

MissionSite

top unreached locations



FAIRHOPE, AL

CENSUS TRACT: 01003011201

REGION: Gulf Coast Region

ASSOCIATION: Baldwin

DISTRICT: 07: Gulf Coast District

COUNTY: Baldwin

SITESCAPE: Townscape

DENSITY PATTERN: K

Alabama Baptist Convention
State Board of Missions

Multiply
CONGREGATIONAL
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In partnership with the:



Intercultural Institute
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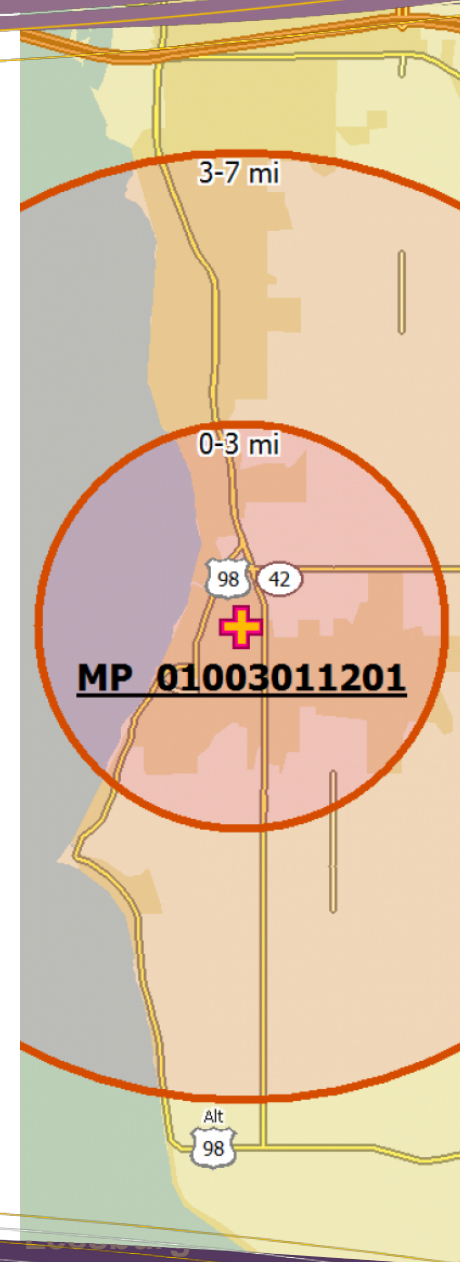


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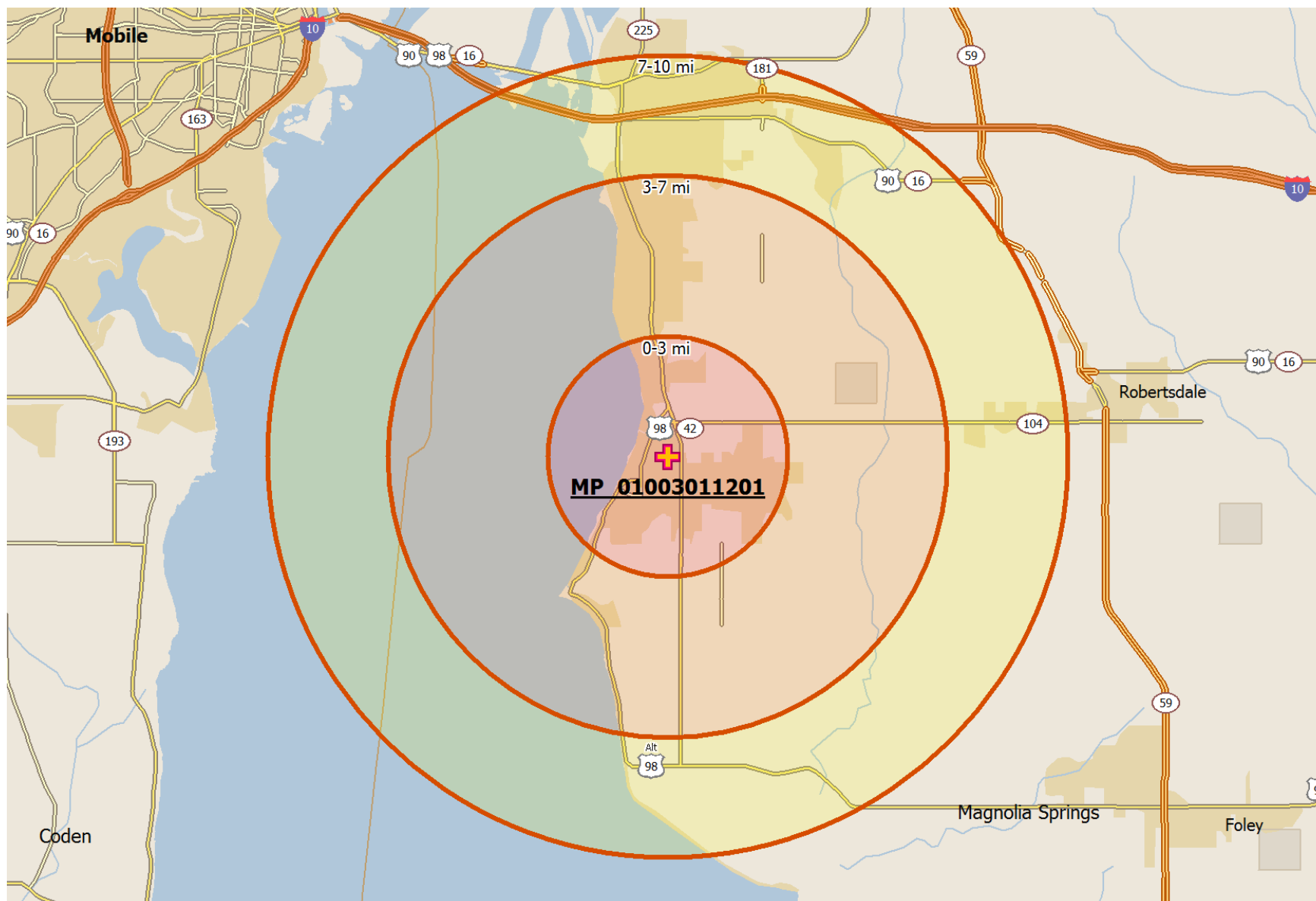
Site Location Summary

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	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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	18,469	23,639	30,937
2010 Households	7,902	9,079	12,044
2010 Group Quarters Population	342	122	611

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	28	27	29
Language Diversity National Index	17	12	21
Foreign Born Diversity National Index	63	69	71
Ancestry Diversity National Index	86	81	89
Racial Diversity National Index	29	34	25



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	2,529	32%
Mainstay Communities	Established, Diverse Households	2,296	29.06%
Working Communities	Blue-collar, Working Families	664	8.4%
Country Communities	Rural, Agri. & Mining Families	1,052	13.31%
Aspiring Communities	Young Singles / Aspiring-Multihousing	977	12.36%
Urban Communities	High Density, Inner-city Neighborhoods	384	4.86%

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.



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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	49,252	5,358	10.88%
Unreached %	66.6%	67.81%	101.81
Religious But NOT Evangelical HH	11,368	1,284	11.3%
Religious But NOT Evangelical %	15.37%	16.25%	105.72
Spiritual But NOT Relig or Evang HH	8,817	913	10.35%
Spiritual But NOT Relig or Evang %	11.92%	11.55%	96.9
Not Evangelical, Not Interested HH	29,148	3,168	10.87%
Not Evangelical, Not Interested %	39.42%	40.09%	101.71



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	925	9.92%
Active Evangelical Households	10,840	1,116	10.3%
Active Evangelical Percent	14.66%	14.13%	96.38
Inactive Evangelical Households	13,859	1,427	10.3%
Inactive Evangelical Percent	18.74%	18.06%	96.38
# New Churches Needed	0	2	0%



Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Fairhope Avenue	0.55 mi	156	Growing
2	Fairhope First	1.18 mi	769	Plateauing
3	Church On the Eastern Shore	3.37 mi	406	Growing
4	Point Clear First	4.09 mi	27	Declining
5	Fairhope First	4.12 mi	272	Declining
6	Bay Shore	5.15 mi	76	Growing
7	Crossroads Church at Belforest	5.45 mi	228	Growing
8	Jubilee	5.60 mi	371	Growing
9	Eastern Shore	5.95 mi	610	Growing
10	New Horizon	6.05 mi	37	Declining
11	Fish River	6.06 mi	125	Declining
12	Barnwell	7.69 mi	139	Plateauing
13	Silverhill First	8.63 mi	239	Declining
14	Spanish Trail	8.96 mi	65	Declining
15	Faith Family Fellowship	9.27 mi	361	Growing

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
16	Lifeway Community	9.41 mi	69	Plateauing
17	Spanish Fort First	9.82 mi	156	Declining
18	Loxley First	10.69 mi	185	Plateauing
19	Robertsdale First	10.82 mi	330	Growing
20	Magnolia Springs	11.51 mi	77	Declining
21	Vernant Park	11.63 mi	69	Growing
22	East Pointe	11.76 mi	120	Growing
23	Summerdale First	11.77 mi	80	Growing
24	Parkway Southern	11.89 mi	32	Declining
25	Hollinger's Island	11.92 mi	128	Plateauing
26	Vietnamese Mission	11.92 mi	56	Growing
27	Riverside	12.06 mi	140	Declining
28	Trinity	12.55 mi	26	Declining
29	Calvary	12.66 mi	19	Declining
30	Berean	13.01 mi	46	Declining



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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

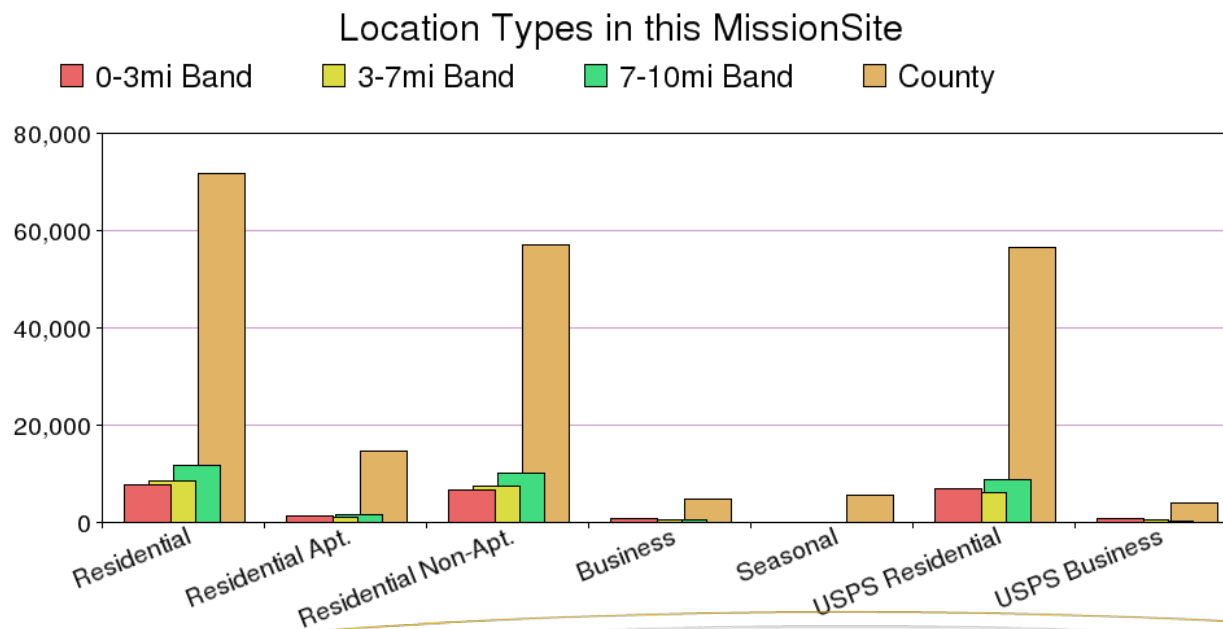
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 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	98,281	11,789	12%
2000 Population	140,415	14,678	10.45%
2010 Population	183,407	18,469	10.07%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	37,043	4,707	12.71%
2000 Households	55,336	6,200	11.2%
2010 Households	73,952	7,902	10.69%

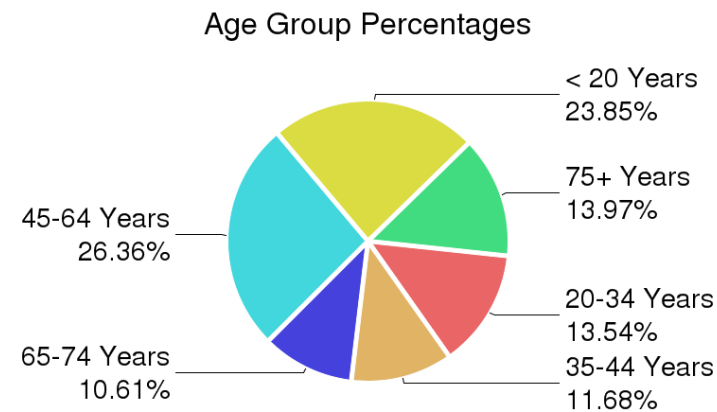


Location Type	0-3mi Band
Residential	7,770
Residential Apt.	1,228
Residential Non-Apt.	6,542
Business	824
Seasonal	11
USPS Residential	6,930
USPS Business	761

Current Demographic Summary

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.48%	4.87%	88.87
4-5 Years	2.56%	2.2%	85.94
6-8 Years	3.75%	3.47%	92.53
9-11 Years	3.76%	3.62%	96.28
12-13 Years	2.51%	2.58%	102.79
14-17 Years	5.04%	4.69%	93.06
18-19 Years	2.52%	2.43%	96.43
0-5 Years	8.04%	7.07%	87.94
6-12 Years	8.77%	8.37%	95.44
13-19 Years	8.82%	8.41%	95.35
< 20 Years	25.63%	23.85%	93.06
20-34 Years	17.12%	13.54%	79.09
35-44 Years	12.4%	11.68%	94.19
45-64 Years	27.01%	26.37%	97.63
65-74 Years	10.03%	10.61%	105.78
75+ Years	7.82%	13.97%	178.64
Median Age	41	48	116.38
Median Age (Male)	40	45	113.84
Median Age (Female)	42	49	116.9

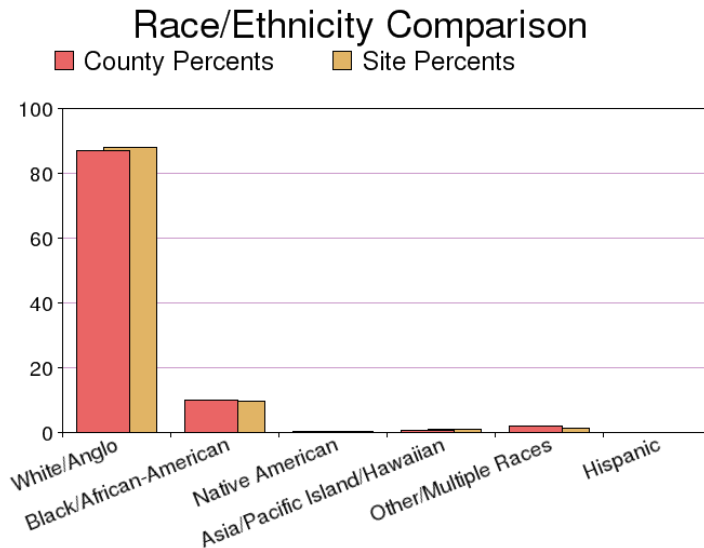
Current Demographic Summary

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	87.03%	87.91%	101.02
Black, African-American	9.92%	9.61%	96.79
Native American	0.49%	0.18%	37.31
Asian	0.69%	0.96%	138.4
Pacific Island, Hawaiian	0.03%	0.04%	144.82
Other/Multiple Races	1.84%	1.3%	70.68
Hispanic	0%	1.94%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	125,928	13,274	
Less than 9th Grade	2.73%	1.66%	165.01
No High School Diploma	8.17%	5.88%	139.1
High School Graduate	30.79%	26.65%	115.54
Some College, no degree	22.25%	21.91%	101.55
Associate Degree	8.03%	6.88%	116.76
College Degree	18.69%	23.73%	78.77
Graduate/Prof. degree	9.33%	13.3%	70.16



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%	4.68%	153.49
\$10,000 to \$19,999	9.93%	10.42%	104.89
\$20,000 to \$29,999	12.16%	11.62%	95.53
\$30,000 to \$49,999	21.78%	19.99%	91.8
\$50,000 to \$59,999	9.99%	9.82%	98.31
\$60,000 to \$69,999	7.25%	6.21%	85.76
\$70,000 to \$79,999	6.82%	7.04%	103.18
\$80,000 to \$89,999	5.81%	6.63%	114.15
\$90,000 to \$99,999	3.96%	4.53%	114.31
\$100,000 to \$124,999	7.61%	9.78%	128.54
\$125,000 to \$149,999	3.57%	3.87%	108.6
\$150,000 to \$199,999	3.3%	2.99%	90.41
\$200,000 to \$249,999	1%	0.85%	84.73
\$250,000 or more	1.95%	1.57%	80.31
Median Household	51,068	54,673	107.06
Average Household	67,301	70,959	105.44
Per Capita Household	27,489	30,390	110.55
Family/Non-Family Household Income			
Median Family Income	59,807	70,258	117.47
Average Family Income	77,615	85,943	110.73
Median Non-Family Income	30,654	31,165	101.67
Average Non-Family Income	41,040	39,742	96.84



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	71.8%	66.82%	93.06
Families with Children	33.1%	30.42%	91.92
Families without Children	38.7%	36.4%	94.03
Non-Family Households			
% Non-Family Households	28.2%	33.18%	117.67
Non-Families with Children	0.2	0.08	38.2
Non-Families without Children	28	33.11	118.23
Housing Units			Index
Total Housing Units	107,779	9,234	
Vacant percent	31.39%	14.41%	45.93
Owned percent	51.9%	62.81%	121.03%
Rented Percent	16.72%	22.76%	136.16
Households by Size			Index
Avg household size	2.45	2.29	93.47
Avg family hh size	2.95	2.89	97.97
Avg non-family hh size	1.18	1.08	91.53
Households By Count of Persons			Percent
One	16,539	2,277	13.77%
Two	29,862	3,011	10.08%
Three or Four	22,136	2,125	9.6%
Five+	5,415	490	9.05%

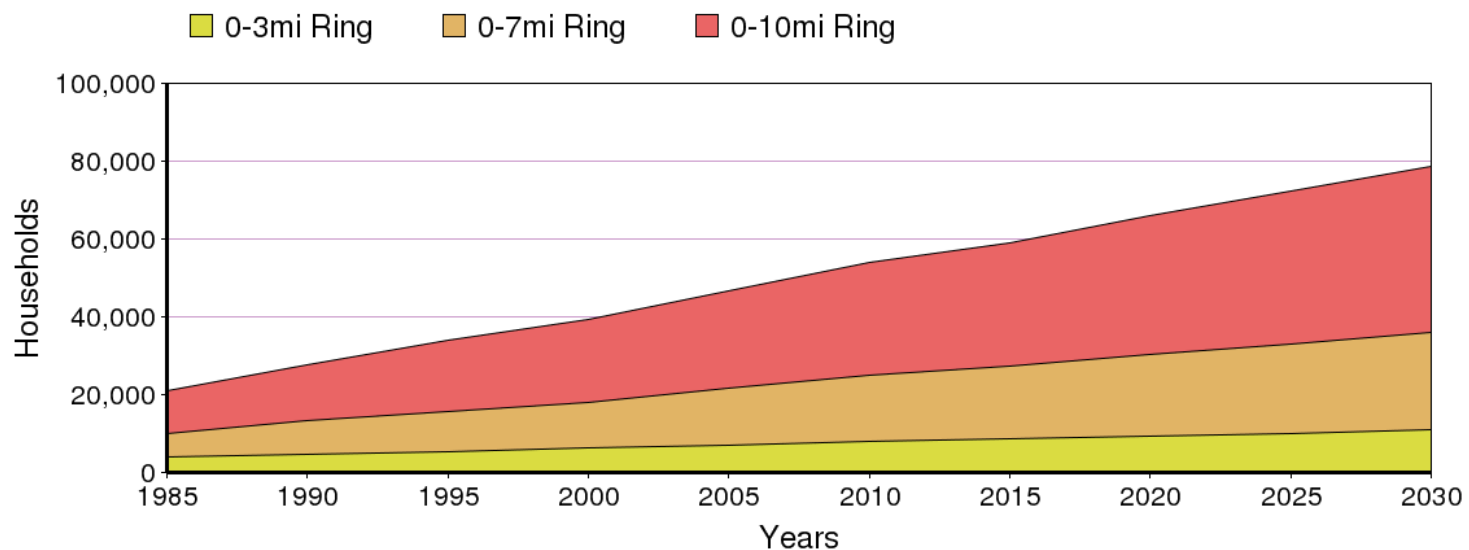
Projected Demographic Summary

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	11,789	12%
2000 Population	140,415	14,678	10.45%
2010 Population	183,407	18,469	10.07%
2015 Population	201,031	20,134	10.02%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	37,043	4,707	12.71%
2000 Households	55,336	6,200	11.2%
2010 Households	73,952	7,902	10.69%
2015 Households	80,729	8,546	10.59%

Household Change from 1985 to 2030



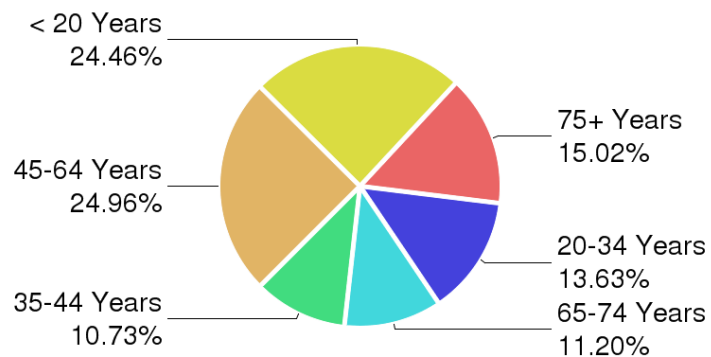
Projected Demographic Summary

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	4.87%	5.33%	109.45
4-5 Years	2.2%	2.36%	107.27
6-8 Years	3.47%	3.66%	105.48
9-11 Years	3.62%	3.66%	101.1
12-13 Years	2.58%	2.47%	95.74
14-17 Years	4.69%	4.72%	100.64
18-19 Years	2.43%	2.25%	92.59
0-5 Years	7.07%	7.69%	108.77
6-12 Years	8.37%	8.56%	102.27
13-19 Years	8.41%	8.21%	97.62
< 20 Years	23.85%	24.46%	102.56
20-34 Years	13.54%	13.63%	100.66
35-44 Years	11.68%	10.73%	91.87
45-64 Years	26.37%	24.96%	94.65
65-74 Years	10.61%	11.2%	105.56
75+ Years	13.97%	15.02%	107.52
Median Age	41	48	118.35
Median Age (Male)	40	46	115.1
Median Age (Female)	42	51	120.06

Projected Age Group Percentages



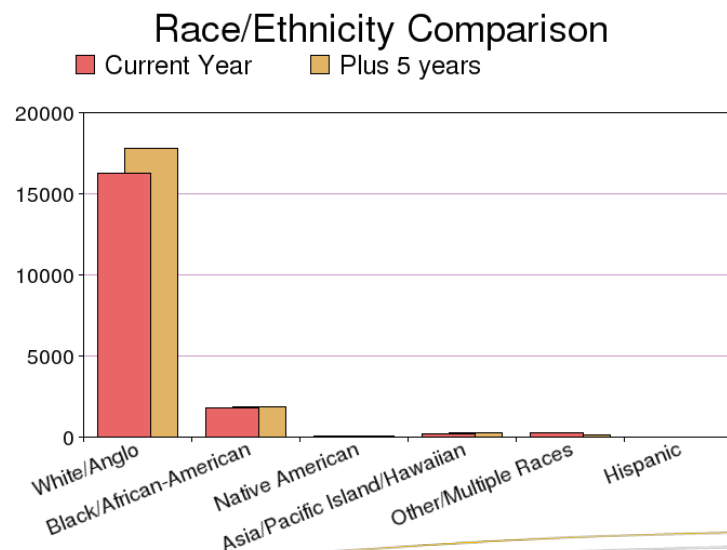
Projected Demographic Summary

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	87.91%	88.35%	100.49
Black, African-American	9.61%	9.43%	98.14
Native American	0.18%	0.2%	110.62
Asian	0.96%	1.29%	134.75
Pacific Island, Hawaiian	0.04%	0.04%	104.83
Other/Multiple Races	1.3%	0.69%	52.74
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,274	14,275	
Less than 9th Grade	1.66%	1.27%	76.5
No High School Diploma	5.88%	4.67%	79.4
High School Graduate	26.65%	27.03%	101.43
Some College, no degree	21.91%	20.95%	95.64
Associate Degree	6.88%	7.89%	114.78
College Degree	23.73%	24.92%	105
Graduate/Prof. degree	13.3%	13.27%	99.78



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	4.68%	3.84%	81.97
\$10,000 to \$19,999	10.42%	9.24%	88.76
\$20,000 to \$29,999	11.62%	10.98%	94.48
\$30,000 to \$49,999	19.99%	18.49%	92.46
\$50,000 to \$59,999	9.82%	10.02%	102
\$60,000 to \$69,999	6.21%	6.06%	97.55
\$70,000 to \$79,999	7.04%	7.5%	93.63
\$80,000 to \$89,999	6.63%	7.4%	103.23
\$90,000 to \$99,999	4.53%	4.68%	103.31
\$100,000 to \$249,999	9.78%	11.2%	114.47
\$125,000 to \$149,999	3.87%	4.24%	109.39
\$150,000 to \$199,999	2.99%	3.37%	112.84
\$200,000 to \$249,999	0.85%	0.94%	110.41
\$250,000 or more	1.57%	1.68%	107.38
Median Household	54,673	59,113	108.12
Average Household	70,959	76,870	108.33
Per Capita Household	30,390	32,657	107.46
Family/Non-Family Household Income			
Median Family Income	70,258	74,719	106.35
Average Family Income	85,943	93,490	108.78
Median Non-Family Income	31,165	34,174	109.66
Average Non-Family Income	39,742	44,307	111.49

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	66.82%	66.86%	100.06
Families with Children	30.42	30.51	100.27
Families without Children	36.4	38.73	106.42
Non-Family Households			
% Non-Family Households	33.18%	33.14%	99.87
Non-Families with Children	0.08	0.11	99.87
Non-Families without Children	33.11	33.03	99.78
Housing Units			
Total Housing Units	9,234	9,928	107.52%
Vacant percent	14.41%	13.92%	96.57
Owned percent	62.81%	63.54%	101.16
Rented Percent	22.76%	22.54%	99.03
Households by Size			
Avg household size	2.29	2.32	101.31%
Avg family hh size	2.89	2.94	101.73%
Avg non-family hh size	1.08	1.06	98.15%
Households By Count of Persons			
One	2,277	2,393	105.09%
Two	3,011	3,285	109.1%
Three or Four	2,125	2,324	109.36%
Five+	490	544	111.02%



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	395	282	602
Northern Europe	84	61	61
Western Europe	109	40	40
Southern Europe	6	7	27
Eastern Europe	11	17	36
Other Europe	0	0	0
Eastern Asia	26	8	41
So. Central Asia	0	13	37
SE Asia	17	6	25
Western Asia	47	0	12
Other Asia	0	0	7

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	16
Southern Africa	0	6	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	4	11	7
Caribbean	7	0	0
Central Amer.	22	34	137
South America	25	18	30
North America	37	61	126
Born at sea	0	0	0

Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	12,328	17,005	23,089
Spanish	235	349	624
Other Indo-Euro language	232	239	341
French (incl. Patois, Cajun)	65	42	80
French Creole	0	0	0
Italian	24	22	7
Portuguese	0	3	0
German	107	87	129
Yiddish	0	0	0
Other West Germanic	0	13	25
A Scandinavian Language	25	17	3
Greek	0	4	14
Russian	5	0	23
Polish	0	0	0
Serbo-Croatian	0	12	0
Other Slavic Language	6	8	14
Armenian	0	0	0
Persian	0	31	18
Gujarathi	0	0	28
Hindi	0	0	0
Urdu	0	0	0

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	40
Japanese	0	14	0
Korean	0	15	22
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	2	11
Other Asian	0	9	18
Tagalog	8	0	0
Other Pacific Is	0	0	0
Other languages	32	0	18
Navajo	0	0	0
Other Native N. American	0	0	2
Hungarian	0	0	0
Arabic	32	0	16
Hebrew	0	0	0
African languages	0	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	9,808	13,866	18,354
Arab	47	0	44
Armenian	0	0	0
Austrian	0	19	22
British	120	111	176
Canadian	10	54	112
Croatian	0	0	9
Czech	114	91	93
Czechoslovak	54	68	39
Danish	7	67	53
Dutch	105	118	312
English	1,606	1,335	2,693
European	197	216	261
Finnish	10	5	40
French (not Basque)	341	347	389
French Canadian	39	30	69
German	1,029	1,348	2,114
Greek	28	42	105
Hungarian	15	15	14
Iranian	7	31	23

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	843	1,289	2,021
Italian	380	831	755
Lithuanian	20	5	2
Norwegian	123	76	191
Polish	83	151	331
Portuguese	0	5	3
Romanian	0	0	7
Russian	49	41	55
Scandinavian	11	7	18
Scotch-Irish	526	641	721
Scottish	319	353	427
Slovak	0	2	29
Subsaharan African	18	221	26
Swedish	91	183	183
Swiss	33	6	10
Ukrainian	6	0	40
US/American	1,581	2,826	3,908
Welsh	67	84	50
West Indian	12	5	0
Yugoslavian	0	14	6
Other	1,916	3,229	3,004



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Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

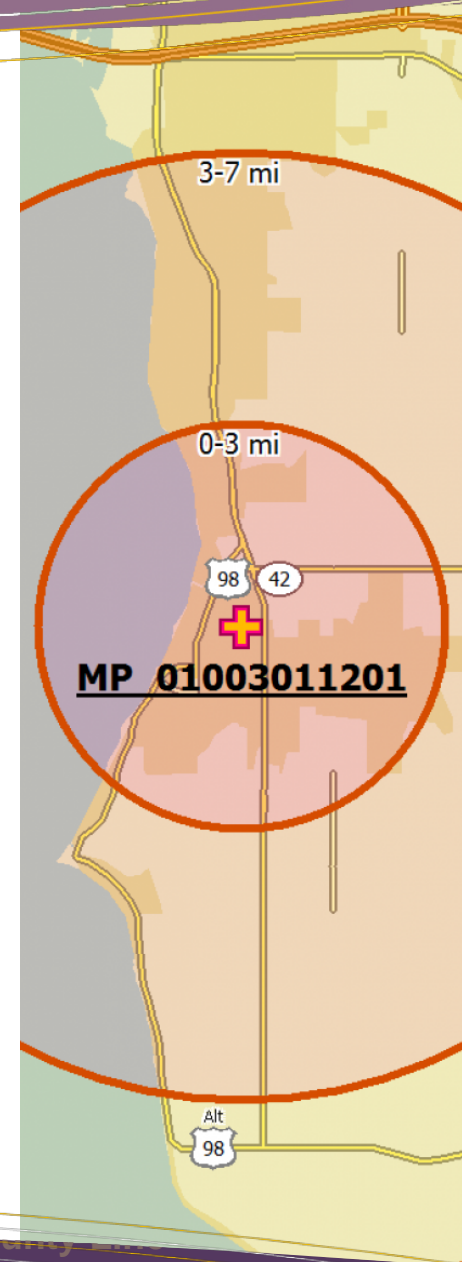
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelescape 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 Evangelescape 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	7,902	100%	5,358	100%
AFFLUENT SUBURBIA	789	9.98%	572	10.68%
America's Wealthiest	198	2.51%	159	2.97%
Dream Weavers	152	1.92%	109	2.03%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	9	0.11%	6	0.11%
Small Town Success	430	5.44%	298	5.56%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,740	22.02%	1,170	21.84%
Status Conscious Consumers	5	0.06%	4	0.07%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,725	21.83%	1,158	21.61%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	10	0.13%	8	0.15%
SM TWN SUCCESS	1,169	14.79%	765	14.28%
2nd City Homebodies	219	2.77%	155	2.89%
Prime Middle America	366	4.63%	238	4.44%
Urban Optimists	0	0%	0	0%
Family Convenience	584	7.39%	372	6.94%
Mid-Market Enterprise	0	0%	0	0%



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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	7,902	100%	5,358	100%
BLUE COLLAR BACKBONE	117	1.48%	71	1.33%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	117	1.48%	71	1.33%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	1,127	14.26%	804	15.01%
Ethnic Urban Mix	8	0.1%	6	0.11%
Urban Blues	7	0.09%	5	0.09%
Professional Urbanites	881	11.15%	637	11.89%
Urban Advancement	231	2.92%	156	2.91%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	547	6.92%	374	6.98%
Steadfast Conservative	508	6.43%	348	6.49%
Moderate Conventionalists	17	0.22%	11	0.21%
Southern Blues	22	0.28%	15	0.28%
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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,902	100%	5,358	100%
REMOTE AMERICA	213	2.7%	127	2.37%
Hardy Rural Fam.	81	1.03%	49	0.91%
Rural Southern Living	107	1.35%	63	1.18%
Coal & Crops	25	0.32%	15	0.28%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	977	12.36%	724	13.51%
Young Cosmopolitans	149	1.89%	117	2.18%
Minority Metro Communities	535	6.77%	396	7.39%
Stable Careers	293	3.71%	211	3.94%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	839	10.62%	513	9.57%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	838	10.6%	512	9.56%
Small Town Connections	1	0.01%	1	0.02%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,902	100%	5,358	100%
STRUGGLING SOCIETIES	346	4.38%	213	3.98%
Rugged Southern Style	226	2.86%	132	2.46%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	120	1.52%	81	1.51%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	38	0.48%	25	0.47%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	9	0.11%	6	0.11%
Af. Amer. Neighborhoods	12	0.15%	8	0.15%
Urban Diversity	0	0%	0	0%
New Generation Activists	17	0.22%	11	0.21%
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?



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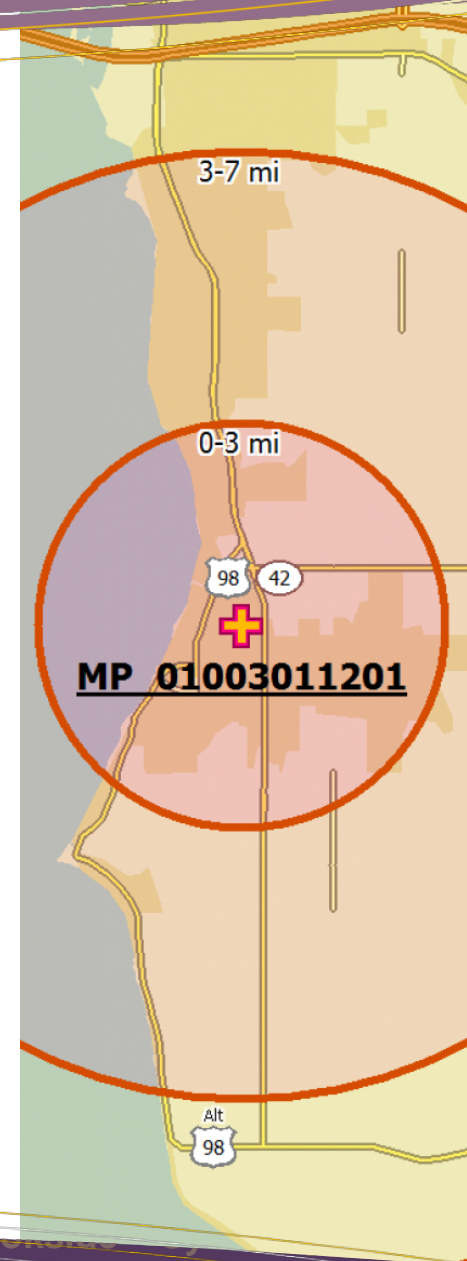
Potential Cultural Bridges

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	80%	81%	82%
Use Comp. for Internet/E-mail	67%	66%	67%
Internet Use: E-Mail	55%	55%	56%
Use Comp. for Word Processing	44%	44%	45%
Use Comp. for Comp. Games	40%	41%	42%
Use Comp. for Shopping	38%	39%	40%
Use Comp. for Digital Camera	35%	36%	38%
Photo Editing			
Use Comp. for Banking	33%	34%	36%
Internet Use: News/ Weather	33%	32%	32%
Use Comp. for Education	31%	33%	34%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	29%	30%	31%
Internet Use: Banking	28%	29%	30%
Use Comp. for News/Info./Data	27%	27%	27%
Service			
PC-Network-HH Has One	20%	21%	21%
Use Comp. for Personal Financial	18%	17%	17%
Mngmnt			
Use Comp. for Accounting	16%	16%	17%
Internet Use: Shopping: Gathered	15%	15%	15%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	14%	14%	14%
Internet Use: Shopping: Made A	14%	13%	13%
Purchase			
Internet Use: Research/ Education	12%	13%	13%



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	70%	69%	70%
Dining Out (Not Fast Food)	65%	63%	63%
Reading Books	59%	57%	56%
Card Games	41%	42%	43%
Go To A Beach/Lake	39%	39%	41%
Gardening	38%	36%	37%
Cooking for Fun	35%	36%	37%
Board Games	32%	33%	35%
Visit Museum	24%	24%	23%
Photography	22%	21%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	43%	42%	43%
Dentist	33%	32%	31%
Eye Dr.	23%	23%	22%
Backache	21%	22%	22%
Hypertension/High Blood Pressure	20%	20%	19%
None Of These	19%	19%	20%
High Cholesterol	19%	19%	19%
Acid Reflux Disease (GERD)	17%	16%	15%
Any Arthritis	16%	15%	15%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	31.26%	30.41%	30.63%
Live Theater	26.33%	25.02%	24.19%
Live Theater Most Often	22.48%	20.94%	20.16%
Rock/Pop Concerts Most Often	16.18%	15.8%	16.4%
Dance Performance	9.96%	9.21%	8.74%
Comedy Club	8.43%	9.51%	10.11%
Movies: Comedy	41.64%	41.6%	41.64%
Movies: Action/Adventure	38.72%	39.15%	39.67%
Movies: Drama	21.94%	21.47%	21.16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.01%	21.35%	21.54%
Movies: Fam.	18.67%	20.07%	20.67%
Movies: Mystery	17.17%	16.83%	16.58%
MLB Baseball Reg. Season	9.63%	9.49%	9.95%
College Football Reg. Season	9.24%	8.4%	8.33%
NFL Football Reg. Season	8.41%	8.42%	8.67%
College Basketball Reg. Season	6.25%	5.63%	5.48%
NBA Basketball Reg. Season	4.12%	4.32%	4.43%
College Basketball Post-Season	3.68%	2.5%	1.95%



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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	45.85%	44.43%	43.61%
Swimming	34.88%	35.4%	36.63%
Bowling	20.54%	21.6%	22.23%
Billiards/Pool	16.86%	17.9%	19.03%
Golf	16.52%	16.14%	16.15%
Freshwater Fishing	16.49%	17.25%	18.44%
Weight Training	16.43%	17.2%	17.82%
Using Cardio Machine	16.32%	15.9%	15.9%
Jogging/Running	15.91%	15.92%	15.67%
Stationary Cycling	14.26%	13.29%	13.12%
Basketball	14.23%	15.11%	15.18%
Camping Trips	13.58%	14.09%	15.5%
Mountain/Road Biking	13.41%	13.4%	13.8%
Aerobics	11.41%	11.16%	10.59%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	10.12%	10.58%	11.07%
Backpacking/Hiking	9.58%	10.03%	10.67%
Power Boating	8.97%	8.67%	8.91%
Hunting	8.45%	8.9%	9.52%
Tennis	8.04%	7.97%	7.69%
Target Shooting	7.94%	8.23%	8.82%
Football	7.48%	8.92%	9.43%
Yoga	7.46%	7.35%	7.36%
Saltwater Fishing	7.11%	7.81%	8.28%
Volleyball	6.83%	7.59%	7.82%
Canoeing/Kayaking	6.62%	6.81%	7.31%
Softball	6.51%	7.54%	7.97%
Soccer	6.23%	6.93%	7.06%
Motorcycling	5.37%	5.95%	6.53%

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
Downhill & X-Country Skiing	4.88%	5.02%	5.07%
Snorkeling	4.85%	5.04%	5.21%
Horseback Riding	4.83%	5.42%	5.83%
Ice Skating	4.47%	4.91%	4.95%
Roller Skating	4.42%	4.93%	5.11%
Jet Skiing	4.18%	4.39%	4.68%
Water Skiing	3.95%	4.07%	4.26%
Archery	3.91%	4.15%	4.41%
Fly Fishing	3.83%	4.06%	4.34%
Sailing	3.37%	3.35%	3.41%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	3.22%	3.52%	3.68%
Snowboarding	3.12%	3.31%	3.49%
Racquetball	3.08%	3.57%	3.65%
Rock Climbing	3.07%	3.26%	3.55%
Hockey	3%	3.31%	3.29%
Martial Arts	2.8%	3.04%	3.1%
Skateboarding	2.57%	2.93%	3.03%
Rowing	2.51%	2.78%	2.96%
Surfing & Windsurfing	2.31%	2.57%	2.75%
Auto Racing	2.25%	2.47%	2.75%

Potential Cultural Barriers -- Introduction (part 1)

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

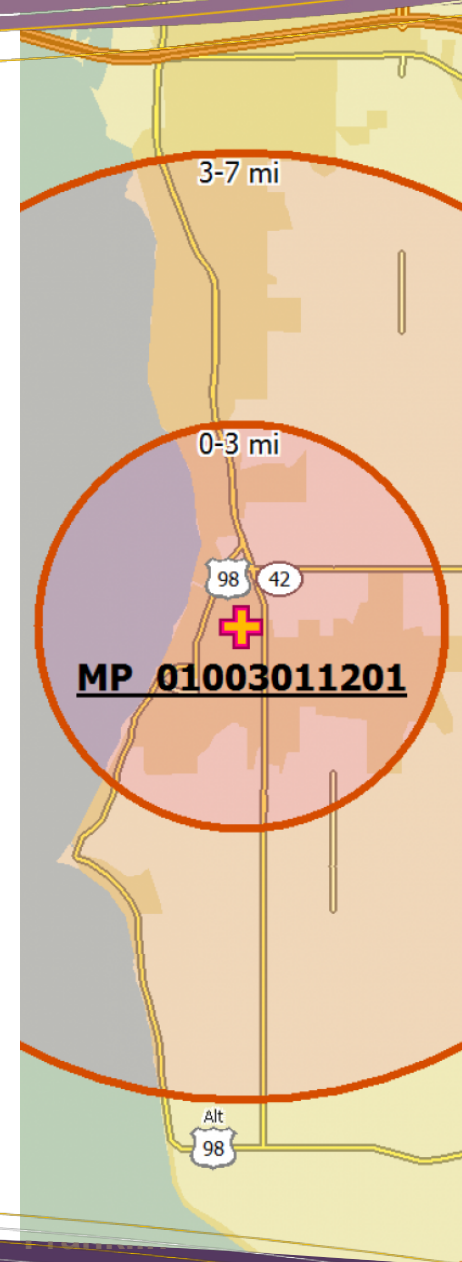
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

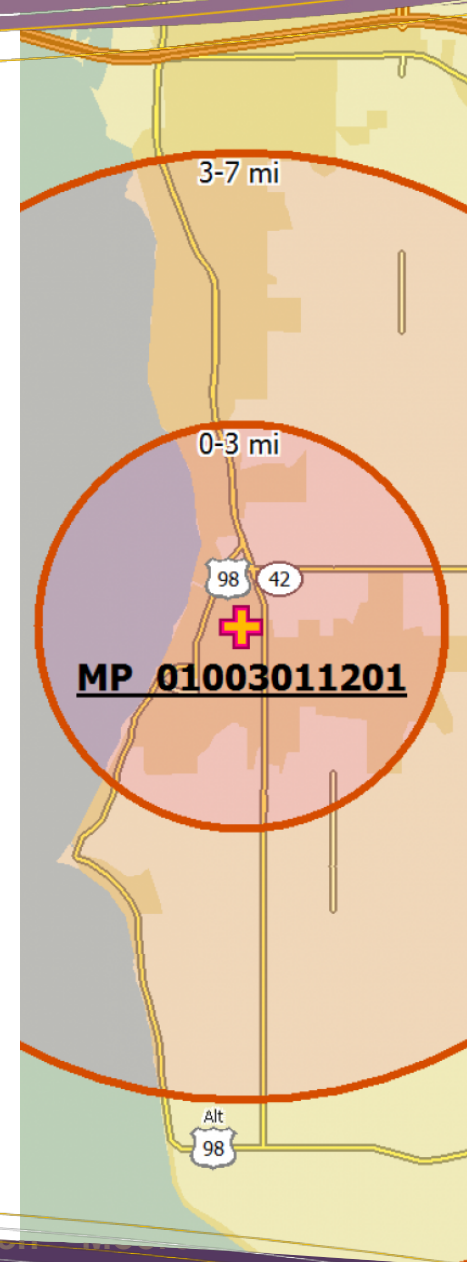
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Find It Difficult To Say No To My Kids	38%	39%	40%
Prefer To Have Few Possessions As Possible	37%	36%	36%
Woman's Place Is In The Home	35%	35%	35%
Speak My Mind Even If It Upsets People	34%	35%	35%
If Won Lottery Would Never Work Again	32%	31%	30%
Like Control Over People And Resources	31%	32%	31%
Like To Do Unconventional Things	28%	29%	30%
Friends More Important Than My Fam.	27%	26%	26%
Don't Judge People/Way They Live Life	26%	27%	28%
Money Is Best Measure Of Success	26%	26%	26%
Marijuana Should Be Legalized	20%	20%	20%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	19%	21%	21%
Like to Stand Out In A Crowd	18%	19%	19%
Like To Pursue Challenge/Novelty/Change	18%	18%	17%
Rarely Sit Down to a Meal Together At Home	15%	16%	16%
I Am A Workaholic	15%	16%	17%
Only Work Current Job for The Money	15%	14%	14%
Happy With My Standard Of Living	13%	13%	13%
We Should Strive for Equality for All	12%	13%	13%
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%	8%	8%
I Am A Perfectionist	6%	6%	6%

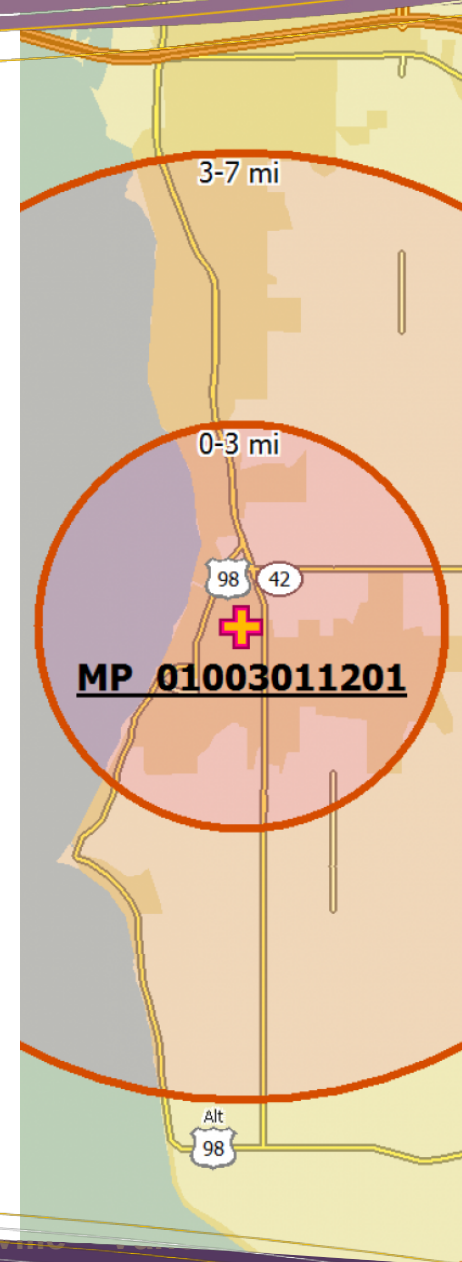


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Potential Cultural Themes

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 themes that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Potential Cultural Themes:

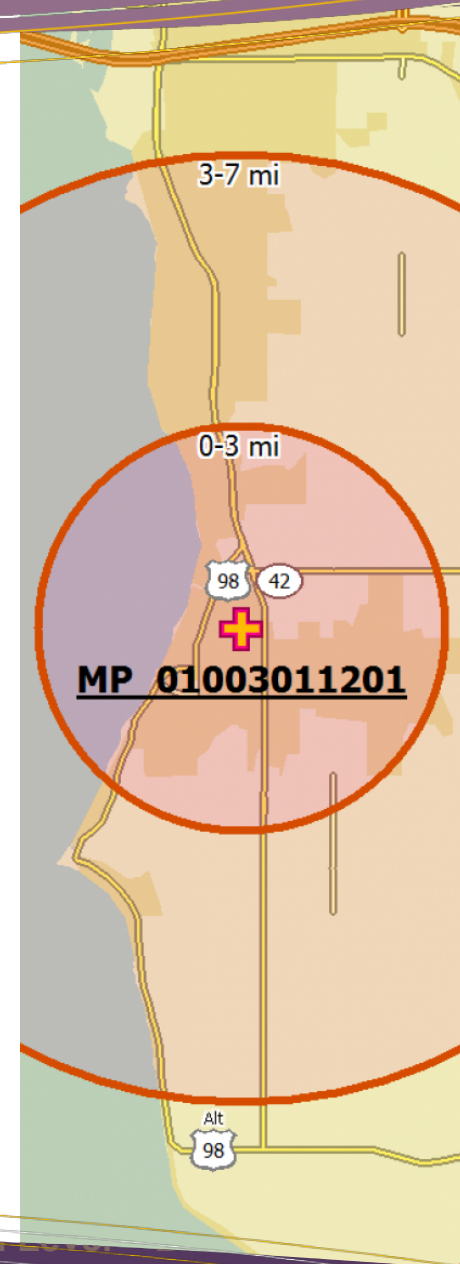
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	65%	66%	67%
You Should Seize Opportunities In Life	56%	57%	57%
Like To Understand About Nature	38%	38%	38%
Prefer To Have Few Possessions As Possible	37%	36%	36%
Important Feel Respected By My Peers	33%	33%	33%
Prefer Work Part Of Team Than Alone	32%	34%	33%
Important To Juggle Various Tasks	29%	29%	28%
Have Keen Sense Of Adventure	27%	27%	27%
Good At Fixing Things	26%	26%	26%
People Have To Take Me As They Find Me	25%	25%	25%
Like To Just Enjoy Life	23%	22%	22%
Worried About Pollution Caused By Cars	19%	20%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	18%	18%
Real Men Don't Cry	18%	17%	17%
Looking for New Ideas To Improve Home	14%	15%	15%
Is An Important Part Of Who I Am	14%	15%	15%
Try Not To Worry About The Future	14%	14%	13%
Enjoy Spending Time With My Fam.	10%	11%	12%
Provide My Kids With The Little Extras	9%	11%	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%
Would Like To Set Up Own Business	3%	3%	3%
Decor Particular Interest To Me	3%	3%	4%

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	85.19%	85.36%	85.81%
Fast Food/Drive-In Restaurant-Visit Any	84.34%	85.56%	86.15%
McDonald's	54.4%	56.55%	57.45%
Burger King	34.47%	35.6%	36.39%
Applebee's	32.86%	32.69%	33.34%
Subway	32.37%	32.45%	32.98%
Taco Bell	28.71%	29.21%	30.27%
Wendy's	28.67%	30.25%	31.01%
Kentucky Fried Chicken (KFC)	25.27%	26.75%	26.85%
Olive Garden	24.38%	22.97%	22.84%
Arby's	23.82%	24.12%	24.59%
Pizza Hut	19.3%	20.5%	20.79%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.7%	17.99%	18.14%
Cracker Barrel	18.12%	17.26%	17.19%
Outback Steakhouse	17.59%	17.09%	17.4%
Red Lobster	17.53%	17.51%	17.03%
Chick-Fil-A	14.63%	15.79%	15.83%
Chili's Grill and Bar	14.43%	14.78%	15.33%
IHOP (International House Of Pancakes)	13.88%	14.71%	14.72%
Sonic	13.31%	13.23%	13.93%
Starbucks	12.66%	13.11%	13.72%
TGI Friday's	12.29%	12.91%	13.09%
Denny's	12.22%	11.84%	11.74%
Domino's Pizza	12.16%	13.05%	13.25%

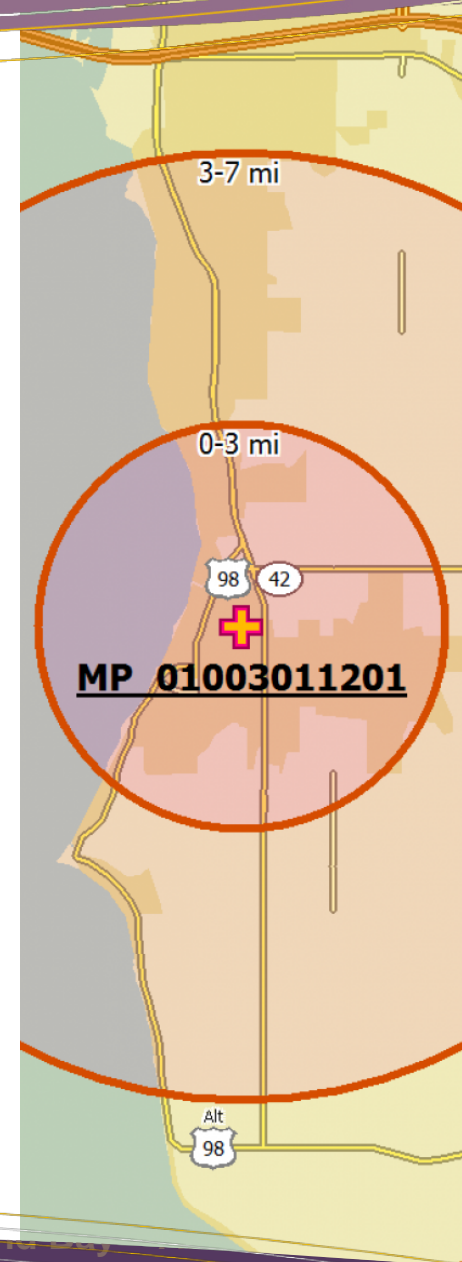


Potential Shared Projects

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	51.8%	51.29%	50.69%
Recycled products	40.02%	39.07%	38.88%
Worked as volunteer (non political)	19.75%	19.04%	19.03%
Engaged in fund raising	12.47%	12.36%	12.1%
Religious club member	8.41%	8.58%	8.39%
Wrote to elected offcl about publ bus	7.48%	7.29%	7.26%

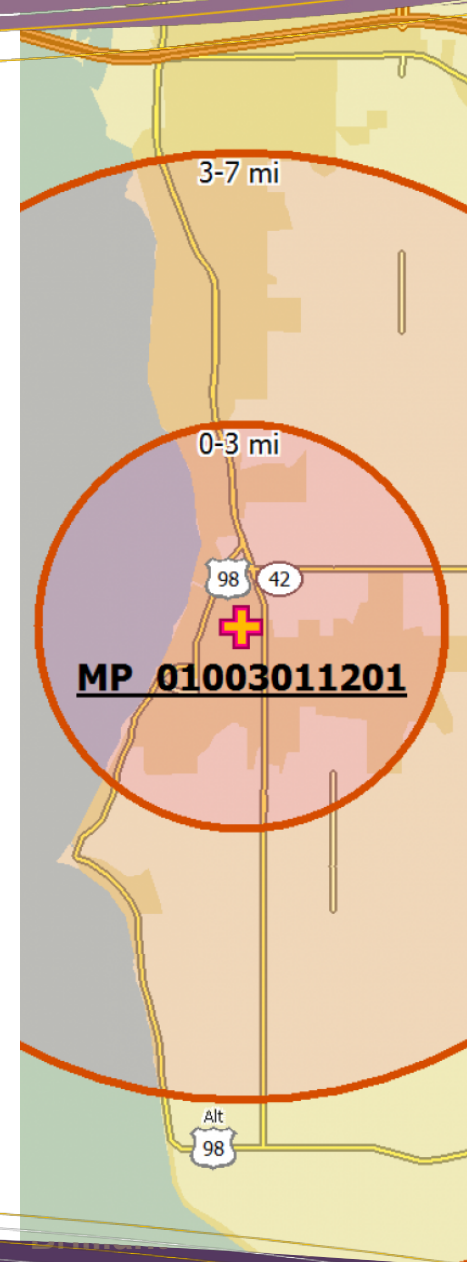
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.45%	6.28%	6.3%
Charitable Organization	6.21%	6.08%	5.85%
Took active part in local civic issue	5.94%	5.78%	5.66%
Addressed a public meeting	5.6%	5.46%	5.44%
Union member	5.59%	5.76%	5.77%
Church Board	5.33%	5.71%	5.37%



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	19.46%	19.3%	19.34%
Children's Books	14.32%	14.24%	14.26%
Mystery	13.35%	12.71%	12.92%
Cookbooks	11.91%	11.41%	11.42%
Religious (not Bibles)	8.97%	9.49%	9.46%
History	7.82%	7.69%	7.73%
Personal/Business	7.78%	7.68%	7.57%
Self-help			
Biography	7.61%	7.51%	7.39%
Romance	6.86%	7.02%	7.31%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	71.14%	70.97%	70.42%
Gen. Editorial	48.19%	48.4%	47.34%
Womens	41.79%	43.16%	42.5%
Service	37.29%	37.06%	37.6%
Business/Finance	20.89%	21.18%	20.22%
Mens	18.36%	18.86%	18.68%
Sports	15.97%	15.8%	15.61%
Mature Market	14.2%	13.82%	13.51%
Health	13.3%	13.51%	13.52%



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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	58.53%	57.74%	57.94%
Sport	34.11%	33.64%	33.39%
Business/Finance	33.62%	32.69%	32.33%
Editorial Page	32.94%	32.34%	32.58%
Classified	31.38%	31.6%	32.52%
Comics	28.79%	27.93%	28.3%
Food/Cooking	27.35%	26.76%	26.82%
Movie Listings & Reviews	27.02%	26.7%	26.58%
TV/Radio Listings	25.08%	24.75%	24.63%
Home/Gardening	23.56%	23.24%	23.05%
Travel	22.11%	21.84%	21.49%
Science/Technology	20.23%	19.63%	19.34%
Fashion	15.49%	15.71%	15.27%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	20.19%	20.07%	21.82%
Adult Contemporary	18.85%	18.27%	18.93%
CHR Contemp Hit Radio	17.12%	17.61%	17.72%
News/Talk	14.75%	13.92%	14.13%
Rock	13.1%	12.76%	13.4%
Oldies	11.98%	11.65%	11.83%
Urban Contemporary	11.75%	14.58%	12.61%
Classic Rock	10.97%	10.37%	10.94%
Alternative	10.79%	10.22%	10.56%
Variety	8.93%	9.1%	8.85%
All News	7.38%	7.57%	6.78%
Religious	7.2%	7.14%	7.1%
Soft Contemporary	7.19%	7.47%	7.72%
Jazz	6.03%	6.95%	5.87%
All Talk	5.77%	5.49%	5.15%
Sports	4.82%	4.65%	4.56%
Classical	4.65%	4.34%	4.12%
Classic Hits	4.08%	4.26%	4.76%

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	65.69%	66.18%	66.52%
Satellite Dish	54.84%	55.26%	56.93%
Soapnet	53.66%	52.89%	52.82%
Other Video-On-Demand	40.96%	41.68%	41.45%
Comedy Central	37.37%	35.78%	35.74%
Sci-Fi Channel	37.04%	37.65%	38.1%
Adult Pay Per View TV	36.34%	36.05%	36.26%
MSNBC	35.69%	35.09%	35.33%
TV Info From Sunday TV Magazine	31.53%	31.08%	31.07%
Nickelodeon	30.55%	30.29%	30.78%
Subscribe Digital Cable	28.75%	29.57%	29.01%
USA Network	27.84%	26.98%	26.56%

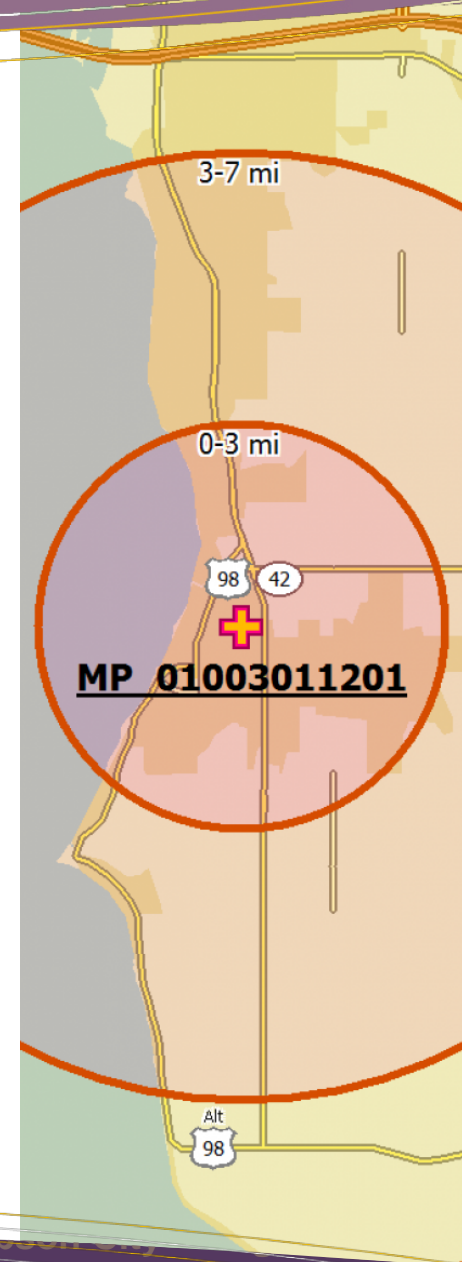
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Swim	27.65%	27.94%	29.41%
The Golf Channel	27.63%	26.87%	26.65%
Hallmark Channel	27.22%	27.51%	27.88%
TV Info From Newspapers	27.22%	27.39%	27.93%
TCM (Turner Classic Movies)	27.02%	26.52%	26.76%
ABC Fam.	26.7%	26.43%	26.69%
ESPN Classic	25.5%	24.32%	24.31%
ESPN2	25.1%	24.73%	25.13%
BET (Black Entertainment TV)	24.64%	24.31%	25.17%
TV Info From Monthly Cable Guide	24.42%	24.46%	25.35%
Nick At Nite	23.82%	25.36%	26.45%
ESPN News	22.43%	21.09%	20.86%

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+)	22.16%	21.74%	21.89%
Medium Users (4-6)	11.88%	11.6%	11.64%
Light Users (1-3)	20.91%	21.16%	21.13%
Quintiles (20%)			
Newspaper I (Heavy)	1.07%	1.18%	1.45%
Newspaper II	1.42%	1.49%	1.48%
Newspaper III	1.99%	2.03%	1.96%
Newspaper IV	0.37%	0.53%	0.58%
Newspaper V (Light)	0.95%	0.9%	0.93%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.47%	18.47%	18.91%
Magazines II	7.45%	8.32%	8.62%
Magazines III	9.45%	9.68%	9.89%
Magazines IV	9.02%	10.11%	10.53%
Magazines V (Light)	0.57%	0.69%	0.67%
Outdoor I (Heavy)	6.75%	7.03%	6.73%
Outdoor II	2.23%	2.39%	2.33%
Outdoor III	2.76%	3.03%	3.05%
Outdoor IV	15.17%	15.43%	15.55%
Outdoor V (Light)	26.26%	25.88%	25.51%
Yellow Pages I (Heavy)	14%	14.38%	14.56%
Yellow Pages II	6.34%	6.4%	6.08%
Yellow Pages III	5.27%	5.37%	5.2%
Yellow Pages IV	19.81%	20.99%	21.48%
Yellow Pages V (Light)	2.59%	2.78%	2.76%



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
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Radio Drive Time Quintiles
(fifths / 20%)

Drive Time I & II (Heavy)	2.65%	2.79%	2.87%
Drive Time III (Medium)	0.47%	0.61%	0.58%
Radio IV & V (Light)	1.9%	2.04%	2.11%

Radio Media Quintiles (fifths / 20%)

Radio I & II (Heavy)	6.82%	8.01%	8.44%
Radio III (Medium)	4.48%	4.83%	5.07%
Radio IV & V (Light)	3.89%	3.7%	3.7%

Cable TV Quintiles (fifths / 20%)

Cable I & II (Heavy)	13.29%	14.12%	15.01%
Cable III (Medium)	3.78%	3.88%	3.96%
Cable IV & V (Light)	32.65%	33.22%	32.76%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
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TV Prime Time Quintiles (fifths / 20%)

Prime Time I & II (Heavy)	3.57%	3.63%	3.42%
Prime Time III (Medium)	1.71%	1.81%	1.91%
Prime Time IV & V (Light)	5.74%	7.28%	8.26%

TV Early/Late Fringe Quintiles
(fifths / 20%)

Fringe I & II (Heavy)	40.89%	40.85%	40.59%
Fringe III (Medium)	52.63%	52.04%	51.63%
Fringe IV (Light)	54.13%	55.17%	55.51%

TV All Day Quintiles (fifths / 20%)

All Day I & II (Heavy)	11.83%	12.4%	12.46%
All Day III (Medium)	23.16%	23.19%	23.01%
All Day IV (Light)	12.73%	13.26%	12.86%



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
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Day-time Radio

Listeners

Dayparts [summary]	11.68%	12.12%	12.64%
6:00am - 10:00am	17.66%	17.29%	17.02%
10:00am - 3:00pm	6.6%	6.96%	6.68%
3:00pm - 7:00pm	12.39%	13.09%	13.6%
7:00pm - Midnight	14.97%	14.4%	14.66%
Midnight - 6:00am	6.12%	5.95%	5.8%

Weekend Radio

Listeners

Dayparts [summary]	13.81%	14.62%	15.57%
6:00am - 10:00am	4.68%	4.37%	4.37%
10:00am-3:00pm	6.25%	6.09%	5.85%
3:00pm - 7:00pm	6.48%	6.77%	7.14%
7:00pm - Midnight	9.12%	9.57%	9.82%
Midnight - 6:00am	11.47%	11.42%	11.4%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
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Prime Time TV Viewers

8:00-11:00pm	10.75%	10.04%	10.18%
Saturday: 8:00-11:00pm	9.61%	8.9%	9.02%
Sunday: 7:00-11:00pm	9.41%	9.86%	10.52%
9:00am-1:00pm	23.82%	25.36%	26.45%
9:00am-4:00pm	27.59%	29.3%	30.47%
4:00pm-7:00pm	30.13%	31.08%	31.07%
11:00pm-1:00am	43.97%	43.15%	43.06%
AVG Prime time	2.58%	2.88%	2.79%
Mon-Sun			



Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.07%	16.94%	17.71%
7-9am	25.1%	24.73%	25.13%
9am-12noon	20.49%	21.82%	22.69%
12noon-4pm	7.1%	7.48%	7.78%
4-6pm	52.34%	52.78%	52.75%
6-7pm	18.16%	18.87%	19.29%
7-7:30pm	1.69%	1.68%	1.81%
7:30-8pm	10.15%	10.8%	10.85%
8-11pm	10.75%	10.04%	10.18%
11pm-12am	35.69%	35.09%	35.33%
11pm-1am	43.97%	43.15%	43.06%
1-6am	33.51%	33.97%	34.07%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.54%	19.54%	19.98%
Sat: 10am-1pm	9.14%	8.61%	8.39%
Sat: 1-4pm	25.67%	25.82%	26.21%
Sat: 4-6pm	6.87%	7.12%	7.33%
Sat: 6-7pm	2.34%	2.25%	2.22%
Sat: 7-8pm	1.08%	1.12%	1.25%
Sat: 8-11pm	9.61%	8.9%	9.02%
Sat: 11pm-1am	5.26%	5.41%	5.37%
Sat: 1am-7pm	27.84%	26.98%	26.56%
Sun: 7-10am	2.23%	2.24%	2.28%
Sun: 10am-1pm	6.59%	6.87%	7.35%
Sun: 1-4pm	6.08%	6.29%	6.88%
Sun: 4-7pm	14.45%	14.29%	14.74%
Sun: 7-11pm	9.41%	9.86%	10.52%
Sun: 11pm-1am	4.15%	4.64%	5.12%
Sun: 1-7am	22.41%	22.59%	23.27%



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?



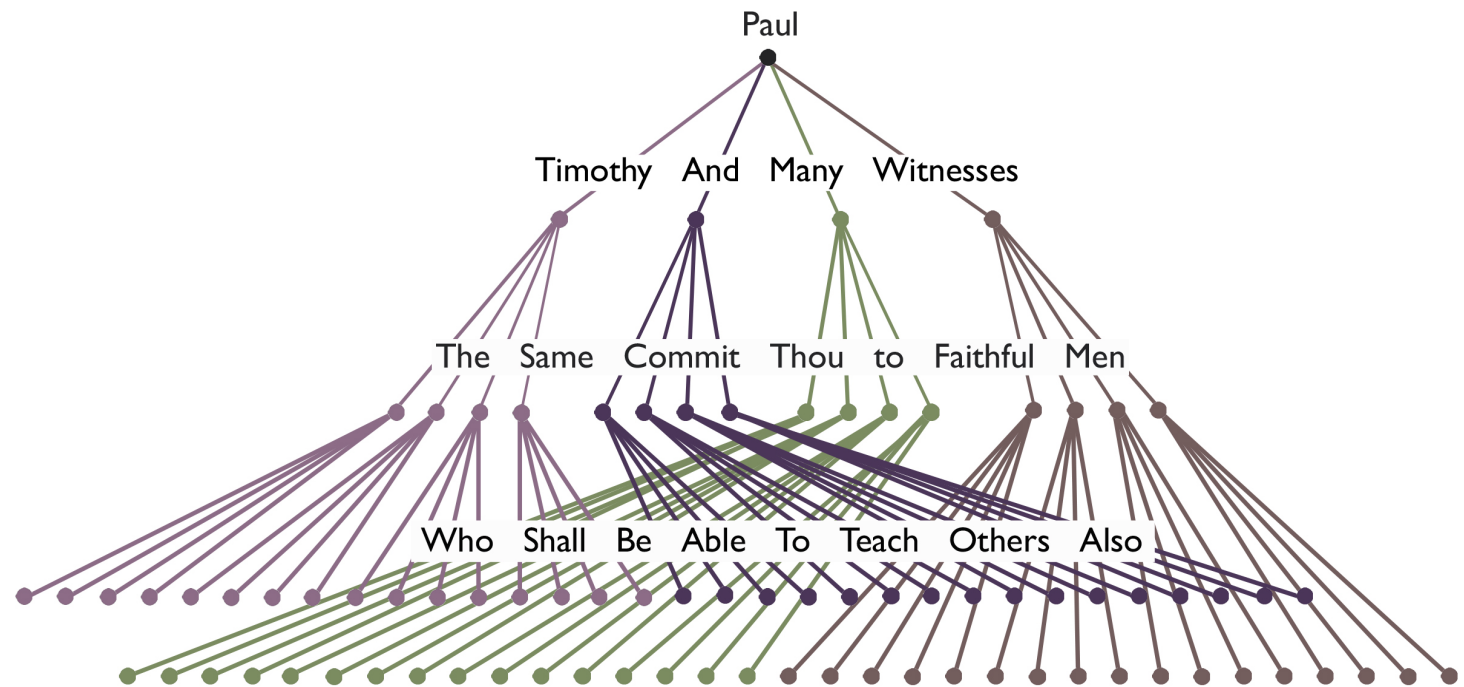
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Biblical Missional Multiplication

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.

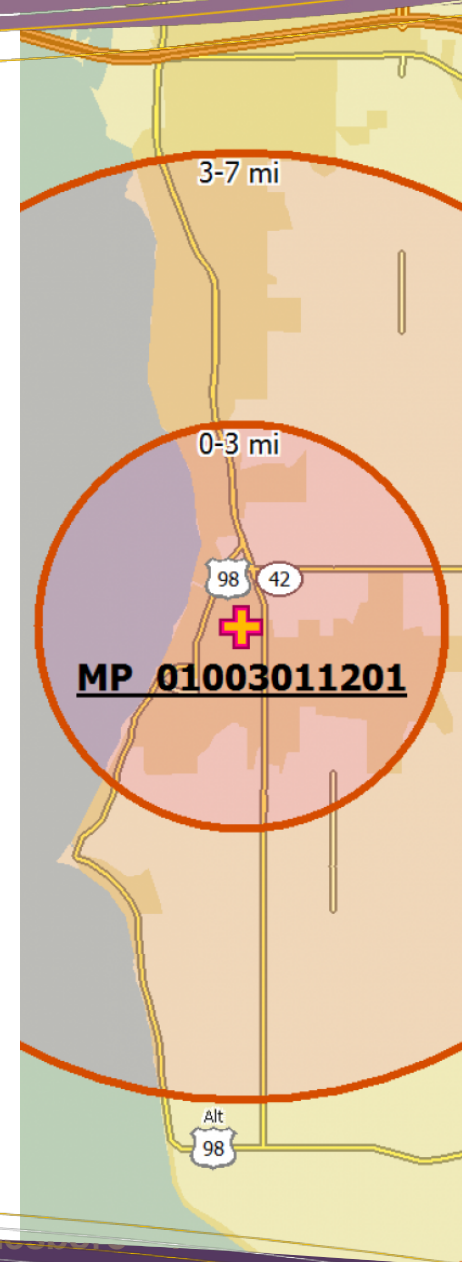


Your MissionSite and the Missional Suite

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



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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.



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Fairhope Avenue	PO Box 1086 Fairhope, AL 36533	0.55 mi	156	Growing
2	Fairhope First	300 S Section St Fairhope, AL 36532	1.18 mi	769	Plateauing
3	Church On the Eastern Shore	10274 Highway 104 Fairhope, AL 36532	3.37 mi	406	Growing
4	Point Clear First	PO Box 912 Point Clear, AL 36564	4.09 mi	27	Declining
5	Fairhope First	8105 County Road 32 Fairhope, AL 36532	4.12 mi	272	Declining
6	Bay Shore	PO Box 160 Daphne, AL 36526	5.15 mi	76	Growing
7	Crossroads Church at Belforest	PO Box 1306 Daphne, AL 36526	5.45 mi	228	Growing
8	Jubilee	9264 Pleasant Rd Daphne, AL 36526	5.60 mi	371	Growing
9	Eastern Shore	PO Box 128 Daphne, AL 36526	5.95 mi	610	Growing
10	New Horizon	PO Box 2072 Daphne, AL 36526	6.05 mi	37	Declining
11	Fish River	17140 County Road 33 Fairhope, AL 36532	6.06 mi	125	Declining
12	Barnwell	7780 US Highway 98 Fairhope, AL 36532	7.69 mi	139	Plateauing
13	Silverhill First	PO Box 246 Silverhill, AL 36576	8.63 mi	239	Declining
14	Spanish Trail	PO Box 1555 Daphne, AL 36526	8.96 mi	65	Declining
15	Faith Family Fellowship	PO Box 7547 Spanish Fort, AL 36577	9.27 mi	361	Growing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Lifeway Community	16373 Thompson Rd Loxley, AL 36551	9.41 mi	69	Plateauing
17	Spanish Fort First	PO Box 7111 Spanish Fort, AL 36577	9.82 mi	156	Declining
18	Loxley First	PO Box 114 Loxley, AL 36551	10.69 mi	185	Plateauing
19	Robertsdale First	PO Box 1140 Robertsdale, AL 36567	10.82 mi	330	Growing
20	Magnolia Springs	PO Box 136 Magnolia Springs, AL 36555	11.51 mi	77	Declining
21	Vernant Park	10891 Vernant Church Rd Foley, AL 36535	11.63 mi	69	Growing
22	East Pointe	PO Box 7517 Spanish Fort, AL 36577	11.76 mi	120	Growing
23	Summerdale First	PO Box 145 Summerdale, AL 36580	11.77 mi	80	Growing
24	Parkway Southern	1612 Staples Rd Mobile, AL 36605	11.89 mi	32	Declining
25	Hollinger's Island	2450 Island Rd Mobile, AL 36605	11.92 mi	128	Plateauing
26	Vietnamese Mission	4273 Halls Mill Rd Mobile, AL 36693	11.92 mi	56	Growing
27	Riverside	3130 Dauphin Island Pkwy Mobile, AL 36605	12.06 mi	140	Declining
28	Trinity	PO Box 746 Foley, AL 36536	12.55 mi	26	Declining
29	Calvary	2105 Boykin Blvd Mobile, AL 36605	12.66 mi	19	Declining
30	Berean	3709 Alba Club Rd Mobile, AL 36605	13.01 mi	46	Declining



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Grace	1403 County Road 32 E Summerdale, AL 36580	13.09 mi	49	Declining
32	South Mobile First	10575 Dauphin Island Pkwy Theodore, AL 36582	13.56 mi	42	Growing
33	Fulton Road	1800 Dauphin Island Pkwy Mobile, AL 36605	13.62 mi	195	Plateauing
34	Calvary	700 West Magnolia Foley, AL 36536	14.20 mi	88	Declining
35	Mobile First	806 Government St Mobile, AL 36602	14.32 mi	254	Plateauing
36	Navco	1719 Navco Rd Mobile, AL 36605	14.41 mi	53	Declining
37	Manor	1604 Navco Rd Mobile, AL 36605	14.54 mi	177	Declining
38	Central	998 Dauphin Island Pkwy Mobile, AL 36605	14.66 mi	58	Plateauing
39	Foley First	PO Box 307 Foley, AL 36536	14.77 mi	381	Plateauing
40	Bethel	PO Box 908 Robertsdale, AL 36567	14.96 mi	161	Growing
41	Zion	P.O. Box 6200 Mobile, AL 36660	15.13 mi	76	Declining
42	Cypress Shores	4327 Higgins Rd Mobile, AL 36619	15.32 mi	168	Declining
43	Stapleton	PO Box 6 Stapleton, AL 36578	15.70 mi	140	Plateauing
44	Azalea	4050 Halls Mill Rd Mobile, AL 36693	15.84 mi	99	Declining
45	Providence	2155 Dauphin St Mobile, AL 36606	15.96 mi	6	Declining



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