

MissionSite

top unreached locations



ALEXANDRIA, AL

CENSUS TRACT: 01015002501

REGION: North Central Region

ASSOCIATION: Calhoun

DISTRICT: 03: East Central District

COUNTY: Calhoun

SITESCAPE: Townscape

DENSITY PATTERN: I1



Alabama Baptist Convention
State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

MissionSite (TM) Table of Contents

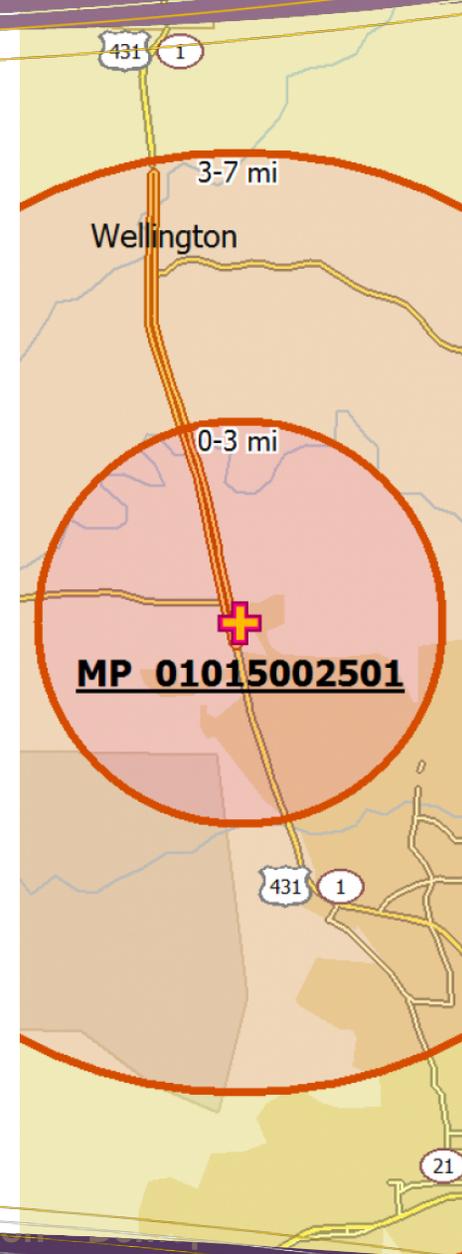
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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



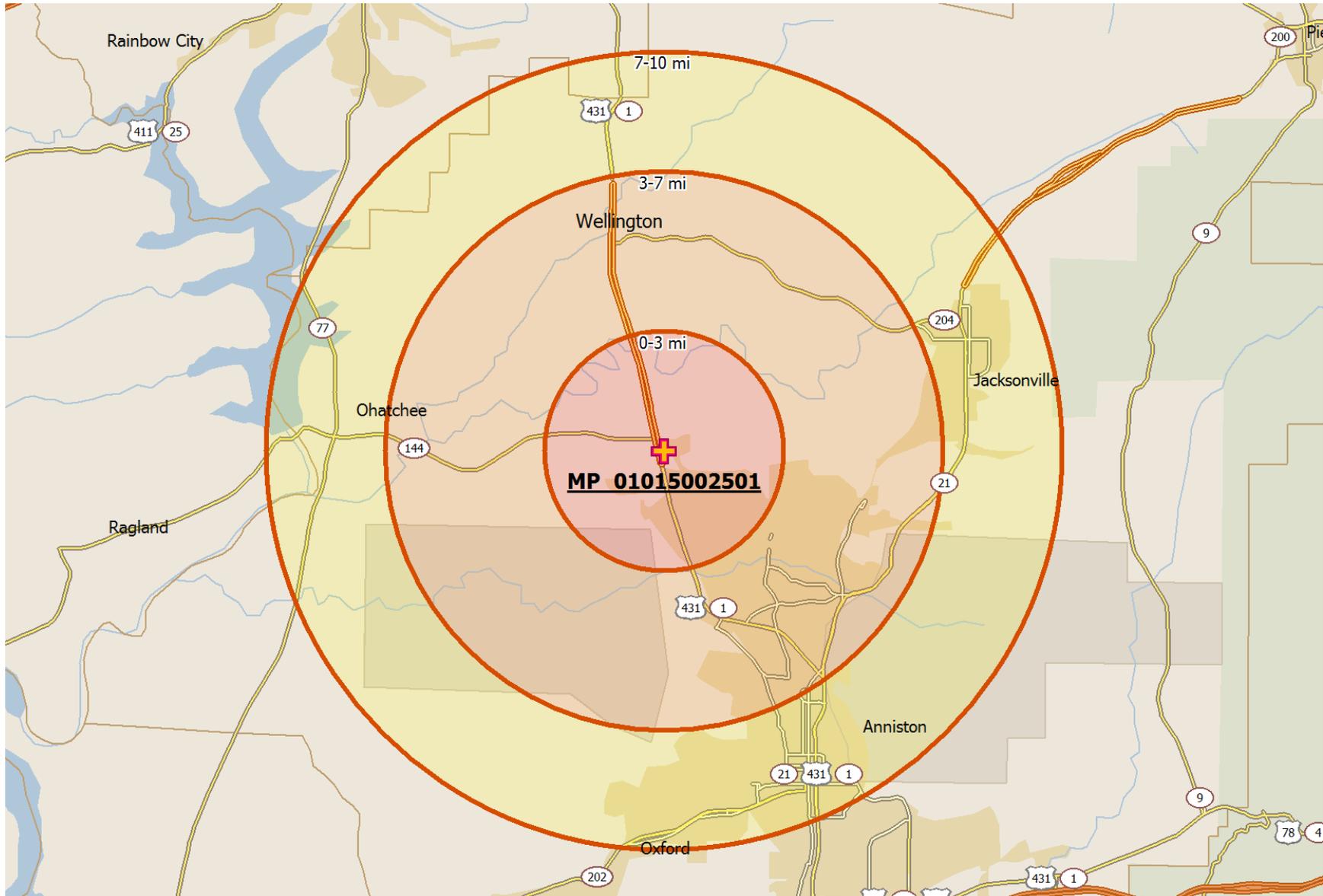
Site Location Summary

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 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1130	Calhoun
3	District	03	East Central District
4	County Location	01015	Calhoun
5	Zipcode	36250	Calhoun
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	11	10000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

RURAL / URBAN	CODE	EXPLANATION
1 Metro or Non-Metro	1	Metro
2 Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3 Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4 NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5 NCES Urban Centric Locale Codes	23	Suburb: Small: Territory outside a principal city and inside an urbanized area with population less than 100,000.
6 IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7 ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8 Percent Commuting to Metro	0	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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	5,273	27,184	37,414
2010 Households	2,061	11,063	15,546
2010 Group Quarters Population	22	101	2,312

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	17	24	33
Language Diversity National Index	2	19	12
Foreign Born Diversity National Index	37	44	51
Ancestry Diversity National Index	46	38	17
Racial Diversity National Index	26	36	57

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	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	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

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?

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	31,200	1,348	4.32%
Unreached %	66%	65.38%	99.07
Religious But NOT Evangelical HH	8,027	308	3.84%
Religious But NOT Evangelical %	16.98%	14.95%	88.07
Spiritual But NOT Relig or Evang HH	4,545	226	4.98%
Spiritual But NOT Relig or Evang %	9.61%	10.99%	114.27
Not Evangelical, Not Interested HH	18,903	813	4.3%
Not Evangelical, Not Interested %	39.98%	39.44%	98.64



Pinson Mignon Gantt Talladega South Vinemont Headland Chickasaw Sylvania Reform Cowarts Fort
 Needham Grayson Valley Trafford Mountain Brook Newbern Twin Saks Vernon Hayneville Oak Grove
 Meridianville Killen Fayette Huntsville Butler Decatur Andalusia Lee
 Ariton Mount Vernon Lisman Huguley Kingston Blue Springs Hanceville Rock Creek Centre Kinsey
 Hart Wilton Rockford Minor Somerville Courtland Carrollton Odenville Jacksons' Gap Northport Hel

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	93	5	5.38%
Active ALSBOM Attenders	14,040	824	5.87%
Active Evangelical Households	11,591	514	4.43%
Active Evangelical Percent	24.52%	24.93%	101.66
Inactive Evangelical Households	4,485	199	4.44%
Inactive Evangelical Percent	9.49%	9.66%	101.79
# 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.	WRSH AVG	IICM CGR
1	Mt. Zion	0.87 mi	426	Growing
2	Alexandria	1.29 mi	60	Declining
3	United Fellowship	1.64 mi	138	Plateauing
4	Mountain View	2.39 mi	96	Growing
5	Post Oak Springs	2.95 mi	104	Declining
6	Westwood	3.04 mi	374	Declining
7	Leatherwood	3.30 mi	355	Growing
8	Wellington First	3.95 mi	119	Growing
9	West Weaver	4.22 mi	77	Declining
10	Oak Bowery	4.49 mi	161	Declining
11	Hill Crest	4.72 mi	1,600	Plateauing
12	Gladeview	5.00 mi	185	Declining
13	Saks First	5.29 mi	354	Plateauing
14	Lloyds Chapel	5.29 mi	134	Plateauing
15	Hebron	5.42 mi	54	Declining

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Weaver First	5.43 mi	245	Plateauing
17	Cedar Springs	6.01 mi	46	Plateauing
18	Anniston First	6.08 mi	133	Growing
19	Oakridge	6.13 mi	128	Declining
20	Duke First	6.16 mi	52	Plateauing
21	Ohatchee First	6.31 mi	55	Declining
22	Angel Grove	6.32 mi	189	Growing
23	Pelham	6.53 mi	28	Growing
24	Blue Mountain	6.57 mi	61	Growing
25	Fairview Heights Northside	6.62 mi	124	Plateauing
26	Mamre	6.74 mi	66	Declining
27	West Point	7.14 mi	72	Plateauing
28	Noble Street	7.57 mi	41	Plateauing
29	West Park Heights	7.76 mi	174	Growing
30	Bonny Brook	7.86 mi	94	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

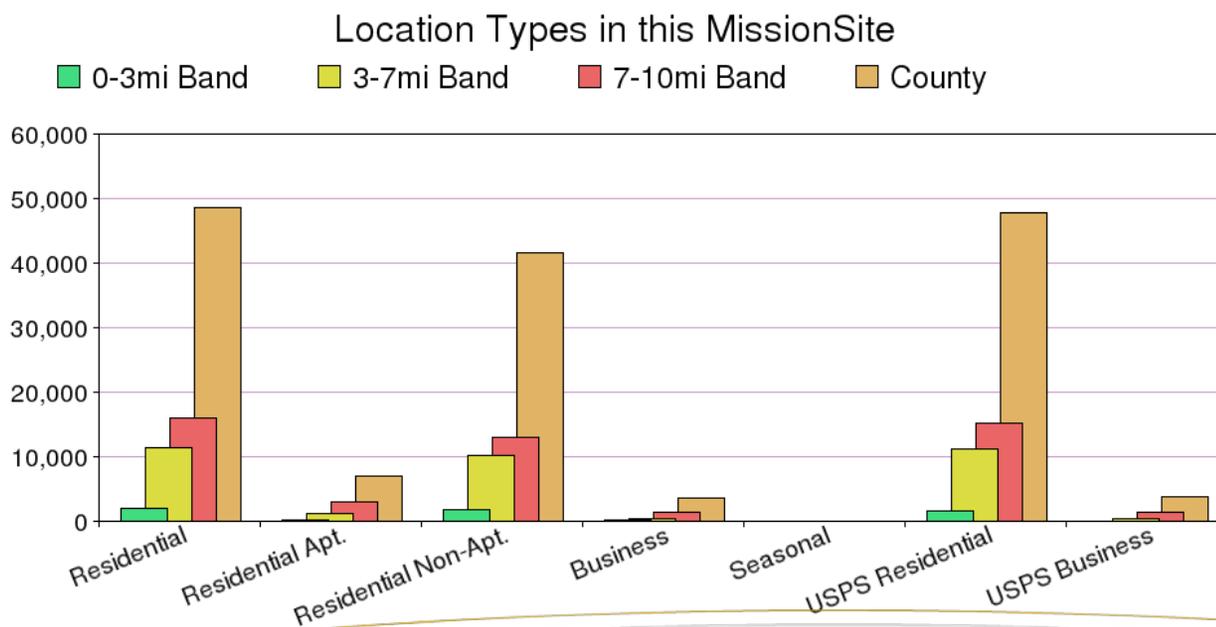
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	116,034	3,844	3.31%
2000 Population	112,249	4,812	4.29%
2010 Population	114,716	5,273	4.6%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	42,984	1,356	3.15%
2000 Households	45,307	1,828	4.03%
2010 Households	47,276	2,061	4.36%



Location Type	0-3mi Band
Residential	1,929
Residential Apt.	106
Residential Non-Apt.	1,823
Business	108
Seasonal	0
USPS Residential	1,621
USPS Business	61

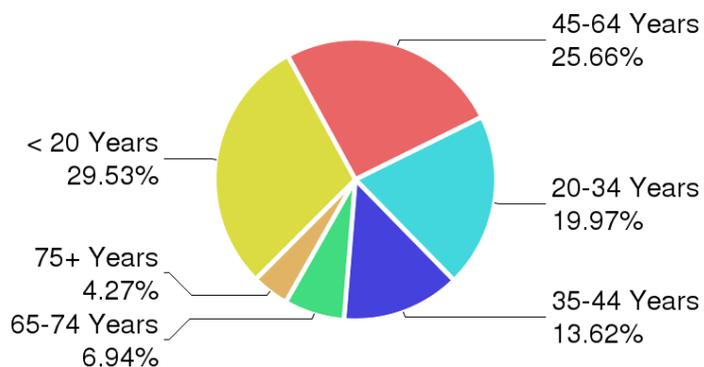
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.3%	6.66%	105.71
4-5 Years	2.7%	2.98%	110.37
6-8 Years	3.85%	4.63%	120.26
9-11 Years	3.79%	4.55%	120.05
12-13 Years	2.51%	2.92%	116.33
14-17 Years	5.08%	5.35%	105.31
18-19 Years	2.49%	2.45%	98.39
0-5 Years	9%	9.63%	107
6-12 Years	8.9%	10.68%	120
13-19 Years	8.82%	9.22%	104.54
< 20 Years	26.72%	29.53%	110.52
20-34 Years	19.72%	19.97%	101.27
35-44 Years	12.12%	13.62%	112.38
45-64 Years	25.83%	25.66%	99.34
65-74 Years	8.35%	6.94%	83.11
75+ Years	7.25%	4.27%	58.9
Median Age	38	32	83.51
Median Age (Male)	36	34	92.86
Median Age (Female)	40	33	84.66

Age Group Percentages

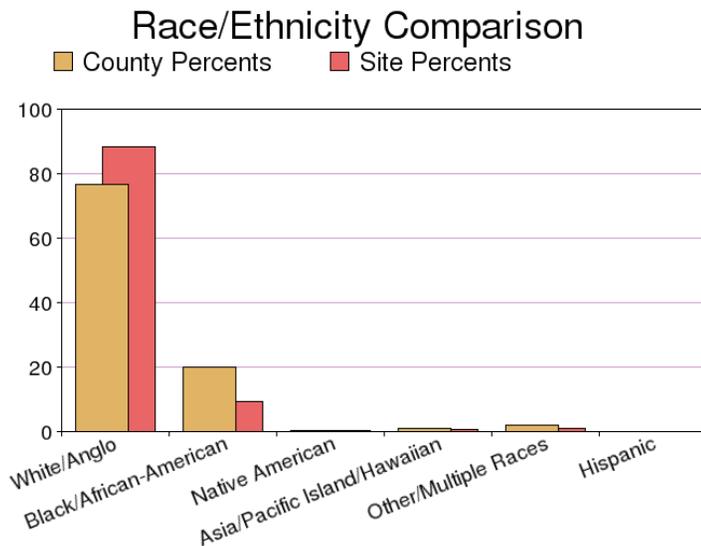


Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	76.75%	88.47%	115.26
Black, African-American	19.9%	9.25%	46.49
Native American	0.41%	0.38%	92.38
Asian	0.83%	0.68%	82.44
Pacific Island, Hawaiian	0.08%	0.06%	75.02
Other/Multiple Races	2.03%	1.14%	56.17
Hispanic	0%	1.29%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	76,747	3,442	
Less than 9th Grade	5.91%	3.2%	184.86
No High School Diploma	13.72%	11.3%	121.36
High School Graduate	36.18%	40.01%	90.43
Some College, no degree	20.96%	19.2%	109.14
Associate Degree	6.73%	8.37%	80.4
College Degree	9.31%	10.87%	85.69
Graduate/Prof. degree	7.2%	7.06%	102.04

Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	11.17%	5.87%	66.95
\$10,000 to \$19,999	15.24%	8.93%	58.56
\$20,000 to \$29,999	13.25%	11.6%	87.53
\$30,000 to \$49,999	20.37%	22.95%	112.64
\$50,000 to \$59,999	8.97%	11.35%	126.59
\$60,000 to \$69,999	7.13%	8.64%	121.09
\$70,000 to \$79,999	6.06%	7.57%	124.9
\$80,000 to \$89,999	4.55%	5.58%	122.75
\$90,000 to \$99,999	2.86%	3.69%	129.13
\$100,000 to \$124,999	5.16%	6.36%	123.15
\$125,000 to \$149,999	2.66%	4.42%	165.93
\$150,000 to \$199,999	1.89%	2.62%	138.4
\$200,000 to \$249,999	0.3%	0.24%	80.2
\$250,000 or more	0.38%	0.15%	38.02
Median Household	38,666	50,551	130.74
Average Household	52,564	61,591	117.17
Per Capita Household	22,200	24,073	108.44
Family/Non-Family Household Income			
Median Family Income	49,950	59,407	118.93
Average Family Income	62,136	71,286	114.73
Median Non-Family Income	22,044	29,007	131.59
Average Non-Family Income	33,566	28,863	85.99



Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	66.5%	73.61%	110.69
Families with Children	32.43%	38.38%	118.36
Families without Children	34.07%	35.23%	103.39
Non-Family Households			
% Non-Family Households	33.5%	26.39%	78.78
Non-Families with Children	0.37	0.29	79.1
Non-Families without Children	33.14	26.1	78.78
Housing Units			Index
Total Housing Units	54,164	2,237	
Vacant percent	12.72%	7.87%	61.87
Owned percent	63.02%	77.83%	123.5%
Rented Percent	24.27%	14.3%	58.95
Households by Size			Index
Avg household size	2.37	2.55	107.59
Avg family hh size	2.98	3.06	102.68
Avg non-family hh size	1.15	1.12	97.39
Households By Count of Persons			Percent
One	13,820	481	3.48%
Two	15,953	665	4.17%
Three or Four	14,356	770	5.36%
Five+	3,147	146	4.64%

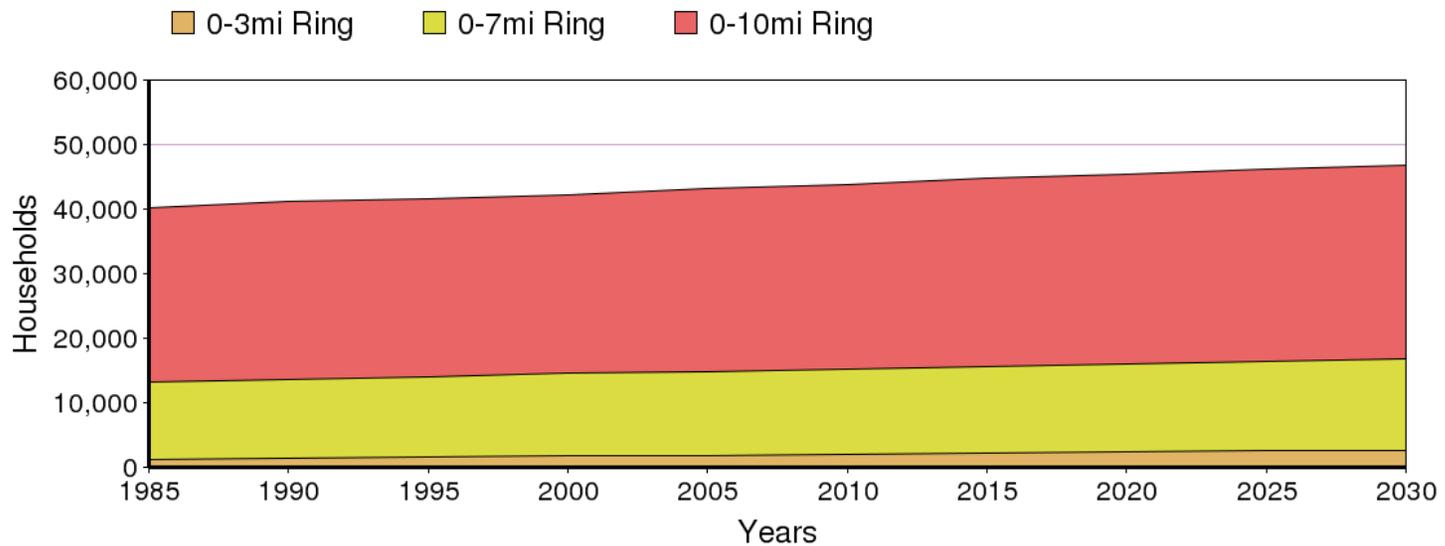
Projected Demographic Summary

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 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	116,034	3,844	3.31%
2000 Population	112,249	4,812	4.29%
2010 Population	114,716	5,273	4.6%
2015 Population	117,879	5,494	4.66%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	42,984	1,356	3.15%
2000 Households	45,307	1,828	4.03%
2010 Households	47,276	2,061	4.36%
2015 Households	48,227	2,134	4.42%

Household Change from 1985 to 2030



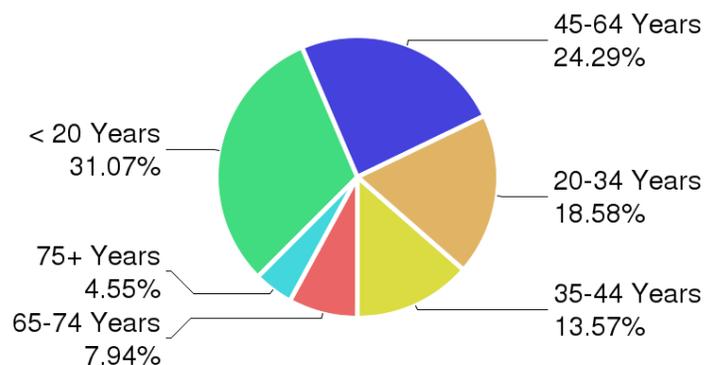
Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.66%	7.86%	118.02
4-5 Years	2.98%	3.46%	116.11
6-8 Years	4.63%	5.06%	109.29
9-11 Years	4.55%	4.68%	102.86
12-13 Years	2.92%	2.88%	98.63
14-17 Years	5.35%	5.04%	94.21
18-19 Years	2.45%	2.07%	84.49
0-5 Years	9.63%	11.32%	117.55
6-12 Years	10.68%	11.19%	104.78
13-19 Years	9.22%	8.54%	92.62
< 20 Years	29.53%	31.05%	105.15
20-34 Years	19.97%	18.57%	92.99
35-44 Years	13.62%	13.56%	99.56
45-64 Years	25.66%	24.28%	94.62
65-74 Years	6.94%	7.94%	114.41
75+ Years	4.27%	4.55%	106.56
Median Age	38	32	83.64
Median Age (Male)	36	33	89.63
Median Age (Female)	40	35	88.28

Projected Age Group Percentages



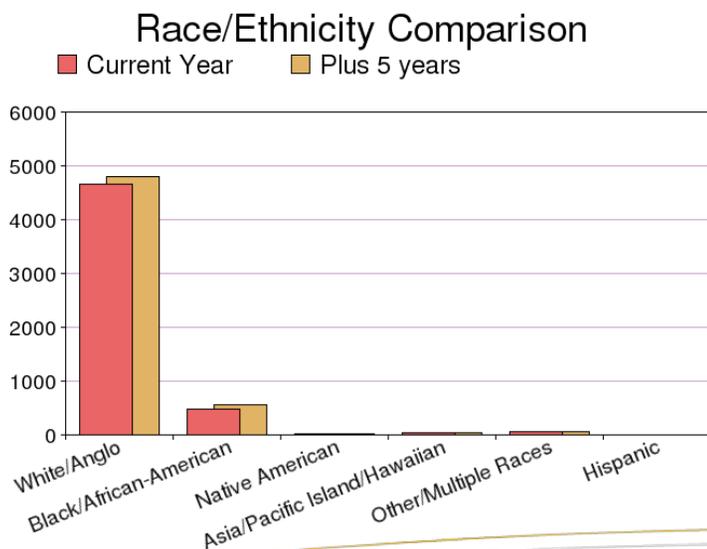
Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	88.47%	87.4%	98.8
Black, African-American	9.25%	10.19%	110.14
Native American	0.38%	0.42%	110.37
Asian	0.68%	0.78%	114.64
Pacific Island, Hawaiian	0.06%	0.11%	191.95
Other/Multiple Races	1.14%	1.11%	97.58
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,442	3,521	
Less than 9th Grade	3.2%	2.56%	79.98
No High School Diploma	11.3%	9.8%	86.7
High School Graduate	40.01%	41.78%	104.43
Some College, no degree	19.2%	18.8%	97.9
Associate Degree	8.37%	9.03%	107.94
College Degree	10.87%	10.79%	99.32
Graduate/Prof. degree	7.06%	7.24%	102.58



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	5.87%	5.3%	90.19
\$10,000 to \$19,999	8.93%	8.01%	89.76
\$20,000 to \$29,999	11.6%	10.59%	91.33
\$30,000 to \$49,999	22.95%	20.57%	89.64
\$50,000 to \$59,999	11.35%	11.57%	101.94
\$60,000 to \$69,999	8.64%	9.28%	107.43
\$70,000 to \$79,999	7.57%	8.01%	97.82
\$80,000 to \$89,999	5.58%	6.51%	106.66
\$90,000 to \$99,999	3.69%	3.8%	102.93
\$100,000 to \$249,999	6.36%	7.17%	112.8
\$125,000 to \$149,999	4.42%	5.2%	117.81
\$150,000 to \$199,999	2.62%	2.95%	112.68
\$200,000 to \$249,999	0.24%	0.28%	115.9
\$250,000 or more	0.15%	0.14%	96.58
Median Household	50,551	54,716	108.24
Average Household	61,591	68,528	111.26
Per Capita Household	24,073	26,618	110.57
Family/Non-Family Household Income			
Median Family Income	59,407	64,247	108.15
Average Family Income	71,286	80,015	112.25
Median Non-Family Income	29,007	30,658	105.69
Average Non-Family Income	28,863	32,256	111.76



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.61%	72.12%	97.98
Families with Children	38.38	37.68	98.17
Families without Children	35.23	35.05	99.51
Non-Family Households			
% Non-Family Households	26.39%	27.88%	105.63
Non-Families with Children	0.29	0.37	105.63
Non-Families without Children	26.1	27.51	105.38
Housing Units			
Total Housing Units	2,237	2,325	103.93%
Vacant percent	7.87%	8.22%	104.42
Owned percent	77.83%	77.29%	99.31
Rented Percent	14.3%	14.45%	101.03
Households by Size			
Avg household size	2.55	2.56	100.39%
Avg family hh size	3.06	3.14	102.61%
Avg non-family hh size	1.12	1.07	95.54%
Households By Count of Persons			
One	481	528	109.77%
Two	665	657	98.8%
Three or Four	770	788	102.34%
Five+	146	163	111.64%

Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the MissionalCyclopedia.org.

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	53	499	594
Northern Europe	17	20	24
Western Europe	18	145	79
Southern Europe	0	9	19
Eastern Europe	6	0	2
Other Europe	0	0	0
Eastern Asia	0	104	56
So. Central Asia	0	2	52
SE Asia	0	45	67
Western Asia	0	17	16
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	5
Middle Africa	0	6	6
Northern Africa	0	10	0
Southern Africa	0	0	0
Western Africa	0	0	18
Other Africa	0	0	6
Oceania	0	0	0
Caribbean	0	0	0
Central Amer.	4	114	203
South America	8	27	20
North America	0	0	21
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,100	21,525	34,384
Spanish	45	353	624
Other Indo-Euro language	52	264	380
French (incl. Patois, Cajun)	0	59	149
French Creole	0	0	0
Italian	0	19	72
Portuguese	0	0	5
German	46	159	136
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	13	2
Russian	0	0	6
Polish	0	14	0
Serbo-Croatian	0	0	0
Other Slavic Language	6	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	3
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	9	23
Japanese	0	31	33
Korean	0	117	23
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	24	12
Laotian	0	0	0
Vietnamese	0	41	25
Other Asian	0	0	27
Tagalog	0	0	0
Other Pacific Is	0	0	15
Other languages	0	69	48
Navajo	0	0	0
Other Native N. American	0	0	12
Hungarian	0	0	0
Arabic	0	34	6
Hebrew	0	0	0
African languages	0	29	25
Other unspecified	0	6	5



Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	4,469	16,739	26,882
Arab	0	26	12
Armenian	0	11	0
Austrian	0	17	0
British	9	52	108
Canadian	0	10	16
Croatian	9	12	0
Czech	0	0	10
Czechoslovak	0	0	44
Danish	0	6	8
Dutch	39	264	188
English	331	1,382	1,990
European	85	145	149
Finnish	10	7	6
French (not Basque)	16	182	275
French Canadian	9	36	27
German	180	1,024	1,294
Greek	0	23	33
Hungarian	0	18	4
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	436	1,466	2,122
Italian	42	268	315
Lithuanian	0	0	7
Norwegian	39	63	59
Polish	15	77	158
Portuguese	0	14	0
Romanian	0	0	0
Russian	19	13	20
Scandinavian	0	1	14
Scotch-Irish	83	336	543
Scottish	35	269	309
Slovak	0	0	0
Subsaharan African	7	70	306
Swedish	11	12	107
Swiss	0	58	25
Ukrainian	14	0	6
US/American	2,140	5,182	6,530
Welsh	8	48	39
West Indian	0	47	14
Yugoslavian	0	0	7
Other	932	5,599	12,135

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 its 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

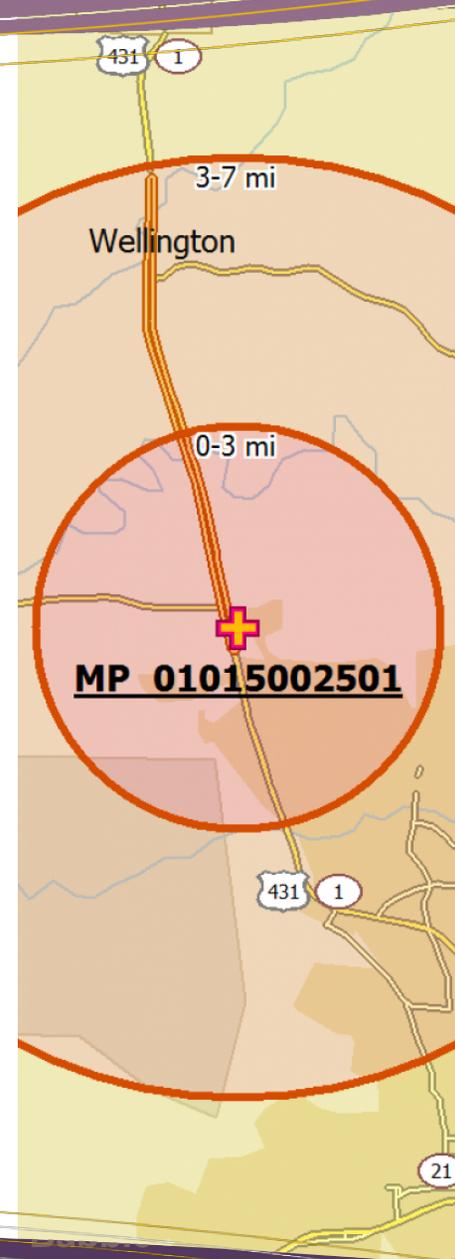
Issues for Your Consideration - continued

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 "Evangeliscape 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 Evangeliscape 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.



Aliceville Hazel Green Harpersville Winfield Millport Scottsboro Grove Hill Hammondville Evergreen
Courtland Pleasant Groves Fruithurst Brent Dayton Saraland Samson Southside Malvern Warrior Rain
Irhope Mount Vernon Odenville Excel Leighton Riverside Phil Campbell
Gordonville Union Springs McDonald Chapel Hanceville Rogersville Triana Holt Waterloo Kellyton Notahl
Goodwater Sand Rock Loachapoka Arab Eutaw Autaugaville Sylvan Springs Priceville Crossville

Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,061	100%	1,347	100%
AFFLUENT SUBURBIA	38	1.84%	26	1.93%
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	38	1.84%	26	1.93%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	217	10.53%	146	10.84%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	212	10.29%	142	10.54%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	5	0.24%	4	0.3%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	560	27.17%	360	26.73%
2nd City Homebodies	4	0.19%	3	0.22%
Prime Middle America	195	9.46%	127	9.43%
Urban Optimists	0	0%	0	0%
Family Convenience	361	17.52%	230	17.07%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,061	100%	1,347	100%
BLUE COLLAR BACKBONE	33	1.6%	20	1.48%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	33	1.6%	20	1.48%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	130	6.31%	92	6.83%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	29	1.41%	19	1.41%
Professional Urbanites	101	4.9%	73	5.42%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	311	15.09%	213	15.81%
Steadfast Conservative	292	14.17%	200	14.85%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	19	0.92%	13	0.97%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	2,061	100%	1,347	100%
REMOTE AMERICA	166	8.05%	98	7.28%
Hardy Rural Fam.	8	0.39%	5	0.37%
Rural Southern Living	158	7.67%	93	6.9%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	223	10.82%	164	12.18%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	158	7.67%	117	8.69%
Stable Careers	65	3.15%	47	3.49%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	229	11.11%	121	8.98%
Industrious Country Living	13	0.63%	9	0.67%
America's Farmland	0	0%	0	0%
Comfy Country Living	118	5.73%	72	5.35%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	98	4.75%	40	2.97%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,061	100%	1,347	100%
STRUGGLING SOCIETIES	7	0.34%	4	0.3%
Rugged Southern Style	7	0.34%	4	0.3%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	146	7.08%	103	7.65%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	76	3.69%	53	3.93%
Urban Diversity	70	3.4%	50	3.71%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

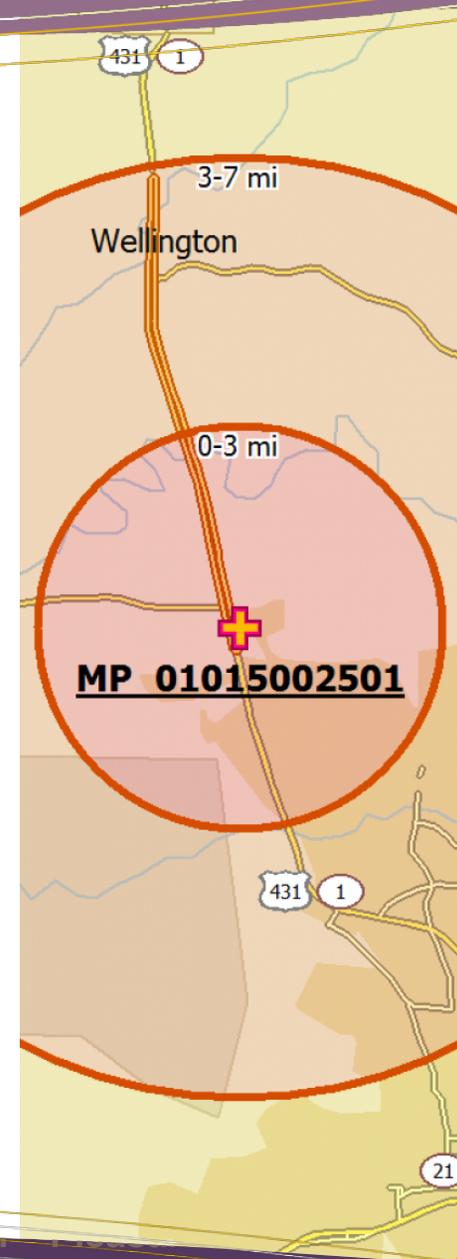
Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	79%	76%	72%
Use Comp. for Internet/E-mail	63%	56%	53%
Internet Use: E-Mail	52%	47%	45%
Use Comp. for Word Processing	40%	34%	31%
Use Comp. for Comp. Games	40%	39%	36%
Use Comp. for Shopping	37%	33%	31%
Use Comp. for Digital Camera Photo Editing	33%	30%	28%
Use Comp. for Banking	33%	29%	27%
Use Comp. for Education	31%	31%	30%
Internet Use: News/ Weather	29%	26%	25%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	28%	25%	23%
HH Owns DVD Player	28%	27%	26%
Use Comp. for News/Info./Data Service	23%	19%	19%
PC-Network-HH Has One	19%	17%	16%
Use Comp. for Accounting	15%	13%	12%
Use Comp. for Personal Financial Mngmnt	13%	11%	11%
Use Comp. for Filing/DB Mngmnt	13%	11%	11%
Internet Use: Shopping: Gathered Info. for Shopping	13%	11%	10%
Internet Use: Shopping: Made A Purchase	12%	10%	9%
Internet Use: Research/ Education	11%	11%	11%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	68%	67%	66%
Dining Out (Not Fast Food)	60%	55%	53%
Reading Books	53%	51%	51%
Card Games	42%	41%	40%
Go To A Beach/Lake	37%	34%	32%
Gardening	36%	35%	32%
Cooking for Fun	34%	35%	35%
Board Games	34%	33%	31%
Visit Zoo	20%	18%	17%
Photography	20%	18%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	67%
Gen./Fam. Practitioner	43%	41%	39%
Dentist	28%	25%	24%
Backache	22%	23%	23%
Eye Dr.	21%	21%	20%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	19%	19%	20%
High Cholesterol	18%	18%	17%
Overweight (30 Pounds Or More)	16%	15%	14%
Acid Reflux Disease (GERD)	15%	14%	14%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	26.52%	25.62%	25.22%
Live Theater	20.33%	17.55%	17.56%
Live Theater Most Often	17.22%	14.47%	14.37%
Rock/Pop Concerts Most Often	13.88%	14%	13.77%
Comedy Club	8.64%	8.3%	8.18%
Dance Performance	7.74%	7.82%	8.3%
Movies: Comedy	40.22%	38.91%	38.48%
Movies: Action/Adventure	37.62%	37.41%	37.32%
Movies: Fam.	19.11%	20.17%	20.38%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	19.07%	19.08%	19.17%
Movies: Drama	18.77%	19.55%	20.68%
Movies: Mystery	15.67%	16.45%	17.4%
MLB Baseball Reg. Season	8.07%	6.18%	5.43%
College Football Reg. Season	7.29%	5.56%	5.43%
NFL Football Reg. Season	7.09%	5.37%	4.8%
College Basketball Reg. Season	4.99%	3.92%	3.92%
NBA Basketball Reg. Season	3.38%	2.7%	2.55%
Auto Racing Events	3.11%	2.56%	2.29%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	40.93%	38.38%	37.24%
Swimming	34.39%	32.03%	30.26%
Bowling	21.87%	21.53%	20.53%
Freshwater Fishing	20.94%	20.24%	18.3%
Billiards/Pool	18.88%	18.95%	18.83%
Camping Trips	16.28%	16.44%	14.48%
Basketball	15.52%	15.34%	15.8%
Weight Training	15.42%	14.07%	13.54%
Jogging/Running	14.1%	13.52%	13.82%
Golf	13.8%	12.06%	11.82%
Using Cardio Machine	13.52%	11.96%	11.23%
Mountain/Road Biking	12.26%	11.67%	11.52%
Hunting	11.9%	11.31%	10.06%
Stationary Cycling	11.65%	10.68%	10.58%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	11.31%	10.72%	10.76%
Target Shooting	9.98%	9.66%	8.65%
Football	9.63%	10.11%	10.98%
Aerobics	9.47%	8.83%	9%
Backpacking/Hiking	9.02%	9.18%	8.63%
Saltwater Fishing	8.21%	7.59%	6.93%
Volleyball	7.98%	8.65%	8.48%
Power Boating	7.6%	7.47%	7.15%
Softball	7.58%	7.45%	7.06%
Tennis	6.98%	6.29%	6.49%
Motorcycling	6.51%	6.03%	5.34%
Soccer	6.34%	6.37%	6.29%
Horseback Riding	6.29%	6.12%	5.56%
Canoeing/Kayaking	6.14%	6.38%	5.83%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Yoga	6.06%	6.24%	6.29%
Archery	5.35%	4.97%	4.59%
Roller Skating	4.71%	4.92%	5.16%
Snorkeling	4.38%	4.09%	4.41%
Fly Fishing	4.19%	4.52%	4.53%
Ice Skating	4.15%	4.73%	5.22%
Water Skiing	3.88%	4.01%	3.98%
Jet Skiing	3.83%	3.89%	4.17%
Downhill & X-Country	3.82%	3.86%	3.99%
Skiing			
Snowmobiling	3.51%	3.51%	3.47%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.37%	3.47%	3.46%
Rock Climbing	3.05%	3.22%	3.3%
Hockey	2.92%	3.19%	3.23%
Snowboarding	2.9%	2.99%	3.19%
Auto Racing	2.83%	3.45%	3.35%
Skateboarding	2.8%	3.06%	3.22%
Martial Arts	2.77%	2.78%	2.84%
Sailing	2.61%	2.53%	2.79%
Rowing	2.38%	2.3%	2.18%
Surfing & Windsurfing	2.08%	2.11%	2.35%



Potential Cultural Barriers -- Introduction (part 1)

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

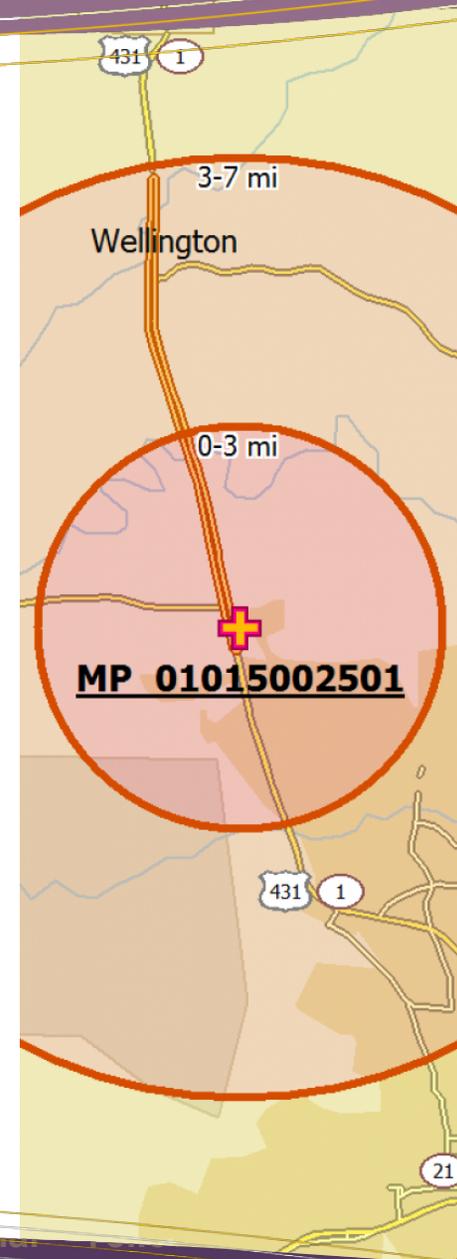
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

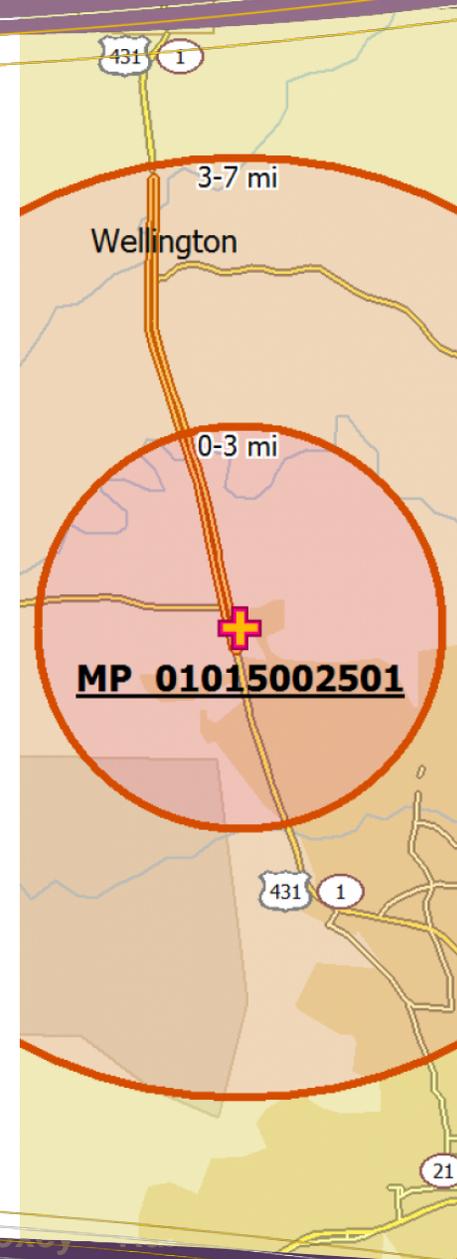
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	50%	51%
Find It Difficult To Say No To My Kids	39%	39%	38%
Woman's Place Is In The Home	36%	35%	34%
Speak My Mind Even If It Upsets People	34%	36%	37%
Like Control Over People And Resources	33%	35%	36%
Like To Do Unconventional Things	30%	30%	29%
Prefer To Have Few Possessions As Possible	30%	30%	29%
If Won Lottery Would Never Work Again	27%	25%	25%
Don't Judge People/Way They Live Life	26%	29%	30%
Money Is Best Measure Of Success	25%	25%	25%
Friends More Important Than My Fam.	23%	23%	22%
Too Much Sponsorship In Arts/Sports	22%	25%	26%

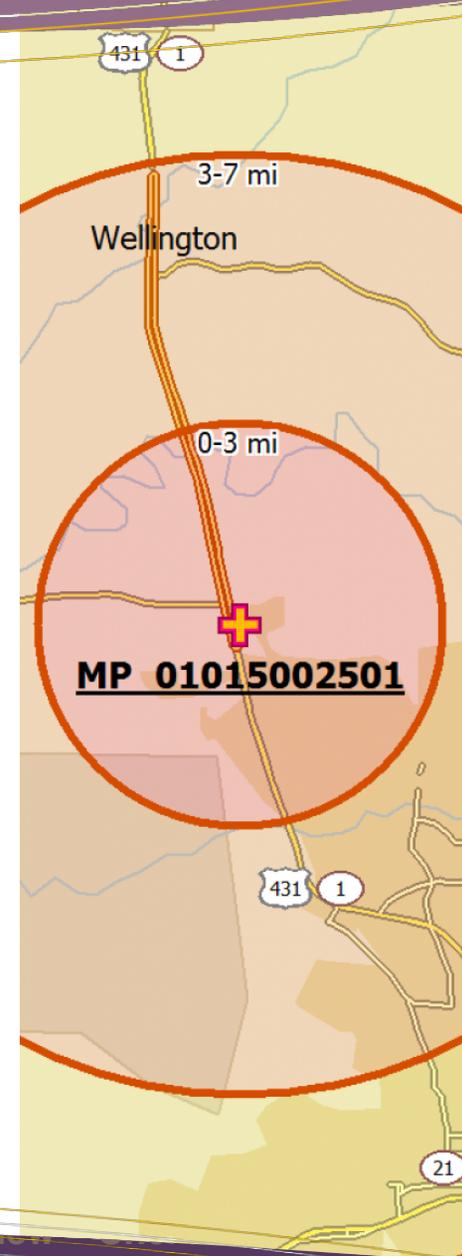
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	22%	23%
Marijuana Should Be Legalized	18%	19%	19%
I Am A Workaholic	16%	18%	20%
Rarely Sit Down to a Meal Together At Home	16%	18%	17%
Like To Pursue Challenge/Novelty/Change	16%	17%	17%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	12%	14%	15%
Happy With My Standard Of Living	11%	11%	12%
Indulge My Kids With The Little Extras	9%	9%	9%
On Whole People Get What They Deserve	9%	10%	11%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	6%	6%	7%



Potential Cultural Themes

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

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



Potential Cultural Themes:

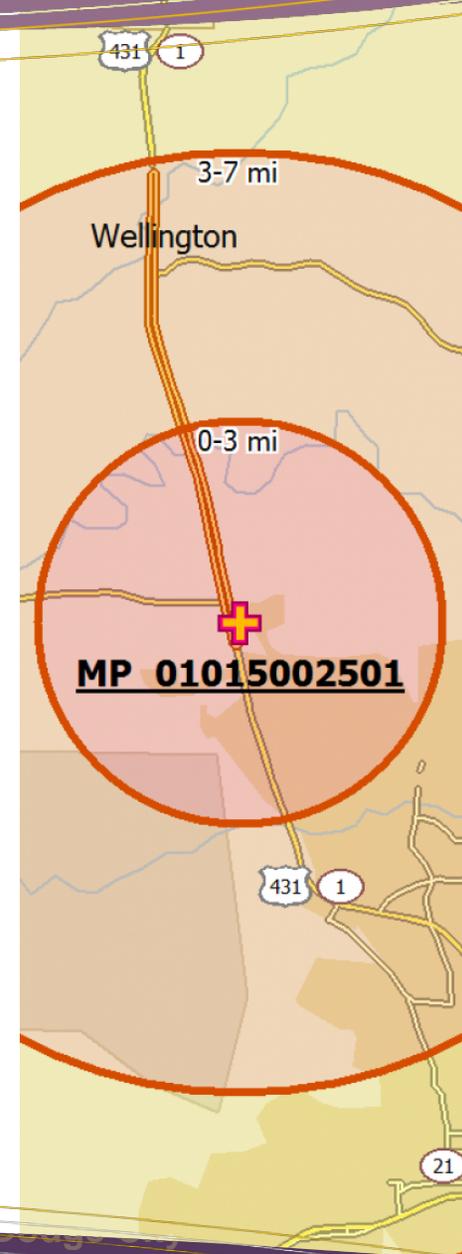
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	64%	61%	58%
You Should Seize Opportunities In Life	56%	57%	57%
Like To Understand About Nature	36%	37%	37%
Prefer Work Part Of Team Than Alone	33%	35%	35%
Important Feel Respected By My Peers	32%	33%	33%
Prefer To Have Few Possessions As Possible	30%	30%	29%
Important To Juggle Various Tasks	29%	31%	32%
Good At Fixing Things	26%	28%	30%
Have Keen Sense Of Adventure	25%	26%	27%
People Have To Take Me As They Find Me	24%	22%	21%
Like To Just Enjoy Life	20%	21%	20%
Worried About Pollution Caused By Cars	18%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	19%	21%
Real Men Don't Cry	17%	16%	16%
Looking for New Ideas To Improve Home	16%	17%	18%
Is An Important Part Of Who I Am	15%	16%	16%
Try Not To Worry About The Future	13%	14%	14%
Enjoy Spending Time With My Fam.	12%	13%	13%
Provide My Kids With The Little Extras	11%	14%	16%
Like Spending Most Time With Fam.	5%	5%	5%
Children Should Be Allowed To Express Themselves	5%	6%	7%
Feel Very Alone In The World	5%	5%	6%
Decor Particular Interest To Me	3%	4%	4%
Would Like To Set Up Own Business	3%	4%	4%

Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.65%	86.87%	86.11%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.41%	81.79%	79.56%
Houses-Visit Any			
McDonald's	57.14%	57.11%	56.17%
Burger King	37.26%	38.64%	38.25%
Subway	32.51%	31.88%	31.37%
Applebee's	32.12%	29.59%	28.58%
Taco Bell	30.42%	29.2%	28.04%
Wendy's	29.78%	31.04%	30.61%
Kentucky Fried Chicken (KFC)	28.83%	31.1%	32.3%
Arby's	25.52%	24.27%	22.72%
Pizza Hut	22.69%	24.41%	24.2%
Olive Garden	21.47%	19.34%	18.68%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	19.46%	19.66%	19.29%
Cracker Barrel	18.24%	16.35%	15.35%
Red Lobster	16.48%	17.17%	17.43%
Sonic	15.65%	15.75%	15.83%
Chick-Fil-A	15.2%	13.16%	12.75%
Outback Steakhouse	14.75%	13.38%	13.08%
IHOP (International House Of Pancakes)	13.19%	13.14%	13.44%
Domino's Pizza	13.05%	14.37%	15.13%
Chili's Grill and Bar	12.85%	11.56%	11.69%
Golden Corral	12.53%	13.31%	13.71%
Ruby Tuesday	11.7%	11.16%	11.27%
Hardee's	11.68%	13.04%	13.09%

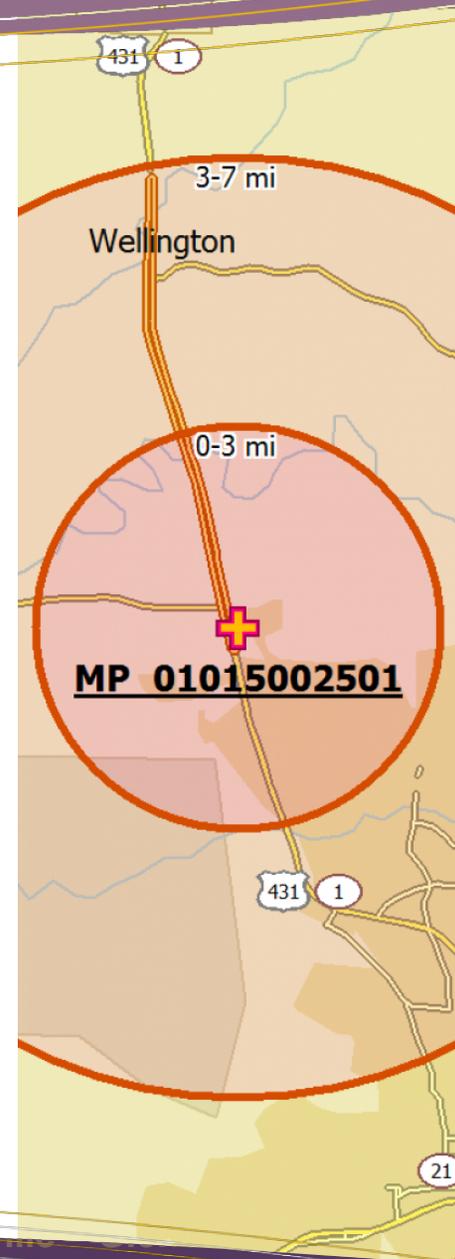


Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

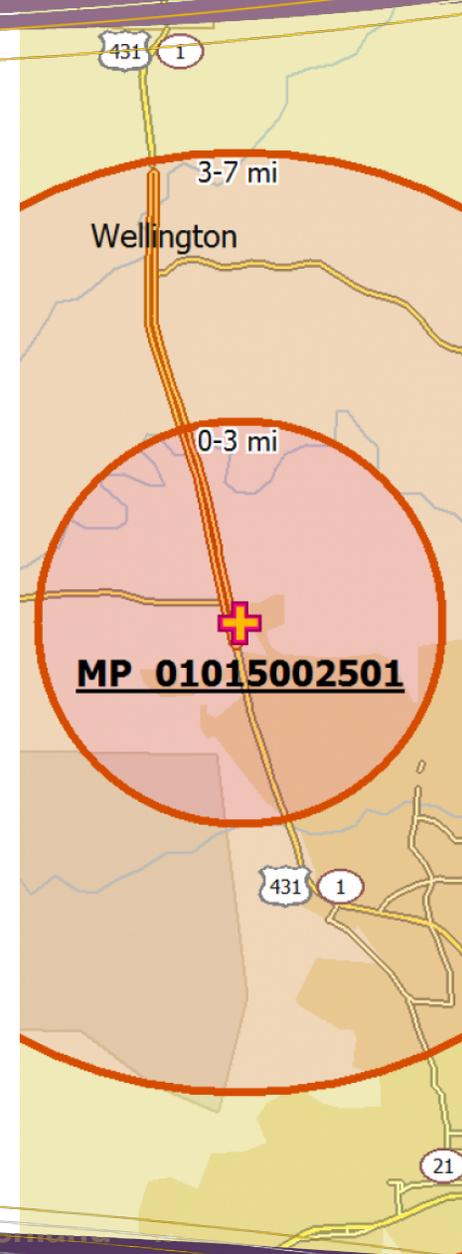
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	47.71%	45.16%	42.53%
Recycled products	35.08%	31.57%	28.79%
Worked as volunteer (non political)	17.24%	15.72%	14.67%
Engaged in fund raising	11.56%	10.87%	10.39%
Religious club member	8.08%	7.53%	7.43%
Wrote to elected offcl about publ bus	6.44%	5.42%	4.97%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.76%	5.41%	5.2%
Charitable Organization	5.65%	5.16%	4.81%
Union member	5.49%	5.18%	4.61%
Church Board	5.36%	5.18%	5.21%
Addressed a public meeting	5.05%	4.42%	4.21%
Took active part in local civic issue	5.02%	4.82%	4.7%

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	16.66%	14.83%	14.23%
Children's Books	13.5%	12.65%	12.42%
Mystery	11.79%	10.94%	10.42%
Cookbooks	10.73%	9.94%	9.48%
Religious (not Bibles)	9.52%	9.06%	8.96%
Romance	7.18%	6.79%	6.77%
History	6.95%	6.28%	5.86%
Personal/Business	6.73%	6.11%	5.73%
Self-help			
Biography	6.28%	5.73%	5.55%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.25%	65.68%	64.31%
Gen. Editorial	45.38%	46.56%	47.65%
Womens	41.16%	41.21%	42.06%
Service	35.79%	34.25%	33.19%
Mens	17.64%	18.39%	18.56%
Business/Finance	16.92%	15.66%	16.16%
Sports	13.94%	14.16%	14.32%
Fishing/Hunting	13.68%	13.99%	13.47%
Automotive	13.49%	14.05%	13.46%

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	56.25%	54.13%	52.01%
Classified	34.61%	35.41%	35.03%
Sport	32.73%	31.65%	30.51%
Editorial Page	31.46%	30.05%	28.39%
Business/Finance	28.66%	26.11%	24.67%
Comics	27.95%	27.46%	26.44%
Food/Cooking	25.09%	24.24%	23.09%
Movie Listings & Reviews	25.04%	24.19%	23.37%
TV/Radio Listings	24.02%	23.77%	22.71%
Home/Gardening	22.12%	20.59%	18.77%
Travel	19.27%	17.43%	16.26%
Science/Technology	17.27%	16.12%	14.91%
Fashion	14.22%	13.74%	13.68%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	25.24%	23.83%	21.66%
Adult Contemporary	17.62%	16.39%	15.36%
CHR Contemp Hit Radio	16.97%	17.41%	17.07%
Urban Contemporary	13.12%	16.86%	21.6%
Rock	12.86%	11.65%	10.36%
News/Talk	11.44%	9.76%	8.48%
Oldies	10.91%	10.59%	10.07%
Classic Rock	10.1%	9.14%	8.4%
Alternative	8.81%	8.03%	7.32%
Variety	7.73%	7.29%	7.44%
Religious	7.05%	6.13%	5.67%
Soft Contemporary	6.67%	5.53%	5.11%
All News	5.22%	4.31%	4.13%
Jazz	4.99%	5%	5.76%
All Talk	4.35%	3.21%	3.13%
Classic Hits	4.27%	3.8%	3.23%
Sports	3.66%	3.1%	2.8%
Classical	3.28%	2.77%	2.57%

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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	64.18%	62.59%	61.5%
Satellite Dish	54.97%	54.01%	51.8%
Soapnet	51.29%	50.02%	49.61%
Other Video-On-Demand	40.87%	44.9%	46.2%
Sci-Fi Channel	36.82%	36.14%	34.74%
Adult Pay Per View TV	34.58%	33.72%	32.49%
MSNBC	34.56%	33.64%	33.28%
Nickelodeon	31.16%	28.9%	27.77%
TV Info From Sunday TV Magazine	30.13%	28.03%	27.26%
Subscribe Digital Cable	28.42%	29.09%	28.44%
Comedy Central	28.27%	26.15%	26.45%
TV Info From Newspapers	26.88%	25.86%	25.32%

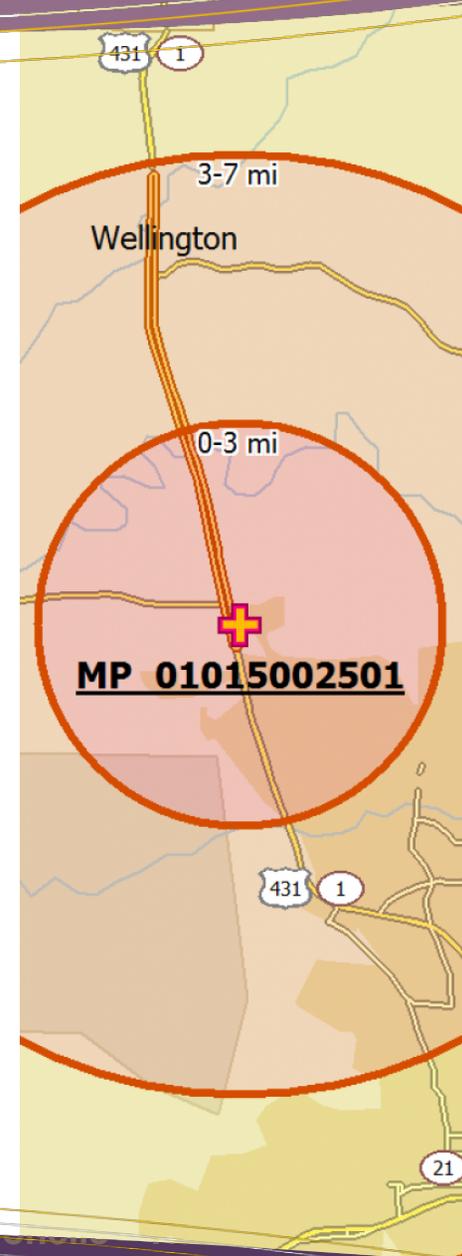
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Swim	26.86%	25.31%	24.11%
Nick At Nite	25.14%	25.14%	24.72%
Hallmark Channel	25.09%	23.41%	22.9%
TCM (Turner Classic Movies)	24.78%	24.35%	24.24%
USA Network	24.7%	23.21%	22.12%
TV Info From Monthly Cable Guide	24.15%	23.86%	23.59%
The Golf Channel	23.1%	21.2%	20.67%
BET (Black Entertainment TV)	22.58%	23.42%	23.75%
ABC Fam.	22.39%	20.76%	20.79%
ESPN2	20.92%	19.76%	20.04%
Lifetime	20.92%	20.8%	20.58%
TV Info From Other	20.7%	20%	19.98%

Communication Media Usage

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

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

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



Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	19.51%	17.96%	17.45%
Medium Users (4-6)	10.71%	9.72%	9.24%
Light Users (1-3)	21.04%	19.85%	19.21%
Quintiles (20%)			
Newspaper I (Heavy)	1.28%	1.44%	1.29%
Newspaper II	1.61%	1.48%	1.38%
Newspaper III	2.24%	2.13%	2.19%
Newspaper IV	0.66%	0.72%	0.62%
Newspaper V (Light)	1.13%	1.16%	1.4%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.61%	19.85%	20.53%
Magazines II	9.1%	9.09%	9.08%
Magazines III	10.27%	9.88%	10.6%
Magazines IV	10.82%	11.86%	12.2%
Magazines V (Light)	0.52%	0.49%	0.5%
Outdoor I (Heavy)	5.99%	6.62%	6.83%
Outdoor II	2.2%	3.16%	3.72%
Outdoor III	3.04%	3.77%	4.03%
Outdoor IV	16.09%	17.45%	17.28%
Outdoor V (Light)	24.92%	25.04%	24.85%
Yellow Pages I (Heavy)	15.02%	15.68%	15.57%
Yellow Pages II	5.7%	6.08%	6.36%
Yellow Pages III	4.82%	6.6%	7.9%
Yellow Pages IV	22%	24.04%	24.62%
Yellow Pages V (Light)	2.7%	3.87%	4.18%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.04%	3.36%	3.58%
Drive Time III (Medium)	0.8%	0.85%	0.87%
Radio IV & V (Light)	2.22%	2.48%	2.56%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.52%	9.38%	9.87%
Radio III (Medium)	5.19%	4.71%	4.41%
Radio IV & V (Light)	3.94%	3.31%	3.38%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.38%	11.82%	11.39%
Cable III (Medium)	4.22%	5.08%	5.54%
Cable IV & V (Light)	31.57%	34.55%	35.59%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.91%	4.09%	4.55%
Prime Time III (Medium)	1.83%	1.96%	1.87%
Prime Time IV & V (Light)	8.18%	8.62%	10.05%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.16%	39.71%	39.37%
Fringe III (Medium)	54.1%	55.97%	55.71%
Fringe IV (Light)	56.41%	56.96%	56.48%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.25%	13.86%	14.29%
All Day III (Medium)	23.74%	25.16%	25.03%
All Day IV (Light)	12.06%	14.16%	15.94%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.02%	11.28%	10.62%
6:00am - 10:00am	13.48%	13.04%	13.58%
10:00am - 3:00pm	5.71%	6.9%	9.1%
3:00pm - 7:00pm	13.42%	14.25%	15.1%
7:00pm - Midnight	11.56%	11.44%	11.21%
Midnight - 6:00am	4.71%	5.28%	6.26%
Weekend Radio			
Listeners			
Dayparts [summary]	14.59%	14.36%	14.11%
6:00am - 10:00am	3.65%	3.36%	3.16%
10:00am-3:00pm	4.55%	4.34%	4.82%
3:00pm - 7:00pm	6.27%	6.73%	7.12%
7:00pm - Midnight	9.1%	9.01%	9.43%
Midnight - 6:00am	9.66%	10.34%	11.5%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	9.06%	7.27%	7.21%
Saturday: 8:00-11:00pm	9.02%	7.91%	7.6%
Sunday: 7:00-11:00pm	9.44%	9.65%	9.89%
9:00am-1:00pm	25.14%	25.14%	24.72%
9:00am-4:00pm	28.97%	28.69%	28.15%
4:00pm-7:00pm	28.18%	27.64%	27.62%
11:00pm-1:00am	42.44%	41.85%	42.09%
AVG Prime time	2.53%	3.24%	3.74%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	15.12%	15.31%	15.89%
7-9am	20.92%	19.76%	20.04%
9am-12noon	21.86%	20.79%	19.54%
12noon-4pm	7.1%	7.91%	8.6%
4-6pm	46.81%	44.14%	43.64%
6-7pm	19.49%	18.84%	18.29%
7-7:30pm	1.36%	1.34%	1.31%
7:30-8pm	10.76%	11.01%	11.01%
8-11pm	9.06%	7.27%	7.21%
11pm-12am	34.56%	33.64%	33.28%
11pm-1am	42.44%	41.85%	42.09%
1-6am	28.9%	28.09%	28.6%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.6%	17.31%	16.82%
Sat: 10am-1pm	8.81%	7.76%	7.86%
Sat: 1-4pm	24.82%	24.8%	24.25%
Sat: 4-6pm	6.73%	6.93%	6.9%
Sat: 6-7pm	2.01%	1.81%	1.53%
Sat: 7-8pm	0.84%	0.74%	0.75%
Sat: 8-11pm	9.02%	7.91%	7.6%
Sat: 11pm-1am	4.89%	4.88%	5.06%
Sat: 1am-7pm	24.7%	23.21%	22.12%
Sun: 7-10am	2.25%	2.24%	2.24%
Sun: 10am-1pm	7.18%	6.75%	6.37%
Sun: 1-4pm	6.42%	5.85%	5.36%
Sun: 4-7pm	14.75%	13.27%	12.91%
Sun: 7-11pm	9.44%	9.65%	9.89%
Sun: 11pm-1am	4.65%	4.9%	5.05%
Sun: 1-7am	22.32%	20.92%	20.37%



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?

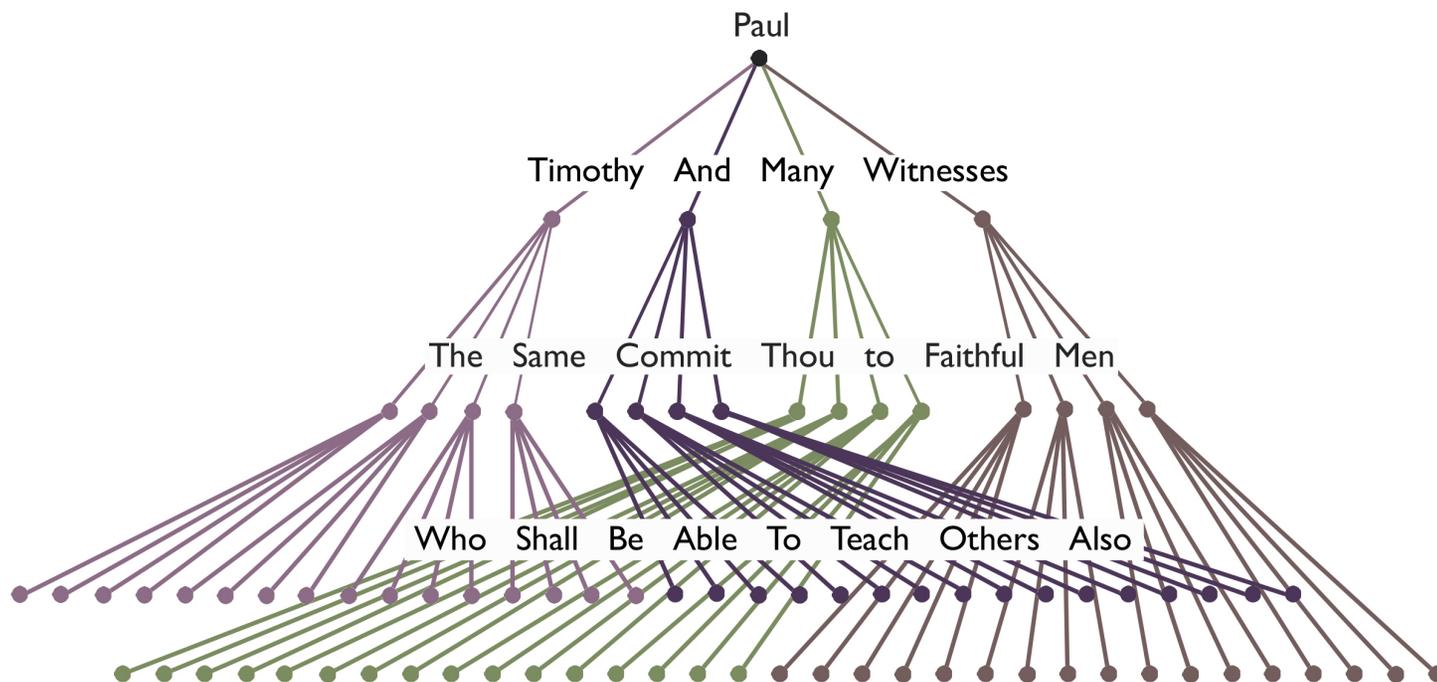


Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*

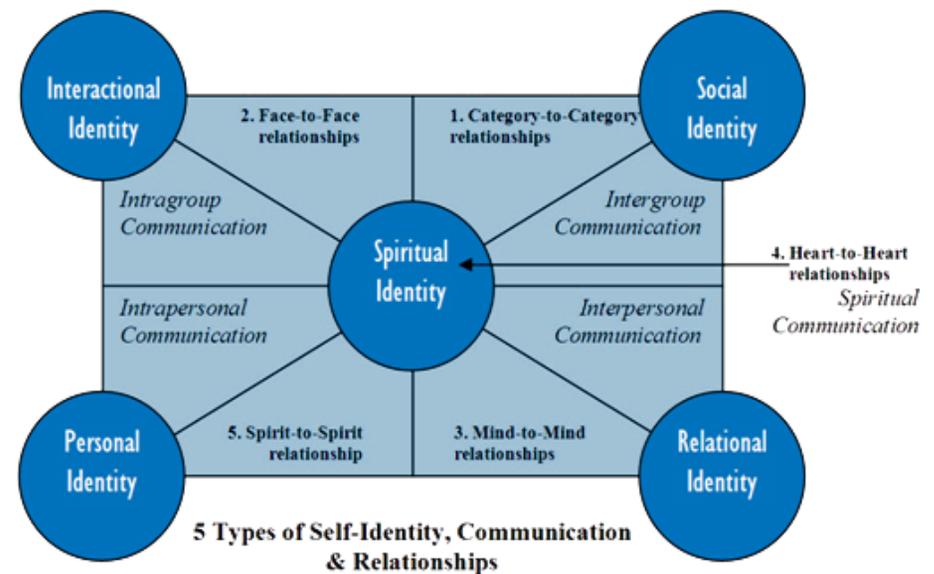


Establishing Redemptive Relationships

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

Communication Steps

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

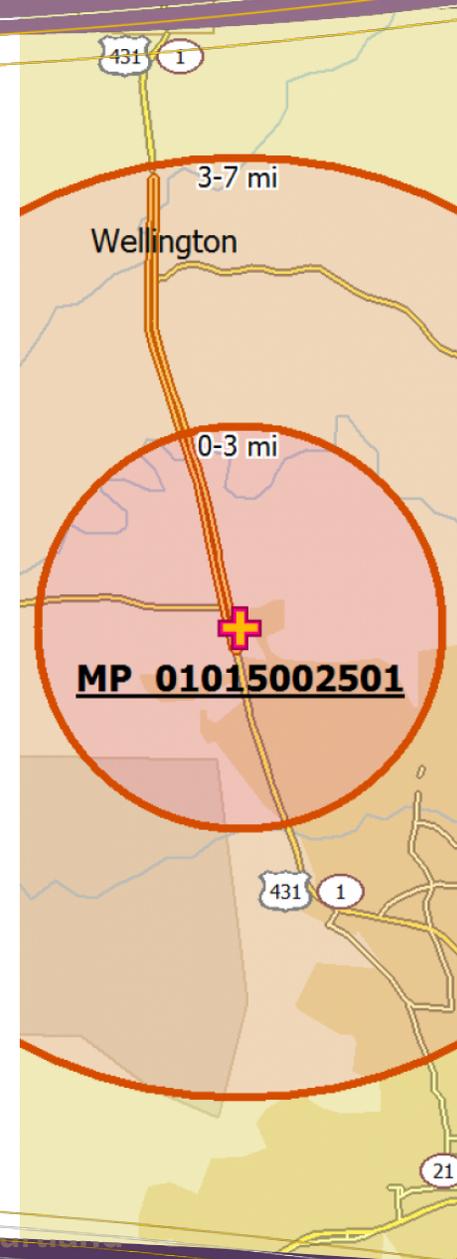


Your MissionSite and the Missional Suite

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

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

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



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	Mt. Zion	PO Box 357 Alexandria, AL 36250	0.87 mi	426	Growing
2	Alexandria	PO Box 199 Alexandria, AL 36250	1.29 mi	60	Declining
3	United Fellowship	PO Box 194 Alexandria, AL 36250	1.64 mi	138	Plateauing
4	Mountain View	1354 Mtn View Rd Alexandria, AL 36250	2.39 mi	96	Growing
5	Post Oak Springs	2427 Post Oak Rd Jacksonville, AL 36265	2.95 mi	104	Declining
6	Westwood	41 State Farm Rd Alexandria, AL 36250	3.04 mi	374	Declining
7	Leatherwood	2709 Old Gadsden Hwy Anniston, AL 36206	3.30 mi	355	Growing
8	Wellington First	826 Wellington Rd Wellington, AL 36279	3.95 mi	119	Growing
9	West Weaver	PO Box 1046 Weaver, AL 36277	4.22 mi	77	Declining
10	Oak Bowery	3300 Al Highway 144 Ohatchee, AL 36271	4.49 mi	161	Declining
11	Hill Crest	5117 Post Oak Rd Anniston, AL 36206	4.72 mi	1,600	Plateauing
12	Gladeview	300 W Medders Dr Anniston, AL 36206	5.00 mi	185	Declining
13	Saks First	4723 Saks Rd Anniston, AL 36206	5.29 mi	354	Plateauing
14	Lloyds Chapel	3066 Parkwood Dr Anniston, AL 36201	5.29 mi	134	Plateauing
15	Hebron	4522 Peeks Hill Rd Ohatchee, AL 36271	5.42 mi	54	Declining

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Weaver First	P O Box 310 Weaver, AL 36277	5.43 mi	245	Plateauing
17	Cedar Springs	785 Cedar Springs Dr Jacksonville, AL 36265	6.01 mi	46	Plateauing
18	Anniston First	851 Morton Rd Anniston, AL 36205	6.08 mi	133	Growing
19	Oakridge	3224 Oakridge Ave Anniston, AL 36201	6.13 mi	128	Declining
20	Duke First	PO Box 26 Wellington, AL 36279	6.16 mi	52	Plateauing
21	Ohatchee First	1875 Big Oak Rd Ohatchee, AL 36271	6.31 mi	55	Declining
22	Angel Grove	4404 Al Highway 204 Jacksonville, AL 36265	6.32 mi	189	Growing
23	Pelham	50 Cave Rd Anniston, AL 36206	6.53 mi	28	Growing
24	Blue Mountain	PO Box 4066 Anniston, AL 36204	6.57 mi	61	Growing
25	Fairview Heights Northside	3827 George St Anniston, AL 36201	6.62 mi	124	Plateauing
26	Mamre	PO Box 118 Wellington, AL 36279	6.74 mi	66	Declining
27	West Point	200 Saddle Club Rd Jacksonville, AL 36265	7.14 mi	72	Plateauing
28	Noble Street	1923 Noble St Anniston, AL 36201	7.57 mi	41	Plateauing
29	West Park Heights	500 Westpark Dr Anniston, AL 36201	7.76 mi	174	Growing
30	Bonny Brook	2303 Pelham Rd S Jacksonville, AL 36265	7.86 mi	94	Declining



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Ten Island	PO Box 202 Ohatchee, AL 36271	7.92 mi	49	Declining
32	West Anniston	901 Carter St Anniston, AL 36201	7.92 mi	53	Plateauing
33	Boiling Springs	6510 Boiling Springs Rd Ohatchee, AL 36271	8.22 mi	83	Growing
34	Fellowship	1850 Pelham Rd S Jacksonville, AL 36265	8.24 mi	24	Declining
35	Eulaton First	1835 Gate 8 Rd Anniston, AL 36201	8.27 mi	74	Plateauing
36	Profile	PO Box 193 Jacksonville, AL 36265	8.36 mi	0	NoData
37	Friendship	1153 Nisbet Lake Rd Jacksonville, AL 36265	8.46 mi	52	Plateauing
38	West Side	PO Box 459 Jacksonville, AL 36265	8.49 mi	109	Plateauing
39	Parker Memorial	PO Box 2104 Anniston, AL 36202	8.52 mi	590	Plateauing
40	Wayside	3609 Old Birmingham Hwy Anniston, AL 36201	8.55 mi	50	Declining
41	Pleasant Valley	868 Old Field Rd Jacksonville, AL 36265	8.65 mi	40	Plateauing
42	Mt. Gilead	1787 Mount Gilead Rd Jacksonville, AL 36265	8.75 mi	54	Plateauing
43	Oak Grove	2800 Reads Mill Rd Glencoe, AL 35905	8.81 mi	114	Declining
44	Emmanuel	2112 W C St Anniston, AL 36201	8.84 mi	16	Growing
45	Valley	3640 Oak Grove Rd Gadsden, AL 35905	8.87 mi	61	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