

MissionSite

top unreached locations



UNIONTOWN, AL

CENSUS TRACT: 01105987200

REGION: South Central Region

ASSOCIATION: Cahaba

DISTRICT: 08: Western Black Belt District

COUNTY: Perry

SITESCAPE: Countryside

DENSITY PATTERN: I3

Alabama Baptist Convention

State Board of Missions

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:



Intercultural Institute
for Contextual Ministry

MissionSite (TM) Table of Contents

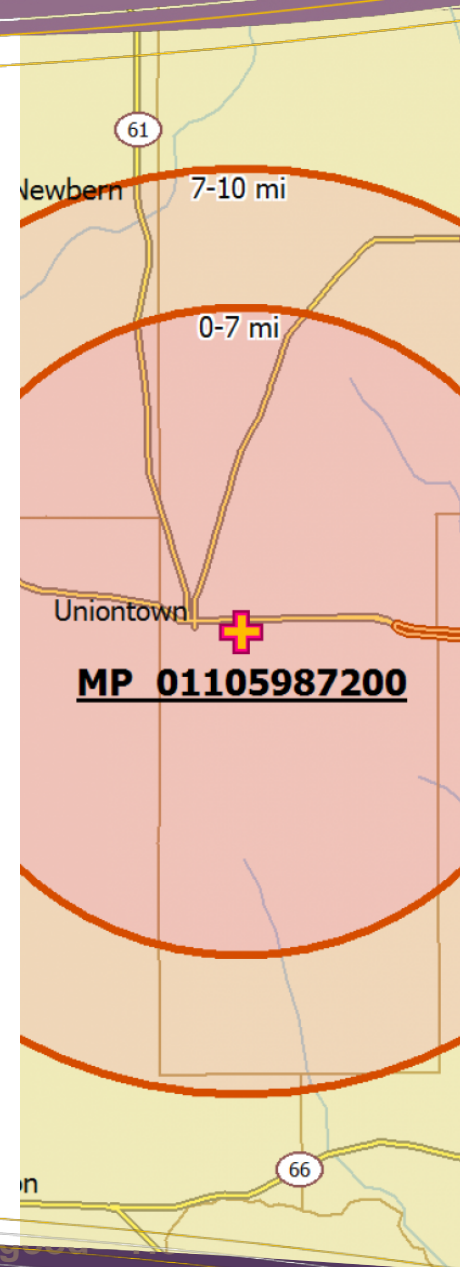
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66



Site Location Summary

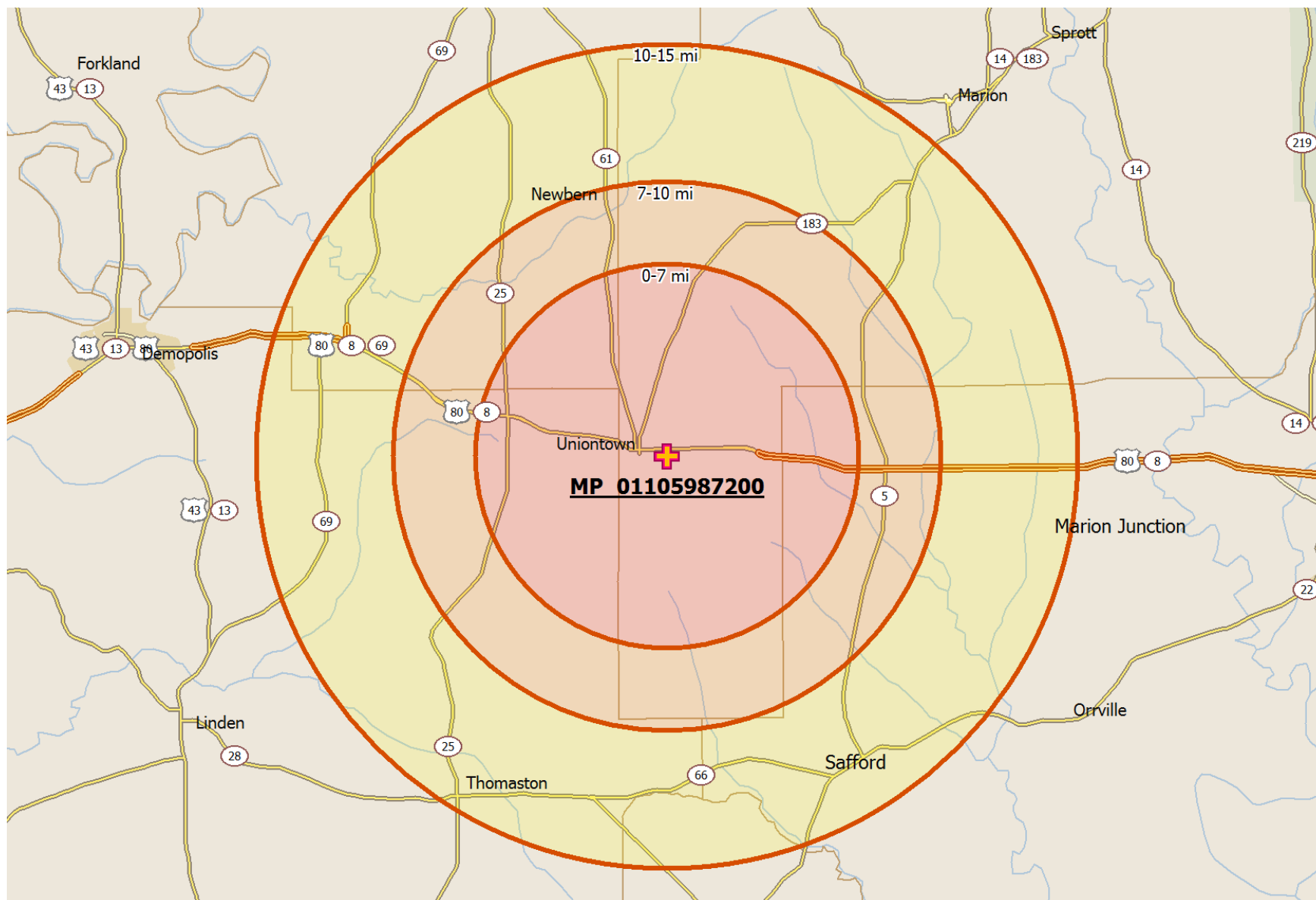
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	0103	South Central Region
2	Association	1125	Cahaba
3	District	08	Western Black Belt District
4	County Location	01105	Perry
5	Zipcode	36786	Perry
6	Sitescape Category	1	Countryside
7	Sitescape Group	1.2	Distant Settlements
8	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
9	Sitescape Density Pattern	I3	2500-2500-2500



Intercultural Institute
for Contextual Ministry

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	8	
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	13	Rural commuting: Secondary flow 10% to 30% to a large 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	7	Percent commuting from non metro to metro areas



Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	4,017	1,442	4,606
2010 Households	1,721	588	1,881
2010 Group Quarters Population	0	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	6	2	3
Language Diversity National Index	3	0	2
Foreign Born Diversity National Index	13	11	5
Ancestry Diversity National Index	1	0	1
Racial Diversity National Index	30	14	47



Intercultural Institute
for Contextual Ministry

Site Location Summary - County Environment

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

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

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



Intercultural Institute
for Contextual Ministry

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	0	0%
Mainstay Communities	Established, Diverse Households	0	0%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	17	0.99%
Aspiring Communities	Young Singles / Aspiring-Multihousing	102	5.93%
Urban Communities	High Density, Inner-city Neighborhoods	1,601	93.03%

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.



Intercultural Institute
for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at MissionalCyclopedia.org.

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 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	3,133	1,250	39.9%
Unreached %	70.5%	72.64%	103.03
Religious But NOT Evangelical HH	1,266	585	46.19%
Religious But NOT Evangelical %	28.49%	33.98%	119.28
Spiritual But NOT Relig or Evang HH	212	69	32.28%
Spiritual But NOT Relig or Evang %	4.78%	3.98%	83.35
Not Evangelical, Not Interested HH	1,749	633	36.21%
Not Evangelical, Not Interested %	39.35%	36.79%	93.5



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	12	2	16.67%
Active ALSBOM Attenders	714	61	8.54%
Active Evangelical Households	945	222	23.45%
Active Evangelical Percent	21.27%	19.38%	91.1
Inactive Evangelical Households	366	86	23.4%
Inactive Evangelical Percent	8.23%	7.48%	90.9
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHF AVG	IICM CGR
1	Uniontown	0.30 mi	47	Growing
2	Second Baptist	0.90 mi	14	Plateauing
3	Newbern	9.97 mi	47	Plateauing
4	Gallion Baptist	11.33 mi	168	Plateauing
5	Thomaston	13.99 mi	19	Declining
6	Safford	14.47 mi	29	Growing
7	Hopewell	14.68 mi	46	Growing
8	Providence	15.33 mi	60	Declining
9	Faith Chapel	15.34 mi	16	Plateauing
10	Marion Junction	16.47 mi	28	Plateauing
11	Siloam	16.82 mi	205	Plateauing
12	Greensboro	17.97 mi	201	Plateauing
13	Rangeline	18.37 mi	85	Declining
14	Orrville	18.83 mi	75	Plateauing
15	Catherine	18.83 mi	47	Declining

	CHURCHES	DIST.	WRSHF AVG	IICM CGR
16	Demopolis First	19.09 mi	79	Declining
17	Fairhaven	19.15 mi	314	Plateauing
18	Sardis	19.40 mi	48	Plateauing
19	Forest Hill	19.46 mi	41	Declining
20	Linden	19.75 mi	109	Plateauing
21	Westside	19.93 mi	26	Growing
22	Calvary	21.58 mi	20	Growing
23	Pine Flat	21.90 mi	57	Declining
24	Bethlehem	21.93 mi	65	Declining
25	Calvary	22.64 mi	13	Plateauing
26	Jefferson	22.64 mi	22	Plateauing
27	Lamison	22.91 mi	239	Plateauing
28	Antioch	23.13 mi	56	Plateauing
29	Riverview	24.18 mi	34	Growing
30	Rhodes Chapel	24.51 mi	38	Declining

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

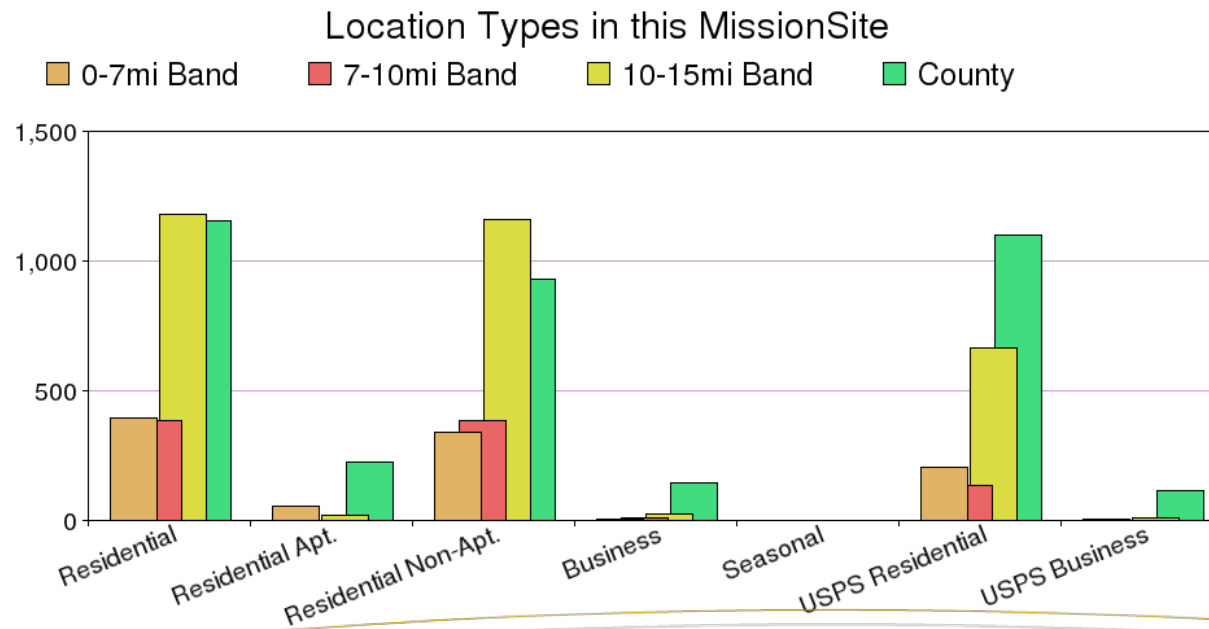
1. The Evangscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 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	12,759	4,691	36.77%
2000 Population	11,861	4,530	38.19%
2010 Population	10,574	4,017	37.99%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	4,201	1,535	36.54%
2000 Households	4,333	1,644	37.94%
2010 Households	4,444	1,721	38.73%



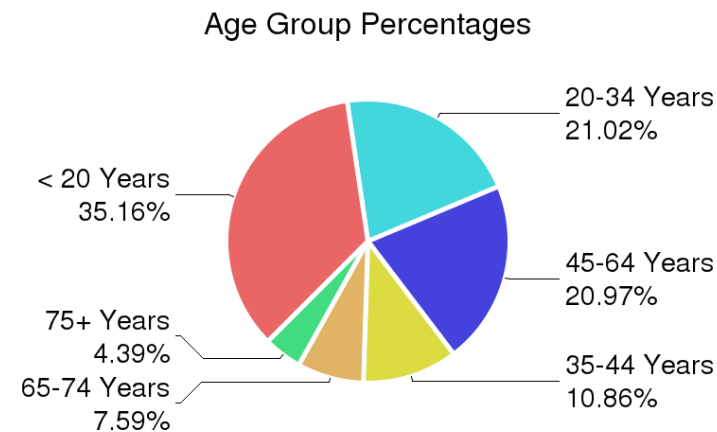
Location Type	0-7mi Band
Residential	395
Residential Apt.	55
Residential Non-Apt.	340
Business	7
Seasonal	0
USPS Residential	207
USPS Business	5



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.

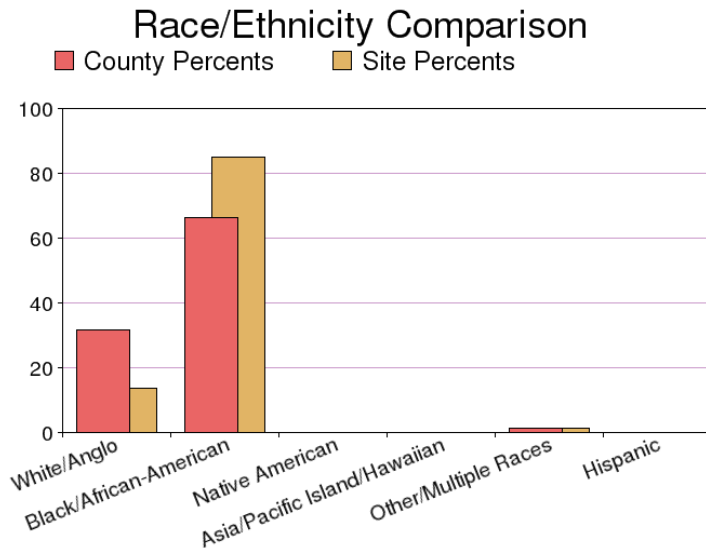


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.56%	7.02%	126.26
4-5 Years	2.89%	2.56%	88.58
6-8 Years	4.41%	5.48%	124.26
9-11 Years	4.27%	5.68%	133.02
12-13 Years	2.8%	4.08%	145.71
14-17 Years	6.66%	6.97%	104.65
18-19 Years	3.69%	3.26%	88.35
0-5 Years	8.45%	9.58%	113.37
6-12 Years	10.08%	13.27%	131.65
13-19 Years	11.75%	12.2%	103.83
< 20 Years	30.28%	35.05%	115.75
20-34 Years	19.95%	20.96%	105.06
35-44 Years	10.41%	10.83%	104.03
45-64 Years	23.74%	20.91%	88.08
65-74 Years	8.27%	7.57%	91.54
75+ Years	7.35%	4.38%	59.59
Median Age	35	29	83.06
Median Age (Male)	32	29	90.12
Median Age (Female)	37	30	81.12

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	31.82%	13.72%	43.1
Black, African-American	66.49%	84.94%	127.74
Native American	0.11%	0.05%	43.87
Asian	0.07%	0.07%	112.81
Pacific Island, Hawaiian	0.04%	0%	0
Other/Multiple Races	1.47%	1.24%	84.91
Hispanic	0%	1.94%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,471	2,223	
Less than 9th Grade	13.6%	16.28%	83.51
No High School Diploma	23.06%	24.92%	92.52
High School Graduate	30.83%	32.57%	94.66
Some College, no degree	17.9%	13.9%	128.74
Associate Degree	4.17%	3.91%	106.61
College Degree	5.44%	5.17%	105.15
Graduate/Prof. degree	5.01%	3.24%	154.59

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	21.78%	29.29%	100.42
\$10,000 to \$19,999	19.94%	25.8%	129.4
\$20,000 to \$29,999	13.5%	13.83%	102.43
\$30,000 to \$49,999	17.71%	14.99%	84.65
\$50,000 to \$59,999	7.11%	3.66%	51.48
\$60,000 to \$69,999	5.49%	4.65%	84.66
\$70,000 to \$79,999	3.06%	0.93%	30.38
\$80,000 to \$89,999	2.61%	0.64%	24.49
\$90,000 to \$99,999	1.58%	0.46%	29.51
\$100,000 to \$124,999	2.57%	1.28%	49.83
\$125,000 to \$149,999	1.28%	0.87%	67.95
\$150,000 to \$199,999	1.31%	0.06%	4.45
\$200,000 to \$249,999	0.2%	0%	0
\$250,000 or more	1.87%	3.08%	164.89
Median Household	24,935	18,957	76.03
Average Household	36,323	31,690	87.24
Per Capita Household	16,755	13,577	81.03
Family/Non-Family Household Income			
Median Family Income	32,293	22,214	68.79
Average Family Income	42,148	30,399	72.12
Median Non-Family Income	15,811	15,788	99.85
Average Non-Family Income	22,641	28,439	125.61



Current Demographic Summary

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

For each category both county and 0-7 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	70.14%	69.26%	98.75
Families with Children	39.06%	44.22%	113.2
Families without Children	31.08%	25.04%	80.59
Non-Family Households			
% Non-Family Households	29.86%	30.74%	102.94
Non-Families with Children	0.16	0.12	73.78
Non-Families without Children	29.7	30.62	103.09
Housing Units			Index
Total Housing Units	5,570	2,032	
Vacant percent	20.22%	15.31%	75.71
Owned percent	58.8%	58.37%	99.27%
Rented Percent	20.99%	26.33%	125.45
Households by Size			Index
Avg household size	2.18	2.33	106.88
Avg family hh size	2.67	2.89	108.24
Avg non-family hh size	1.02	1.09	106.86
Households By Count of Persons			Percent
One	1,250	503	40.24%
Two	1,816	603	33.2%
Three or Four	1,223	518	42.35%
Five+	155	97	62.58%



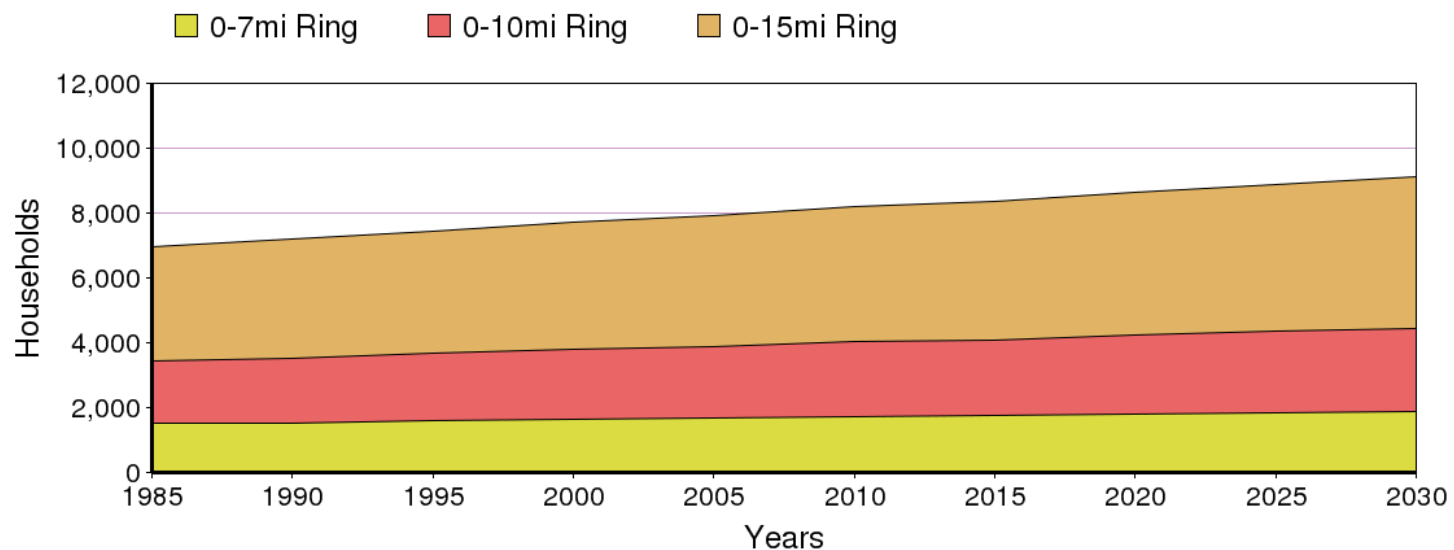
Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 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	12,759	4,691	36.77%
2000 Population	11,861	4,530	38.19%
2010 Population	10,574	4,017	37.99%
2015 Population	10,345	3,847	37.19%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	4,201	1,535	36.54%
2000 Households	4,333	1,644	37.94%
2010 Households	4,444	1,721	38.73%
2015 Households	4,437	1,744	39.31%

Household Change from 1985 to 2030



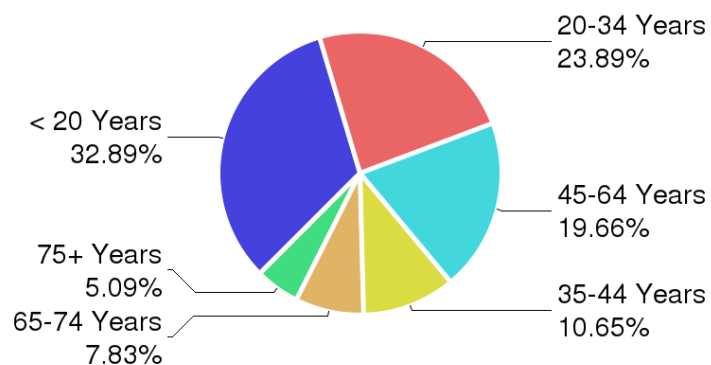
Projected Demographic Summary

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.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.02%	7.49%	106.7
4-5 Years	2.56%	2.52%	98.44
6-8 Years	5.48%	5.2%	94.89
9-11 Years	5.68%	5.8%	102.11
12-13 Years	4.08%	4.32%	105.88
14-17 Years	6.97%	5.2%	74.61
18-19 Years	3.26%	2.26%	69.33
0-5 Years	9.58%	10.01%	104.49
6-12 Years	13.27%	13.31%	100.3
13-19 Years	12.2%	9.46%	77.54
< 20 Years	35.05%	32.78%	93.52
20-34 Years	20.96%	23.81%	113.6
35-44 Years	10.83%	10.61%	97.97
45-64 Years	20.91%	19.6%	93.74
65-74 Years	7.57%	7.8%	103.04
75+ Years	4.38%	5.07%	115.75
Median Age	35	31	88.41
Median Age (Male)	32	30	94.3
Median Age (Female)	37	32	87.05

Projected Age Group Percentages



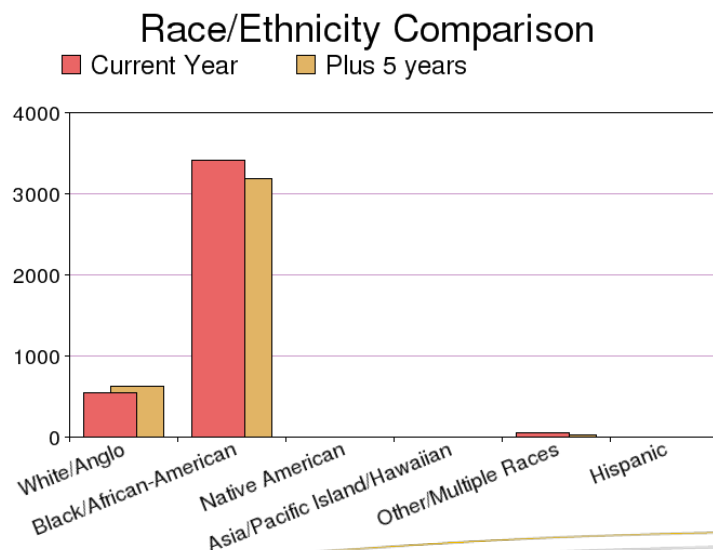
Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-7 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	13.72%	16.14%	117.68
Black, African-American	84.94%	82.97%	97.69
Native American	0.05%	0.03%	52.21
Asian	0.07%	0.08%	104.42
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.24%	0.78%	62.65
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,223	2,217	
Less than 9th Grade	16.28%	15.65%	96.12
No High School Diploma	24.92%	24.45%	98.1
High School Graduate	32.57%	32.79%	100.69
Some College, no degree	13.9%	14.3%	102.87
Associate Degree	3.91%	4.29%	109.49
College Degree	5.17%	5.41%	104.63
Graduate/Prof. degree	3.24%	3.11%	96.09



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	29.29%	26.78%	91.44
\$10,000 to \$19,999	25.8%	25.86%	100.24
\$20,000 to \$29,999	13.83%	13.99%	101.17
\$30,000 to \$49,999	14.99%	15.14%	100.98
\$50,000 to \$59,999	3.66%	3.44%	93.98
\$60,000 to \$69,999	4.65%	5.05%	108.55
\$70,000 to \$79,999	0.93%	1.38%	117.18
\$80,000 to \$89,999	0.64%	0.97%	134.57
\$90,000 to \$99,999	0.46%	0.34%	74.01
\$100,000 to \$249,999	1.28%	1.26%	98.68
\$125,000 to \$149,999	0.87%	1.09%	125
\$150,000 to \$199,999	0.06%	0.06%	98.68
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	3.08%	4.19%	135.92
Median Household	18,957	20,677	109.07
Average Household	31,690	34,495	108.85
Per Capita Household	13,577	15,638	115.18

Family/Non-Family Household Income			
Median Family Income	22,214	24,196	108.92
Average Family Income	30,399	32,684	107.52
Median Non-Family Income	15,788	16,113	102.06
Average Non-Family Income	28,439	33,453	117.63

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	69.26%	68.92%	99.51
Families with Children	44.22	43.86	99.2
Families without Children	25.04	25.29	100.97
Non-Family Households			
% Non-Family Households	30.74%	31.08%	101.11
Non-Families with Children	0.12	0.06	101.11
Non-Families without Children	30.62	31.02	101.3
Housing Units			
Total Housing Units	2,032	2,058	101.28%
Vacant percent	15.31%	15.21%	99.37
Owned percent	58.37%	58.41%	100.07
Rented Percent	26.33%	26.34%	100.03
Households by Size			
Avg household size	2.33	2.21	94.85%
Avg family hh size	2.89	2.71	93.77%
Avg non-family hh size	1.09	1.08	99.08%
Households By Count of Persons			
One	503	509	101.19%
Two	603	655	108.62%
Three or Four	518	528	101.93%
Five+	97	52	53.61%



Intercultural Institute
for Contextual Ministry

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	14	0	27
Northern Europe	0	0	6
Western Europe	0	0	2
Southern Europe	0	0	0
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	0	0	0
So. Central Asia	0	0	0
SE Asia	0	0	1
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	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	0	0
Caribbean	9	0	3
Central Amer.	4	0	15
South America	0	0	0
North America	1	0	0
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	3,919	927	4,194
Spanish	33	19	113
Other Indo-Euro language	10	0	22
French (incl. Patois, Cajun)	5	0	14
French Creole	0	0	0
Italian	0	0	2
Portuguese	0	0	0
German	5	0	6
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	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	2	0	0
Korean	5	0	0
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	0	0	0
Other languages	0	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0



Intercultural Institute
for Contextual Ministry

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	3,321	689	3,357
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	0
British	4	0	6
Canadian	9	0	3
Croatian	0	0	3
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	0	1
Dutch	0	0	5
English	20	14	119
European	6	0	19
Finnish	0	0	0
French (not Basque)	0	0	8
French Canadian	1	0	9
German	45	2	51
Greek	0	0	0
Hungarian	0	0	0
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	18	8	60
Italian	14	0	6
Lithuanian	0	0	0
Norwegian	0	0	0
Polish	1	29	26
Portuguese	0	0	0
Romanian	0	0	0
Russian	1	0	2
Scandinavian	0	0	2
Scotch-Irish	12	11	42
Scottish	11	0	24
Slovak	0	0	0
Subsaharan African	47	39	70
Swedish	0	0	0
Swiss	1	0	1
Ukrainian	0	0	0
US/American	235	54	448
Welsh	0	0	0
West Indian	0	0	2
Yugoslavian	0	0	0
Other	2,896	532	2,450



Intercultural Institute
for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

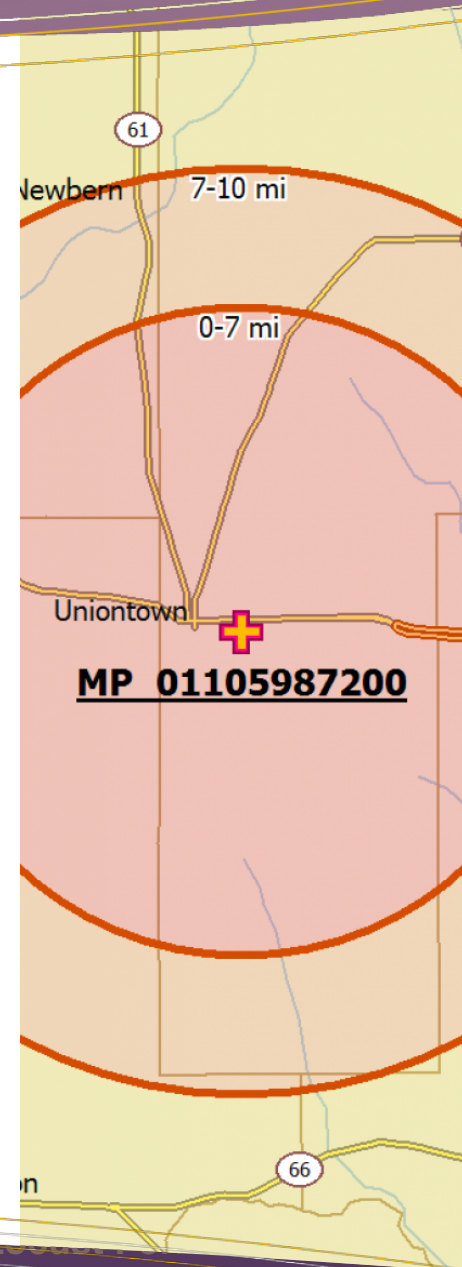
Issues for Your Consideration - continued

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

Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,721	100%	1,251	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,721	100%	1,251	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	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



Intercultural Institute
for Contextual Ministry

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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,721	100%	1,251	100%
REMOTE AMERICA	1	0.06%	1	0.08%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	1	0.06%	1	0.08%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	102	5.93%	76	6.08%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	102	5.93%	76	6.08%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	16	0.93%	9	0.72%
Industrious Country Living	10	0.58%	7	0.56%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	6	0.35%	2	0.16%

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 HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,721	100%	1,251	100%
STRUGGLING SOCIETIES	652	37.88%	442	35.33%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	652	37.88%	442	35.33%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	949	55.14%	723	57.79%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	949	55.14%	723	57.79%
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?

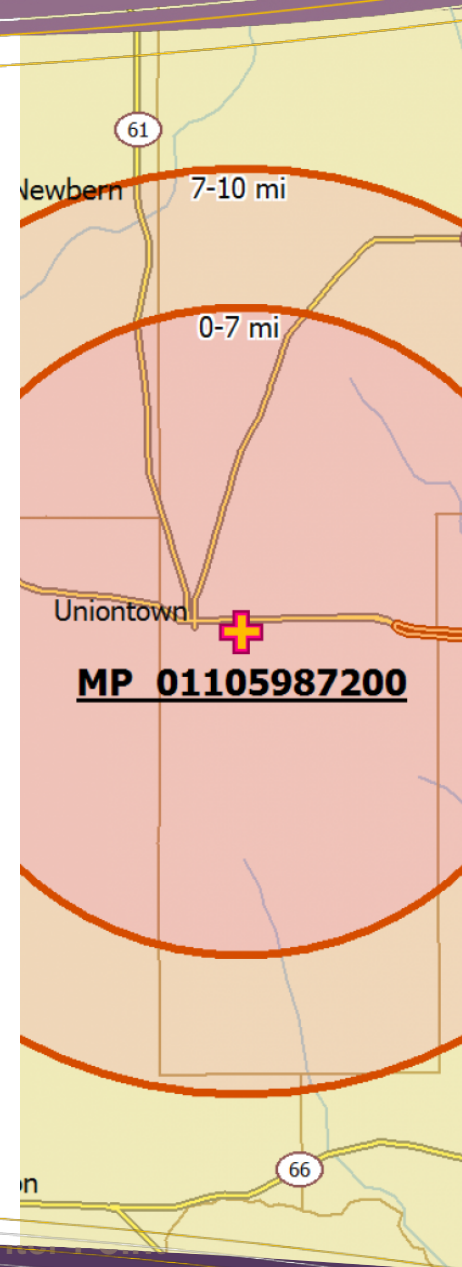
Potential Cultural Bridges

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, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the community offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. *The Bridges of God*. Revised edition. (New York: Friendship Press, 1981).



Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 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	61%	62%	63%
Use Comp. for Internet/E-mail	38%	38%	39%
Internet Use: E-Mail	36%	36%	35%
Use Comp. for Education	31%	30%	29%
Use Comp. for Comp. Games	30%	31%	32%
HH Owns DVD Player	29%	27%	26%
Use Comp. for Word Processing	24%	23%	21%
Use Comp. for Shopping	24%	23%	21%
Internet Use: Banking	21%	20%	19%
Internet Use: News/Weather	20%	20%	19%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Use Comp. for Banking	19%	19%	19%
Use Comp. for Digital Camera Photo Editing	19%	19%	19%
Internet Use: Read Magazines/Newspapers	15%	13%	10%
Use Comp. for News/Info./Data Service	15%	14%	13%
Internet Use: Shopping: Gathered Info. for Shopping	15%	13%	10%
HH Owns Video/Webcam	14%	13%	11%
Use Comp. for Filing/DB Mngmnt	14%	13%	11%
Use Comp. for Personal Financial Mngmnt	12%	11%	9%
Internet Use: Research/ Education	11%	10%	9%
Use Comp. for Accounting	11%	10%	9%

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	7-10	10-15
	MILES	MILES	MILES
Listening To Music	66%	66%	65%
Reading Books	47%	47%	47%
Card Games	42%	40%	37%
Dining Out (Not Fast Food)	40%	40%	40%
Cooking for Fun	30%	30%	31%
Go To A Beach/Lake	27%	26%	26%
Board Games	25%	25%	25%
Gardening	17%	19%	20%
Visit Museum	16%	15%	14%
Photography	15%	14%	13%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	63%	64%	66%
Gen./Fam. Practitioner	25%	26%	28%
Backache	22%	23%	23%
None Of These	22%	21%	19%
Hypertension/High Blood Pressure	19%	20%	22%
Dentist	15%	16%	18%
Eye Dr.	14%	15%	17%
High Cholesterol	13%	14%	16%
Acid Reflux Disease (GERD)	12%	13%	14%
Gas	12%	11%	11%

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	23.63%	23.31%	23.35%
Live Theater	16.83%	16.04%	15.45%
Comedy Club	14.13%	12.9%	11.26%
Rock/Pop Concerts Most Often	13.09%	12.71%	12.77%
Dance Performance	12.75%	11.84%	11.02%
Live Theater Most Often	10.61%	10.65%	11.1%
Movies: Action/Adventure	47.34%	44.99%	42.32%
Movies: Comedy	43.58%	43.15%	42.91%
Movies: Mystery	33.09%	29.91%	25.52%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Drama	30.28%	29.19%	28.1%
Movies: Horror	24.75%	23.86%	22.31%
Movies: Fam.	22.12%	22.4%	23.17%
NFL Football Reg. Season	5.67%	5.08%	4.33%
MLB Baseball Reg. Season	4.81%	4.4%	3.63%
NBA Basketball Reg. Season	4.17%	3.71%	3.2%
College Football Reg. Season	4.03%	4%	3.99%
Auto Racing Events	3.68%	3.17%	2.18%
Skiing	2.78%	2.17%	1.23%

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	30.61%	31.19%	32.3%
Swimming	18.22%	18.82%	19.69%
Basketball	17.99%	17.8%	18.07%
Jogging/Running	17.87%	17.11%	16.28%
Bowling	16.7%	16.53%	16.87%
Billiards/Pool	16.52%	16.41%	16.51%
Weight Training	13.74%	12.96%	12.45%
Football	12.73%	12.79%	13.28%
Freshwater Fishing	11.04%	11.64%	11.79%
Aerobics	10.49%	10.11%	10.28%
Baseball	9.88%	9.81%	9.9%
Stationary Cycling	9.78%	9.6%	9.57%
Using Cardio Machine	9.56%	8.95%	8.51%
Volleyball	9.06%	8.71%	8.44%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Mountain/Road Biking	8.47%	8.11%	7.51%
Softball	7.38%	7.08%	6.74%
Ice Skating	7.09%	6.77%	6.33%
Golf	6.78%	7.03%	7.09%
Saltwater Fishing	6.47%	5.93%	5.5%
Backpacking/Hiking	6.44%	6.06%	5.07%
Yoga	6.28%	6.09%	6.01%
Roller Skating	6.25%	6.09%	5.92%
Snorkeling	5.78%	5.48%	4.87%
Soccer	5.57%	5.42%	5.54%
Camping Trips	5.4%	5.76%	5.38%
Jet Skiing	5.05%	4.86%	4.45%
Tennis	4.99%	5.03%	5.34%
Skateboarding	4.85%	4.53%	4.08%



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
Auto Racing	4.4%	3.8%	2.8%
Fly Fishing	4.29%	4.3%	4.1%
Surfing & Windsurfing	4.26%	3.86%	3.14%
Target Shooting	4.07%	4.28%	4.01%
Martial Arts	4.04%	3.5%	2.78%
Motorcycling	3.92%	3.91%	3.7%
Hunting	3.84%	4.42%	4.44%
Power Boating	3.71%	4.11%	4.09%
Snowmobiling	3.58%	3.74%	3.49%
Snowboarding	3.47%	3.37%	3.19%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Canoeing/Kayaking	3.39%	3.65%	3.58%
Rock Climbing	3.29%	3.06%	2.68%
Racquetball	3.24%	3.18%	3.32%
Hockey	3.23%	3.21%	3.24%
Downhill & X-Country Skiing	3.22%	3.32%	3.16%
Water Skiing	3.1%	3.17%	3.05%
Sailing	3.08%	3.09%	2.87%
Horseback Riding	3%	3.12%	3.17%
Archery	2.78%	2.75%	2.49%
Rowing	2.46%	2.26%	1.99%

Potential Cultural Barriers -- Introduction (part 1)

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

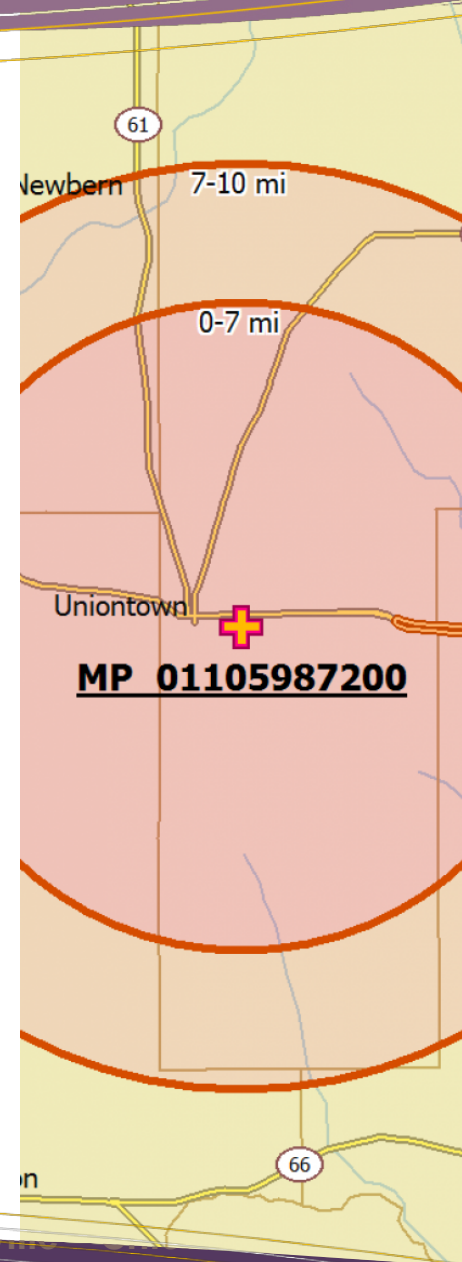
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

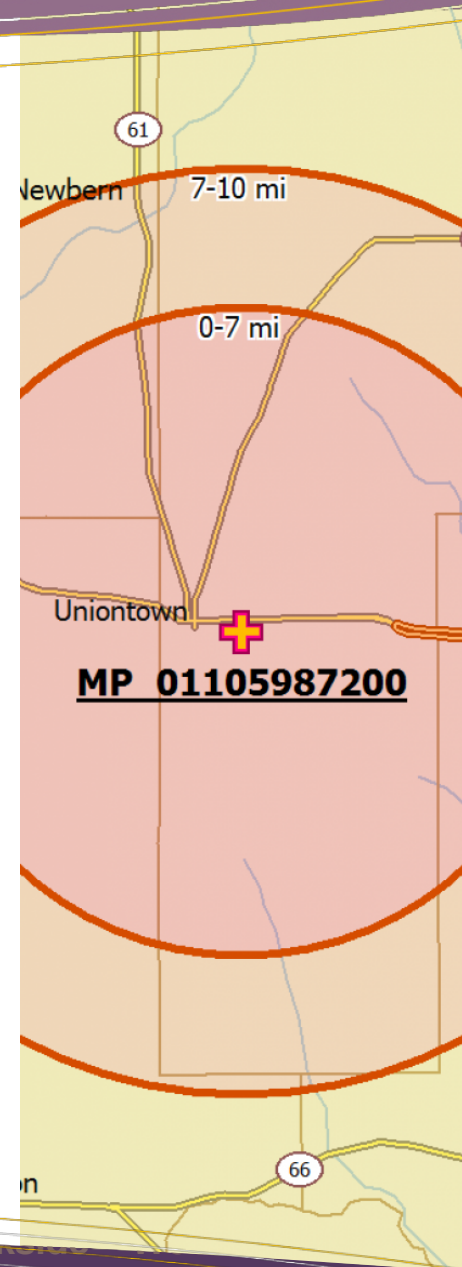
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 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	57%	57%	57%
Speak My Mind Even If It Upsets People	45%	45%	44%
Like Control Over People And Resources	39%	40%	41%
Too Much Sponsorship In Arts/Sports	35%	35%	35%
Don't Judge People/Way They Live Life	35%	35%	35%
Find It Difficult To Say No To My Kids	33%	33%	35%
I Am A Workaholic	30%	30%	29%
Woman's Place Is In The Home	26%	29%	32%
Like to Stand Out In A Crowd	25%	25%	25%
We Should Strive for Equality for All	24%	24%	23%
Like To Do Unconventional Things	23%	24%	25%
Marijuana Should Be Legalized	21%	21%	21%

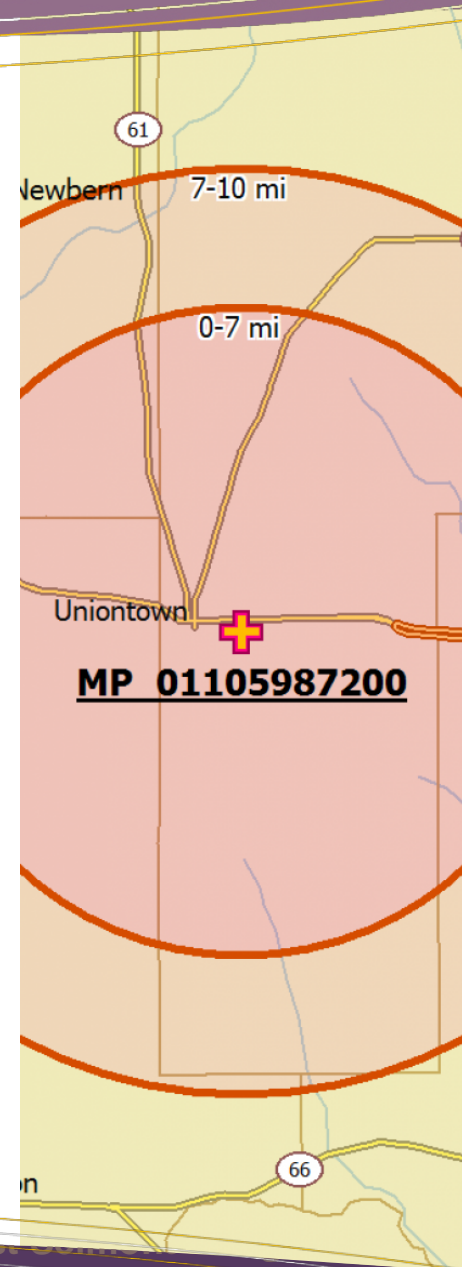
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Money Is Best Measure Of Success	21%	22%	22%
If Won Lottery Would Never Work Again	20%	21%	23%
Very Happy With My Life As It Is	19%	17%	15%
Prefer To Have Few Possessions As Possible	19%	20%	22%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Friends More Important Than My Fam.	17%	17%	17%
I Am A Perfectionist	16%	15%	13%
Willing To Give Up Time With Fam. To Advance	16%	14%	11%
Only Work Current Job for The Money	15%	15%	16%
Like To Pursue Challenge/Novelty/Change	14%	15%	16%
Happy With My Standard Of Living	14%	13%	13%
Little I Can Do To Change My Life	11%	11%	11%



Potential Cultural Themes

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

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



Potential Cultural Themes:

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

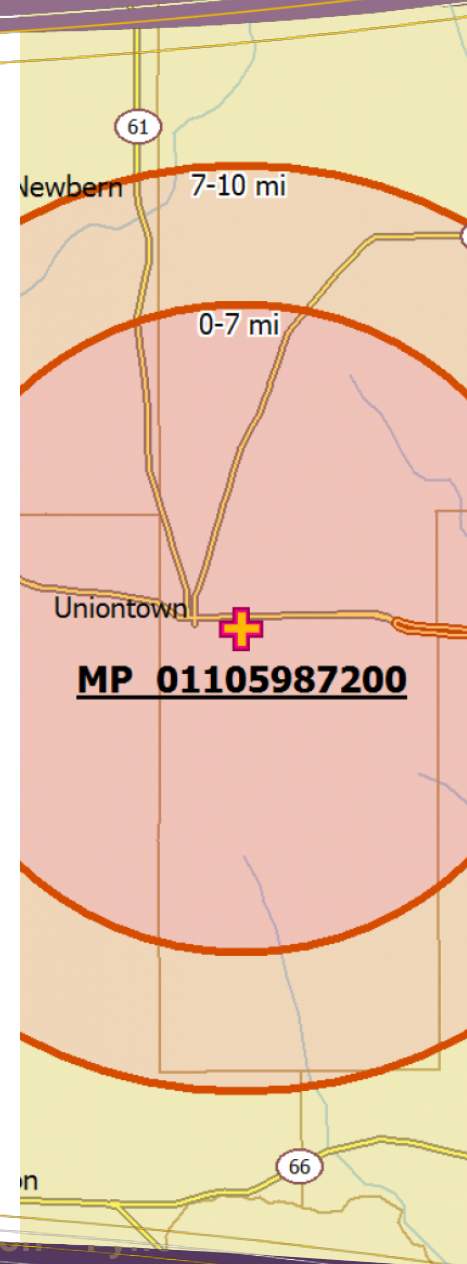
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
You Should Seize Opportunities In Life	56%	56%	57%
Important To Respect Customs And Beliefs	48%	49%	51%
Like To Understand About Nature	39%	39%	39%
Important Feel Respected By My Peers	38%	37%	35%
Prefer Work Part Of Team Than Alone	38%	39%	39%
Important To Juggle Various Tasks	36%	36%	36%
Good At Fixing Things	34%	33%	33%
Consider Myself Interested In The Arts	27%	27%	26%
Have Keen Sense Of Adventure	27%	27%	29%
Provide My Kids With The Little Extras	25%	25%	25%
People Have To Take Me As They Find Me	24%	23%	23%
Looking for New Ideas To Improve Home	23%	23%	24%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Try Not To Worry About The Future	20%	20%	19%
Worried About Pollution Caused By Cars	19%	18%	16%
Prefer To Have Few Possessions As Possible	19%	20%	22%
Real Men Don't Cry	18%	18%	17%
Enjoy Spending Time With My Fam.	16%	16%	15%
Is An Important Part Of Who I Am	15%	15%	14%
Like To Just Enjoy Life	15%	16%	17%
Feel Very Alone In The World	8%	8%	7%
Children Should Be Allowed To Express Themselves	8%	8%	9%
Would Like To Set Up Own Business	8%	7%	6%
Decor Particular Interest To Me	7%	6%	5%
Like Spending Most Time With Fam.	6%	6%	6%



Potential Shared Places

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



Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 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	86.07%	86.75%	87.44%
Restaurant-Visit Any			
Fam. Restaurants/Steak	65.82%	67.69%	70.77%
Houses-Visit Any			
McDonald's	56.26%	56.4%	56.6%
Burger King	42.63%	41.93%	41.09%
Kentucky Fried Chicken (KFC)	41.07%	41.16%	41.67%
Subway	29.94%	30.61%	31.2%
Wendy's	26.68%	28.57%	31.86%
Pizza Hut	25.07%	25.52%	26.63%
Taco Bell	24.92%	25.21%	25.9%
Applebee's	23.5%	24.29%	25.26%
Arby's	21.54%	21.74%	21.62%
Red Lobster	21.04%	20.89%	20.68%

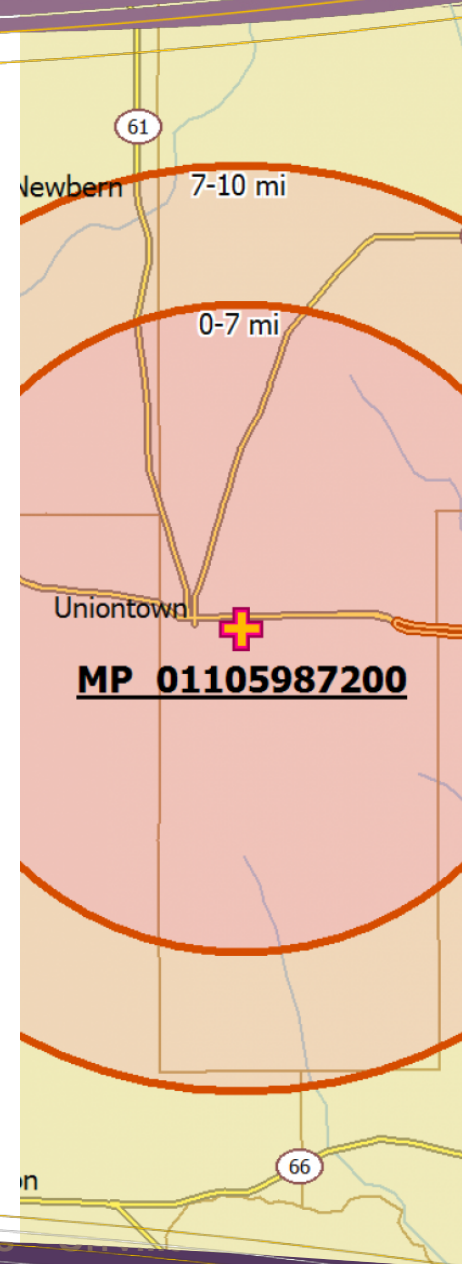
PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Popeyes	19.94%	20.24%	21.34%
TGI Friday's	19.68%	18.08%	16.36%
IHOP (International House Of Pancakes)	18%	17.2%	16.7%
Dairy Queen	17.84%	18.71%	18.81%
Olive Garden	17.82%	17.63%	17.5%
Domino's Pizza	17.28%	17.62%	18.72%
Dunkin' Donuts	16.46%	15.12%	13.86%
Golden Corral	15.56%	15.79%	16.85%
Church's Fried Chicken	15.16%	15.33%	16%
Hardee's	15.03%	15.25%	15.05%
Chick-Fil-A	14.64%	14.25%	14.74%
Outback Steakhouse	13.54%	13.4%	13.34%

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.

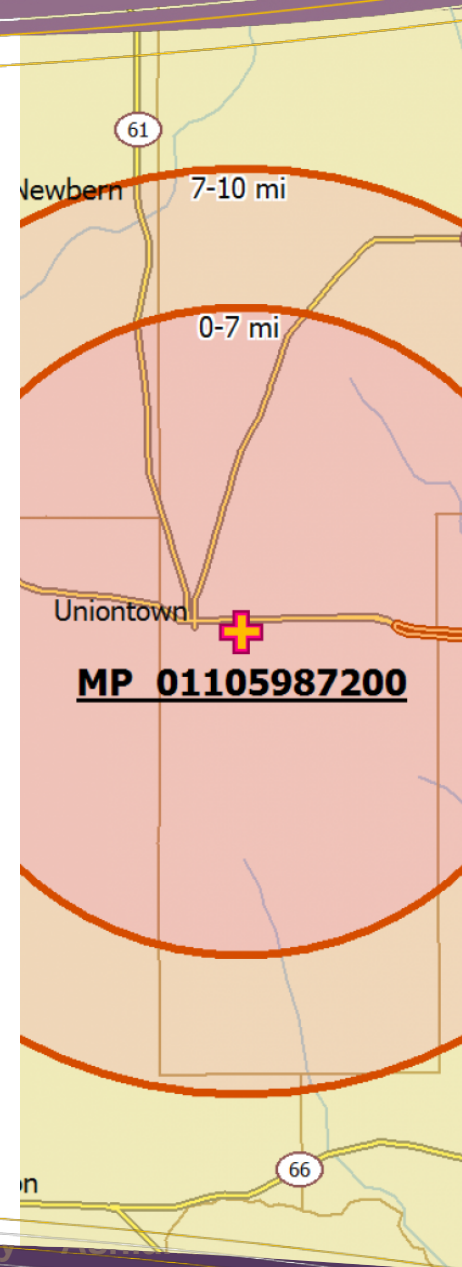
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	29.51%	31.29%	34.21%
Recycled products	13.67%	14.91%	17.25%
Worked as volunteer (non political)	8.77%	9.18%	9.63%
Religious club member	7.04%	7.24%	7.5%
Engaged in fund raising	5.5%	6.38%	7.89%
Church Board	4.87%	5.28%	6.16%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Took active part in local civic issue	4.51%	4.49%	4.39%
Wrote to editor of mag or newspaper	3.88%	3.9%	3.94%
Addressed a public meeting	3.1%	3.12%	3.21%
Wrote to elected offcl about publ bus	2.76%	2.89%	3.07%
Charitable Organization	2.66%	2.8%	3.04%
Fraternal order member	2.6%	2.74%	2.96%

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	10.07%	10.42%	11.18%
Novel	9.94%	10.11%	10.5%
Cookbooks	9.06%	8.8%	8.33%
Religious (not Bibles)	8.95%	8.82%	9.19%
Mystery	7.66%	7.45%	6.94%
Romance	6.31%	6.23%	6.26%
Mail order	5.46%	5.2%	4.99%
Supermarket	5.25%	4.97%	4.6%
Personal/Business	4.5%	4.39%	4.54%
Self-help			

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper	60.53%	60.76%	62.28%
Distributed			
Gen. Editorial	52.45%	52.75%	54.37%
Womens	48.04%	47.5%	47.94%
Service	28.99%	28.81%	28.34%
Music	23.55%	22.99%	23%
Parenthood	18.79%	18.23%	17.27%
Business/Finance	17.25%	17.64%	19.47%
Mens	16.6%	17.24%	18.6%
Sports	14.04%	13.72%	13.59%



Intercultural Institute
for Contextual Ministry

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 participation 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	39.23%	40.45%	41.94%
Classified	35.63%	34.84%	32.89%
Sport	24.67%	25.37%	26.15%
Comics	21.85%	21.94%	21.11%
Food/Cooking	20.56%	20.29%	19.94%
TV/Radio Listings	19.87%	19.99%	20.36%
Editorial Page	19.85%	20.49%	21.06%
Movie Listings & Reviews	19.78%	19.49%	19.97%
Business/Finance	17.43%	17.97%	19.08%
Fashion	14.33%	14.25%	14.78%
Home/Gardening	13.47%	13.73%	14.36%
Travel	11.25%	11.54%	12.59%
Science/Technology	9.07%	9.51%	10.27%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Urban Contemporary	51.76%	50.2%	50.43%
CHR Contemp Hit Radio	16.75%	15.96%	15.35%
Adult Contemporary	12.13%	11.7%	10.38%
Gospel	10.19%	9.94%	10.08%
Country	9.5%	10.32%	9.25%
Jazz	9.21%	9.9%	12.04%
Oldies	8.05%	8.22%	8.32%
Variety	6.86%	7.54%	9.11%
Soft Contemporary	4.32%	4.15%	4.24%
Alternative	3.65%	3.6%	3.62%
Religious	3.18%	3.47%	4.02%
Hispanic	2.69%	2.42%	2.33%
Rock	2.62%	2.97%	3.34%
News/Talk	2.52%	2.82%	3.4%
Classic Rock	2.45%	2.62%	2.51%
All News	2.15%	2.74%	4.42%
Sports	1.46%	1.52%	1.9%
Classical	1.1%	1.19%	1.57%

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
Other Video-On-Demand	60.29%	59.43%	56.81%
Fox News Channel	50.79%	52.89%	56.08%
Soapnet	44.04%	44.99%	47.26%
Satellite Dish	40.89%	42.13%	44.28%
Subscribe Digital Cable	39.02%	36.9%	34.59%
Adult Pay Per View TV	30.11%	30.4%	31.09%
MSNBC	28.86%	30.6%	32.57%
ESPN2	28.71%	26.74%	23.72%
Comedy Central	27.34%	26.36%	24.82%
Sci-Fi Channel	26.18%	28.27%	30.96%
CNBC	26.16%	23.42%	19.87%
BET (Black Entertainment TV)	23.8%	23.98%	23.89%

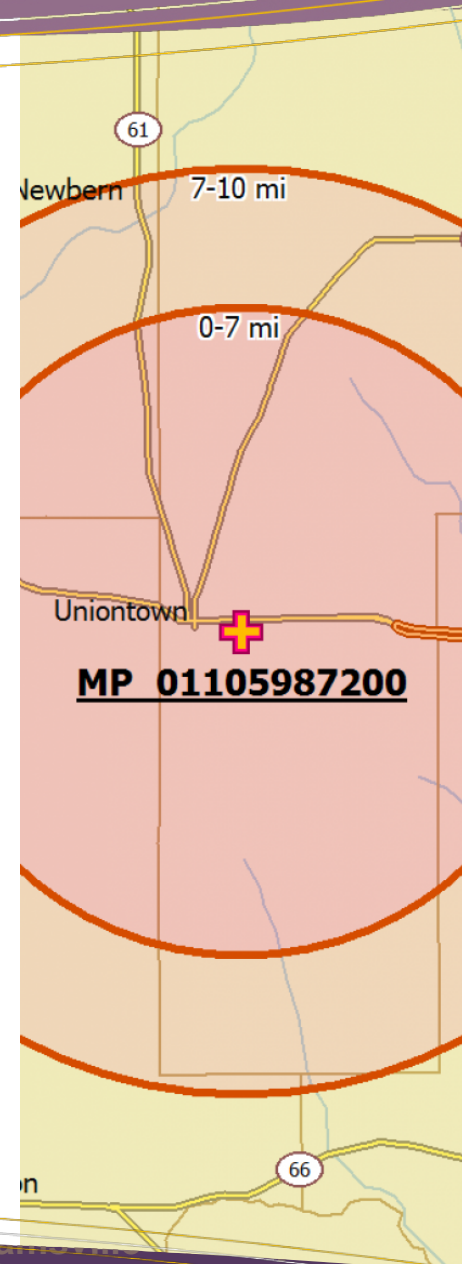
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
TV Info From Monthly Cable Guide	23.78%	23.37%	22.87%
TV Info From Newspapers	23.11%	23.33%	24.07%
Discovery Channel	22.59%	21.14%	19.26%
Nickelodeon	22.38%	23.73%	24.96%
ABC Fam.	22.17%	21.87%	21.63%
Nick At Nite	22.12%	23.25%	24.6%
E (Entertainment TV)	22.02%	21.29%	20.21%
CNN (Cable News Network)	21.9%	21.37%	20.46%
Hallmark Channel	21.47%	21.77%	22.4%
TV Info From Sunday TV Magazine	21.07%	21.89%	23.83%
ESPN	20.62%	20.05%	18.74%
TV Info From Other	20.14%	20.28%	20.73%

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+)	12.9%	13.19%	13.58%
Medium Users (4-6)	7.24%	7.02%	6.92%
Light Users (1-3)	14.74%	14.81%	15.27%
Quintiles (20%)			
Newspaper I (Heavy)	1.88%	1.76%	1.49%
Newspaper II	2.71%	2.36%	1.94%
Newspaper III	0.53%	0.74%	1.18%
Newspaper IV	0.38%	0.43%	0.49%
Newspaper V (Light)	0.77%	0.86%	1%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.05%	21.4%	22.27%
Magazines II	10.88%	10.52%	10.43%
Magazines III	10.19%	10.45%	10.8%
Magazines IV	12.03%	12.62%	14.05%
Magazines V (Light)	0.5%	0.61%	0.91%
Outdoor I (Heavy)	10.06%	10.15%	10.2%
Outdoor II	5.93%	6.09%	6.42%
Outdoor III	6.65%	6.64%	6.67%
Outdoor IV	17.27%	17.08%	16.88%
Outdoor V (Light)	27.2%	26.75%	25.65%
Yellow Pages I (Heavy)	15.29%	15.48%	16.18%
Yellow Pages II	8.27%	8.51%	9.06%
Yellow Pages III	13.46%	13.37%	13.37%
Yellow Pages IV	22.04%	23.15%	24.7%
Yellow Pages V (Light)	6.05%	6.1%	6.17%

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 Quintiles
(fifths / 20%)

Drive Time I & II (Heavy)	2.19%	2.29%	2.2%
Drive Time III (Medium)	0.44%	0.58%	0.82%
Radio IV & V (Light)	2.61%	2.47%	2.53%

Radio Media Quintiles (fifths / 20%)

Radio I & II (Heavy)	12.42%	12.75%	13.42%
Radio III (Medium)	2.49%	2.61%	2.93%
Radio IV & V (Light)	5.15%	4.79%	4.62%

Cable TV Quintiles (fifths / 20%)

Cable I & II (Heavy)	11%	10.78%	10.73%
Cable III (Medium)	7.18%	6.95%	6.64%
Cable IV & V (Light)	43.74%	43.9%	44.02%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
--------	--------------	---------------	----------------

TV Prime Time Quintiles (fifths / 20%)

Prime Time I & II (Heavy)	2.51%	2.88%	3.3%
Prime Time III (Medium)	0.45%	0.61%	0.82%
Prime Time IV & V (Light)	17.89%	16.57%	14.66%

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

Fringe I & II (Heavy)	34.06%	35.11%	36.35%
Fringe III (Medium)	48.54%	50.67%	53.45%
Fringe IV (Light)	48.29%	50.39%	53.45%

TV All Day Quintiles (fifths / 20%)

All Day I & II (Heavy)	18.86%	18.58%	17.98%
All Day III (Medium)	24.07%	24.84%	25.73%
All Day IV (Light)	21.75%	22.47%	23.81%



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]	11.39%	11%	10.66%
6:00am - 10:00am	14.68%	14.76%	15.02%
10:00am - 3:00pm	26.16%	23.42%	19.87%
3:00pm - 7:00pm	21.9%	21.37%	20.46%
7:00pm - Midnight	11.01%	11.29%	11.82%
Midnight - 6:00am	15.74%	14.66%	12.92%

Weekend Radio

Listeners

Dayparts [summary]	19.87%	18.82%	17.37%
6:00am - 10:00am	3.65%	3.24%	2.81%
10:00am-3:00pm	6.56%	5.96%	5.4%
3:00pm - 7:00pm	18.54%	16.29%	12.7%
7:00pm - Midnight	11.78%	11.71%	11.98%
Midnight - 6:00am	22.59%	21.14%	19.26%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
-------	--------------	---------------	----------------

Prime Time TV Viewers

8:00-11:00pm	6.5%	6.43%	6.07%
Saturday:	7.51%	7.54%	8.05%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.4%	10.36%	10.28%
9:00am-1:00pm	22.12%	23.25%	24.6%
9:00am-4:00pm	26.96%	27.89%	28.98%
4:00pm-7:00pm	23.7%	25.22%	28.66%
11:00pm-1:00am	39.9%	41.71%	44.21%
AVG Prime time	8.2%	7.85%	7.56%

Mon-Sun

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 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	20.62%	20.05%	18.74%
7-9am	28.71%	26.74%	23.72%
9am-12noon	9.37%	11.59%	14.69%
12noon-4pm	17.58%	16.29%	14.29%
4-6pm	43.25%	43.89%	45.87%
6-7pm	16.58%	16.71%	16.85%
7-7:30pm	1.12%	1.16%	1.4%
7:30-8pm	12.12%	12.12%	12.16%
8-11pm	6.5%	6.43%	6.07%
11pm-12am	28.86%	30.6%	32.57%
11pm-1am	39.9%	41.71%	44.21%
1-6am	33.07%	33.09%	33.25%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	15.91%	15.64%	15.71%
Sat: 10am-1pm	11.12%	10.44%	9.9%
Sat: 1-4pm	21.5%	21.91%	23.16%
Sat: 4-6pm	8.17%	7.84%	7.68%
Sat: 6-7pm	0.51%	0.67%	1.02%
Sat: 7-8pm	0.45%	0.59%	0.8%
Sat: 8-11pm	7.51%	7.54%	8.05%
Sat: 11pm-1am	5.92%	5.99%	6.61%
Sat: 1am-7pm	16.71%	17.27%	18.42%
Sun: 7-10am	2.07%	2.07%	2.18%
Sun: 10am-1pm	3.92%	4.2%	4.59%
Sun: 1-4pm	4.03%	3.94%	4.09%
Sun: 4-7pm	12.61%	12.08%	11.49%
Sun: 7-11pm	10.4%	10.36%	10.28%
Sun: 11pm-1am	7.69%	7.28%	6.85%
Sun: 1-7am	19.19%	19.17%	19.5%



Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?



Intercultural Institute
for Contextual Ministry

Biblical Missional Multiplication

Biblical missional multiplication builds upon discipling and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.

Missional Multiplication Principle *2nd Timothy 2:2*



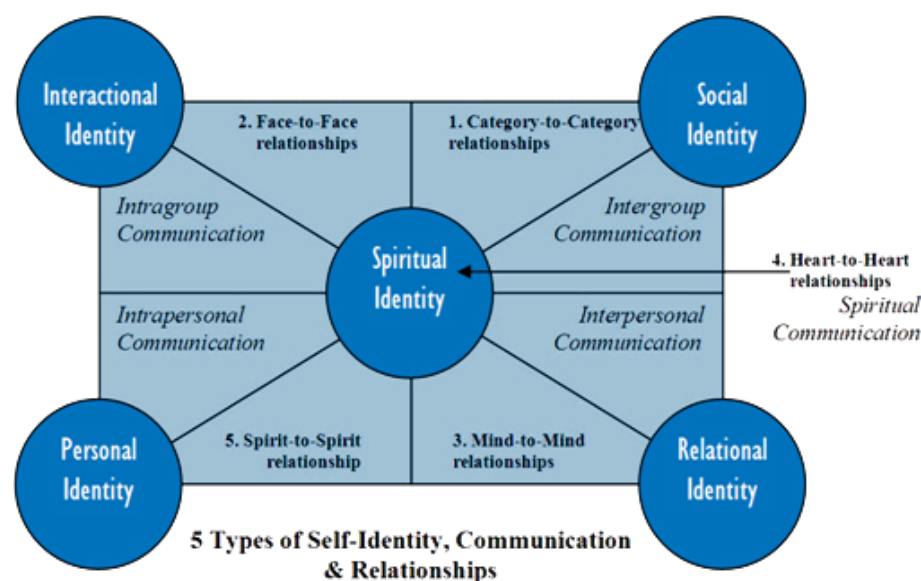
Intercultural Institute
for Contextual Ministry

Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

Communication Steps

1. **Category-to-Category:** Connect through a common social identity; some activity, interest, or behavior that you share with the person.
2. **Face-to-Face:** Begin interacting with the person; building a personal rapport.
3. **Mind-to-Mind:** After building a rapport, move the conversation towards spiritual issues.
4. **Heart-to-Heart:** As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
5. **Spirit-to-Spirit:** This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

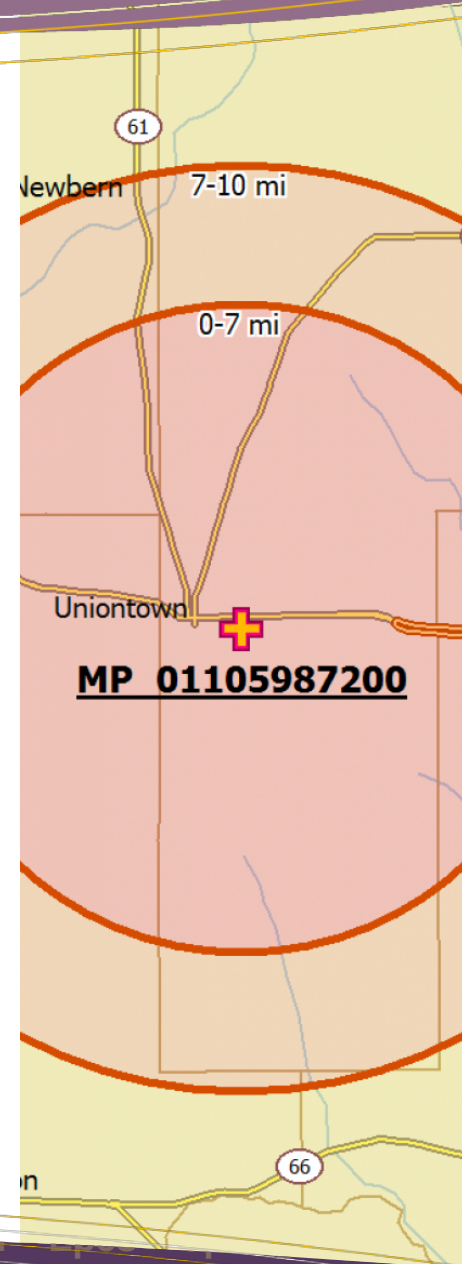


Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report selects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net. IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Notes and Sources

1. 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	WRSHIP AVG	IICM CGR
1	Uniontown	PO Box 428 Uniontown, AL 36786	0.30 mi	47	Growing
2	Second Baptist	PO Box 589 Uniontown, AL 36786	0.90 mi	14	Plateauing
3	Newbern	PO Box 187 Newbern, AL 36765	9.97 mi	47	Plateauing
4	Gallion Baptist	PO Box 42 Gallion, AL 36742	11.33 mi	168	Plateauing
5	Thomaston	6261 2nd Ave Thomaston, AL 36783	13.99 mi	19	Declining
6	Safford	PO Box 68 Safford, AL 36773	14.47 mi	29	Growing
7	Hopewell	RR 2 Box 176 Marion, AL 36756	14.68 mi	46	Growing
8	Providence	36560 Al Highway 69 Gallion, AL 36742	15.33 mi	60	Declining
9	Faith Chapel	PO Box 917 Marion, AL 36756	15.34 mi	16	Plateauing
10	Marion Junction	PO Box 266 Marion Junction, AL 36759	16.47 mi	28	Plateauing
11	Siloam	505 Washington St Marion, AL 36756	16.82 mi	205	Plateauing
12	Greensboro	908 Main St Greensboro, AL 36744	17.97 mi	201	Plateauing
13	Rangeline	5805 County Road 19 Linden, AL 36748	18.37 mi	85	Declining
14	Orrville	PO Box 236 Orrville, AL 36767	18.83 mi	75	Plateauing
15	Catherine	PO Box 65 Catherine, AL 36728	18.83 mi	47	Declining

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Demopolis First	PO Drawer 1009 Demopolis, AL 36732	19.09 mi	79	Declining
17	Fairhaven	1504 Cardinal St Demopolis, AL 36732	19.15 mi	314	Plateauing
18	Sardis	5765 County Road 36 Thomaston, AL 36783	19.40 mi	48	Plateauing
19	Forest Hill	PO Box 480201 Linden, AL 36748	19.46 mi	41	Declining
20	Linden	PO Box 480776 Linden, AL 36748	19.75 mi	109	Plateauing
21	Westside	PO Box 579 Demopolis, AL 36732	19.93 mi	26	Growing
22	Calvary	Route 3 Box 109 Marion, AL 36756	21.58 mi	20	Growing
23	Pine Flat	RR 6 Box 228 Selma, AL 36701	21.90 mi	57	Declining
24	Bethlehem	3101 County Road 33 Linden, AL 36748	21.93 mi	65	Declining
25	Calvary	17007 US Highway 43 Linden, AL 36748	22.64 mi	13	Plateauing
26	Jefferson	General Delivery Jefferson, AL 36745	22.64 mi	22	Plateauing
27	Lamison	12417 Al Highway 5 Catherine, AL 36728	22.91 mi	239	Plateauing
28	Antioch	PO Box 57 Greensboro, AL 36744	23.13 mi	56	Plateauing
29	Riverview	231 Beach Rd Camden, AL 36726	24.18 mi	34	Growing
30	Rhodes Chapel	1722 Shelton Road Greensboro, AL 36744	24.51 mi	38	Declining



Intercultural Institute
for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Ocmulgee	RR 6 Box 378 Selma, AL 36701	24.65 mi	153	Declining
32	Westwood	4085 US Highway 80 W Selma, AL 36701	24.91 mi	163	Plateauing
33	Gateway Ministries	PO Box 675 Selma, AL 36702	25.27 mi	26	Growing
34	New Haven	251 Christian Dr Greensboro, AL 36744	26.07 mi	28	Plateauing
35	Good News	241 Old Marion Junction Rd Selma, AL 36701	26.23 mi	65	Growing
36	Old Belmont	3878 McDowell Rd Livingston, AL 35470	26.24 mi	37	Growing
37	Dallas Avenue	2410 W Dallas Ave Selma, AL 36701	26.26 mi	61	Declining
38	Fairview	1800 W Dallas Ave Selma, AL 36701	26.64 mi	83	Growing
39	Ephesus	RR 4 Box 83 Marion, AL 36756	26.72 mi	32	Declining
40	Crosspoint Christian Church	1710 W Dallas Ave Selma, AL 36701	26.78 mi	78	Growing
41	County Line	PO Box 262 Arlington, AL 36722	27.04 mi	22	Declining
42	Pisgah	RR 6 Box 294 Selma, AL 36701	27.37 mi	23	Plateauing
43	West End	504 Cahaba Rd Selma, AL 36701	27.53 mi	75	Declining
44	Wayne	304 Barkley Dr Dixons Mills, AL 36736	27.80 mi	42	Declining
45	Macedonia	25643 Al Highway 69 Greensboro, AL 36744	27.85 mi	34	Growing



6 Watroak Court
North Augusta, SC 29841

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

In Partnership with:



Alabama Baptist Convention
State Board of Missions

This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

CONTACT US:

Email: cwatke@iicm.net

Office: 803-279-5828

Web: www.iicm.net

www.apept.org

www.missionalcoach.org

www.missionalcontext.org

www.missionalcorps.org

www.missionalcyclopedia.org

www.missionalzipcode.org

www.missionalpartners.org

