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.05%	41.14%	40.56%
Fringe III (Medium)	52.96%	52.66%	52.44%
Fringe IV (Light)	55.03%	55.6%	56.05%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.81%	12.04%	12.21%
All Day III (Medium)	23.18%	23.36%	23.16%
All Day IV (Light)	12.58%	12.49%	12.57%

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Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	11.71%	12.28%	12.61%
6:00am - 10:00am	15.15%	16.85%	16.17%
10:00am - 3:00pm	5.85%	6.41%	6.28%
3:00pm - 7:00pm	12.89%	13.18%	13.18%
7:00pm - Midnight	14.01%	14.41%	13.88%
Midnight - 6:00am	5.4%	5.76%	5.54%
Weekend Radio Listeners			
Dayparts [summary]	14.92%	14.99%	15.41%
6:00am - 10:00am	4.25%	4.45%	4.33%
10:00am-3:00pm	5.07%	5.86%	5.45%
3:00pm - 7:00pm	6.67%	6.81%	6.93%
7:00pm - Midnight	9.16%	9.5%	9.58%
Midnight - 6:00am	10.69%	11.34%	11.22%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.79%	10.11%	9.55%
Saturday: 8:00-11:00pm	9.65%	9.03%	9.07%
Sunday: 7:00-11:00pm	9.33%	9.96%	10.28%
9:00am-1:00pm	24.74%	25.91%	26.26%
9:00am-4:00pm	28.44%	29.88%	30.3%
4:00pm-7:00pm	28.88%	30.36%	30.18%
11:00pm-1:00am	44.07%	43.33%	43.07%
AVG Prime time Mon-Sun	2.28%	2.62%	2.71%

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	16.3%	17.16%	17.04%
7-9am	23.88%	24.54%	24.02%
9am-12noon	21.69%	22.32%	22.54%
12noon-4pm	6.76%	7.56%	7.76%
4-6pm	49.65%	51.39%	50.37%
6-7pm	18.7%	19.4%	19.47%
7-7:30pm	1.69%	1.6%	1.6%
7:30-8pm	10.71%	10.82%	11.08%
8-11pm	10.79%	10.11%	9.55%
11pm-12am	36.05%	35.45%	35.13%
11pm-1am	44.07%	43.33%	43.07%
1-6am	31.13%	33.14%	32.34%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.41%	19.21%	19.31%
Sat: 10am-1pm	9.11%	8.68%	8.49%
Sat: 1-4pm	25.73%	25.48%	25.73%
Sat: 4-6pm	6.94%	6.97%	7.17%
Sat: 6-7pm	2.22%	2.26%	2.15%
Sat: 7-8pm	1.01%	1.1%	1.05%
Sat: 8-11pm	9.65%	9.03%	9.07%
Sat: 11pm-1am	4.93%	5.1%	5.16%
Sat: 1am-7pm	26.87%	26.94%	25.94%
Sun: 7-10am	2.28%	2.23%	2.22%
Sun: 10am-1pm	6.91%	7.03%	7.29%
Sun: 1-4pm	6.09%	6.34%	6.78%
Sun: 4-7pm	14.87%	14.5%	14.69%
Sun: 7-11pm	9.33%	9.96%	10.28%
Sun: 11pm-1am	4.4%	4.75%	5.2%
Sun: 1-7am	22.76%	22.65%	23.1%

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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.

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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 ths 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?
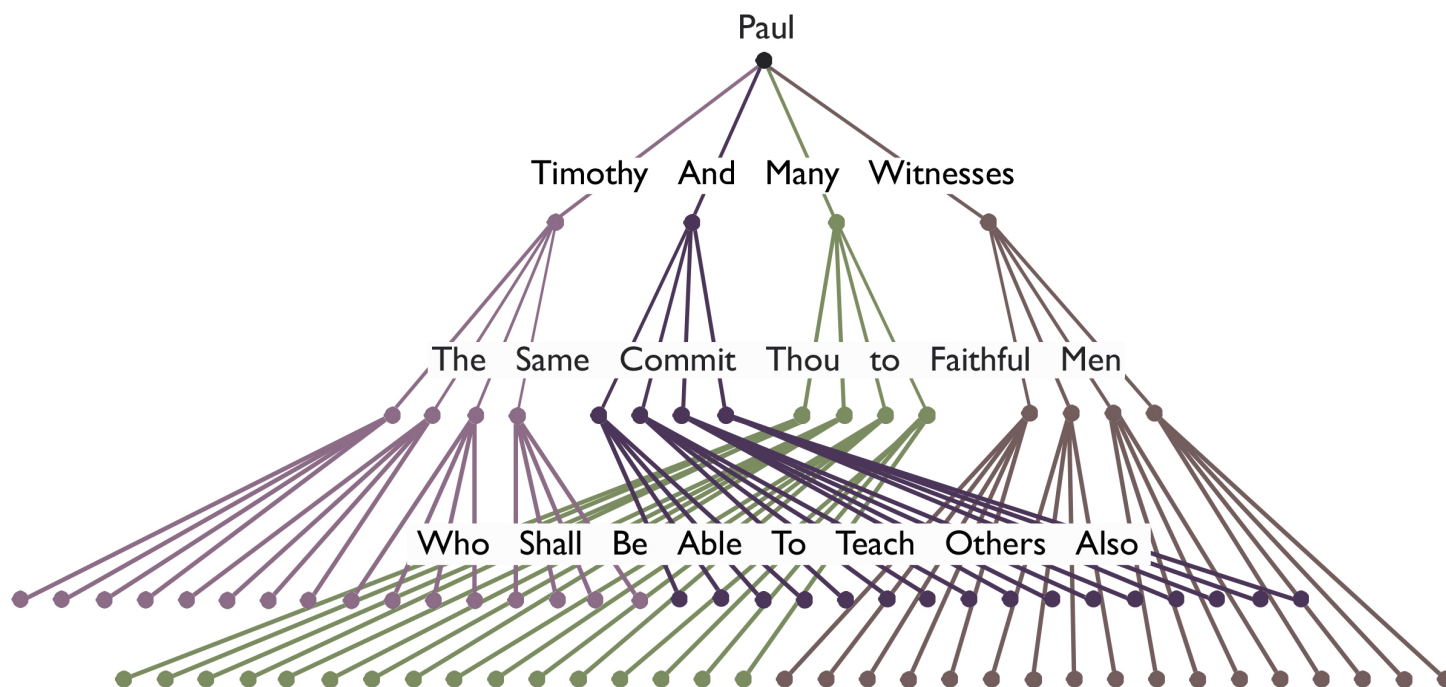
Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking 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

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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.

5 Types of Self-Identity, Communication & Relationships

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 spirituallity of this particular location. This report relects 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
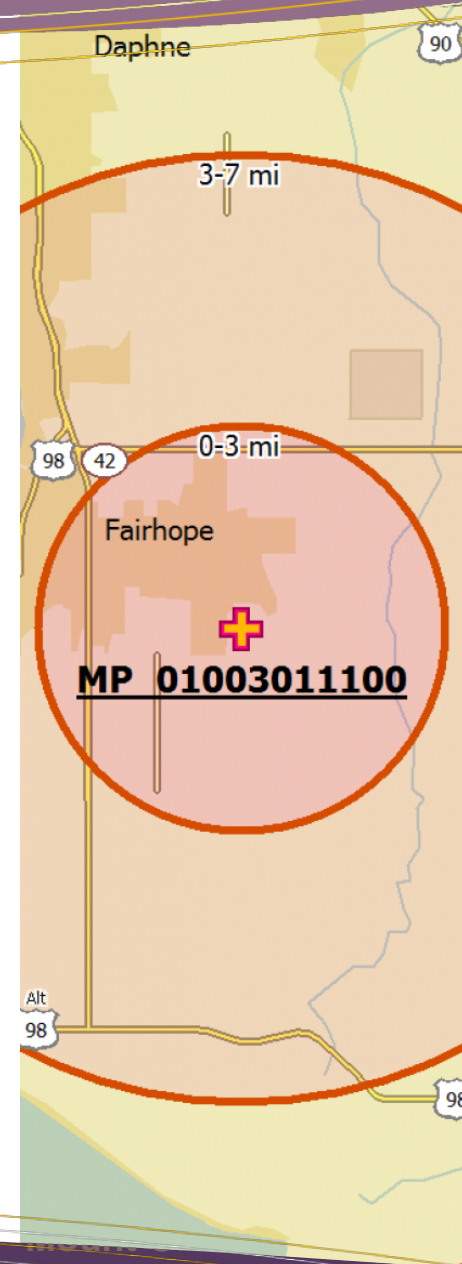
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Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Fish River	17140 County Road 33 Fairhope, AL 36532	2.76 mi	125	Declining
2	Church On the Eastern Shore	10274 Highway 104 Fairhope, AL 36532	2.79 mi	406	Growing
3	Fairhope Avenue	PO Box 1086 Fairhope, AL 36533	3.01 mi	156	Growing
4	Fairhope First	8105 County Road 32 Fairhope, AL 36532	3.24 mi	272	Declining
5	Fairhope First	300 S Section St Fairhope, AL 36532	3.49 mi	769	Plateauing
6	Point Clear First	PO Box 912 Point Clear, AL 36564	4.35 mi	27	Declining
7	New Horizon	PO Box 2072 Daphne, AL 36526	5.08 mi	37	Declining
8	Barnwell	7780 US Highway 98 Fairhope, AL 36532	6.33 mi	139	Plateauing
9	Silverhill First	PO Box 246 Silverhill, AL 36576	6.46 mi	239	Declining
10	Crossroads Church at Belforest	PO Box 1306 Daphne, AL 36526	6.58 mi	228	Growing
11	Jubilee	9264 Pleasant Rd Daphne, AL 36526	7.66 mi	371	Growing
12	Bay Shore	PO Box 160 Daphne, AL 36526	7.86 mi	76	Growing
13	Lifeway Community	16373 Thompson Rd Loxley, AL 36551	8.03 mi	69	Plateauing
14	Magnolia Springs	PO Box 136 Magnolia Springs, AL 36555	8.31 mi	77	Declining
15	Eastern Shore	PO Box 128 Daphne, AL 36526	8.42 mi	610	Growing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Robertsdale First	PO Box 1140 Robertsdale, AL 36567	8.61 mi	330	Growing
17	Summerdale First	PO Box 145 Summerdale, AL 36580	8.68 mi	80	Growing
18	Vernant Park	10891 Vernant Church Rd Foley, AL 36535	8.85 mi	69	Growing
19	Trinity	PO Box 746 Foley, AL 36536	9.20 mi	26	Declining
20	Grace	1403 County Road 32 E Summerdale, AL 36580	9.92 mi	49	Declining
21	Loxley First	PO Box 114 Loxley, AL 36551	10.01 mi	185	Plateauing
22	Spanish Trail	PO Box 1555 Daphne, AL 36526	10.26 mi	65	Declining
23	Calvary	700 West Magnolia Foley, AL 36536	10.85 mi	88	Declining
24	Foley First	PO Box 307 Foley, AL 36536	11.41 mi	381	Plateauing
25	Faith Family Fellowship	PO Box 7547 Spanish Fort, AL 36577	11.46 mi	361	Growing
26	Spanish Fort First	PO Box 7111 Spanish Fort, AL 36577	11.87 mi	156	Declining
27	Bethel	PO Box 908 Robertsdale, AL 36567	12.74 mi	161	Growing
28	Pleasant View	19197 County Road 12 S Foley, AL 36535	13.54 mi	130	Growing
29	East Pointe	PO Box 7517 Spanish Fort, AL 36577	14.02 mi	120	Growing
30	Friendship	PO Box 65 Bon Secour, AL 36511	14.07 mi	108	Plateauing

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Hollinger's Island	2450 Island Rd Mobile, AL 36605	14.97 mi	128	Plateauing
32	Vietnamese Mission	4273 Halls Mill Rd Mobile, AL 36693	14.97 mi	56	Growing
33	Parkway Southern	1612 Staples Rd Mobile, AL 36605	15.16 mi	32	Declining
34	Riverside	3130 Dauphin Island Pkwy Mobile, AL 36605	15.39 mi	140	Declining
35	Calvary	2105 Boykin Blvd Mobile, AL 36605	15.93 mi	19	Declining
36	South Mobile First	10575 Dauphin Island Pkwy Theodore, AL 36582	15.97 mi	42	Growing
37	Styx River	PO Box 1984 Robertsdale, AL 36567	16.03 mi	21	Growing
38	Elberta First	PO Box 42 Elberta, AL 36530	16.07 mi	68	Growing
39	Oyster Bay	4280 Plash Rd Gulf Shores, AL 36542	16.26 mi	164	Plateauing
40	Berean	3709 Alba Club Rd Mobile, AL 36605	16.28 mi	46	Declining
41	Stapleton	PO Box 6 Stapleton, AL 36578	16.71 mi	140	Plateauing
42	Fulton Road	1800 Dauphin Island Pkwy Mobile, AL 36605	16.97 mi	195	Plateauing
43	Miflin	PO Box 426 Elberta, AL 36530	17.12 mi	103	Growing
44	Shell Banks	12125 State Highway 180 Gulf Shores, AL 36542	17.55 mi	33	Growing
45	Mobile First	806 Government St Mobile, AL 36602	17.59 mi	254	Plateauing

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