MissionSite
top unreached locations

FAIRHOPE, AL

CENSUS TRACT: 01003011300
REGION: Gulf Coast Region
ASSOCIATION: Baldwin
DISTRICT: 07: Gulf Coast District
COUNTY: Baldwin
SITESCAPE: Townscape
DENSITY PATTERN: E3

iMultiply
CONGREGATIONAL REPRODUCTION

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	E3	10000-50000-10000

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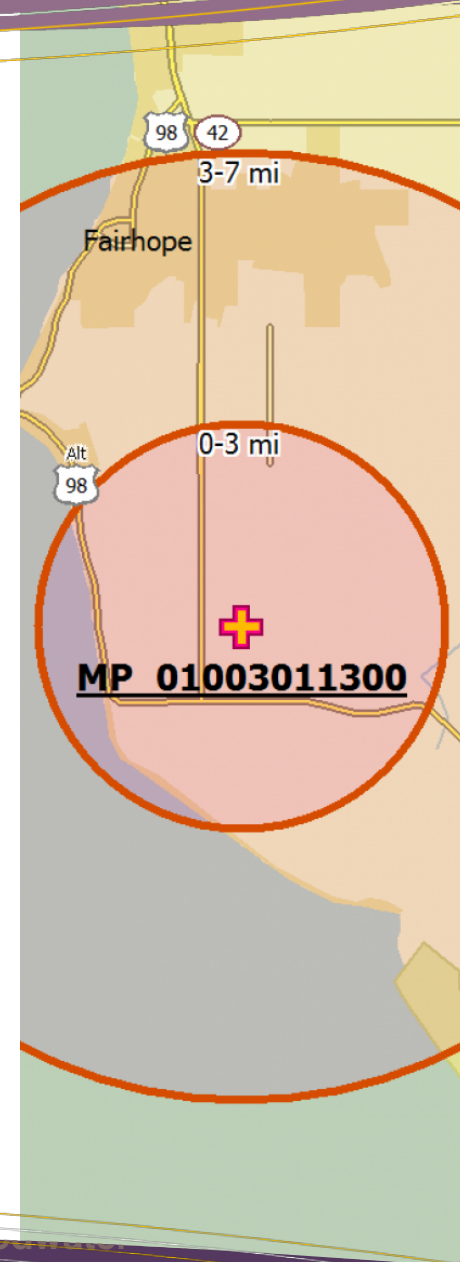
Site Location Summary - Map of the Site Location
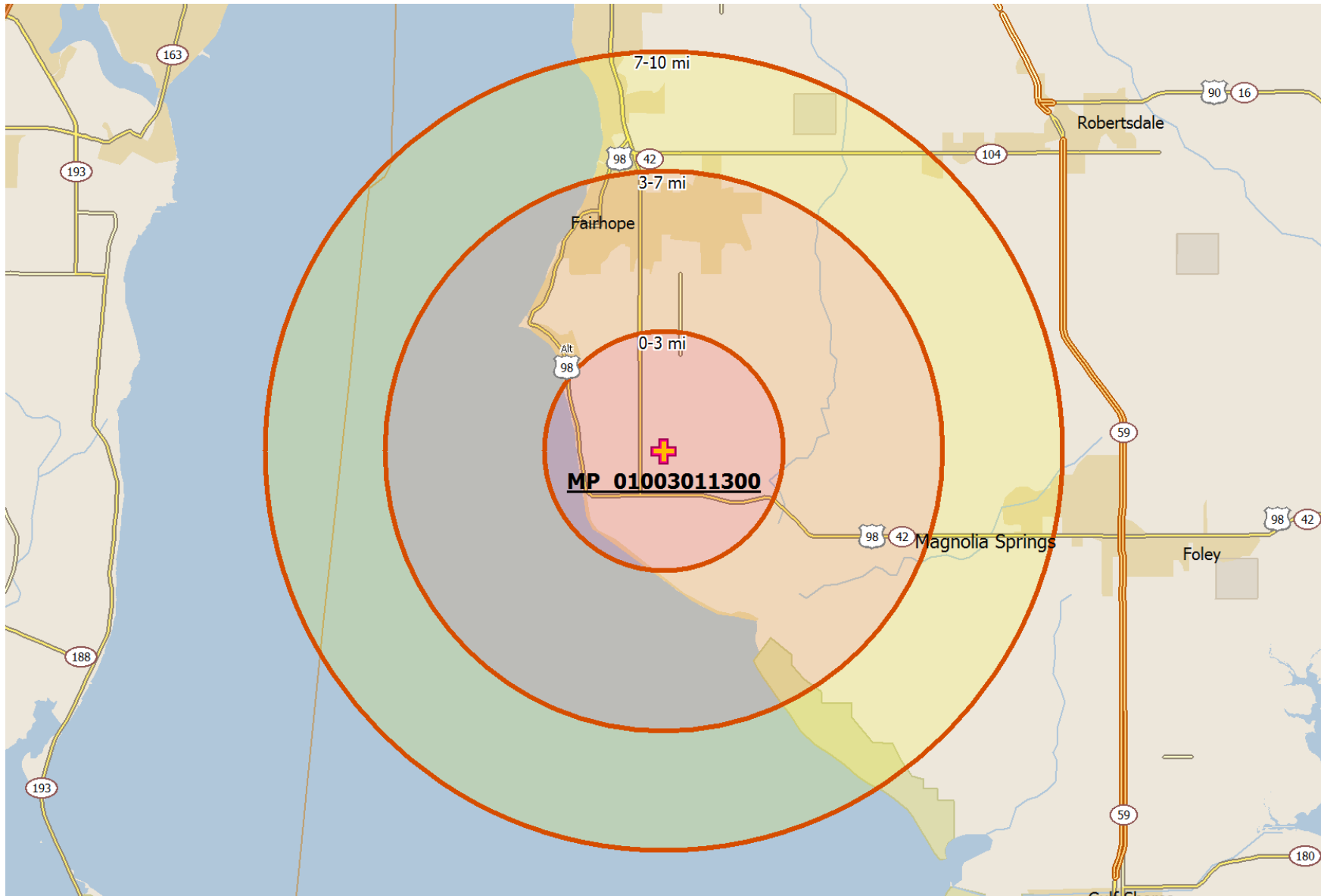
Site Location Summary - Urbanicity

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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	73	Micropolitan high commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a 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	3,505	14,499	23,003
2010 Households	1,408	5,802	9,716
2010 Group Quarters Population	0	76	198

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	15	26	12
Language Diversity National Index	2	17	22
Foreign Born Diversity National Index	36	66	22
Ancestry Diversity National Index	89	86	80
Racial Diversity National Index	10	29	27

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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	510	36.22%
Mainstay Communities	Established, Diverse Households	567	40.27%
Working Communities	Blue-collar, Working Families	136	9.66%
Country Communities	Rural, Agri. & Mining Families	128	9.09%
Aspiring Communities	Young Singles / Aspiring-Multihousing	54	3.84%
Urban Communities	High Density, Inner-city Neighborhoods	12	0.85%

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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	938	1.9%
Unreached %	66.6%	66.64%	100.06
Religious But NOT Evangelical HH	11,368	192	1.69%
Religious But NOT Evangelical %	15.37%	13.65%	88.82
Spiritual But NOT Relig or Evang HH	8,817	181	2.06%
Spiritual But NOT Relig or Evang %	11.92%	12.87%	107.97
Not Evangelical, Not Interested HH	29,148	565	1.94%
Not Evangelical, Not Interested %	39.42%	40.12%	101.8

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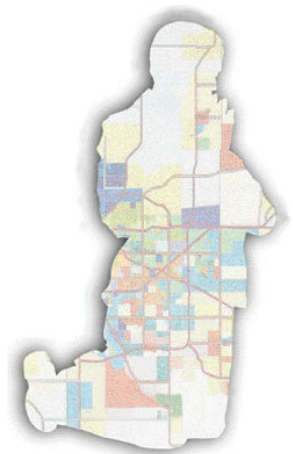
Spirituality Indicators - Churchscape

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	1	1.64%
Active ALSBOM Attenders	9,327	139	1.49%
Active Evangelical Households	10,840	206	1.9%
Active Evangelical Percent	14.66%	14.61%	99.68
Inactive Evangelical Households	13,859	263	1.9%
Inactive Evangelical Percent	18.74%	18.69%	99.73
# New Churches Needed	0	0	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	Barnwell	1.73 mi	139	Plateauing	16	Oyster Bay	11.21 mi	164	Plateauing
2	Vernant Park	3.95 mi	69	Growing	17	New Horizon	11.22 mi	37	Declining
3	Fairhope First	4.41 mi	272	Declining	18	Grace	11.36 mi	49	Declining
4	Fish River	5.00 mi	125	Declining	19	Silverhill First	11.38 mi	239	Declining
5	Point Clear First	5.22 mi	27	Declining	20	Shell Banks	11.42 mi	33	Growing
6	Magnolia Springs	5.66 mi	77	Declining	21	Crossroads Church at Belforest	12.97 mi	228	Growing
7	Fairhope First	7.66 mi	769	Plateauing	22	Robertsdale First	13.09 mi	330	Growing
8	Fairhope Avenue	8.49 mi	156	Growing	23	Lagoon	13.54 mi	194	Declining
9	Trinity	9.09 mi	26	Declining	24	Lifeway Community	13.58 mi	69	Plateauing
10	Church On the Eastern Shore	9.21 mi	406	Growing	25	Bay Shore	13.61 mi	76	Growing
11	Calvary	9.54 mi	88	Declining	26	Gulf Shores First	13.79 mi	385	Growing
12	Friendship	9.89 mi	108	Plateauing	27	Jubilee	13.82 mi	371	Growing
13	Foley First	10.42 mi	381	Plateauing	28	Eastern Shore	14.37 mi	610	Growing
14	Pleasant View	10.51 mi	130	Growing	29	Miflin	15.58 mi	103	Growing
15	Summerdale First	10.85 mi	80	Growing	30	Elberta First	15.65 mi	68	Growing

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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.

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	2,149	2.19%
2000 Population	140,415	3,015	2.15%
2010 Population	183,407	3,505	1.91%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	37,043	808	2.18%
2000 Households	55,336	1,190	2.15%
2010 Households	73,952	1,408	1.9%

Location Types in this MissionSite
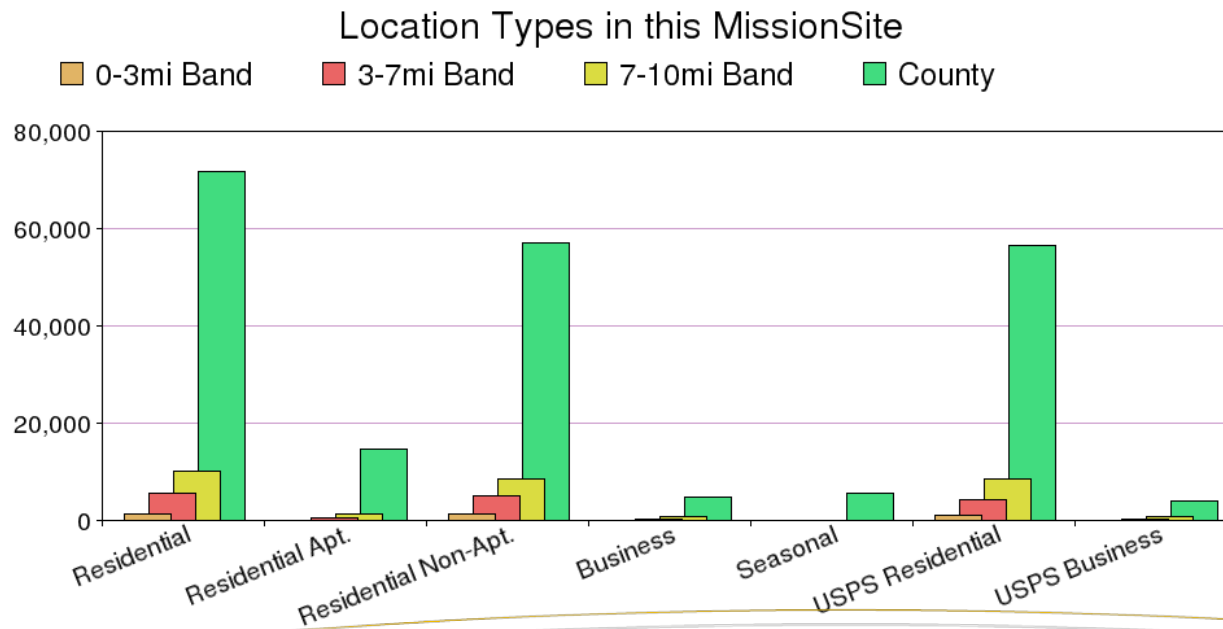
Location Type	0-3mi Band
Residential	1,326
Residential Apt.	64
Residential Non-Apt.	1,262
Business	44
Seasonal	3
USPS Residential	1,105
USPS Business	46

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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

- < 20 Years 25.60%
- 20-34 Years 15.86%
- 35-44 Years 11.90%
- 45-64 Years 31.84%
- 75+ Years 5.08%
- 65-74 Years 9.73%
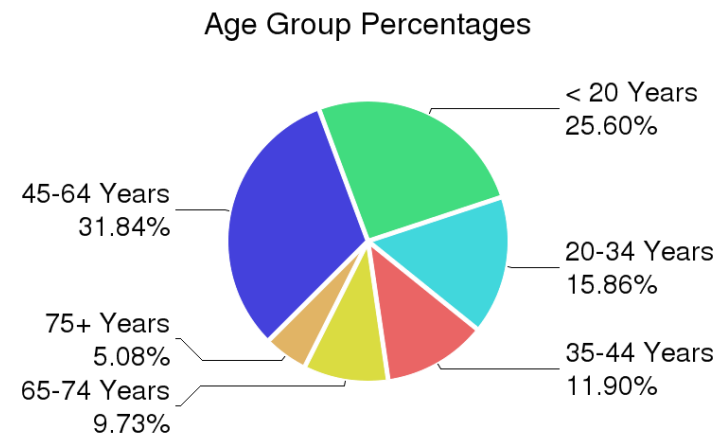
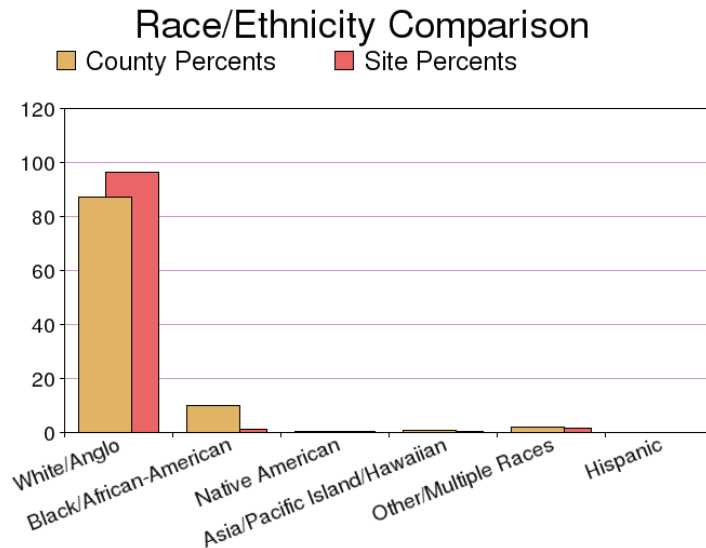| 2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.48%	5.39%	98.36
4-5 Years	2.56%	2.45%	95.7
6-8 Years	3.75%	4.39%	117.07
9-11 Years	3.76%	3.79%	100.8
12-13 Years	2.51%	2.77%	110.36
14-17 Years	5.04%	4.62%	91.67
18-19 Years	2.52%	2.17%	86.11
0-5 Years	8.04%	7.85%	97.64
6-12 Years	8.77%	9.56%	109.01
13-19 Years	8.82%	8.19%	92.86
< 20 Years	25.63%	25.6%	99.88
20-34 Years	17.12%	15.86%	92.64
35-44 Years	12.4%	11.9%	95.97
45-64 Years	27.01%	31.84%	117.88
65-74 Years	10.03%	9.73%	97.01
75+ Years	7.82%	5.08%	64.96
Median Age	41	44	106.2
Median Age (Male)	40	44	110.04
Median Age (Female)	42	43	102.27

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%	96.23%	110.58
Black, African-American	9.92%	1.23%	12.36
Native American	0.49%	0.51%	104.08
Asian	0.69%	0.43%	61.8
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	1.84%	1.63%	88.45
Hispanic	0%	2.11%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	125,928	2,421	
Less than 9th Grade	2.73%	1.94%	140.88
No High School Diploma	8.17%	7.48%	109.33
High School Graduate	30.79%	31.93%	96.42
Some College, no degree	22.25%	25.28%	88.01
Associate Degree	8.03%	6.69%	120.02
College Degree	18.69%	18.79%	99.46
Graduate/Prof. degree	9.33%	7.89%	118.31

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

X-axis categories: White/Anglo, Black/African-American, Native American, Asia/Pacific Island/Hawaiian, Other/Multiple Races, Hispanic

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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%	2.56%	83.81
$10,000 to $19,999	9.93%	7.17%	72.24
$20,000 to $29,999	12.16%	10.44%	85.85
$30,000 to $49,999	21.78%	19.11%	87.71
$50,000 to $59,999	9.99%	9.59%	95.99
$60,000 to $69,999	7.25%	7.24%	99.99
$70,000 to $79,999	6.82%	9.94%	145.81
$80,000 to $89,999	5.81%	10.58%	182.17
$90,000 to $99,999	3.96%	5.61%	141.57
$100,000 to $124,999	7.61%	6.68%	87.72
$125,000 to $149,999	3.57%	4.4%	123.49
$150,000 to $199,999	3.3%	4.69%	141.9
$200,000 to $249,999	1%	0.21%	21.29
$250,000 or more	1.95%	1.78%	90.87
Median Household	51,068	63,406	124.16
Average Household	67,301	82,921	123.21
Per Capita Household	27,489	33,310	121.18
Family/Non-Family Household Income			
Median Family Income	59,807	71,556	119.64
Average Family Income	77,615	95,828	123.47
Median Non-Family Income	30,654	44,155	144.04
Average Non-Family Income	41,040	49,818	121.39

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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%	74.08%	103.17
Families with Children	33.1%	32.53%	98.29
Families without Children	38.7%	41.55%	107.35
Non-Family Households			
% Non-Family Households	28.2%	25.92%	91.93
Non-Families with Children	0.2	0.28	142.92
Non-Families without Children	28	25.64	91.57
Housing Units			Index
Total Housing Units	107,779	1,877	
Vacant percent	31.39%	24.99%	79.61
Owned percent	51.9%	62.49%	120.42%
Rented Percent	16.72%	12.47%	74.57
Households by Size			Index
Avg household size	2.45	2.49	101.63
Avg family hh size	2.95	2.94	99.66
Avg non-family hh size	1.18	1.19	100.85
Households By Count of Persons			Percent
One	16,539	278	1.68%
Two	29,862	584	1.96%
Three or Four	22,136	451	2.04%
Five+	5,415	94	1.74%

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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	2,149	2.19%
2000 Population	140,415	3,015	2.15%
2010 Population	183,407	3,505	1.91%
2015 Population	201,031	3,620	1.8%

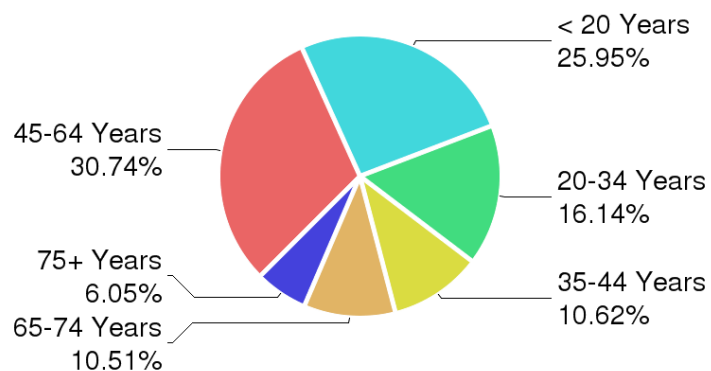| DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	37,043	808	2.18%
2000 Households	55,336	1,190	2.15%
2010 Households	73,952	1,408	1.9%
2015 Households	80,729	1,455	1.8%

Household Change from 1985 to 2030
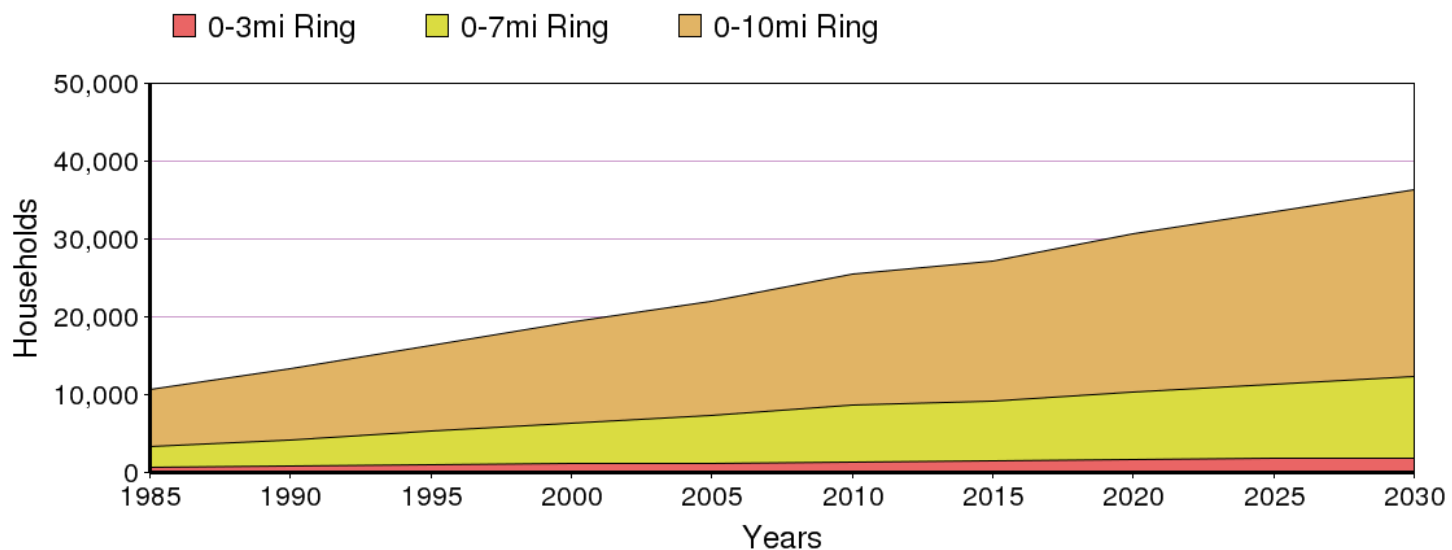
Projected Demographic Summary

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.

Projected Age Group Percentages

- < 20 Years 25.95%
- 20-34 Years 16.14%
- 35-44 Years 10.62%
- 65-74 Years 10.51%
- 75+ Years 6.05%
- 45-64 Years 30.74%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.39%	5.8%	107.61
4-5 Years	2.45%	2.68%	109.39
6-8 Years	4.39%	4.53%	103.19
9-11 Years	3.79%	3.59%	94.72
12-13 Years	2.77%	2.6%	93.86
14-17 Years	4.62%	4.31%	93.29
18-19 Years	2.17%	2.43%	111.98
0-5 Years	7.85%	8.48%	108.03
6-12 Years	9.56%	9.42%	98.54
13-19 Years	8.19%	8.04%	98.17
< 20 Years	25.6%	25.94%	101.33
20-34 Years	15.86%	16.13%	101.7
35-44 Years	11.9%	10.61%	89.16
45-64 Years	31.84%	30.72%	96.48
65-74 Years	9.73%	10.5%	107.91
75+ Years	5.08%	6.05%	119.09
Median Age	41	43	104.64
Median Age (Male)	40	44	111.51
Median Age (Female)	42	43	101.87

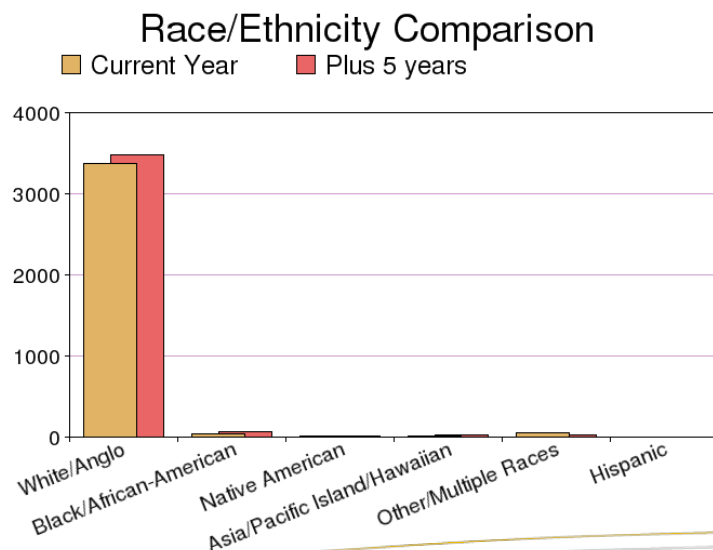Intercultural Institute
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Projected Demographic Summary

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.

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	96.23%	96.3%	100.07
Black, African-American	1.23%	1.99%	162.12
Native American	0.51%	0.5%	96.82
Asian	0.43%	0.61%	142.01
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.63%	0.64%	39.07
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,421	2,464	
Less than 9th Grade	1.94%	1.46%	75.26
No High School Diploma	7.48%	5.56%	74.37
High School Graduate	31.93%	32.18%	100.8
Some College, no degree	25.28%	24.11%	95.37
Associate Degree	6.69%	7.75%	115.84
College Degree	18.79%	20.45%	108.84
Graduate/Prof. degree	7.89%	8.48%	107.51

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	2.56%	2.34%	91.39
$10,000 to $19,999	7.17%	6.6%	91.98
$20,000 to $29,999	10.44%	9.14%	87.55
$30,000 to $49,999	19.11%	16.98%	88.86
$50,000 to $59,999	9.59%	9.9%	103.22
$60,000 to $69,999	7.24%	6.8%	93.92
$70,000 to $79,999	9.94%	10.17%	96.77
$80,000 to $89,999	10.58%	11.82%	104.56
$90,000 to $99,999	5.61%	6.39%	113.92
$100,000 to $249,999	6.68%	7.22%	108.09
$125,000 to $149,999	4.4%	4.81%	109.26
$150,000 to $199,999	4.69%	5.64%	120.23
$200,000 to $249,999	0.21%	0.27%	129.03
$250,000 or more	1.78%	2.2%	123.87
Median Household	63,406	67,961	107.18
Average Household	82,921	88,712	106.98
Per Capita Household	33,310	35,656	107.04
Family/Non-Family Household Income			
Median Family Income	71,556	76,288	106.61
Average Family Income	95,828	101,793	106.22
Median Non-Family Income	44,155	49,130	111.27
Average Non-Family Income	49,818	55,021	110.44

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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	74.08%	73.61%	99.37
Families with Children	32.53	31.75	97.61
Families without Children	41.55	42.13	101.4
Non-Family Households			
% Non-Family Households	25.92%	26.39%	101.81
Non-Families with Children	0.28	0.34	101.81
Non-Families without Children	25.64	26.05	101.59
Housing Units			
Total Housing Units	1,877	1,934	103.04%
Vacant percent	24.99%	24.77%	99.12
Owned percent	62.49%	62.31%	99.7
Rented Percent	12.47%	12.93%	103.69
Households by Size			
Avg household size	2.49	2.49	100%
Avg family hh size	2.94	2.97	101.02%
Avg non-family hh size	1.19	1.15	96.64%
Households By Count of Persons			
One	278	283	101.8%
Two	584	607	103.94%
Three or Four	451	467	103.55%
Five+	94	98	104.26%

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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	20	210	577
Northern Europe	0	10	87
Western Europe	9	30	105
Southern Europe	0	0	6
Eastern Europe	0	11	23
Other Europe	0	0	0
Eastern Asia	0	16	33
So. Central Asia	0	17	11
SE Asia	0	7	30
Western Asia	0	0	47
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	3	9
Caribbean	0	1	6
Central Amer.	11	105	149
South America	0	2	24
North America	0	8	47
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	2,757	9,190	18,855
Spanish	24	304	474
Other Indo-Euro language	16	160	314
French (incl. Patois, Cajun)	10	39	84
French Creole	0	0	0
Italian	0	5	29
Portuguese	0	6	2
German	6	51	122
Yiddish	0	0	0
Other West Germanic	0	6	4
A Scandinavian Language	0	0	27
Greek	0	0	0
Russian	0	0	5
Polish	0	0	0
Serbo-Croatian	0	0	3
Other Slavic Language	0	20	24
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	5
Hindi	0	0	0
Urdu	0	33	9

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	0	16	8
Korean	0	15	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	2
Other Asian	0	9	0
Tagalog	0	0	8
Other Pacific Is	0	9	0
Other languages	0	0	32
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	32
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	2,202	7,302	14,948
Arab	0	0	48
Armenian	0	0	0
Austrian	0	0	3
British	10	29	128
Canadian	0	13	19
Croatian	0	0	8
Czech	0	50	172
Czechoslovak	0	23	95
Danish	10	9	33
Dutch	24	77	213
English	325	976	2,173
European	6	116	221
Finnish	0	0	10
French (not Basque)	54	209	448
French Canadian	0	45	73
German	244	907	1,687
Greek	13	4	41
Hungarian	0	10	19
Iranian	0	1	8

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	194	702	1,400
Italian	155	245	511
Lithuanian	0	4	27
Norwegian	10	36	157
Polish	13	95	139
Portuguese	0	16	11
Romanian	0	0	7
Russian	7	34	52
Scandinavian	5	13	12
Scotch-Irish	170	405	725
Scottish	64	175	413
Slovak	0	7	4
Subsaharan African	0	51	39
Swedish	18	58	177
Swiss	4	22	37
Ukrainian	0	0	10
US/American	524	1,367	2,666
Welsh	33	33	73
West Indian	0	6	11
Yugoslavian	0	0	1
Other	320	1,565	3,076

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?

# 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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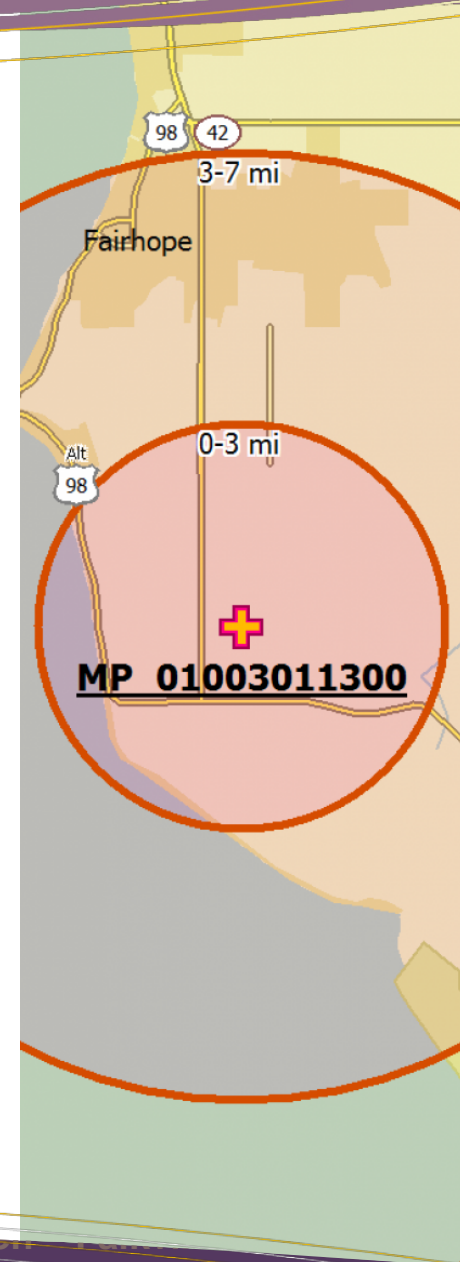
Unreached Households by Lifestyle Segment

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	1,408	100%	942	100%
AFFLUENT SUBURBIA	192	13.64%	137	14.54%
America's Wealthiest	36	2.56%	29	3.08%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	150	10.65%	104	11.04%
New Suburbia Fam.	6	0.43%	4	0.42%
UPSCALE AMERICA	318	22.59%	214	22.72%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	316	22.44%	212	22.51%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	2	0.14%	2	0.21%
SM TWN SUCCESS	494	35.09%	322	34.18%
2nd City Homebodies	49	3.48%	35	3.72%
Prime Middle America	179	12.71%	117	12.42%
Urban Optimists	0	0%	0	0%
Family Convenience	266	18.89%	170	18.05%
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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,408	100%	942	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	73	5.18%	50	5.31%
Ethnic Urban Mix	11	0.78%	8	0.85%
Urban Blues	0	0%	0	0%
Professional Urbanites	5	0.36%	4	0.42%
Urban Advancement	4	0.28%	3	0.32%
Amer. Great Outdoors	44	3.13%	28	2.97%
Mature America	9	0.64%	7	0.74%
METRO FRINGE	136	9.66%	94	9.98%
Steadfast Conservative	135	9.59%	93	9.87%
Moderate Conventionalists	1	0.07%	1	0.11%
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	1,408	100%	942	100%
REMOTE AMERICA	127	9.02%	76	8.07%
Hardy Rural Fam.	94	6.68%	57	6.05%
Rural Southern Living	33	2.34%	19	2.02%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	54	3.84%	40	4.25%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	17	1.21%	13	1.38%
Stable Careers	37	2.63%	27	2.87%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	1	0.07%	1	0.11%
Industrious Country Living	1	0.07%	1	0.11%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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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	1,408	100%	942	100%
STRUGGLING SOCIETIES	8	0.57%	5	0.53%
Rugged Southern Style	8	0.57%	5	0.53%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	4	0.28%	3	0.32%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	4	0.28%	3	0.32%
New Generation Activists	0	0%	0	0%
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?
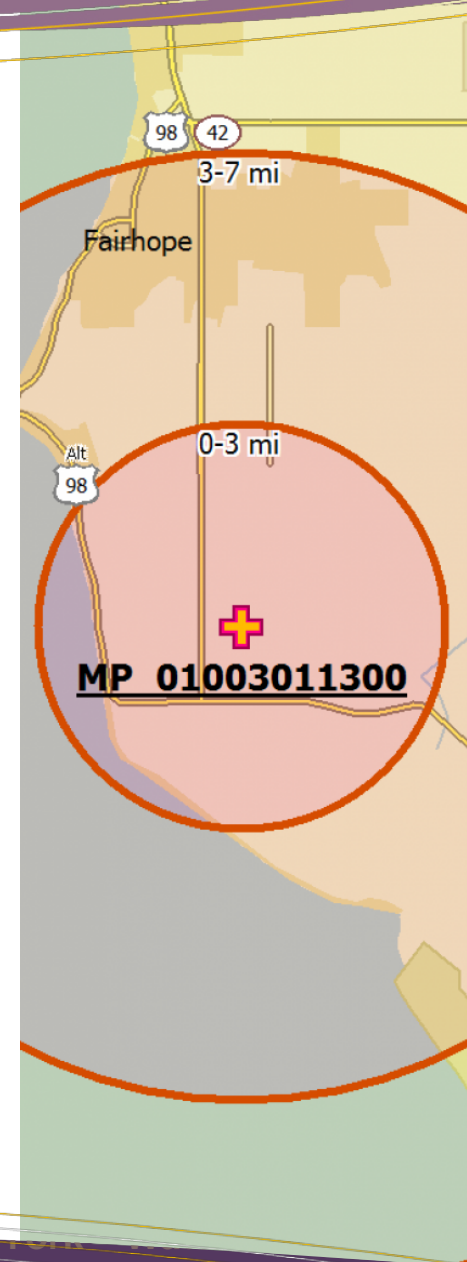
Potential Cultural Bridges

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).

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	84%	80%	79%
Use Comp. for Internet/E-mail	70%	65%	64%
Internet Use: E-Mail	58%	54%	53%
Use Comp. for Word Processing	47%	43%	42%
Use Comp. for Comp. Games	45%	42%	40%
Use Comp. for Shopping	42%	38%	37%
Use Comp. for Digital Camera Photo Editing	40%	37%	35%
Use Comp. for Banking	38%	34%	32%
Use Comp. for Education	36%	33%	32%
HH Owns DVD Player	32%	30%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	31%	30%	30%
Internet Use: Banking	30%	28%	27%
Use Comp. for News/Info./Data Service	27%	25%	25%
PC-Network-HH Has One	21%	19%	19%
Use Comp. for Accounting	18%	17%	16%
Use Comp. for Personal Financial Mngmnt	16%	16%	16%
Internet Use: Shopping: Gathered Info. for Shopping	15%	13%	13%
Use Comp. for Filing/DB Mngmnt	15%	14%	13%
Internet Use: Shopping: Made A Purchase	14%	13%	13%
Internet Use: Research/ Education	13%	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	70%	68%	68%
Dining Out (Not Fast Food)	63%	62%	62%
Reading Books	55%	55%	56%
Card Games	44%	43%	41%
Go To A Beach/Lake	42%	39%	38%
Gardening	39%	38%	38%
Cooking for Fun	36%	37%	36%
Board Games	35%	34%	33%
Visit Museum	23%	22%	21%
Going To Bars/Nightclubs/Dancing	22%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	43%	43%	43%
Dentist	31%	31%	31%
Backache	22%	22%	22%
Eye Dr.	21%	22%	22%
None Of These	20%	19%	19%
Hypertension/High Blood Pressure	19%	19%	20%
High Cholesterol	18%	19%	19%
Any Arthritis	15%	16%	16%
Acid Reflux Disease (GERD)	15%	15%	16%

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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	29.73%	28.54%	28.83%
Live Theater	23.25%	22.32%	22.52%
Live Theater Most Often	19.65%	18.91%	19.12%
Rock/Pop Concerts Most Often	15.31%	13.86%	14.49%
Comedy Club	9.67%	8.9%	8.45%
Country Concerts Most Often	8.37%	7.74%	7.07%
Movies: Comedy	42.07%	39.68%	40.01%
Movies: Action/Adventure	40.8%	38.91%	38.34%
Movies: Romantic Comedy	21.56%	20.42%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	20.89%	19.57%	18.8%
Movies: Drama	19.78%	19.93%	20.33%
Movies: Mystery	15.84%	16.46%	16.71%
MLB Baseball Reg. Season	10.13%	8.72%	8.51%
NFL Football Reg. Season	8.19%	7.25%	7.2%
College Football Reg. Season	7.55%	7.03%	7.44%
College Basketball Reg. Season	4.82%	4.63%	5.07%
NBA Basketball Reg. Season	4.43%	3.47%	3.34%
Auto Racing Events	3.96%	3.2%	2.86%

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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	43.39%	42.36%	42.82%
Swimming	38.34%	36.11%	34.83%
Bowling	22.95%	21.43%	20.86%
Freshwater Fishing	20.39%	20.29%	19.24%
Billiards/Pool	20.28%	18.46%	17.97%
Weight Training	18.71%	16.63%	15.68%
Camping Trips	18.48%	16.42%	15.36%
Golf	16.61%	15.41%	15.12%
Using Cardio Machine	16.04%	14.66%	14.66%
Jogging/Running	15.56%	14.55%	14.64%
Basketball	15.36%	14.52%	14.19%
Mountain/Road Biking	14.95%	13.99%	13.28%
Stationary Cycling	12.77%	12.66%	12.85%
Hunting	12.68%	11.65%	10.57%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	11.11%	10.1%	9.72%
Baseball	10.69%	10.73%	10.54%
Target Shooting	10.56%	9.97%	9.22%
Power Boating	10.54%	9.82%	9.2%
Aerobics	9.82%	9.6%	9.99%
Football	9.23%	9.16%	8.53%
Saltwater Fishing	9.03%	8.44%	7.86%
Canoeing/Kayaking	8.73%	7.6%	7.13%
Volleyball	8.7%	8.12%	7.8%
Softball	8.65%	8.23%	7.48%
Tennis	7.49%	7%	7.11%
Motorcycling	7.46%	6.59%	6.16%
Yoga	7.27%	7%	6.89%
Soccer	7.21%	6.79%	6.57%

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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	6.98%	6.42%	5.91%
Archery	5.85%	5.33%	4.73%
Snorkeling	5.78%	5.02%	4.67%
Downhill & X-Country Skiing	5.68%	5.03%	4.65%
Roller Skating	5.41%	4.79%	4.57%
Ice Skating	5.26%	4.91%	4.51%
Jet Skiing	5.21%	4.34%	4.1%
Water Skiing	5.15%	4.5%	4.21%
Fly Fishing	4.66%	4.52%	4.27%
Snowmobiling	4.38%	4.13%	3.67%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowboarding	3.84%	3.32%	3.07%
Racquetball	3.81%	3.66%	3.45%
Rock Climbing	3.76%	3.22%	3.1%
Sailing	3.63%	3.51%	3.31%
Martial Arts	3.41%	2.91%	2.78%
Skateboarding	3.31%	3.15%	2.81%
Hockey	3.23%	2.99%	3.04%
Auto Racing	3.14%	3.01%	2.73%
Rowing	3.09%	3.01%	2.67%
Surfing & Windsurfing	3.02%	2.62%	2.38%

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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.

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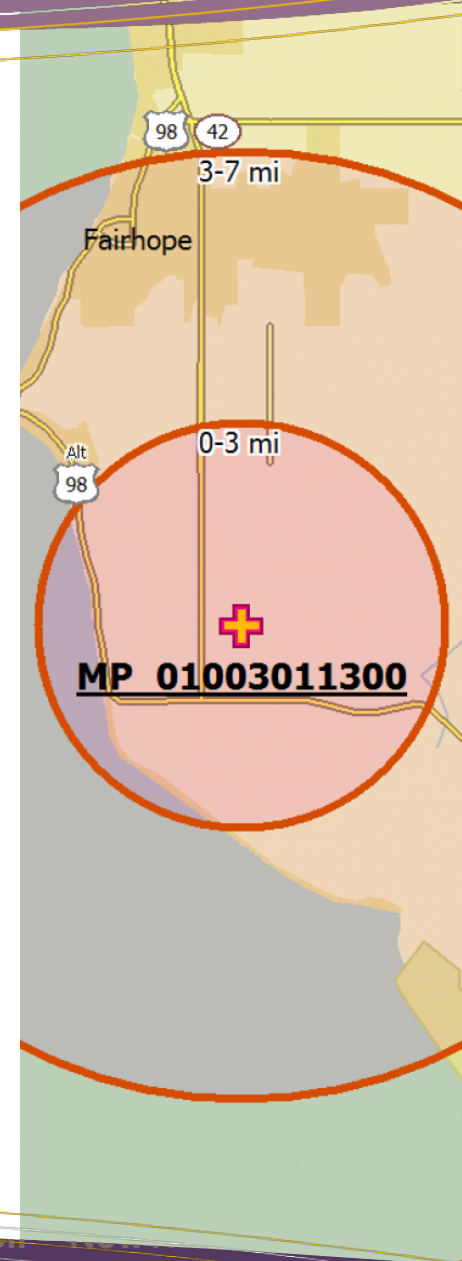
Potential Cultural Barriers -- Introduction (part 2)

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.
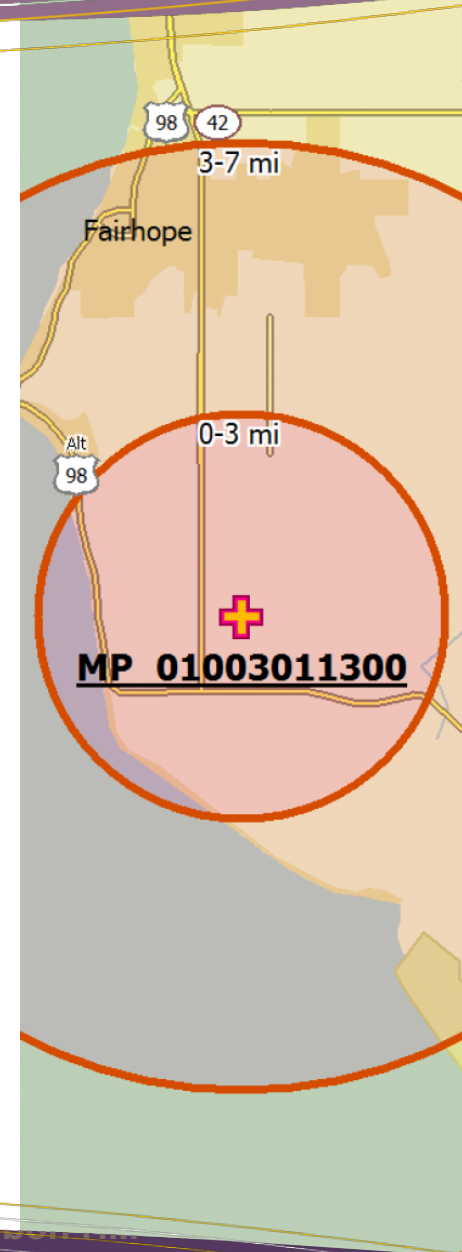
Potential Cultural Barriers:

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.
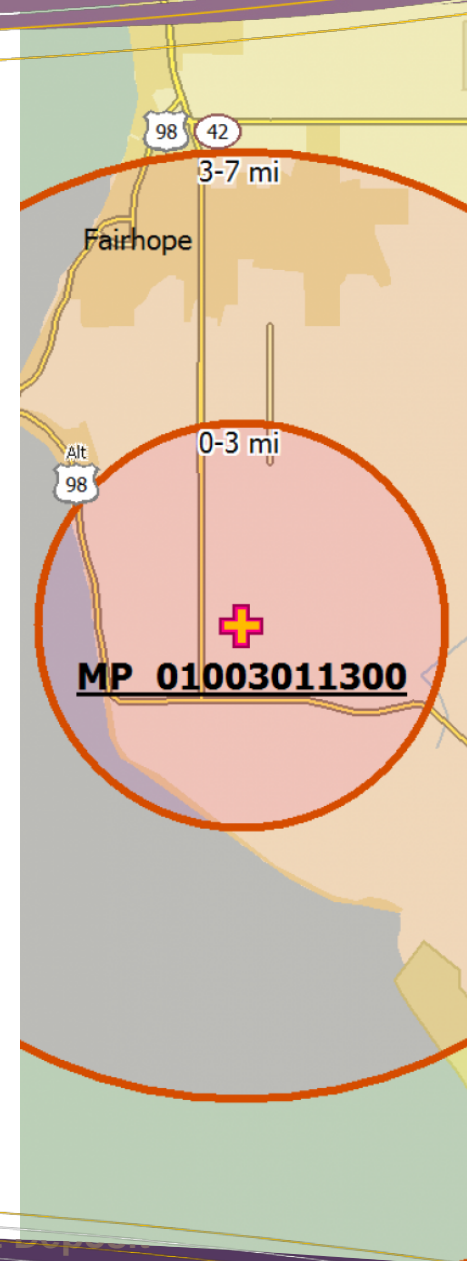
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	50%	50%
Find It Difficult To Say No To My Kids	41%	40%	38%
Prefer To Have Few Possessions As Possible	37%	35%	35%
Woman's Place Is In The Home	35%	35%	35%
Speak My Mind Even If It Upsets People	34%	34%	34%
Like Control Over People And Resources	30%	32%	32%
Like To Do Unconventional Things	30%	30%	30%
If Won Lottery Would Never Work Again	30%	29%	29%
Don't Judge People/Way They Live Life	28%	28%	27%
Money Is Best Measure Of Success	26%	27%	27%
Friends More Important Than My Fam.	26%	26%	26%
Too Much Sponsorship In Arts/Sports	20%	21%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Marijuana Should Be Legalized	20%	19%	19%
Like to Stand Out In A Crowd	20%	20%	19%
Rarely Sit Down to a Meal Together At Home	17%	17%	16%
Like To Pursue Challenge/Novelty/Change	17%	18%	18%
I Am A Workaholic	16%	16%	16%
Only Work Current Job for The Money	13%	14%	15%
Happy With My Standard Of Living	13%	12%	12%
We Should Strive for Equality for All	12%	13%	13%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	8%	9%	9%
Little I Can Do To Change My Life	7%	7%	7%
I Am A Perfectionist	5%	5%	6%

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.

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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.

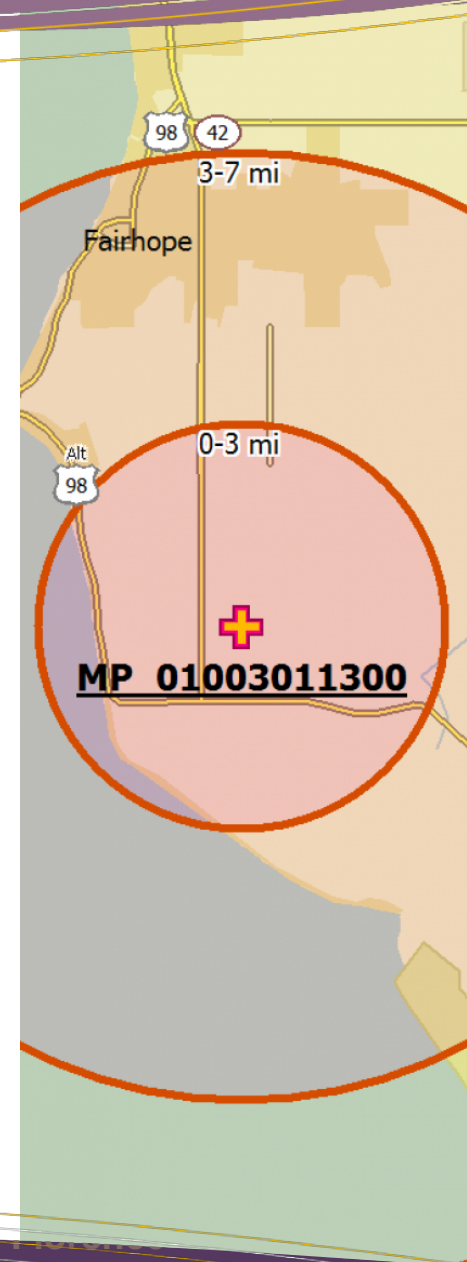| THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	68%	66%	64%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	37%	37%	37%
Prefer To Have Few Possessions As Possible	37%	35%	35%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important Feel Respected By My Peers	33%	33%	33%
Important To Juggle Various Tasks	27%	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%	23%
Worried About Pollution Caused By Cars	20%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	17%	17%	18%
Is An Important Part Of Who I Am	16%	15%	15%
Real Men Don't Cry	15%	16%	17%
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.	12%	11%	11%
Provide My Kids With The Little Extras	9%	10%	10%
Children Should Be Allowed To Express Themselves	5%	5%	5%
Like Spending Most Time With Fam.	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	86.49%	85.49%	84.9%
Fam. Restaurants/Steak Houses-Visit Any	85.55%	84.87%	84.18%
McDonald's	58.51%	57.33%	56.05%
Burger King	36.68%	35.95%	35.7%
Subway	33.52%	31.93%	31.48%
Applebee's	31.96%	31.53%	31.59%
Wendy's	30.42%	29.86%	28.76%
Taco Bell	29.7%	29.56%	29.2%
Kentucky Fried Chicken (KFC)	26.18%	26.7%	26.36%
Arby's	25.02%	24%	23.76%
Olive Garden	21.44%	21.51%	22.21%
Pizza Hut	20.61%	20.53%	20.33%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.72%	18.22%	18.78%
Outback Steakhouse	17.03%	16.07%	16.01%
Cracker Barrel	16.38%	17.05%	17.09%
Red Lobster	15.72%	16.27%	16.69%
Chick-Fil-A	14.02%	13.93%	13.64%
Chili's Grill and Bar	13.77%	13.2%	13.01%
IHOP (International House Of Pancakes)	13.27%	13.34%	13.18%
Starbucks	12.84%	11.93%	11.56%
Sonic	12.56%	13.33%	13.64%
TGI Friday's	12.3%	11.56%	11.31%
Domino's Pizza	12.17%	11.99%	12.28%
Ruby Tuesday	11.94%	11.96%	11.3%

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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!
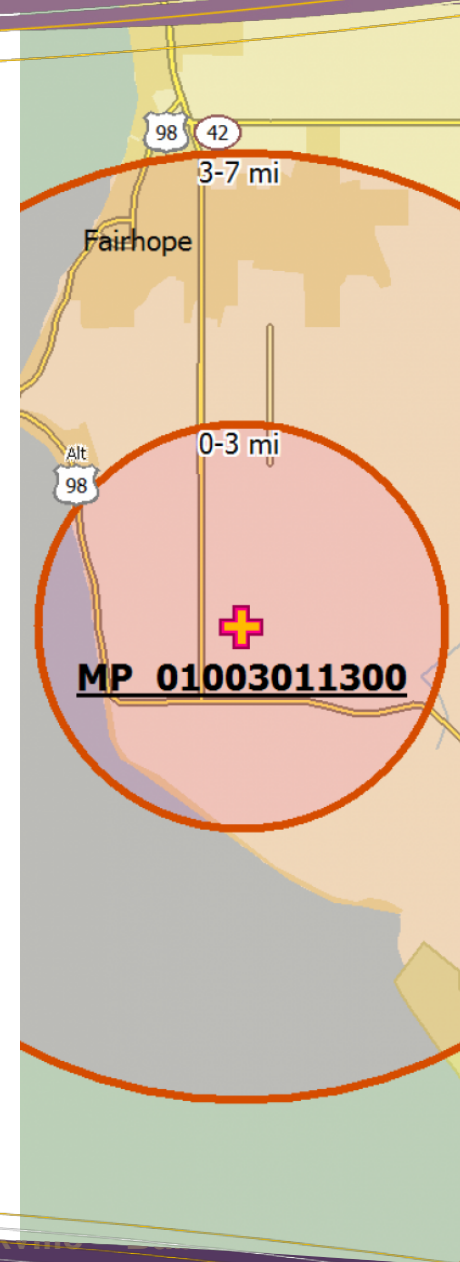
Potential Shared Projects

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.

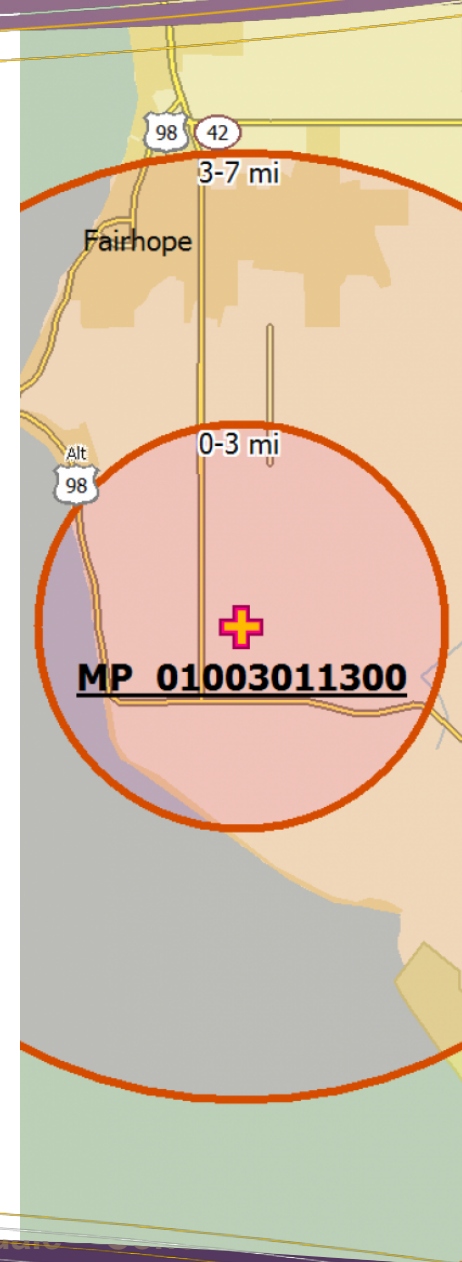| PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	52.38%	49.52%	49.37%
Recycled products	40.96%	37.84%	37.45%
Worked as volunteer (non political)	20.74%	18.69%	18.36%
Engaged in fund raising	12.56%	11.54%	11.45%
Religious club member	8.37%	8.04%	7.93%
Wrote to elected offcl about publ bus	7.67%	6.99%	6.84%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.63%	6.11%	6%
Charitable Organization	6.25%	5.84%	5.82%
Union member	6.13%	5.68%	5.51%
Addressed a public meeting	5.88%	5.49%	5.33%
Took active part in local civic issue	5.73%	5.52%	5.55%
Fraternal order member	5.41%	5.03%	5.05%

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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	19.67%	18.31%	17.95%
Children's Books	14.49%	13.62%	13.38%
Mystery	13.47%	12.92%	12.82%
Cookbooks	11.84%	11.2%	11.24%
Religious (not Bibles)	9.32%	9.16%	8.9%
Personal/Business Self-help	7.94%	7.07%	6.98%
History	7.89%	7.58%	7.43%
Romance	7.76%	7.42%	6.97%
Biography	7.44%	6.98%	6.97%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	71.16%	68.94%	68.87%
Gen. Editorial	45.87%	46.32%	46.44%
Womens	41.35%	40.72%	40.43%
Service	38.52%	37.25%	36.6%
Business/Finance	19.35%	18.04%	17.89%
Mens	17.66%	17.52%	17.73%
Sports	14.9%	14.48%	14.76%
Fishing/Hunting	13.56%	13.44%	13.09%
Mature Market	13.5%	13.68%	13.8%

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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	59.66%	57.83%	57.53%
Sport	34.13%	33.31%	33.44%
Editorial Page	33.93%	33.04%	32.71%
Classified	33.77%	33.67%	33.27%
Business/Finance	33.31%	31.18%	31.05%
Comics	29.26%	28.71%	28.82%
Movie Listings & Reviews	27.4%	25.69%	25.86%
Food/Cooking	27.13%	26.62%	26.58%
TV/Radio Listings	25.5%	24.86%	24.85%
Home/Gardening	24.25%	22.66%	22.63%
Travel	22.32%	20.6%	20.48%
Science/Technology	20.16%	18.41%	18.63%
Fashion	14.53%	14.04%	14.27%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	25.21%	24.7%	23.55%
Adult Contemporary	20.1%	18.94%	18.66%
CHR Contemp Hit Radio	16.79%	16.88%	17.14%
News/Talk	15.52%	13.1%	12.9%
Rock	14.73%	13.13%	12.95%
Oldies	12.43%	11.68%	11.6%
Classic Rock	12.23%	11.13%	10.71%
Alternative	11.27%	9.78%	9.74%
Variety	8.29%	7.8%	8%
Soft Contemporary	8.03%	6.9%	6.52%
Urban Contemporary	7.83%	9.78%	10.46%
Religious	7.09%	6.75%	6.76%
All News	5.94%	5.71%	5.85%
Classic Hits	4.99%	4.43%	4.2%
Sports	4.8%	4.08%	4.08%
All Talk	4.72%	4.69%	4.77%
Jazz	4.43%	4.51%	4.66%
Classical	4.34%	3.87%	3.89%

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	67.59%	66.52%	65.19%
Satellite Dish	57.74%	54.42%	53.88%
Soapnet	51.54%	51.91%	52.02%
Other Video-On-Demand	41.96%	41.79%	41.1%
Sci-Fi Channel	39.54%	37.84%	37%
Adult Pay Per View TV	36.93%	36.41%	35.62%
MSNBC	35.97%	35.36%	34.98%
Comedy Central	34.38%	34.19%	34.37%
Nickelodeon	32.41%	31.11%	30.24%
Adult Swim	32.15%	29.49%	28.06%
Subscribe Digital Cable	29.91%	28.47%	28.26%
TV Info From Sunday TV Magazine	29.87%	30.68%	30.63%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	28.8%	26.82%	25.04%
Hallmark Channel	28.04%	26.2%	25.61%
TV Info From Newspapers	27.82%	27.18%	26.74%
The Golf Channel	26.72%	25.51%	25.24%
ABC Fam.	26.47%	25.13%	24.9%
BET (Black Entertainment TV)	26.42%	25.17%	24.71%
USA Network	26.06%	26.45%	26.4%
TCM (Turner Classic Movies)	25.21%	25.67%	25.69%
TV Info From Monthly Cable Guide	24.92%	24.74%	24.05%
ESPN2	24.64%	24.2%	23.82%
Video-On-Demand Movies	24.17%	21.13%	19.57%
Lifetime	23.2%	21.81%	20.84%

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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.

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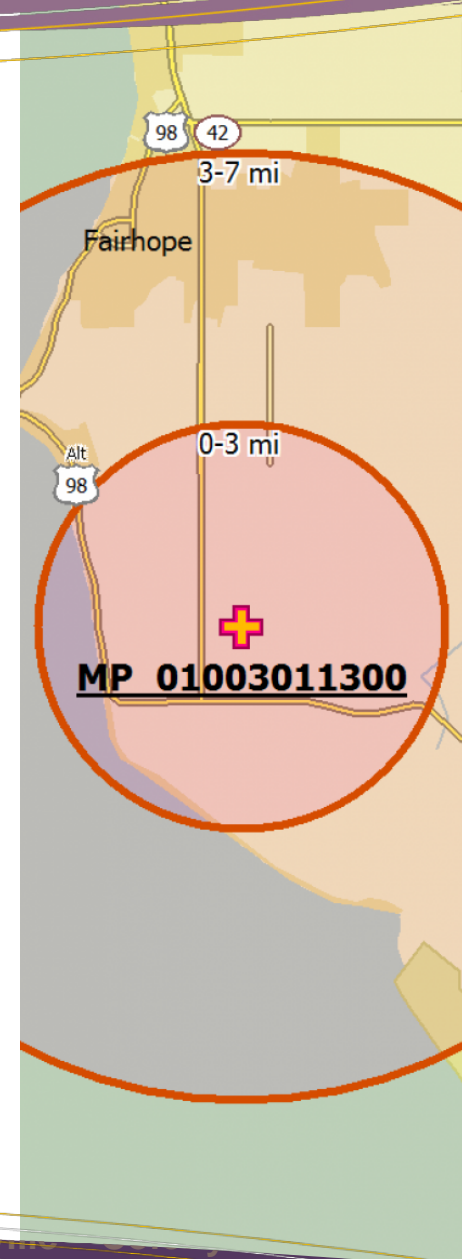
Potential Print Media Usage:

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+)	22.58%	21.13%	20.76%
Medium Users (4-6)	12.36%	11.45%	11.22%
Light Users (1-3)	21.39%	20.53%	20.54%
Quintiles (20%)			
Newspaper I (Heavy)	1.42%	1.53%	1.35%
Newspaper II	1.27%	1.31%	1.41%
Newspaper III	2.06%	2.08%	2.01%
Newspaper IV	0.66%	0.65%	0.56%
Newspaper V (Light)	1.15%	1.06%	1.12%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.69%	19.14%	18.6%
Magazines II	8.29%	8.63%	8.13%
Magazines III	9.42%	10.05%	9.78%
Magazines IV	10.58%	10.59%	10.14%
Magazines V (Light)	0.54%	0.49%	0.47%
Outdoor I (Heavy)	6.19%	6.17%	6.37%
Outdoor II	1.88%	2.14%	2.2%
Outdoor III	2.6%	2.79%	2.87%
Outdoor IV	15.48%	15.86%	15.87%
Outdoor V (Light)	25.42%	25.91%	26.02%
Yellow Pages I (Heavy)	14.64%	14.81%	14.92%
Yellow Pages II	5.04%	5.69%	5.95%
Yellow Pages III	4.4%	4.62%	4.83%
Yellow Pages IV	21.27%	22.09%	21.79%
Yellow Pages V (Light)	2.38%	2.8%	2.78%

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)	3.02%	3.15%	3.08%
Drive Time III (Medium)	0.69%	0.6%	0.59%
Radio IV & V (Light)	2.14%	1.96%	1.97%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.17%	8.68%	7.89%
Radio III (Medium)	5.31%	5.2%	4.78%
Radio IV & V (Light)	2.99%	3.3%	3.52%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	14.52%	13.28%	12.56%
Cable III (Medium)	3.94%	3.76%	3.72%
Cable IV & V (Light)	31.57%	32.94%	32.6%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.66%	3.64%	3.83%
Prime Time III (Medium)	2.14%	2.15%	2%
Prime Time IV & V (Light)	7.68%	7.85%	7.13%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.97%	41.24%	41.01%
Fringe III (Medium)	51.84%	53.01%	53.63%
Fringe IV (Light)	56.24%	56.36%	55.8%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.58%	11.99%	12%
All Day III (Medium)	22.91%	23.45%	23.57%
All Day IV (Light)	11.72%	12.01%	12.34%

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]	13.67%	13.07%	12.33%
6:00am - 10:00am	16.63%	16.21%	16.34%
10:00am - 3:00pm	5.7%	6.36%	6.21%
3:00pm - 7:00pm	14.29%	13.66%	13.02%
7:00pm - Midnight	15.04%	14.12%	14.06%
Midnight - 6:00am	5.45%	5.74%	5.71%
Weekend Radio Listeners			
Dayparts [summary]	16.71%	15.89%	14.68%
6:00am - 10:00am	4.84%	4.53%	4.5%
10:00am-3:00pm	5.35%	5.62%	5.6%
3:00pm - 7:00pm	7.5%	7%	6.58%
7:00pm - Midnight	10.35%	9.54%	9.06%
Midnight - 6:00am	10.95%	11.65%	11.43%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.54%	9.35%	9.33%
Saturday: 8:00-11:00pm	8.53%	8.76%	8.96%
Sunday: 7:00-11:00pm	11.02%	10.28%	9.69%
9:00am-1:00pm	28.8%	26.82%	25.04%
9:00am-4:00pm	32.89%	30.75%	28.88%
4:00pm-7:00pm	31.44%	30.31%	29.32%
11:00pm-1:00am	42.99%	43.06%	42.97%
AVG Prime time Mon-Sun	2.48%	2.49%	2.45%

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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	18.18%	17.18%	17.01%
7-9am	24.64%	24.2%	23.82%
9am-12noon	25.37%	22.97%	21.38%
12noon-4pm	7.53%	7.78%	7.5%
4-6pm	51.86%	49.39%	48.44%
6-7pm	20.7%	20.07%	19.12%
7-7:30pm	1.57%	1.49%	1.48%
7:30-8pm	11.23%	11.25%	10.68%
8-11pm	10.54%	9.35%	9.33%
11pm-12am	35.97%	35.36%	34.98%
11pm-1am	42.99%	43.06%	42.97%
1-6am	32.4%	32.55%	31.77%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.3%	18.83%	18.76%
Sat: 10am-1pm	8.48%	8.47%	8.62%
Sat: 1-4pm	25.39%	25.25%	25%
Sat: 4-6pm	6.99%	7.1%	6.71%
Sat: 6-7pm	2.66%	2.21%	2.18%
Sat: 7-8pm	1.4%	1.08%	0.95%
Sat: 8-11pm	8.53%	8.76%	8.96%
Sat: 11pm-1am	4.82%	4.94%	4.91%
Sat: 1am-7pm	26.06%	26.45%	26.4%
Sun: 7-10am	2.28%	2.21%	2.17%
Sun: 10am-1pm	7.81%	7.04%	6.75%
Sun: 1-4pm	6.68%	6.57%	6.29%
Sun: 4-7pm	15.21%	14.2%	14.05%
Sun: 7-11pm	11.02%	10.28%	9.69%
Sun: 11pm-1am	5.37%	4.97%	4.66%
Sun: 1-7am	24.03%	22.35%	21.97%

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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?

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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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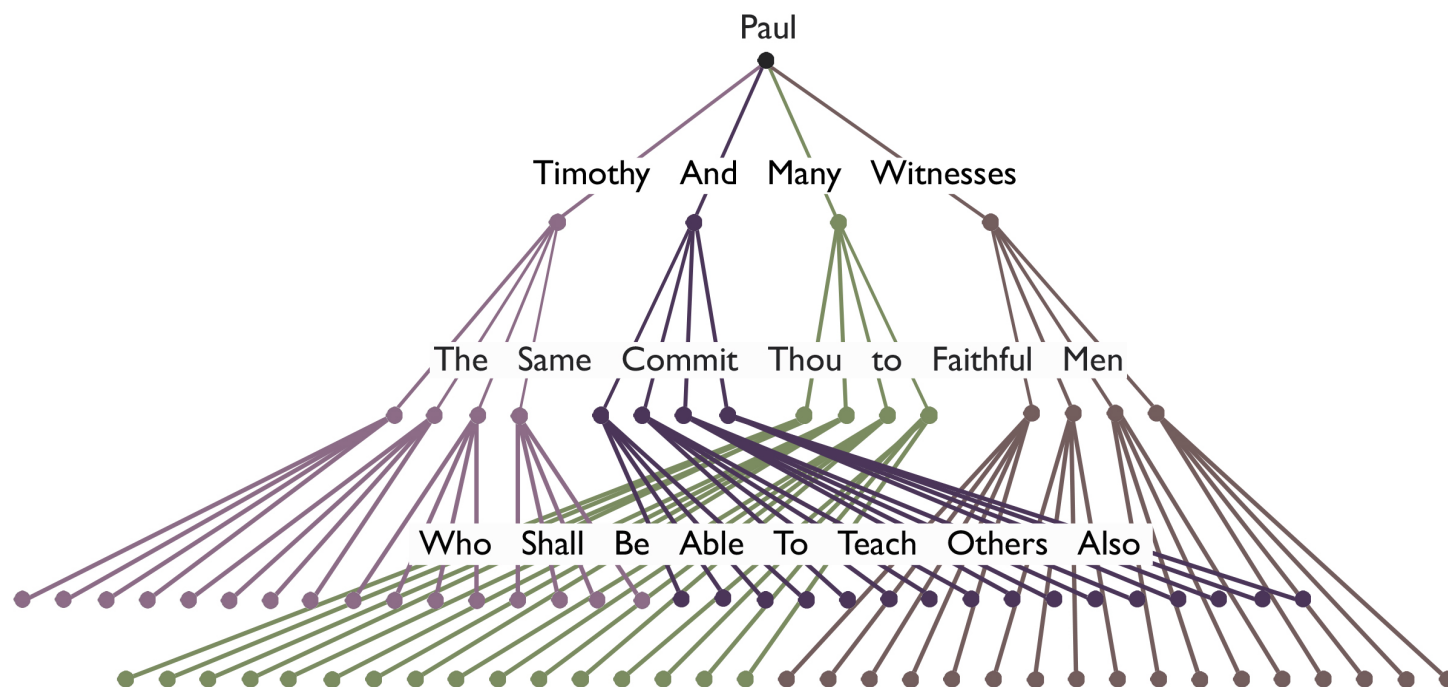
Establishing Redemptive Relationships

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
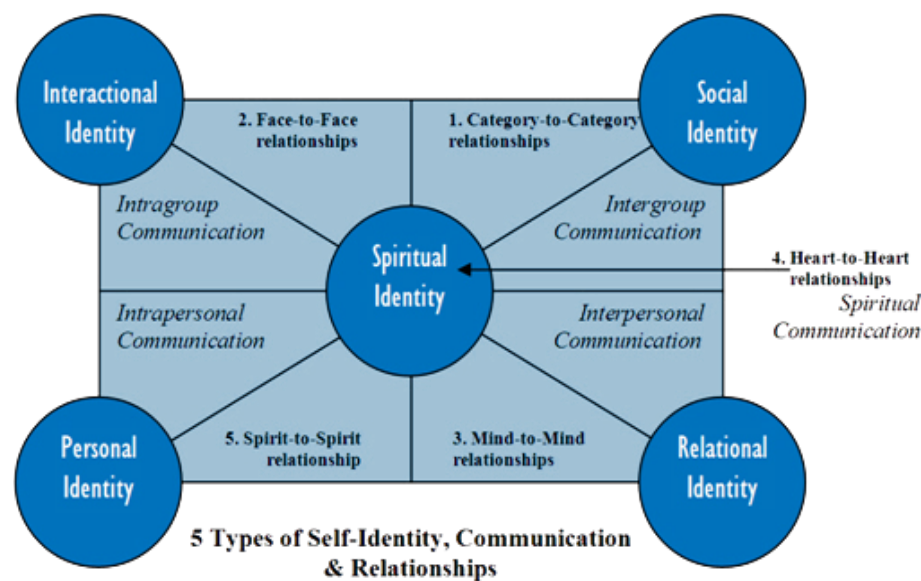
Your MissionSite and the Missional Suite

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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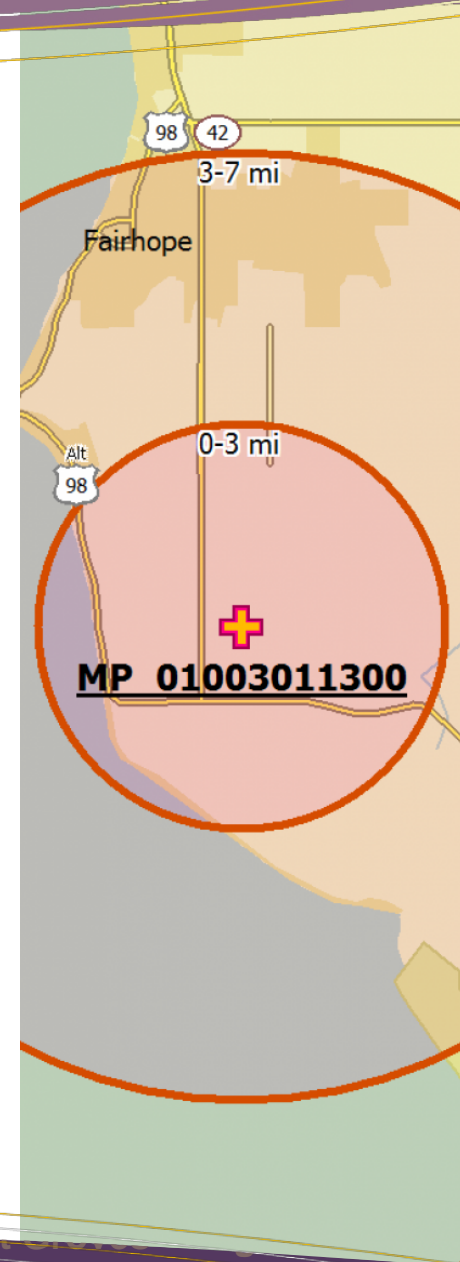
Notes and Sources

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	Barnwell	7780 US Highway 98 Fairhope, AL 36532	1.73 mi	139	Plateauing
2	Vernant Park	10891 Vernant Church Rd Foley, AL 36535	3.95 mi	69	Growing
3	Fairhope First	8105 County Road 32 Fairhope, AL 36532	4.41 mi	272	Declining
4	Fish River	17140 County Road 33 Fairhope, AL 36532	5.00 mi	125	Declining
5	Point Clear First	PO Box 912 Point Clear, AL 36564	5.22 mi	27	Declining
6	Magnolia Springs	PO Box 136 Magnolia Springs, AL 36555	5.66 mi	77	Declining
7	Fairhope First	300 S Section St Fairhope, AL 36532	7.66 mi	769	Plateauing
8	Fairhope Avenue	PO Box 1086 Fairhope, AL 36533	8.49 mi	156	Growing
9	Trinity	PO Box 746 Foley, AL 36536	9.09 mi	26	Declining
10	Church On the Eastern Shore	10274 Highway 104 Fairhope, AL 36532	9.21 mi	406	Growing
11	Calvary	700 West Magnolia Foley, AL 36536	9.54 mi	88	Declining
12	Friendship	PO Box 65 Bon Secour, AL 36511	9.89 mi	108	Plateauing
13	Foley First	PO Box 307 Foley, AL 36536	10.42 mi	381	Plateauing
14	Pleasant View	19197 County Road 12 S Foley, AL 36535	10.51 mi	130	Growing
15	Summerdale First	PO Box 145 Summerdale, AL 36580	10.85 mi	80	Growing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Oyster Bay	4280 Plash Rd Gulf Shores, AL 36542	11.21 mi	164	Plateauing
17	New Horizon	PO Box 2072 Daphne, AL 36526	11.22 mi	37	Declining
18	Grace	1403 County Road 32 E Summerdale, AL 36580	11.36 mi	49	Declining
19	Silverhill First	PO Box 246 Silverhill, AL 36576	11.38 mi	239	Declining
20	Shell Banks	12125 State Highway 180 Gulf Shores, AL 36542	11.42 mi	33	Growing
21	Crossroads Church at Belforest	PO Box 1306 Daphne, AL 36526	12.97 mi	228	Growing
22	Robertsdale First	PO Box 1140 Robertsdale, AL 36567	13.09 mi	330	Growing
23	Lagoon	17867 State Highway 180 W Gulf Shores, AL 36542	13.54 mi	194	Declining
24	Lifeway Community	16373 Thompson Rd Loxley, AL 36551	13.58 mi	69	Plateauing
25	Bay Shore	PO Box 160 Daphne, AL 36526	13.61 mi	76	Growing
26	Gulf Shores First	PO Box 394 Gulf Shores, AL 36547	13.79 mi	385	Growing
27	Jubilee	9264 Pleasant Rd Daphne, AL 36526	13.82 mi	371	Growing
28	Eastern Shore	PO Box 128 Daphne, AL 36526	14.37 mi	610	Growing
29	Miflin	PO Box 426 Elberta, AL 36530	15.58 mi	103	Growing
30	Elberta First	PO Box 42 Elberta, AL 36530	15.65 mi	68	Growing

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	South Mobile First	10575 Dauphin Island Pkwy Theodore, AL 36582	15.77 mi	42	Growing
32	Loxley First	PO Box 114 Loxley, AL 36551	15.94 mi	185	Plateauing
33	Spanish Trail	PO Box 1555 Daphne, AL 36526	16.66 mi	65	Declining
34	Bethel	PO Box 908 Robertsdale, AL 36567	16.71 mi	161	Growing
35	Hollinger's Island	2450 Island Rd Mobile, AL 36605	16.75 mi	128	Plateauing
36	Vietnamese Mission	4273 Halls Mill Rd Mobile, AL 36693	16.75 mi	56	Growing
37	Heron Bay First	4365 Heron Bay Loop Rd S Coden, AL 36523	17.30 mi	81	Declining
38	Faith Family Fellowship	PO Box 7547 Spanish Fort, AL 36577	17.60 mi	361	Growing
39	Parkway Southern	1612 Staples Rd Mobile, AL 36605	17.93 mi	32	Declining
40	Spanish Fort First	PO Box 7111 Spanish Fort, AL 36577	18.09 mi	156	Declining
41	Dauphin Island	PO Box 156 Dauphin Island, AL 36528	18.42 mi	61	Growing
42	Riverside	3130 Dauphin Island Pkwy Mobile, AL 36605	18.54 mi	140	Declining
43	Calvary	2105 Boykin Blvd Mobile, AL 36605	18.66 mi	19	Declining
44	Romar Beach	PO Box 128 Orange Beach, AL 36561	18.66 mi	59	Declining
45	Orange Beach Fist	PO Box 248 Orange Beach, AL 36561	18.89 mi	204	Declining

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