MissionSite
top unreached locations

GEORGIANA, AL

CENSUS TRACT: 01013953400
REGION: Southeastern Region
ASSOCIATION: Butler
DISTRICT: 06: Central River District
COUNTY: Butler
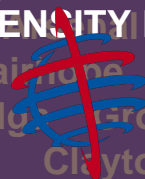**SITESCAPE: Countryscape**
DENSITY PATTERN: K

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 0-7 mile, 7-10 mile, and 10-15 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	0104	Southeastern Region
2	Association	1117	Butler
3	District	06	Central River District
4	County Location	01013	Butler
5	Zipcode	36033	Butler
6	Sitescape Category	1	Countryscape
7	Sitescape Group	1.2	Distant Settlements
8	Sitescape Subgroup	1.23	Settlements adjacent to a small town
9	Sitescape Density Pattern	K	2500-10000-2500

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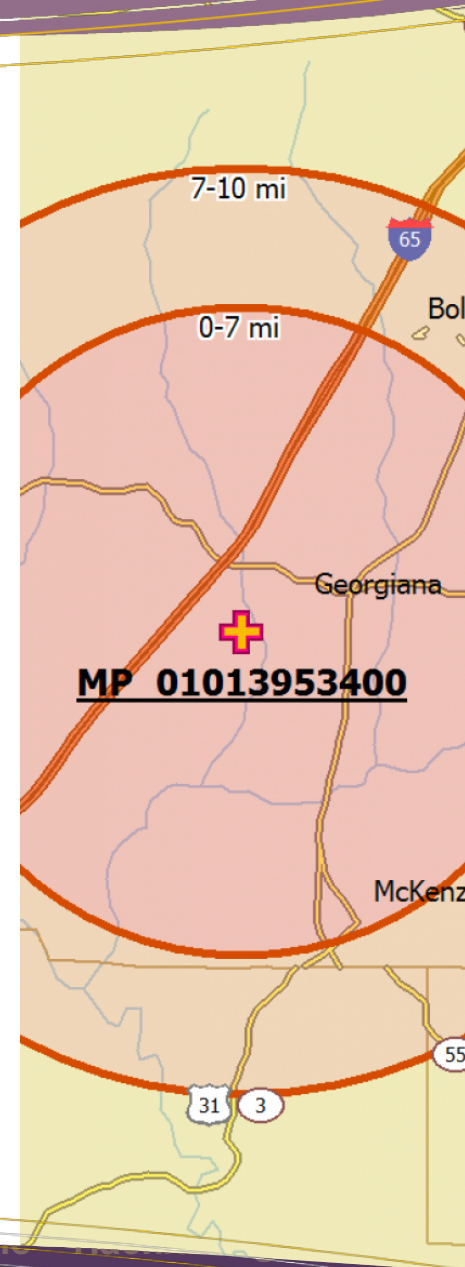
Site Location Summary - Map of the Site Location
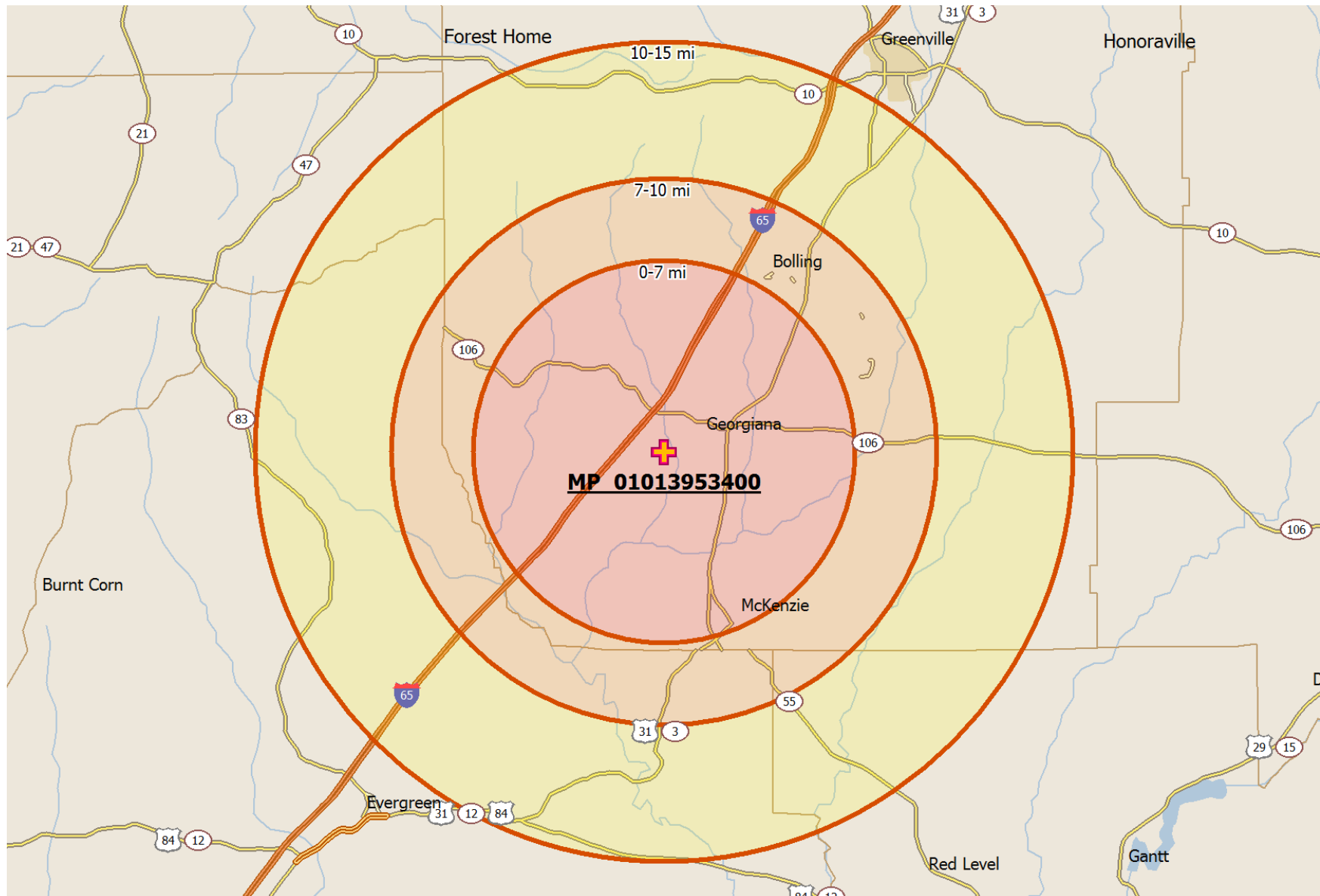
Site Location Summary - Urbanicity

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	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	12	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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	4,011	1,817	6,707
2010 Households	1,751	780	2,761
2010 Group Quarters Population	81	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	6	6	1
Language Diversity National Index	4	4	24
Foreign Born Diversity National Index	31	25	10
Ancestry Diversity National Index	8	18	37
Racial Diversity National Index	60	44	14

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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	1	True
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	12	0.69%
Mainstay Communities	Established, Diverse Households	45	2.57%
Working Communities	Blue-collar, Working Families	94	5.37%
Country Communities	Rural, Agri. & Mining Families	336	19.19%
Aspiring Communities	Young Singles / Aspiring-Multihousing	249	14.22%
Urban Communities	High Density, Inner-city Neighborhoods	1,014	57.91%

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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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	5,448	1,133	20.8%
Unreached %	66.99%	64.71%	96.6
Religious But NOT Evangelical HH	1,903	384	20.16%
Religious But NOT Evangelical %	23.4%	21.91%	93.62
Spiritual But NOT Relig or Evang HH	422	86	20.31%
Spiritual But NOT Relig or Evang %	5.19%	4.9%	94.32
Not Evangelical, Not Interested HH	3,314	710	21.44%
Not Evangelical, Not Interested %	40.75%	40.57%	99.57

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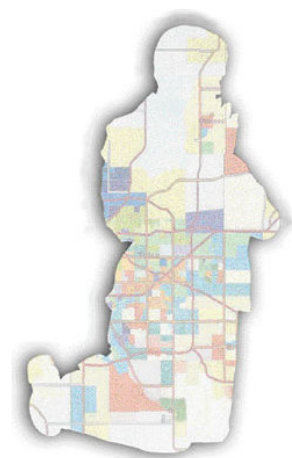
Spirituality Indicators - Churchscape

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	31	2	6.45%
Active ALSBOM Attenders	1,996	131	6.56%
Active Evangelical Households	2,188	222	10.15%
Active Evangelical Percent	26.90%	26.16%	97.24
Inactive Evangelical Households	496	51	10.26%
Inactive Evangelical Percent	6.10%	6.00%	98.25
# New Churches Needed	0	0	0%

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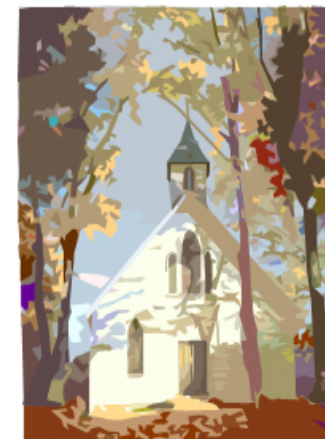
Spirituality Indicators - 30 Closest ALSBOM Churches

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	Georgiana First	0.92 mi	69	Growing	16	Pleasant Hill West	9.71 mi	13	Growing
2	Calvary	1.81 mi	62	Plateauing	17	Mt. Olive East	10.01 mi	9	Growing
3	East Chapman	3.77 mi	35	Plateauing	18	Brooks	10.70 mi	49	Growing
4	Brushey Creek	5.10 mi	65	Plateauing	19	Shackleville	11.25 mi	32	Plateauing
5	McKenzie	6.04 mi	64	Growing	20	Jones Chapel	11.36 mi	22	Plateauing
6	Garland	6.52 mi	45	Declining	21	Spring Hill	12.17 mi	50	Growing
7	Welcome	7.25 mi	29	Declining	22	Pigeon Creek	12.41 mi	69	Declining
8	Antioch West	7.36 mi	91	Plateauing	23	Gravel Hill	12.70 mi	36	Growing
9	Hopewell	7.47 mi	44	Declining	24	Liberty	13.82 mi	56	Declining
10	Bethel	7.89 mi	38	Growing	25	Olive Branch	14.29 mi	17	Growing
11	Mt. Olive West	8.17 mi	11	Declining	26	Sardis	14.39 mi	14	Growing
12	Sweet Home	8.49 mi	61	Growing	27	Central	14.58 mi	20	Declining
13	Mt. Pleasant	8.53 mi	98	Declining	28	Ebenezer East	14.59 mi	36	Plateauing
14	Mt. Pisgah	9.37 mi	49	Plateauing	29	Old Town	14.77 mi	15	Declining
15	New Home	9.70 mi	32	Declining	30	Lyeffion	15.11 mi	40	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 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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	21,892	5,036	23%
2000 Population	21,399	4,513	21.09%
2010 Population	19,826	4,011	20.23%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	7,935	1,828	23.04%
2000 Households	8,398	1,870	22.27%
2010 Households	8,132	1,751	21.53%

Location Types in this MissionSite
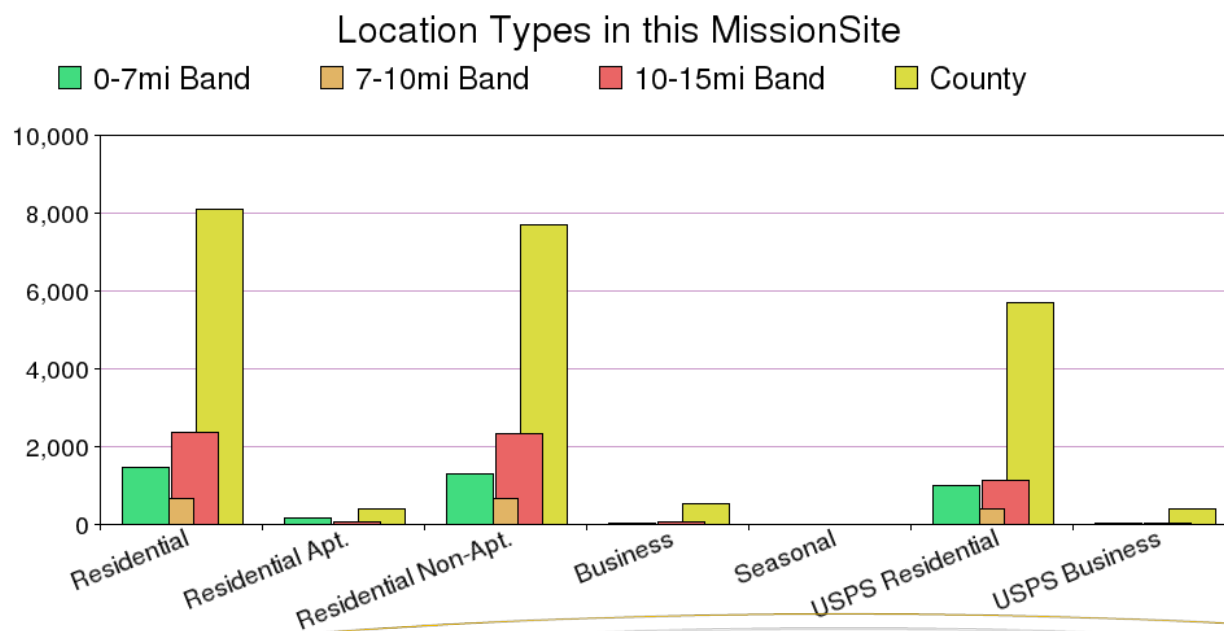
Location Type	0-7mi Band
Residential	1,459
Residential Apt.	169
Residential Non-Apt.	1,290
Business	39
Seasonal	0
USPS Residential	1,002
USPS Business	21

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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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

Age Group Percentages

- 45-64 Years 27.20%
- 20-34 Years 16.12%
- 35-44 Years 10.11%
- 65-74 Years 9.13%
- 75+ Years 8.91%
- < 20 Years 28.55%
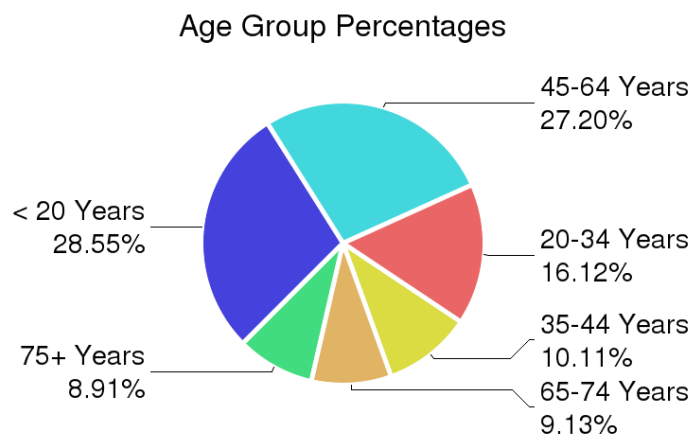
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	8.64%	9.67%	111.92
4-5 Years	2.94%	2.04%	69.39
6-8 Years	3.94%	3.22%	81.73
9-11 Years	3.86%	3.71%	96.11
12-13 Years	2.54%	2.99%	117.72
14-17 Years	5.09%	4.49%	88.21
18-19 Years	2.51%	2.39%	95.22
0-5 Years	11.57%	11.72%	101.3
6-12 Years	9.08%	8.38%	92.29
13-19 Years	8.87%	8.43%	95.04
< 20 Years	29.52%	28.53%	96.65
20-34 Years	17.67%	16.11%	91.17
35-44 Years	10.55%	10.1%	95.73
45-64 Years	26.05%	27.18%	104.34
65-74 Years	8.27%	9.12%	110.28
75+ Years	7.94%	8.9%	112.09
Median Age	38	38	99.71
Median Age (Male)	34	37	107.65
Median Age (Female)	41	37	91.91

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Current Demographic Summary

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.
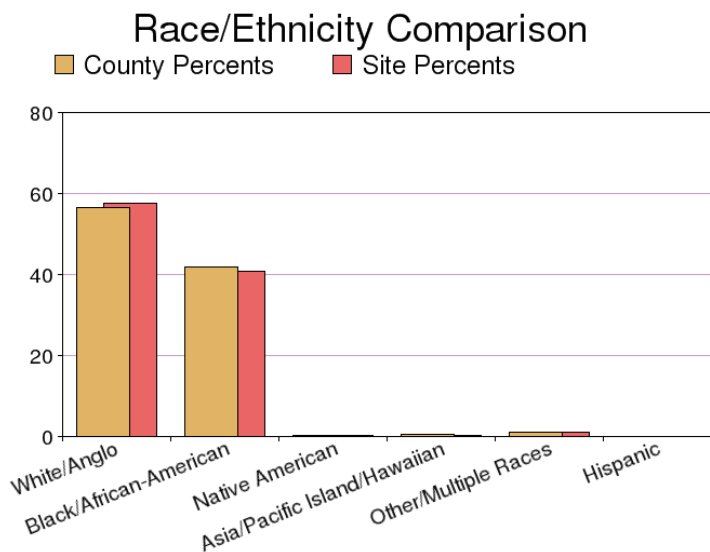
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	56.42%	57.64%	102.17
Black, African-American	41.82%	40.89%	97.76
Native American	0.24%	0.22%	94.65
Asian	0.5%	0.15%	29.66
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.02%	1.12%	110.11
Hispanic	0%	0.6%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,778	2,646	
Less than 9th Grade	5.32%	7.29%	72.96
No High School Diploma	18.27%	18.71%	97.68
High School Graduate	40.08%	39.87%	100.53
Some College, no degree	16.13%	16.89%	95.48
Associate Degree	9.52%	9.33%	102.03
College Degree	7.83%	5.9%	132.74
Graduate/Prof. degree	2.84%	2%	141.83

Race/Ethnicity Comparison

☐ County Percents ☐ Site Percents

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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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	13.19%	15.36%	141.64
$10,000 to $19,999	17.04%	19.93%	116.94
$20,000 to $29,999	16.53%	17.53%	106.08
$30,000 to $49,999	21.47%	21.42%	99.75
$50,000 to $59,999	5.53%	3.77%	68.11
$60,000 to $69,999	8.52%	6.28%	73.72
$70,000 to $79,999	5.13%	3.88%	75.73
$80,000 to $89,999	3.15%	2.28%	72.57
$90,000 to $99,999	1.98%	1.6%	80.77
$100,000 to $124,999	2.9%	0.86%	29.52
$125,000 to $149,999	3.57%	6.28%	176.16
$150,000 to $199,999	0.47%	0.11%	24.44
$200,000 to $249,999	0.1%	0.06%	58.05
$250,000 or more	0.42%	0.34%	81.96
Median Household	31,894	30,615	95.99
Average Household	51,163	53,306	104.19
Per Capita Household	21,230	23,271	109.61
Family/Non-Family Household Income			
Median Family Income	42,447	41,827	98.54
Average Family Income	59,733	59,138	99
Median Non-Family Income	19,445	16,869	86.75
Average Non-Family Income	34,055	27,145	79.71

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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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	66.63%	63.79%	95.75
Families with Children	30.99%	27.7%	89.38
Families without Children	35.64%	36.09%	101.28
Non-Family Households			
% Non-Family Households	33.37%	36.21%	108.49
Non-Families with Children	1.99	0.63	31.53
Non-Families without Children	31.38	35.58	113.38
Housing Units			Index
Total Housing Units	10,419	2,197	
Vacant percent	21.95%	20.3%	92.48
Owned percent	52.99%	55.67%	105.05%
Rented Percent	25.06%	24.08%	96.08
Households by Size			Index
Avg household size	2.41	2.24	92.95
Avg family hh size	3.06	2.91	95.1
Avg non-family hh size	1.09	1.08	99.08
Households By Count of Persons			Percent
One	2,486	601	24.18%
Two	2,572	565	21.97%
Three or Four	2,410	480	19.92%
Five+	664	104	15.66%
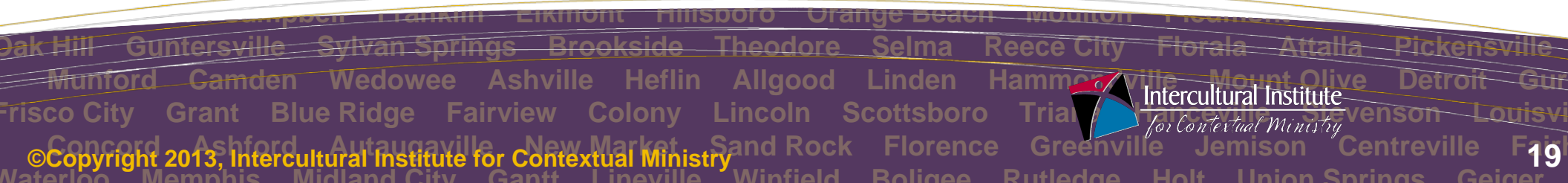
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Projected Demographic Summary

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 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	21,892	5,036	23%
2000 Population	21,399	4,513	21.09%
2010 Population	19,826	4,011	20.23%
2015 Population	19,147	3,873	20.23%

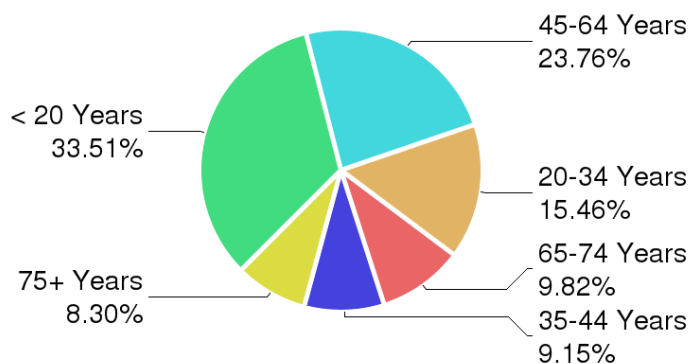| DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	7,935	1,828	23.04%
2000 Households	8,398	1,870	22.27%
2010 Households	8,132	1,751	21.53%
2015 Households	8,157	1,753	21.49%

Household Change from 1985 to 2030
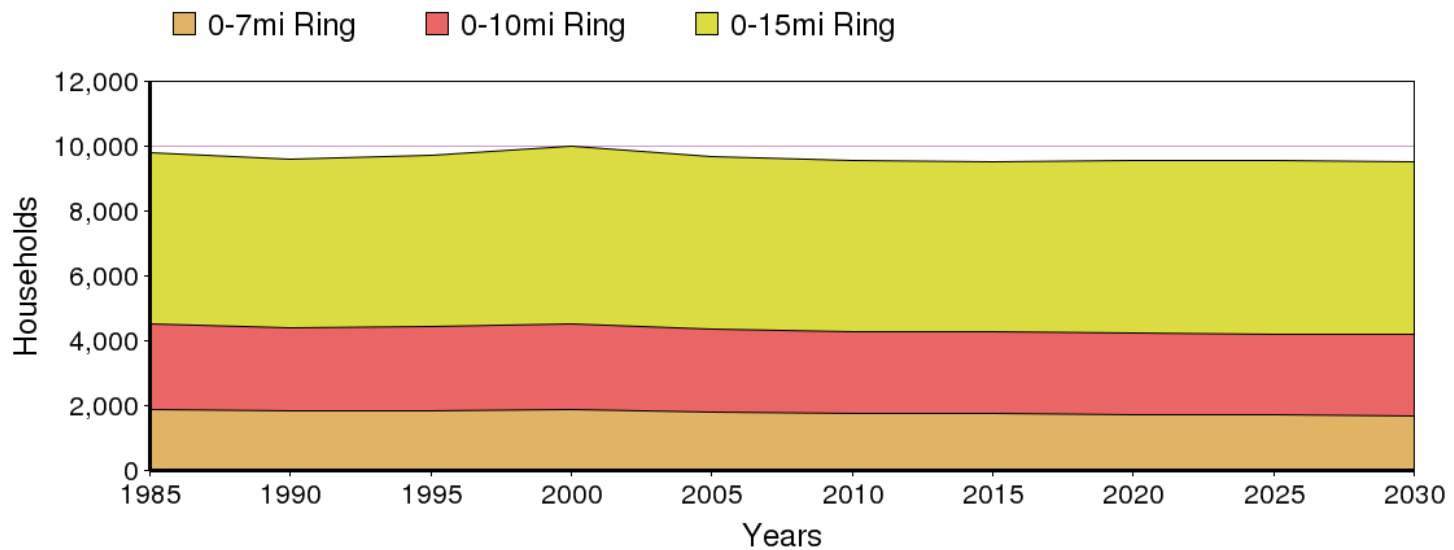
Projected Demographic Summary

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 0-7 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

- 45-64 Years 23.76%
- < 20 Years 33.51%
- 20-34 Years 15.46%
- 65-74 Years 9.82%
- 35-44 Years 9.15%
- 75+ Years 8.30%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	9.67%	13.71%	141.78
4-5 Years	2.04%	3%	147.06
6-8 Years	3.22%	4.62%	143.48
9-11 Years	3.71%	3.95%	106.47
12-13 Years	2.99%	2.79%	93.31
14-17 Years	4.49%	3.36%	74.83
18-19 Years	2.39%	2.04%	85.36
0-5 Years	11.72%	16.71%	142.58
6-12 Years	8.38%	10.1%	120.53
13-19 Years	8.43%	6.66%	79
< 20 Years	28.53%	33.47%	117.32
20-34 Years	16.11%	15.44%	95.84
35-44 Years	10.1%	9.14%	90.5
45-64 Years	27.18%	23.73%	87.31
65-74 Years	9.12%	9.81%	107.57
75+ Years	8.9%	8.29%	93.15
Median Age	38	34	89.74
Median Age (Male)	34	34	100.29
Median Age (Female)	41	35	87.13

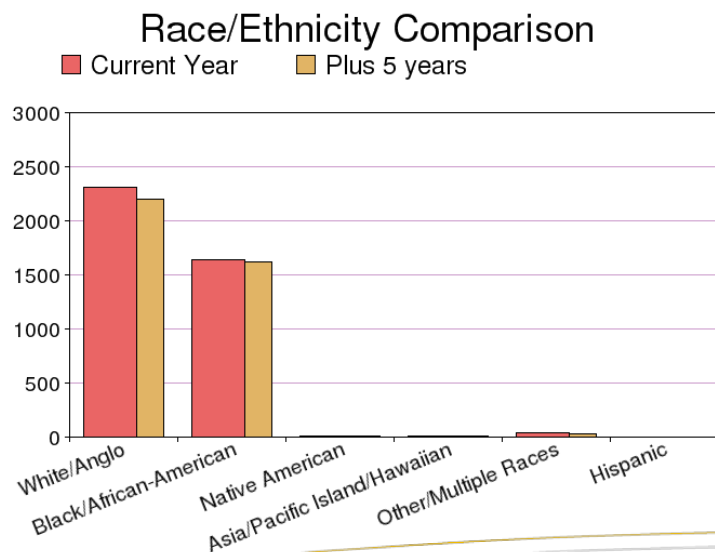Intercultural Institute for Contextual Ministry

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 0-7 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	57.64%	56.88%	98.68
Black, African-American	40.89%	41.8%	102.24
Native American	0.22%	0.23%	103.56
Asian	0.15%	0.23%	155.34
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.12%	0.83%	73.64
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,646	2,370	
Less than 9th Grade	7.29%	4.73%	64.79
No High School Diploma	18.71%	17.59%	94.05
High School Graduate	39.87%	42.45%	106.46
Some College, no degree	16.89%	15.7%	92.91
Associate Degree	9.33%	11.56%	123.85
College Degree	5.9%	6.12%	103.77
Graduate/Prof. degree	2%	1.86%	92.69

Race/Ethnicity Comparison
■ Current Year ■ Plus 5 years

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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 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	15.36%	13.18%	85.78
$10,000 to $19,999	19.93%	19.45%	97.6
$20,000 to $29,999	17.53%	17.91%	102.16
$30,000 to $49,999	21.42%	20.94%	97.76
$50,000 to $59,999	3.77%	4.34%	115.02
$60,000 to $69,999	6.28%	7.13%	113.51
$70,000 to $79,999	3.88%	4.16%	96.95
$80,000 to $89,999	2.28%	2.4%	119.86
$90,000 to $99,999	1.6%	1.54%	96.32
$100,000 to $249,999	0.86%	0.57%	66.59
$125,000 to $149,999	6.28%	7.64%	121.68
$150,000 to $199,999	0.11%	0.11%	99.89
$200,000 to $249,999	0.06%	0%	0
$250,000 or more	0.34%	0.34%	99.89
Median Household	30,615	31,856	104.05
Average Household	53,306	57,914	108.64
Per Capita Household	23,271	26,213	112.64
Family/Non-Family Household Income			
Median Family Income	41,827	46,174	110.39
Average Family Income	59,138	65,653	111.02
Median Non-Family Income	16,869	17,208	102.01
Average Non-Family Income	27,145	28,377	104.54

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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 0-7 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 0-7 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 0-7 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	63.79%	62.35%	97.74
Families with Children	27.7	25.61	92.47
Families without Children	36.09	34.68	96.09
Non-Family Households			
% Non-Family Households	36.21%	37.65%	103.98
Non-Families with Children	0.63	1.03	103.98
Non-Families without Children	35.58	36.62	102.93
Housing Units			
Total Housing Units	2,197	2,200	100.14%
Vacant percent	20.3%	20.36%	100.31
Owned percent	55.67%	55.59%	99.86
Rented Percent	24.08%	24.09%	100.05
Households by Size			
Avg household size	2.24	2.16	96.43%
Avg family hh size	2.91	2.83	97.25%
Avg non-family hh size	1.08	1.06	98.15%
Households By Count of Persons			
One	601	630	104.83%
Two	565	584	103.36%
Three or Four	480	458	95.42%
Five+	104	81	77.88%

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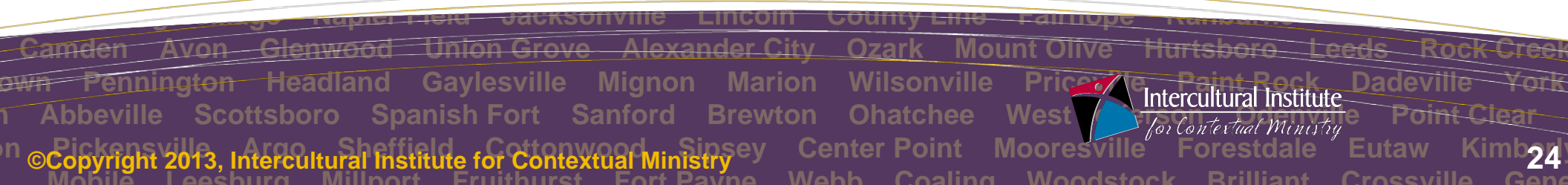
Ethnographic Summary

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:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	25	15	29
Northern Europe	9	3	0
Western Europe	5	12	6
Southern Europe	0	0	0
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	7	0	8
So. Central Asia	0	0	0
SE Asia	0	0	0
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	0	2
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	6
Oceania	0	0	0
Caribbean	0	0	0
Central Amer.	4	0	7
South America	0	0	0
North America	0	0	0
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	0-7 MILES	7-10 MILES	10-15 MILES
English only	4,789	1,128	6,767
Spanish	35	34	41
Other Indo-Euro language	32	7	46
French (incl. Patois, Cajun)	19	5	39
French Creole	0	0	0
Italian	0	0	0
Portuguese	0	0	0
German	13	2	6
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	1
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	0	0
Korean	12	0	12
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	5	0	0
Other languages	9	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	9	0	0
Hebrew	0	0	0
African languages	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	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	3,403	653	4,958
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	2
British	0	0	6
Canadian	3	0	1
Croatian	0	0	0
Czech	4	3	0
Czechoslovak	0	0	0
Danish	0	0	3
Dutch	38	4	15
English	224	61	259
European	23	10	25
Finnish	0	0	0
French (not Basque)	10	3	16
French Canadian	15	0	1
German	35	7	145
Greek	0	0	1
Hungarian	0	0	0
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	170	71	257
Italian	4	2	28
Lithuanian	0	0	0
Norwegian	0	0	0
Polish	15	8	6
Portuguese	0	0	0
Romanian	0	0	0
Russian	0	0	6
Scandinavian	0	0	1
Scotch-Irish	92	15	78
Scottish	28	7	44
Slovak	0	0	0
Subsaharan African	27	6	30
Swedish	2	0	0
Swiss	0	0	5
Ukrainian	0	0	0
US/American	1,014	292	1,313
Welsh	3	0	3
West Indian	10	4	0
Yugoslavian	0	0	0
Other	1,686	160	2,714

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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 Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?

2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?

3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

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Using the Demographic Indicators

Issues for Your Consideration - continued

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?

5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?

6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

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.
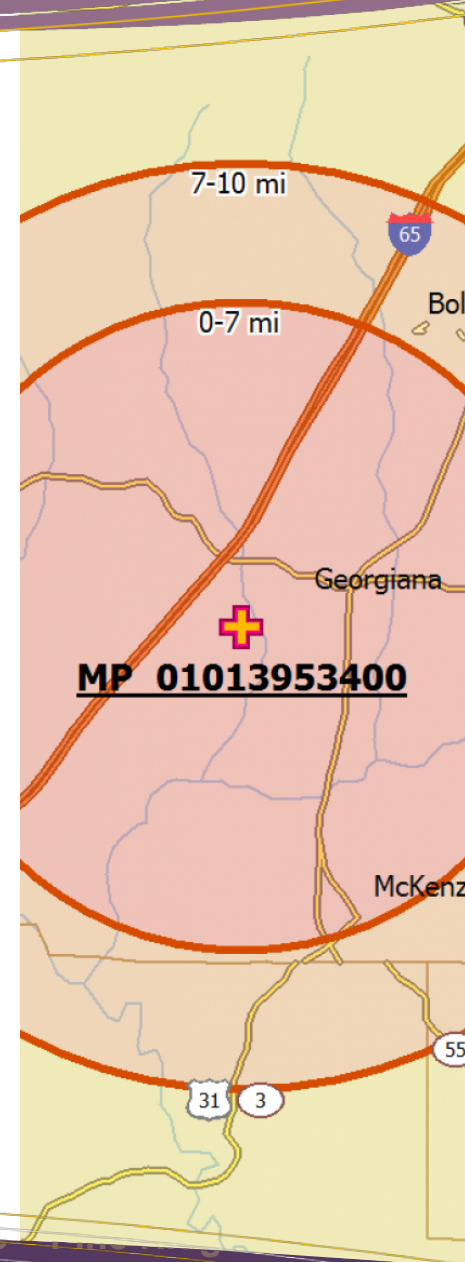
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,751	100%	1,130	100%
AFFLUENT SUBURBIA	6	0.34%	4	0.35%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	6	0.34%	4	0.35%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	6	0.34%	4	0.35%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	6	0.34%	4	0.35%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	10	0.57%	6	0.53%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	10	0.57%	6	0.53%
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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,751	100%	1,130	100%
BLUE COLLAR BACKBONE	52	2.97%	35	3.1%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	52	2.97%	35	3.1%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	35	2%	23	2.04%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	11	0.63%	7	0.62%
Professional Urbanites	7	0.4%	5	0.44%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	17	0.97%	11	0.97%
Mature America	0	0%	0	0%
METRO FRINGE	42	2.4%	29	2.57%
Steadfast Conservative	38	2.17%	26	2.3%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	4	0.23%	3	0.27%

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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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,751	100%	1,130	100%
REMOTE AMERICA	135	7.71%	82	7.26%
Hardy Rural Fam.	4	0.23%	2	0.18%
Rural Southern Living	2	0.11%	1	0.09%
Coal & Crops	129	7.37%	79	6.99%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	249	14.22%	184	16.28%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	249	14.22%	184	16.28%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	201	11.48%	89	7.88%
Industrious Country Living	16	0.91%	11	0.97%
America's Farmland	10	0.57%	6	0.53%
Comfy Country Living	0	0%	0	0%
Small Town Connections	4	0.23%	2	0.18%
Hinterland Fam.	171	9.77%	70	6.19%

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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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,751	100%	1,130	100%
STRUGGLING SOCIETIES	975	55.68%	647	57.26%
Rugged Southern Style	141	8.05%	82	7.26%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	834	47.63%	565	50%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	39	2.23%	27	2.39%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	6	0.34%	4	0.35%
Urban Diversity	0	0%	0	0%
New Generation Activists	17	0.97%	11	0.97%
Getting By	16	0.91%	12	1.06%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?
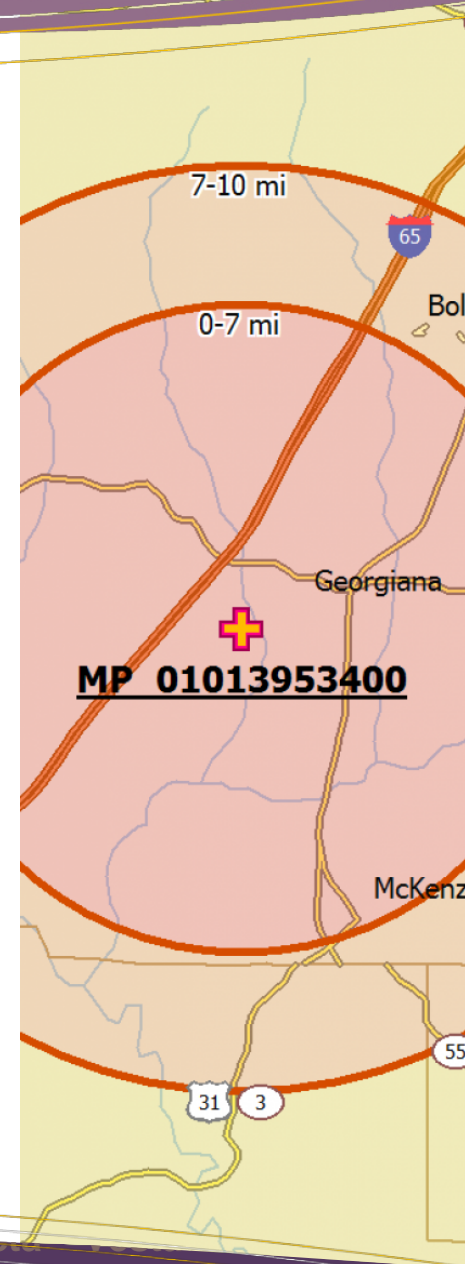
Potential Cultural Bridges

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	65%	67%	67%
Use Comp. for Internet/E-mail	42%	45%	46%
Use Comp. for Comp. Games	34%	35%	35%
Internet Use: E-Mail	34%	36%	37%
Use Comp. for Education	27%	27%	27%
HH Owns DVD Player	23%	23%	23%
Use Comp. for Shopping	23%	25%	25%
Use Comp. for Word Processing	21%	25%	26%
Use Comp. for Digital Camera Photo Editing	21%	23%	24%
Internet Use: News/ Weather	19%	21%	22%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Use Comp. for Banking	19%	20%	20%
Internet Use: Banking	18%	19%	20%
PC-Network-HH Has One	15%	16%	18%
Use Comp. for News/Info./Data Service	11%	13%	13%
Use Comp. for Filing/DB Mngmnt	9%	10%	10%
HH Owns Video/Webcam	8%	7%	7%
Use Comp. for Personal Financial Mngmnt	7%	9%	9%
Internet Use: Shopping: Made A Purchase	7%	8%	9%
Internet Use: Research/ Education	7%	8%	8%
Internet Use: Shopping: Gathered Info. for Shopping	7%	8%	8%

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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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	64%	64%	64%
Reading Books	46%	46%	46%
Dining Out (Not Fast Food)	42%	45%	45%
Card Games	34%	36%	36%
Cooking for Fun	30%	30%	30%
Gardening	28%	30%	31%
Go To A Beach/Lake	27%	28%	27%
Board Games	25%	26%	25%
Going To Bars/Nightclubs/Dancing	15%	15%	15%
Visit Zoo	13%	14%	14%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	33%	34%	34%
Hypertension/High Blood Pressure	24%	24%	24%
Backache	23%	23%	22%
Dentist	20%	21%	21%
Eye Dr.	19%	19%	18%
None Of These	18%	18%	18%
High Cholesterol	17%	18%	18%
Any Arthritis	17%	17%	17%
Acid Reflux Disease (GERD)	15%	15%	15%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	20.98%	20.6%	19.69%
Live Theater	12.9%	13.6%	13.5%
Rock/Pop Concerts Most Often	11.13%	10.61%	10.13%
Live Theater Most Often	10.43%	11.23%	11.3%
Dance Performance	8.04%	7.42%	7.59%
Comedy Club	7.88%	7.92%	8.37%
Movies: Comedy	40.59%	39.15%	38.92%
Movies: Action/Adventure	36.62%	35.5%	35.19%
Movies: Drama	23.49%	21.45%	21.16%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Fam.	21.96%	20.58%	19.9%
Movies: Horror	19.98%	17.53%	17.13%
Movies: Romantic Comedy	18.97%	18.21%	17.78%
College Football Reg. Season	4.2%	4.52%	4.5%
College Basketball Reg. Season	3.35%	3.44%	3.48%
NFL Football Reg. Season	3.22%	3.73%	3.92%
MLB Baseball Reg. Season	3.03%	3.58%	3.39%
College Football Post-Season	2.16%	2.11%	2.18%
NBA Basketball Reg. Season	2.02%	2.03%	1.99%

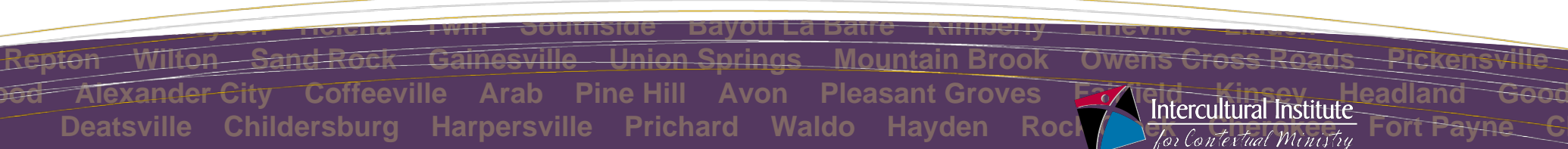Intercultural Institute
for Contextual Ministry

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	32.91%	33.71%	33.03%
Swimming	22.8%	24.84%	24.67%
Bowling	16.63%	17.76%	17.81%
Basketball	16.43%	16.14%	16.02%
Billiards/Pool	16.32%	16.01%	15.46%
Freshwater Fishing	16.25%	18.74%	19.3%
Jogging/Running	13.22%	13.03%	12.77%
Football	12.28%	11.72%	11.45%
Camping Trips	11.46%	14.46%	15.94%
Weight Training	10.51%	10.72%	10.46%
Baseball	10%	10.53%	10.89%
Stationary Cycling	9.29%	9.62%	9.97%
Hunting	9.16%	11.22%	11.45%
Aerobics	8.19%	7.88%	7.62%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Volleyball	7.88%	7.99%	8.01%
Golf	7.8%	8.84%	8.25%
Mountain/Road Biking	7.32%	8.12%	7.63%
Using Cardio Machine	7.01%	7.5%	7.24%
Target Shooting	6.46%	8.16%	8.52%
Softball	6.02%	6.54%	6.52%
Backpacking/Hiking	5.74%	6.95%	6.89%
Power Boating	5.54%	6.31%	5.99%
Tennis	5.38%	5.7%	5.97%
Ice Skating	5.32%	5.23%	5.23%
Saltwater Fishing	5.27%	6.08%	6.5%
Yoga	5.17%	5.16%	5.19%
Roller Skating	5.03%	4.97%	4.75%
Canoeing/Kayaking	4.95%	5.87%	5.99%

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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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fly Fishing	4.75%	5.03%	5.06%
Soccer	4.74%	5.08%	4.99%
Horseback Riding	4.55%	5.56%	5.96%
Snorkeling	4.51%	4.43%	4.18%
Jet Skiing	4.49%	4.62%	4.7%
Motorcycling	4.38%	5.04%	5.11%
Snowmobiling	3.81%	4.07%	3.77%
Water Skiing	3.68%	4.21%	4.32%
Skateboarding	3.56%	3.65%	3.61%
Archery	3.43%	4.09%	3.97%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Downhill & X-Country Skiing	3.28%	3.61%	3.36%
Hockey	3.05%	3.18%	3.12%
Snowboarding	3.04%	2.98%	2.87%
Racquetball	2.99%	3.27%	3.53%
Sailing	2.91%	3.03%	2.86%
Rock Climbing	2.56%	2.83%	3.08%
Surfing & Windsurfing	2.43%	2.48%	2.4%
Martial Arts	2.24%	2.49%	2.43%
Auto Racing	2.16%	2.56%	2.73%
Rowing	1.78%	2.07%	2.15%

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Potential Cultural Barriers -- Introduction (part 1)

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

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

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

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.
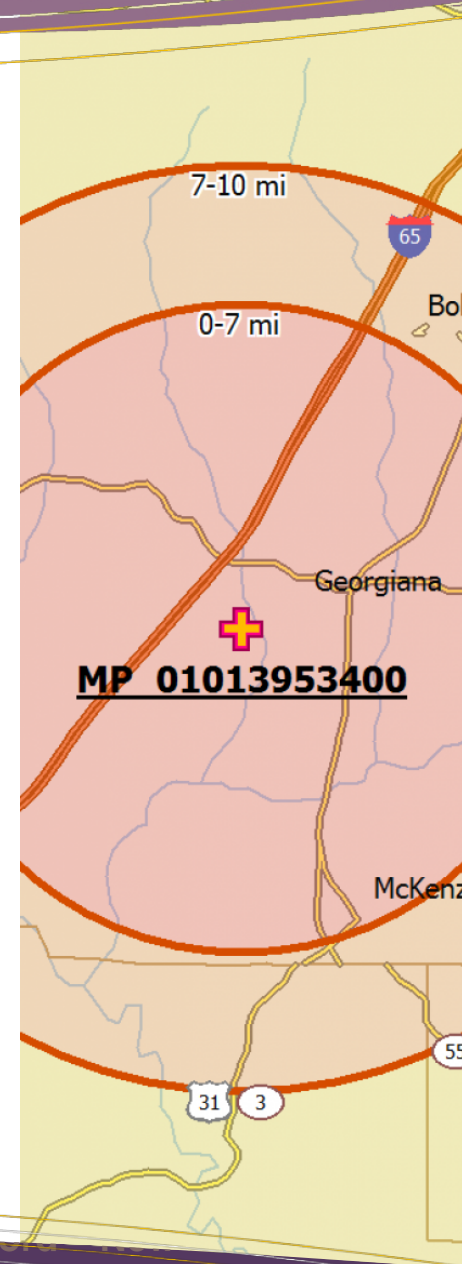
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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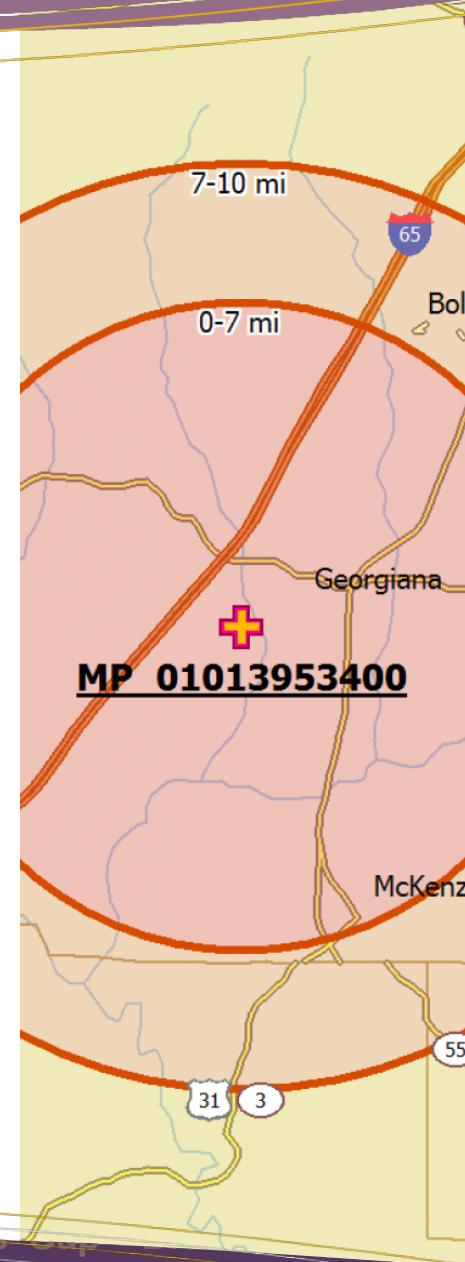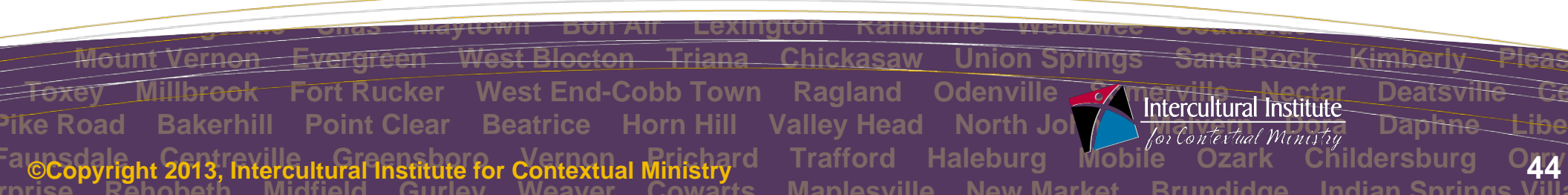
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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.

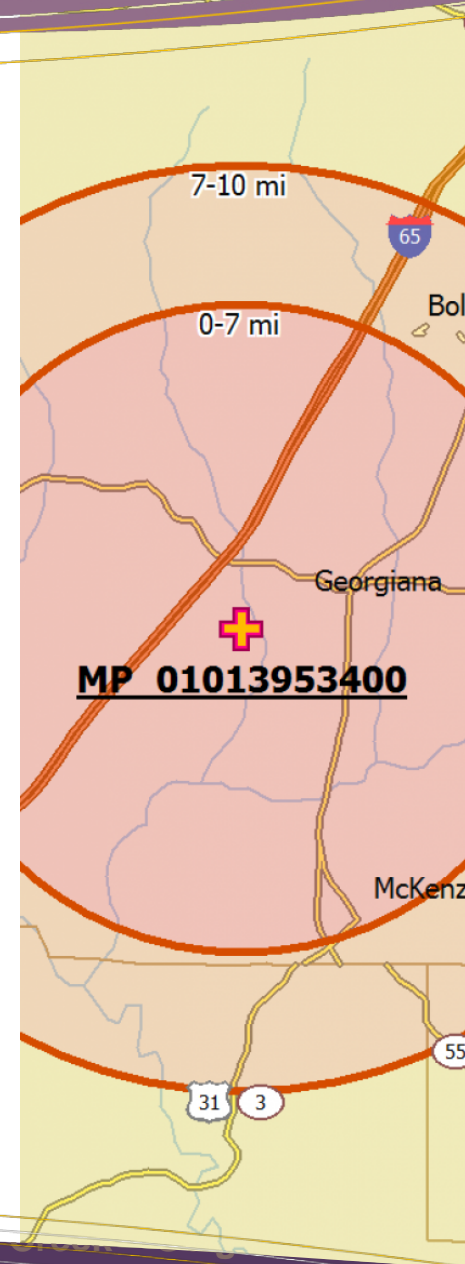| BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	56%	55%	55%
Speak My Mind Even If It Upsets People	43%	41%	41%
Like Control Over People And Resources	41%	40%	40%
Woman's Place Is In The Home	37%	37%	38%
Find It Difficult To Say No To My Kids	37%	38%	38%
Don't Judge People/Way They Live Life	34%	33%	33%
Too Much Sponsorship In Arts/Sports	33%	32%	32%
Like To Do Unconventional Things	28%	29%	30%
Like to Stand Out In A Crowd	26%	26%	27%
I Am A Workaholic	26%	24%	24%
If Won Lottery Would Never Work Again	24%	24%	24%
Prefer To Have Few Possessions As Possible	24%	24%	24%

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Money Is Best Measure Of Success	23%	24%	24%
We Should Strive for Equality for All	20%	18%	18%
Marijuana Should Be Legalized	20%	19%	19%
Rarely Sit Down to a Meal Together At Home	19%	20%	20%
Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Friends More Important Than My Fam.	17%	18%	17%
Only Work Current Job for The Money	17%	17%	18%
Happy With My Standard Of Living	11%	12%	12%
Very Happy With My Life As It Is	11%	11%	11%
On Whole People Get What They Deserve	11%	11%	11%
More Important Do Duty Than Enjoy Life	11%	10%	10%
Little I Can Do To Change My Life	10%	10%	11%

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Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.

Intercultural Institute
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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-- 0-7 miles, 7-10 miles, 10-15 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.
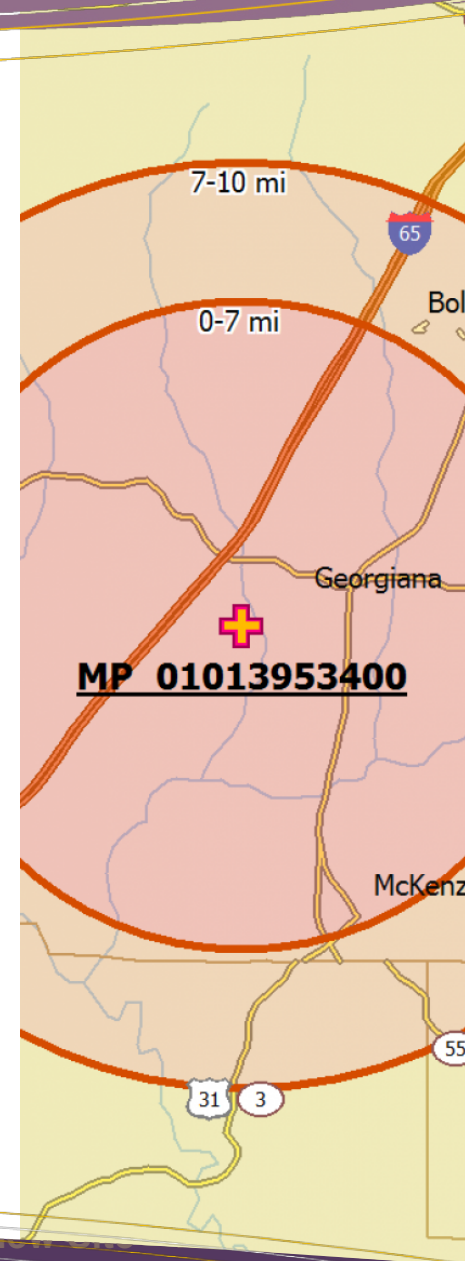
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
You Should Seize Opportunities In Life	57%	56%	55%
Important To Respect Customs And Beliefs	53%	54%	53%
Like To Understand About Nature	38%	38%	38%
Prefer Work Part Of Team Than Alone	38%	38%	38%
Important To Juggle Various Tasks	35%	34%	34%
Important Feel Respected By My Peers	32%	32%	32%
Good At Fixing Things	32%	31%	31%
Have Keen Sense Of Adventure	30%	29%	29%
Consider Myself Interested In The Arts	25%	24%	24%
Prefer To Have Few Possessions As Possible	24%	24%	24%
Looking for New Ideas To Improve Home	23%	22%	24%
Provide My Kids With The Little Extras	23%	21%	22%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
People Have To Take Me As They Find Me	21%	21%	20%
Like To Just Enjoy Life	19%	19%	18%
Real Men Don't Cry	17%	17%	17%
Try Not To Worry About The Future	17%	16%	16%
Enjoy Spending Time With My Fam.	16%	16%	16%
Is An Important Part Of Who I Am	15%	16%	15%
Worried About Pollution Caused By Cars	14%	14%	14%
Children Should Be Allowed To Express Themselves	9%	9%	10%
Feel Very Alone In The World	7%	8%	8%
Would Like To Set Up Own Business	6%	6%	7%
Like Spending Most Time With Fam.	5%	6%	6%
Decor Particular Interest To Me	4%	4%	5%

Intercultural Institute for Contextual Ministry

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In Restaurant-Visit Any	89.44%	89.5%	89.84%
Fam. Restaurants/Steak Houses-Visit Any	75.48%	76.79%	76.27%
McDonald's	57.16%	57.55%	58.13%
Burger King	40.55%	40.25%	40.4%
Kentucky Fried Chicken (KFC)	39.73%	37.68%	37.47%
Wendy's	34.15%	33.23%	33.34%
Subway	32.64%	32.62%	32.66%
Pizza Hut	27.52%	27.44%	29.05%
Taco Bell	26.39%	25.63%	24.73%
Applebee's	26.31%	26.84%	26.8%
Dairy Queen	21.62%	21.67%	21.54%
Arby's	21.29%	21.57%	20.94%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Red Lobster	19.15%	18.76%	18.81%
Popeyes	18.44%	16.23%	16.97%
Sonic	18.18%	18.46%	19.59%
Domino's Pizza	17.66%	16.34%	16.39%
Olive Garden	16.94%	16.99%	16.73%
Hardee's	16.39%	16.17%	16.38%
Golden Corral	16.02%	15.28%	15.62%
Church's Fried Chicken	14.29%	12.49%	12.74%
Long John Silver's	13.19%	13.77%	15%
Denny's	13.17%	12.3%	11.75%
IHOP (International House Of Pancakes)	13.13%	12.66%	12.85%
Outback Steakhouse	12.78%	13.03%	13.74%

Intercultural Institute
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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!
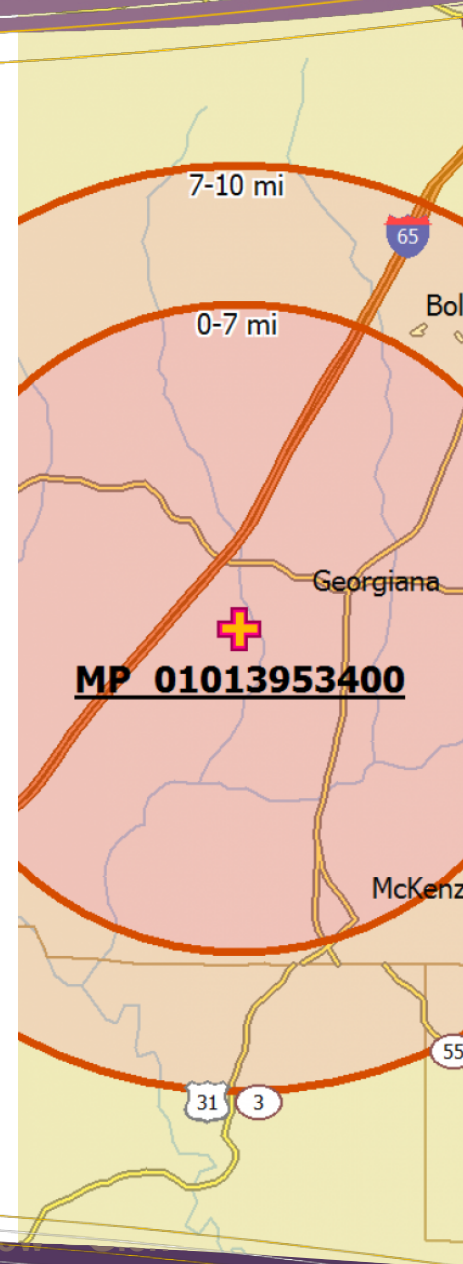
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	37.19%	38.9%	38.77%
Recycled products	19.78%	21.45%	20.92%
Worked as volunteer (non political)	11.18%	12.15%	12.03%
Engaged in fund raising	9.36%	9.92%	9.98%
Religious club member	7.74%	8.1%	8.09%
Church Board	6.27%	6.39%	6.3%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Wrote to editor of mag or newspaper	4.21%	4.55%	4.88%
Took active part in local civic issue	4.09%	4.19%	4.02%
Wrote to elected offcl about publ bus	3.54%	3.95%	3.92%
Charitable Organization	3.39%	3.77%	3.71%
Addressed a public meeting	3.34%	3.58%	3.43%
Union member	3.32%	3.73%	3.59%

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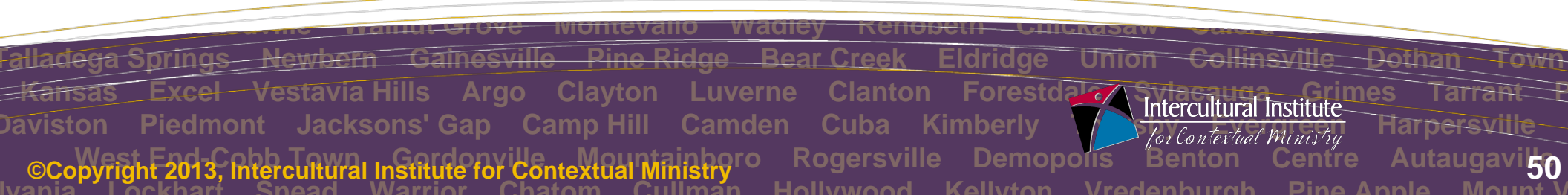
Communication Media Content

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.
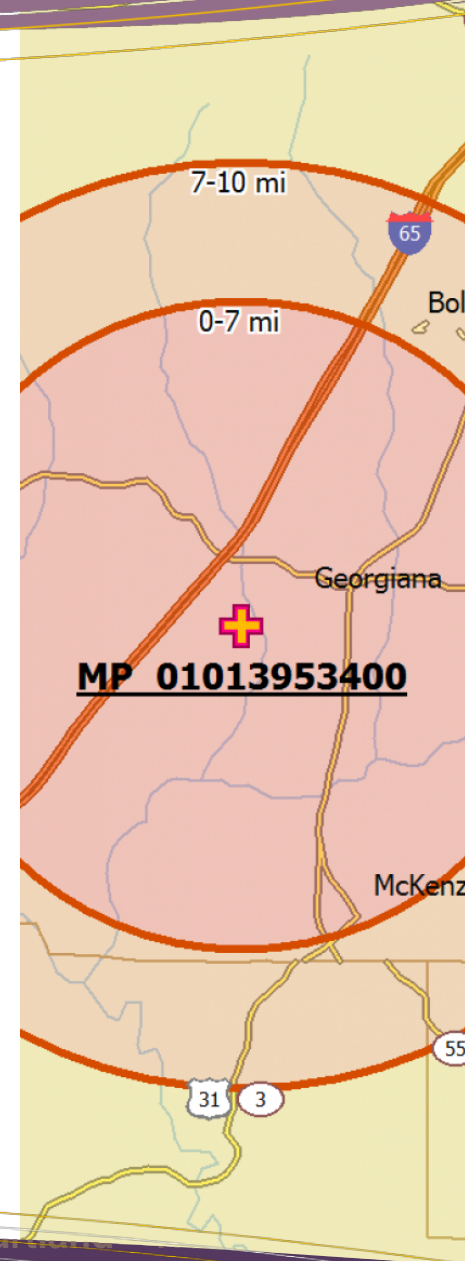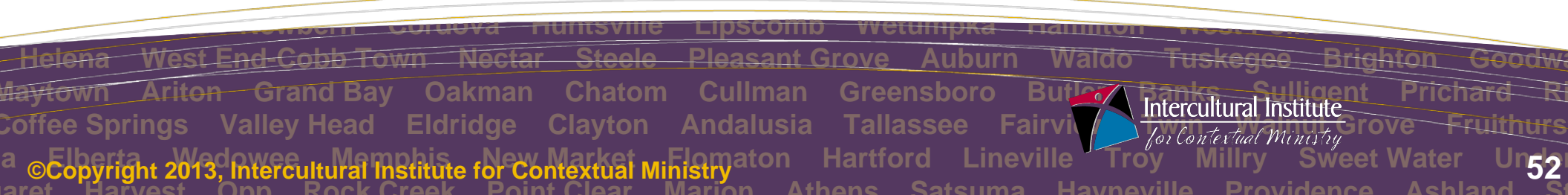
Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Children's Books	11.59%	11.69%	11.42%
Novel	11%	11.89%	11.9%
Religious (not Bibles)	8.69%	8.77%	8.91%
Cookbooks	8.11%	8.28%	7.99%
Mystery	7.21%	7.76%	7.6%
Romance	6.34%	6.5%	6.48%
Mail order	4.32%	4.35%	4.54%
Biography	4.18%	4.39%	4.43%
History	4.14%	4.42%	4.46%

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper Distributed	59.48%	59.09%	58.53%
Gen. Editorial	50.98%	49.18%	49.12%
Womens	43.91%	43.05%	43.29%
Service	29.49%	30.57%	31.04%
Music	18.99%	17.39%	17.59%
Mens	18.52%	17.71%	17.57%
Business/Finance	16.95%	16.07%	15.78%
Parenthood	16.02%	15.45%	15.63%
Health	13.19%	13.12%	13.38%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	45.62%	47.45%	47.08%
Classified	33.41%	34.23%	34.3%
Sport	27.04%	27.71%	27.17%
Editorial Page	23.71%	25.06%	24.5%
Comics	22.3%	23.18%	22.64%
TV/Radio Listings	19.88%	19.84%	19.15%
Food/Cooking	19.1%	19.83%	19.64%
Business/Finance	18.97%	19.76%	19.24%
Movie Listings & Reviews	18.09%	17.93%	17.25%
Home/Gardening	14.64%	15.8%	15.77%
Fashion	13.33%	13.34%	13.34%
Travel	11.81%	12.44%	12.11%
Science/Technology	10.49%	11.29%	10.76%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Urban Contemporary	37.55%	32.31%	32.36%
Country	17.81%	21.23%	21.82%
CHR Contemp Hit Radio	13.52%	13.69%	13.5%
Adult Contemporary	11.74%	12.96%	13.59%
Jazz	9.74%	8.65%	8.52%
Oldies	8.95%	9.1%	9.03%
Variety	8.52%	8.18%	8.22%
Gospel	8.38%	7.44%	7.56%
Rock	5.01%	5.74%	5.5%
Classic Rock	4.76%	5.62%	5.53%
Religious	4.71%	5.19%	5.15%
Alternative	4.26%	4.28%	4.14%
News/Talk	4.11%	4.66%	4.3%
Soft Contemporary	3.73%	3.76%	3.71%
All News	3.67%	3.7%	3.63%
All Talk	1.9%	2.2%	2.3%
Sports	1.78%	1.87%	1.75%
Hispanic	1.68%	1.65%	1.46%

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Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	60.33%	61.31%	61.13%
Other Video-On-Demand	56.16%	54.38%	54.89%
Satellite Dish	49.4%	50.36%	50.28%
Soapnet	48.14%	47.78%	47.58%
MSNBC	35.65%	35.3%	34.81%
Sci-Fi Channel	35.34%	36.24%	36.24%
Adult Pay Per View TV	33.09%	33.45%	33.1%
Subscribe Digital Cable	29.53%	30.05%	30.75%
Nickelodeon	29.42%	30.31%	30.64%
Nick At Nite	26%	25.56%	24.68%
TV Info From Sunday TV Magazine	25.45%	25.98%	26.09%
TCM (Turner Classic Movies)	24.98%	24.16%	23.34%

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
BET (Black Entertainment TV)	24.11%	23.08%	22.2%
TV Info From Newspapers	23.87%	23.91%	23.49%
Lifetime	22.96%	22.32%	22.07%
Hallmark Channel	22.9%	22.99%	22.79%
TV Info From Monthly Cable Guide	22.46%	22.48%	22.85%
Adult Swim	21.36%	22.17%	21.56%
Comedy Central	20.99%	21.26%	20.62%
Encore	20.61%	19.73%	19.25%
TV Info From Other	20.09%	19.92%	19.82%
USA Network	19.57%	20.3%	20.43%
ABC Fam.	19.46%	18.66%	18.08%
The Golf Channel	19.46%	19.5%	19.14%

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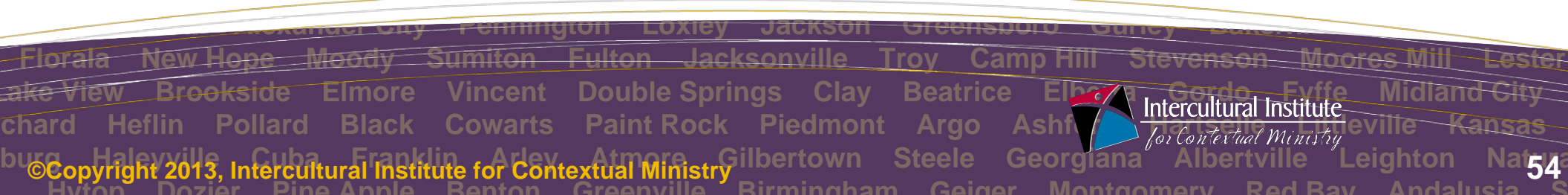
Communication Media Usage

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

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

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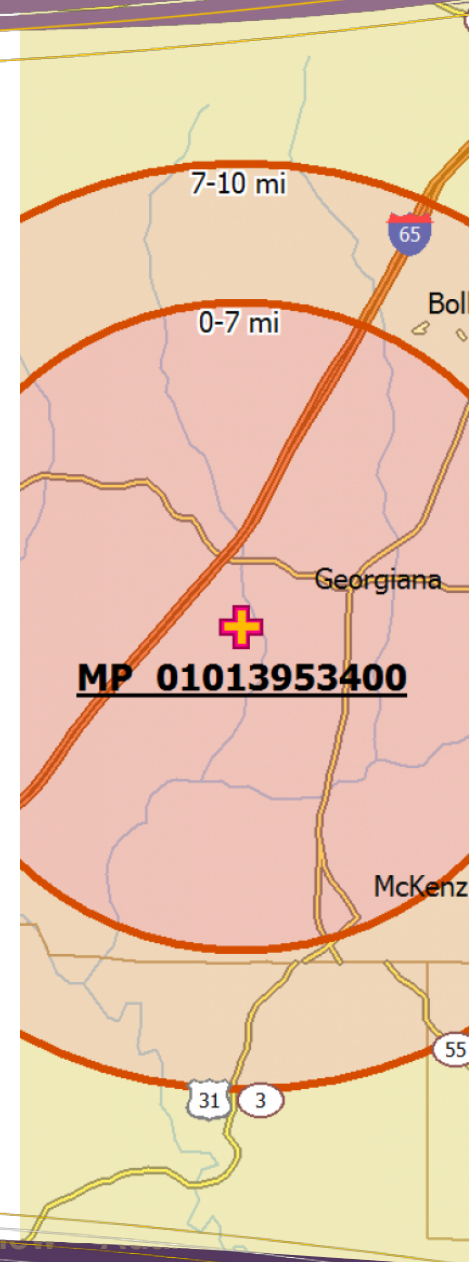
Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	14.41%	15.2%	15.22%
Medium Users (4-6)	7.08%	7.46%	7.55%
Light Users (1-3)	15.68%	16.52%	16.44%
Quintiles (20%)			
Newspaper I (Heavy)	1.37%	1.32%	1.37%
Newspaper II	1.13%	1.23%	1.44%
Newspaper III	1.5%	1.62%	1.51%
Newspaper IV	0.53%	0.45%	0.41%
Newspaper V (Light)	1.36%	1.17%	1.05%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.11%	21.3%	21.42%
Magazines II	9.41%	9.08%	9.16%
Magazines III	11.25%	11.21%	11.43%
Magazines IV	14.2%	13.25%	13.4%
Magazines V (Light)	0.82%	0.73%	0.7%
Outdoor I (Heavy)	9.33%	8.83%	9.22%
Outdoor II	5.81%	4.95%	4.76%
Outdoor III	5.69%	5.16%	5.28%
Outdoor IV	17.87%	18.08%	18.15%
Outdoor V (Light)	25.3%	25.59%	25.71%
Yellow Pages I (Heavy)	16.97%	16.61%	16.8%
Yellow Pages II	8.06%	7.57%	7.6%
Yellow Pages III	11.61%	10%	9.98%
Yellow Pages IV	27.62%	26.93%	26.86%
Yellow Pages V (Light)	6.1%	5.52%	5.67%

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Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.21%	2.54%	2.39%
Drive Time III (Medium)	0.94%	0.94%	0.96%
Radio IV & V (Light)	2.33%	2.2%	2.11%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	13.29%	12.28%	12.51%
Radio III (Medium)	3.36%	3.69%	3.92%
Radio IV & V (Light)	3.21%	2.98%	3%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	10.73%	11.16%	11.38%
Cable III (Medium)	6.24%	5.78%	5.81%
Cable IV & V (Light)	42.21%	40.28%	40.16%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.21%	4.3%	4.13%
Prime Time III (Medium)	1.16%	1.24%	1.18%
Prime Time IV & V (Light)	12.69%	12.22%	13.68%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.56%	42.3%	43.96%
Fringe III (Medium)	58.77%	58.55%	58.66%
Fringe IV (Light)	59.52%	60.37%	62.28%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	17.31%	16.85%	17.06%
All Day III (Medium)	28.59%	28.61%	29.43%
All Day IV (Light)	22.05%	19.88%	20.13%

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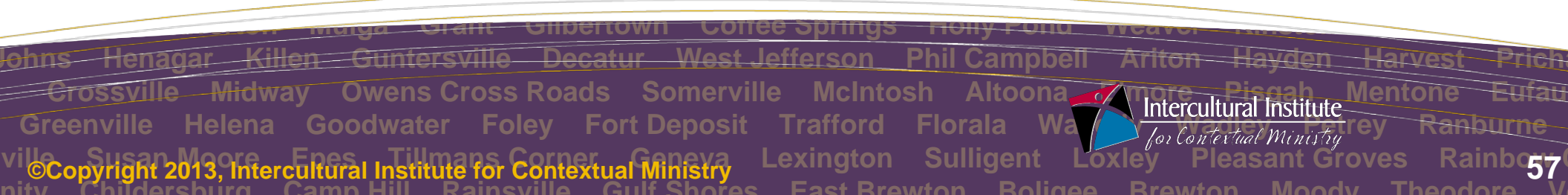
Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio Listeners			
Dayparts [summary]	9.56%	9.74%	9.49%
6:00am - 10:00am	12.99%	12.87%	12.68%
10:00am - 3:00pm	12.2%	10.35%	10.1%
3:00pm - 7:00pm	18.55%	16.74%	15.68%
7:00pm - Midnight	11.77%	11.31%	11.09%
Midnight - 6:00am	9.65%	8.6%	8.5%
Weekend Radio Listeners			
Dayparts [summary]	14.53%	13.67%	12.83%
6:00am - 10:00am	1.74%	1.73%	1.66%
10:00am-3:00pm	3.3%	3.35%	3.25%
3:00pm - 7:00pm	7.94%	7.42%	7.15%
7:00pm - Midnight	10.73%	9.66%	9.3%
Midnight - 6:00am	14.22%	12.64%	12.23%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.31%	6.86%	7.55%
Saturday: 8:00-11:00pm	7.6%	7.55%	7.65%
Sunday: 7:00-11:00pm	10.73%	10.14%	9.88%
9:00am-1:00pm	26%	25.56%	24.68%
9:00am-4:00pm	29.56%	29.28%	28.36%
4:00pm-7:00pm	28.75%	27.73%	27.25%
11:00pm-1:00am	45.74%	44.55%	44.1%
AVG Prime time Mon-Sun	5.81%	5.1%	5.23%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	17.06%	16.08%	15.83%
7-9am	19.09%	19.29%	19.69%
9am-12noon	18.04%	18.16%	16.92%
12noon-4pm	11.53%	11.12%	11.44%
4-6pm	44.47%	44.15%	43.76%
6-7pm	18.31%	19.04%	19.26%
7-7:30pm	1.19%	1.24%	1.29%
7:30-8pm	12.11%	12.43%	13.17%
8-11pm	6.31%	6.86%	7.55%
11pm-12am	35.65%	35.3%	34.81%
11pm-1am	45.74%	44.55%	44.1%
1-6am	31.26%	30.68%	31.1%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	14.59%	14.37%	14.23%
Sat: 10am-1pm	7.7%	7.51%	7.65%
Sat: 1-4pm	23.72%	23.01%	22.56%
Sat: 4-6pm	6.13%	6.04%	6.03%
Sat: 6-7pm	1.11%	1.2%	1.19%
Sat: 7-8pm	1.16%	1.41%	1.86%
Sat: 8-11pm	7.6%	7.55%	7.65%
Sat: 11pm-1am	5.79%	5.41%	5.46%
Sat: 1am-7pm	19.57%	20.3%	20.43%
Sun: 7-10am	2.33%	2.35%	2.36%
Sun: 10am-1pm	5.92%	6.17%	6.13%
Sun: 1-4pm	4.42%	4.39%	4.15%
Sun: 4-7pm	11.09%	11.12%	11%
Sun: 7-11pm	10.73%	10.14%	9.88%
Sun: 11pm-1am	5.29%	4.59%	4.32%
Sun: 1-7am	19.68%	19.23%	18.81%

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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.

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?
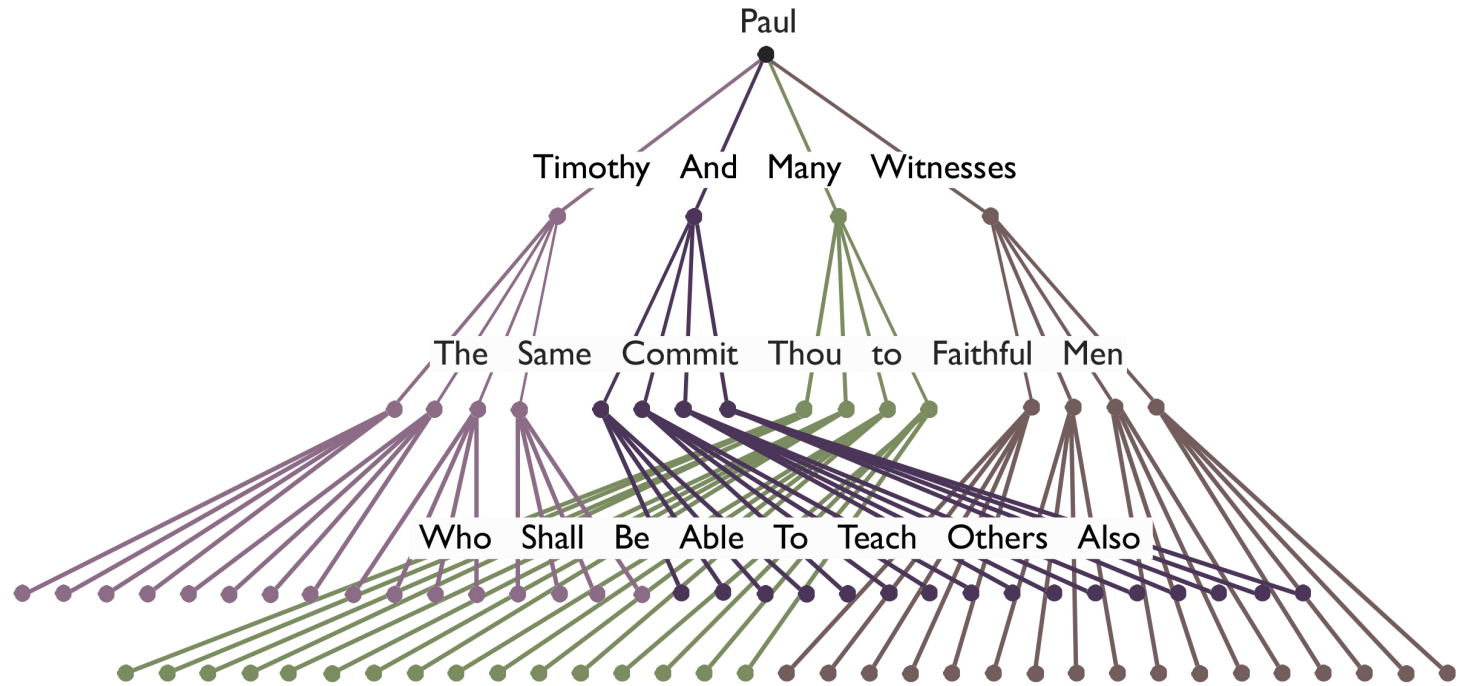
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Biblical Missional Multiplication

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

Paul
Timothy And Many Witnesses
The Same Commit Thou to Faithful Men
Who Shall Be Able To Teach Others Also

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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
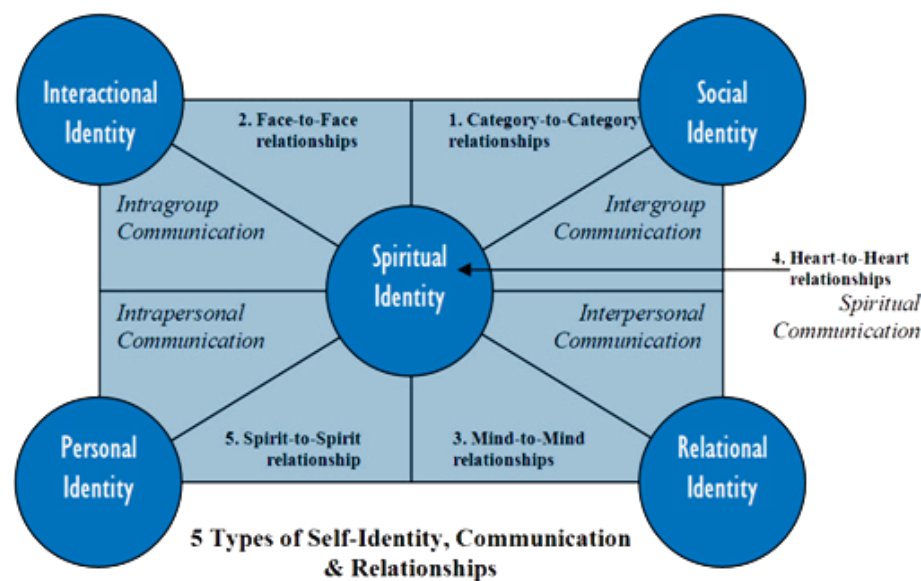
Your MissionSite and the Missional Suite

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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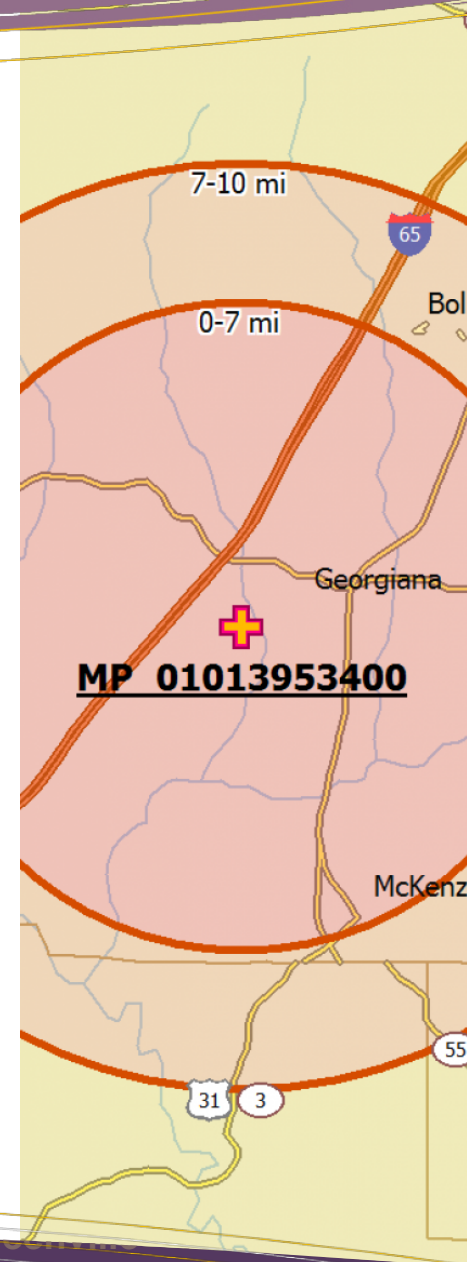
Notes and Sources

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.

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Georgiana First	PO Box 516 Georgiana, AL 36033	0.92 mi	69	Growing
2	Calvary	PO Box 67 Georgiana, AL 36033	1.81 mi	62	Plateauing
3	East Chapman	PO Box 56 Chapman, AL 36015	3.77 mi	35	Plateauing
4	Brushey Creek	PO Box 27 Chapman, AL 36015	5.10 mi	65	Plateauing
5	McKenzie	PO Box 62 Mc Kenzie, AL 36456	6.04 mi	64	Growing
6	Garland	PO Box 785 Georgiana, AL 36033	6.52 mi	45	Declining
7	Welcome	2357 Welcome Church Rd Georgiana, AL 36033	7.25 mi	29	Declining
8	Antioch West	968 Sand Cut Rd Greenville, AL 36037	7.36 mi	91	Plateauing
9	Hopewell	251 Greenbriar Lane Greenville, AL 36037	7.47 mi	44	Declining
10	Bethel	13686 McKenzie Grade Georgiana, AL 36033	7.89 mi	38	Growing
11	Mt. Olive West	8510 Hank Williams Rd Mc Kenzie, AL 36456	8.17 mi	11	Declining
12	Sweet Home	PO Box 34 Mc Kenzie, AL 36456	8.49 mi	61	Growing
13	Mt. Pleasant	10701 McKenzie Grade Rd Georgiana, AL 36033	8.53 mi	98	Declining
14	Mt. Pisgah	7452 Pineapple Hwy Greenville, AL 36037	9.37 mi	49	Plateauing
15	New Home	7396 County Road 47 Mc Kenzie, AL 36456	9.70 mi	32	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Pleasant Hill West	365 Covan Road McKenzie, AL 36456	9.71 mi	13	Growing
17	Mt. Olive East	113 Manor Court Greenville, AL 36037	10.01 mi	9	Growing
18	Brooks	163 Memorial Road Red Level, AL 36474	10.70 mi	49	Growing
19	Shackleville	4488 Murphy Rd Georgiana, AL 36033	11.25 mi	32	Plateauing
20	Jones Chapel	2117 Jones Chapel Road Evergreen, AL 36401	11.36 mi	22	Plateauing
21	Spring Hill	4946 S Mt Zion Rd Greenville, AL 36037	12.17 mi	50	Growing
22	Pigeon Creek	5555 Perry Rd Red Level, AL 36474	12.41 mi	69	Declining
23	Gravel Hill	PO Box 1137 Greenville, AL 36037	12.70 mi	36	Growing
24	Liberty	37 Liberty Church Rd Greenville, AL 36037	13.82 mi	56	Declining
25	Olive Branch	3997 Old Greenville Rd Evergreen, AL 36401	14.29 mi	17	Growing
26	Sardis	223 Four Pines Rd Greenville, AL 36037	14.39 mi	14	Growing
27	Central	2357 Old Central Rd Greenville, AL 36037	14.58 mi	20	Declining
28	Ebenezer East	2232 Halso Mill Rd Greenville, AL 36037	14.59 mi	36	Plateauing
29	Old Town	124 Salter Street Evergreen, AL 36401	14.77 mi	15	Declining
30	Lyeffion	PO Box 86 Evergreen, AL 36401	15.11 mi	40	Declining

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Southside	211 King St Greenville, AL 36037	15.33 mi	363	Declining
32	Greenville First	PO Box 426 Greenville, AL 36037	15.78 mi	252	Declining
33	Forest Home	PO Box 37 Forest Home, AL 36030	15.79 mi	32	Growing
34	East Greenville	209 2nd St Greenville, AL 36037	16.17 mi	31	Declining
35	Sepulga	13465 Brooklyn Rd. Evergreen, AL 36401	16.74 mi	37	Declining
36	Long Branch	20718 Padgett Rd Andalusia, AL 36420	16.76 mi	20	Growing
37	Shiloh	5779 Ridge Rd Greenville, AL 36037	17.25 mi	35	Growing
38	Buck Creek	31913 Foley Rd Red Level, AL 36474	17.39 mi	90	Declining
39	Fairmount	PO Box 66 Red Level, AL 36474	17.45 mi	81	Declining
40	Oak Grove	13181 Oak Grove Road Dozier, AL 36028	17.62 mi	21	Plateauing
41	Holly Grove	104 Spring St Evergreen, AL 36401	17.94 mi	19	Plateauing
42	Evergreen	107 Park St Evergreen, AL 36401	18.10 mi	200	Plateauing
43	Pleasant Home	81 Pleasant Home Rd. Brantley, AL 36009	18.49 mi	27	Growing
44	Damascus	104 Damascus Rd Greenville, AL 36037	18.50 mi	75	Declining
45	Awin	106 Cleveland Rd Franklin, AL 36444	18.79 mi	26	Declining

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