

MissionSite

top unreached locations



FLORENCE, AL

CENSUS TRACT: 01077011000

REGION: Northern Region

ASSOCIATION: Colbert-Lauderdale

DISTRICT: 10: Northwest Mountain District

COUNTY: Lauderdale

SITESCAPE: Townscape

DENSITY PATTERN: K

Alabama Baptist Convention

State Board of Missions

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MissionSite (TM) Table of Contents

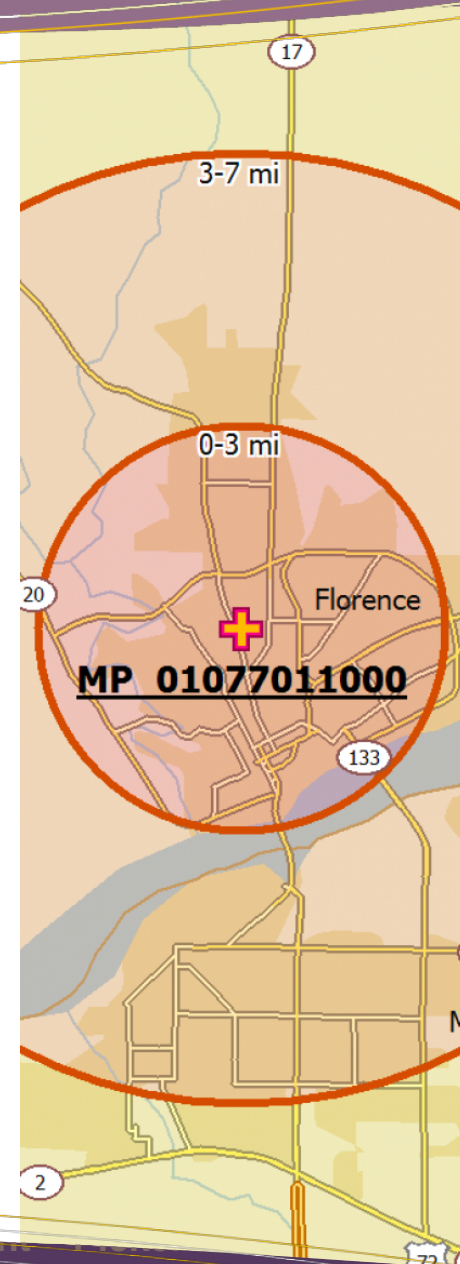
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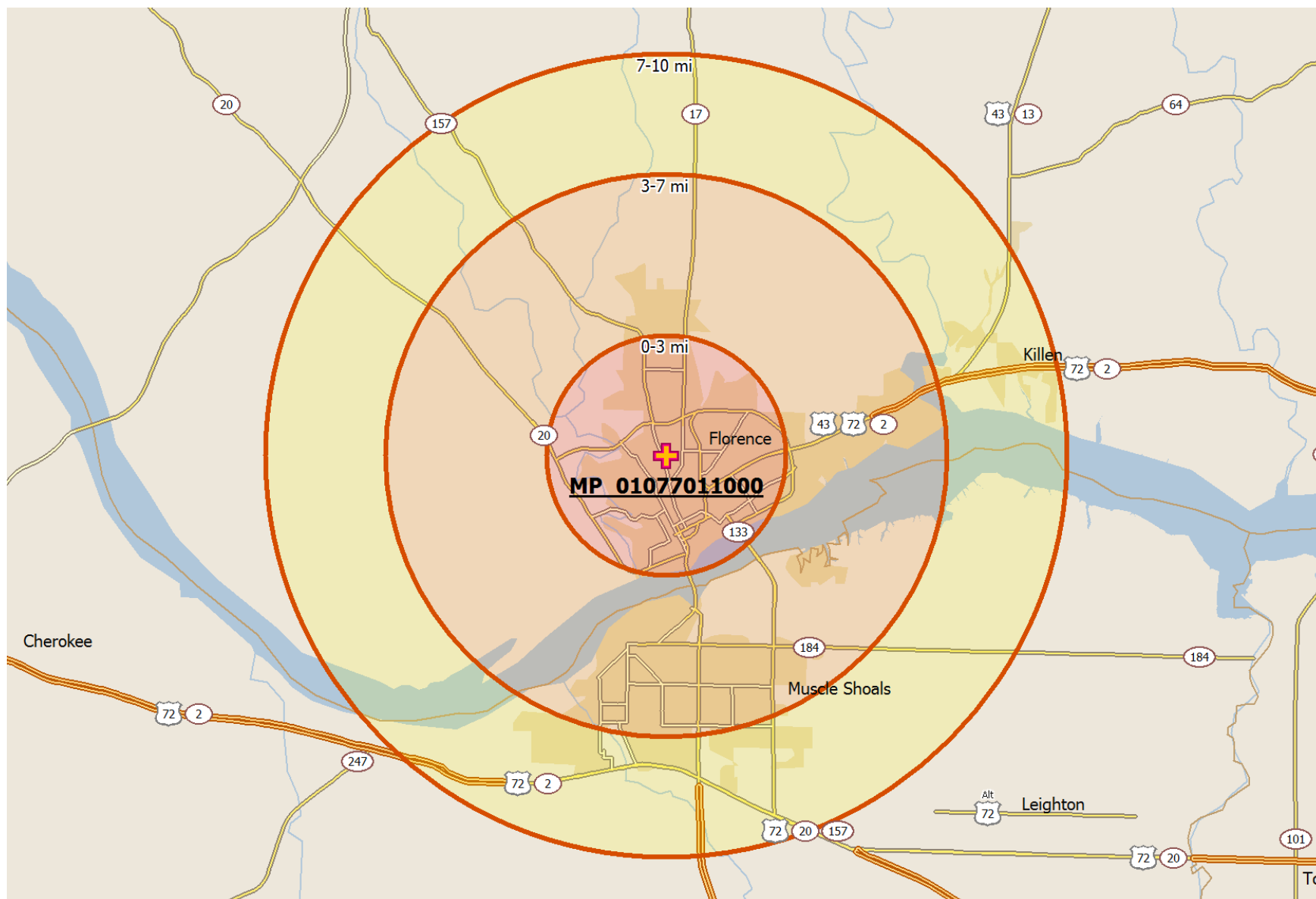
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1185	Colbert-Lauderdale
3	District	10	Northwest Mountain District
4	County Location	01077	Lauderdale
5	Zipcode	35630	Lauderdale
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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	13	City: Small: Territory inside an urbanized area and inside a principal city 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



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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	33,642	40,208	20,592
2010 Households	14,550	16,750	8,309
2010 Group Quarters Population	2,043	633	33

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	41	29	28
Language Diversity National Index	11	5	8
Foreign Born Diversity National Index	56	76	52
Ancestry Diversity National Index	38	40	48
Racial Diversity National Index	42	36	25



Site Location Summary - County Environment

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

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

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

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,383	16.38%
Mainstay Communities	Established, Diverse Households	2,047	14.07%
Working Communities	Blue-collar, Working Families	5,621	38.63%
Country Communities	Rural, Agri. & Mining Families	360	2.47%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,402	9.64%
Urban Communities	High Density, Inner-city Neighborhoods	2,739	18.82%

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).

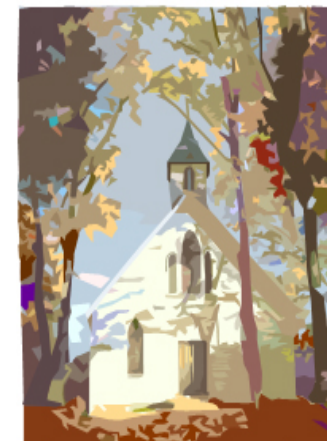
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	23,352	10,114	43.31%
Unreached %	63.89%	69.51%	108.8
Religious But NOT Evangelical HH	5,221	2,695	51.62%
Religious But NOT Evangelical %	14.28%	18.52%	129.67
Spiritual But NOT Relig or Evang HH	3,773	1,510	40.01%
Spiritual But NOT Relig or Evang %	10.32%	10.38%	100.51
Not Evangelical, Not Interested HH	14,421	5,969	41.39%
Not Evangelical, Not Interested %	39.46%	41.02%	103.97



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	34	11	32.35%
Active ALSBOM Attenders	7,168	3,184	44.42%
Active Evangelical Households	10,343	3,478	33.63%
Active Evangelical Percent	28.30%	23.90%	84.47
Inactive Evangelical Households	2,854	959	33.61%
Inactive Evangelical Percent	7.81%	6.59%	84.43
# 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	Three Forks	0.32 mi	30	Growing
2	Highland	0.62 mi	789	Plateauing
3	Woodmont	1.12 mi	1,317	Plateauing
4	Heritage Fellowship Forest Hills	1.36 mi	0	Plateauing
5		1.61 mi	171	Declining
6	New Beginning	1.62 mi	0	Plateauing
7	Florence First	1.83 mi	348	Declining
8	Central	2.14 mi	229	Declining
9	Broadway	2.41 mi	57	Declining
10	Grace	2.50 mi	41	Plateauing
11	Lee Heights Baptist	2.92 mi	202	Growing
12	The Village	3.26 mi	89	Declining
13	Underwood	3.37 mi	642	Plateauing
14	Fairview	3.70 mi	50	Growing
15	York Terrace	4.12 mi	247	Declining

	CHURCHES	DIST.	WRSHF AVG	IICM CGR
16	Muscle Shoals	4.64 mi	197	Plateauing
17	Sheffield First	4.70 mi	316	Declining
18	Christian Fellowship	4.73 mi	78	Declining
19	Washington Park	4.95 mi	136	Plateauing
20	Woodward Avenue Evergreen	5.17 mi	591	Plateauing
21		5.45 mi	54	Growing
22	Southside	5.66 mi	82	Declining
23	Grace Life Church	5.87 mi	1,064	Declining
24	Hook Street	6.21 mi	149	Plateauing
25	Calvary	6.42 mi	238	Growing
26	Tuscumbia First	6.62 mi	126	Plateauing
27	Highland Park	6.71 mi	702	Growing
28	First Southern	7.25 mi	76	Growing
29	Westside	7.32 mi	115	Declining
30	Parkview Baptist	7.86 mi	194	Growing



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Using the Spirituality Indicators

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

Issues for Your Consideration

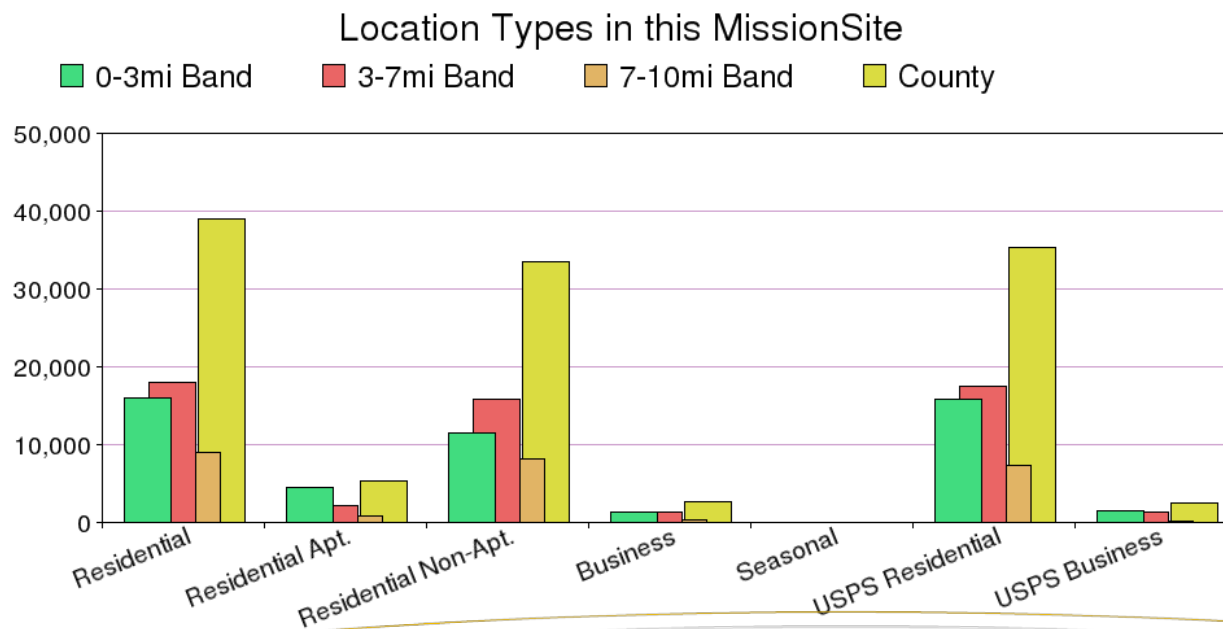
1. The Evangscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	79,661	34,849	43.75%
2000 Population	87,966	34,226	38.91%
2010 Population	90,137	33,642	37.32%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	30,906	14,404	46.61%
2000 Households	36,088	15,135	41.94%
2010 Households	36,549	14,550	39.81%

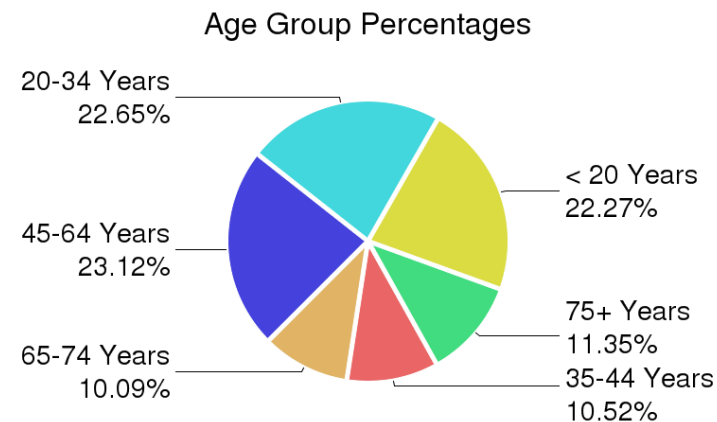


Location Type	0-3mi Band
Residential	16,026
Residential Apt.	4,568
Residential Non-Apt.	11,458
Business	1,343
Seasonal	0
USPS Residential	15,868
USPS Business	1,455

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	4.46%	4.39%	98.43
4-5 Years	2.25%	1.87%	83.11
6-8 Years	3.39%	2.91%	85.84
9-11 Years	3.48%	3.02%	86.78
12-13 Years	2.37%	2.13%	89.87
14-17 Years	4.94%	4.86%	98.38
18-19 Years	2.49%	3.09%	124.1
0-5 Years	6.71%	6.26%	93.29
6-12 Years	8.05%	7%	86.96
13-19 Years	8.62%	9.01%	104.52
< 20 Years	23.38%	22.27%	95.25
20-34 Years	20.07%	22.65%	112.86
35-44 Years	12.23%	10.52%	86.02
45-64 Years	26.48%	23.12%	87.31
65-74 Years	9.49%	10.09%	106.32
75+ Years	8.34%	11.35%	136.09
Median Age	40	42	103.05
Median Age (Male)	39	39	100
Median Age (Female)	42	44	104.9



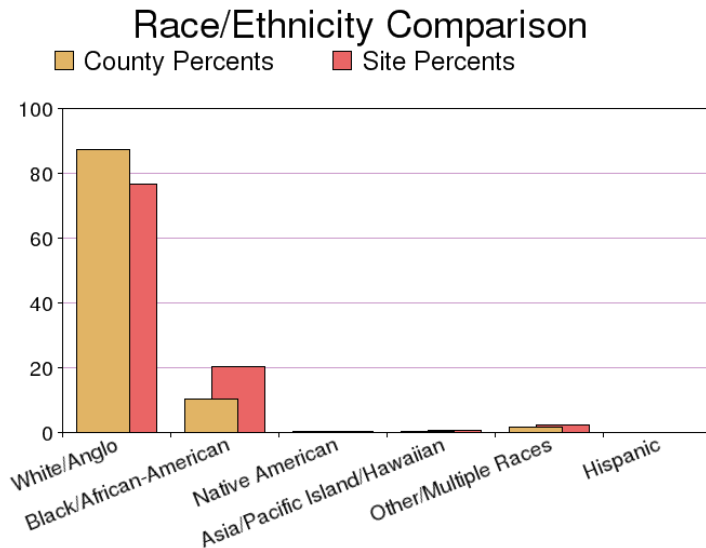
Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	87.24%	76.51%	87.71
Black, African-American	10.36%	20.26%	195.66
Native American	0.29%	0.25%	88.27
Asian	0.44%	0.74%	168.9
Pacific Island, Hawaiian	0.02%	0.03%	178.62
Other/Multiple Races	1.66%	2.2%	132.53
Hispanic	0%	2.62%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	63,037	22,872	
Less than 9th Grade	4.82%	4.83%	99.78
No High School Diploma	11.21%	10.72%	104.6
High School Graduate	34.66%	29.07%	119.24
Some College, no degree	21.01%	21.73%	96.65
Associate Degree	6.21%	6.66%	93.21
College Degree	14.19%	16.68%	85.08
Graduate/Prof. degree	7.91%	10.31%	76.69



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	11.26%	16.89%	191.08
\$10,000 to \$19,999	17.36%	20.45%	117.82
\$20,000 to \$29,999	12.17%	11.83%	97.17
\$30,000 to \$49,999	20.38%	17.83%	87.5
\$50,000 to \$59,999	5.66%	5.18%	91.42
\$60,000 to \$69,999	6.41%	4.96%	77.41
\$70,000 to \$79,999	5.5%	4.43%	80.4
\$80,000 to \$89,999	4.55%	3.78%	83.03
\$90,000 to \$99,999	3.11%	2.56%	82.48
\$100,000 to \$124,999	6.39%	4.72%	73.94
\$125,000 to \$149,999	3.8%	3.82%	100.48
\$150,000 to \$199,999	1.51%	1.42%	94.03
\$200,000 to \$249,999	0.43%	0.32%	75.68
\$250,000 or more	1.47%	1.8%	122.79
Median Household	37,551	35,115	93.51
Average Household	53,854	54,756	101.67
Per Capita Household	22,446	23,839	106.21
Family/Non-Family Household Income			
Median Family Income	51,148	52,350	102.35
Average Family Income	66,816	67,679	101.29
Median Non-Family Income	18,971	18,933	99.8
Average Non-Family Income	28,406	31,557	111.09



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	66.25%	55.79%	84.2
Families with Children	29.02%	24.61%	84.8
Families without Children	37.23%	31.18%	83.74
Non-Family Households			
% Non-Family Households	33.75%	44.21%	131.02
Non-Families with Children	0.07	0.03	50.24
Non-Families without Children	33.68	44.18	131.18
Housing Units			Index
Total Housing Units	42,418	16,891	
Vacant percent	13.84%	13.86%	100.17
Owned percent	63.02%	48.93%	77.63%
Rented Percent	23.14%	37.22%	160.83
Households by Size			Index
Avg household size	2.40	2.17	90.42
Avg family hh size	3.03	2.95	97.36
Avg non-family hh size	1.16	1.19	102.59
Households By Count of Persons			Percent
One	10,900	5,587	51.26%
Two	11,806	4,598	38.95%
Three or Four	11,391	3,548	31.15%
Five+	2,452	818	33.36%

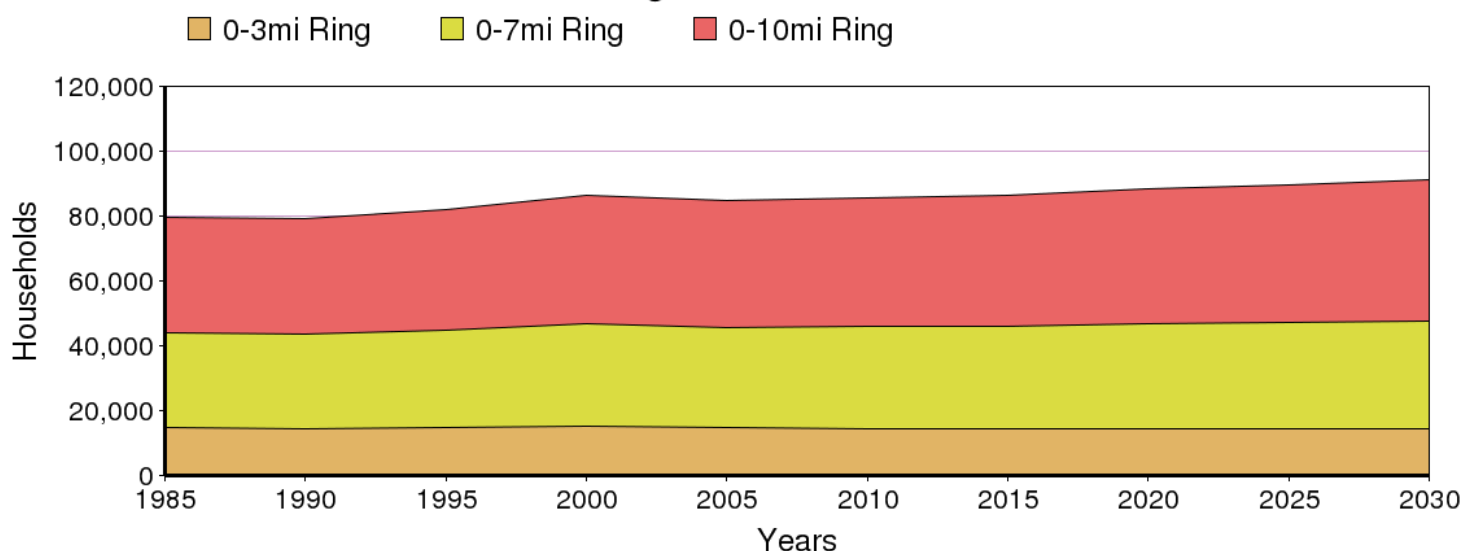
Projected Demographic Summary

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	79,661	34,849	43.75%
2000 Population	87,966	34,226	38.91%
2010 Population	90,137	33,642	37.32%
2015 Population	92,813	34,079	36.72%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	30,906	14,404	46.61%
2000 Households	36,088	15,135	41.94%
2010 Households	36,549	14,550	39.81%
2015 Households	36,987	14,466	39.11%

Household Change from 1985 to 2030



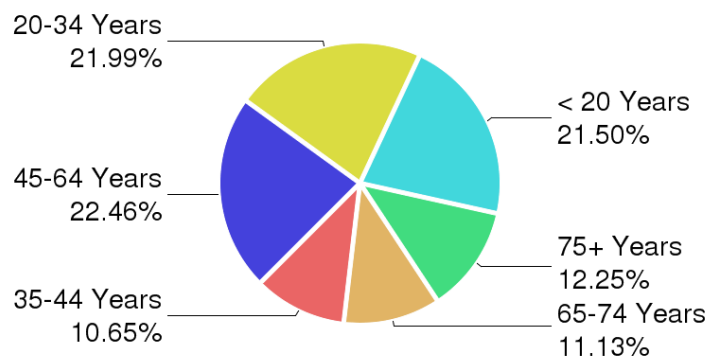
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.39%	4.54%	103.42
4-5 Years	1.87%	1.81%	96.79
6-8 Years	2.91%	2.85%	97.94
9-11 Years	3.02%	2.89%	95.7
12-13 Years	2.13%	2.1%	98.59
14-17 Years	4.86%	4.47%	91.98
18-19 Years	3.09%	2.85%	92.23
0-5 Years	6.26%	6.35%	101.44
6-12 Years	7%	6.79%	97
13-19 Years	9.01%	8.36%	92.79
< 20 Years	22.27%	21.5%	96.54
20-34 Years	22.65%	21.99%	97.09
35-44 Years	10.52%	10.65%	101.24
45-64 Years	23.12%	22.46%	97.15
65-74 Years	10.09%	11.13%	110.31
75+ Years	11.35%	12.25%	107.93
Median Age	40	43	106.09
Median Age (Male)	39	40	102.75
Median Age (Female)	42	45	108.01

Projected Age Group Percentages



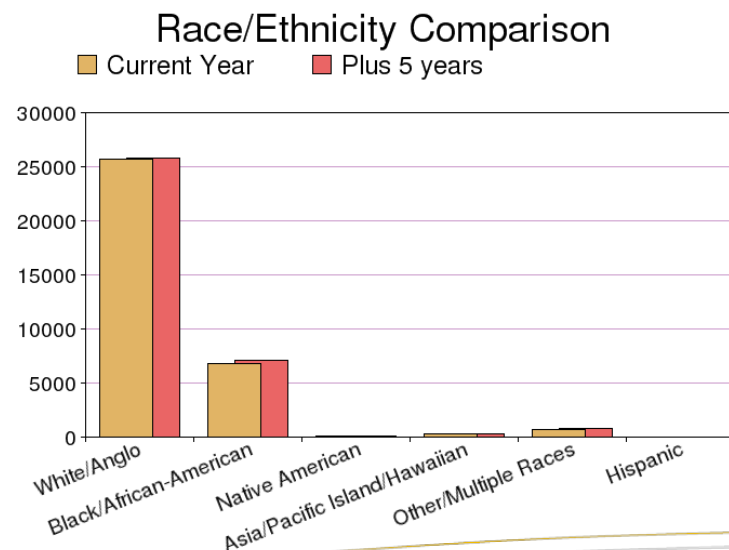
Projected Demographic Summary

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	76.51%	75.68%	98.91
Black, African-American	20.26%	20.84%	102.86
Native American	0.25%	0.27%	105.69
Asian	0.74%	0.75%	101.49
Pacific Island, Hawaiian	0.03%	0.03%	108.59
Other/Multiple Races	2.2%	2.43%	110.17
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	22,872	23,658	
Less than 9th Grade	4.83%	3.54%	73.3
No High School Diploma	10.72%	9.13%	85.24
High School Graduate	29.07%	29.06%	99.96
Some College, no degree	21.73%	22.18%	102.06
Associate Degree	6.66%	7.58%	113.81
College Degree	16.68%	17.71%	106.21
Graduate/Prof. degree	10.31%	10.79%	104.63



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	16.89%	15.7%	92.97
\$10,000 to \$19,999	20.45%	20.77%	101.56
\$20,000 to \$29,999	11.83%	11.3%	95.5
\$30,000 to \$49,999	17.83%	17.09%	95.85
\$50,000 to \$59,999	5.18%	4.76%	91.9
\$60,000 to \$69,999	4.96%	4.77%	96.12
\$70,000 to \$79,999	4.43%	4.68%	99.64
\$80,000 to \$89,999	3.78%	4.21%	106.43
\$90,000 to \$99,999	2.56%	2.77%	108.13
\$100,000 to \$249,999	4.72%	5.47%	115.81
\$125,000 to \$149,999	3.82%	4.48%	117.22
\$150,000 to \$199,999	1.42%	1.54%	108.36
\$200,000 to \$249,999	0.32%	0.41%	128.4
\$250,000 or more	1.8%	1.92%	106.72
Median Household	35,115	37,066	105.56
Average Household	54,756	58,650	107.11
Per Capita Household	23,839	25,072	105.17
Family/Non-Family Household Income			
Median Family Income	52,350	57,993	110.78
Average Family Income	67,679	75,292	111.25
Median Non-Family Income	18,933	19,936	105.3
Average Non-Family Income	31,557	31,716	100.5

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	55.79%	54.37%	97.46
Families with Children	24.61	23.37	94.94
Families without Children	31.18	29.61	94.99
Non-Family Households			
% Non-Family Households	44.21%	45.63%	103.21
Non-Families with Children	0.03	0.02	103.21
Non-Families without Children	44.18	45.61	103.24
Housing Units			
Total Housing Units	16,891	16,788	99.39%
Vacant percent	13.86%	13.83%	99.8
Owned percent	48.93%	48.88%	99.91
Rented Percent	37.22%	37.29%	100.2
Households by Size			
Avg household size	2.17	2.21	101.84%
Avg family hh size	2.95	3.06	103.73%
Avg non-family hh size	1.19	1.19	100%
Households By Count of Persons			
One	5,587	5,748	102.88%
Two	4,598	4,223	91.84%
Three or Four	3,548	3,577	100.82%
Five+	818	920	112.47%



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	562	312	246
Northern Europe	0	20	35
Western Europe	79	23	11
Southern Europe	0	2	10
Eastern Europe	15	1	0
Other Europe	0	0	5
Eastern Asia	61	47	35
So. Central Asia	72	4	20
SE Asia	31	43	21
Western Asia	49	10	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	2	12	5
Middle Africa	0	0	0
Northern Africa	0	9	8
Southern Africa	11	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	6	0
Caribbean	8	11	3
Central Amer.	189	68	76
South America	29	42	2
North America	16	14	15
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	34,272	32,665	21,167
Spanish	633	459	286
Other Indo-Euro language	385	184	186
French (incl. Patois, Cajun)	70	59	80
French Creole	7	9	0
Italian	0	0	7
Portuguese	14	18	4
German	155	90	68
Yiddish	0	0	0
Other West Germanic	24	0	0
A Scandinavian Language	0	0	0
Greek	23	0	1
Russian	0	0	14
Polish	12	3	4
Serbo-Croatian	0	0	0
Other Slavic Language	6	0	0
Armenian	0	0	0
Persian	0	5	8
Gujarathi	26	0	0
Hindi	15	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	36	5	44
Japanese	5	26	7
Korean	29	20	28
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	4	4
Laotian	0	0	0
Vietnamese	13	0	0
Other Asian	45	7	0
Tagalog	12	28	13
Other Pacific Is	11	0	0
Other languages	5	17	9
Navajo	0	0	0
Other Native N. American	0	14	6
Hungarian	0	0	0
Arabic	0	3	3
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	5	0	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	26,873	23,998	15,300
Arab	24	7	16
Armenian	0	5	0
Austrian	20	6	3
British	193	87	43
Canadian	30	3	4
Croatian	0	0	0
Czech	27	3	6
Czechoslovak	6	22	35
Danish	26	8	9
Dutch	169	141	136
English	2,829	2,235	1,556
European	307	202	93
Finnish	25	27	21
French (not Basque)	375	267	197
French Canadian	80	17	37
German	1,594	1,692	1,090
Greek	26	79	14
Hungarian	31	8	19
Iranian	0	2	8

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	2,143	2,404	1,684
Italian	269	261	208
Lithuanian	0	0	14
Norwegian	60	51	29
Polish	176	195	60
Portuguese	7	0	5
Romanian	8	0	0
Russian	11	2	19
Scandinavian	6	0	0
Scotch-Irish	946	729	486
Scottish	465	364	279
Slovak	0	11	11
Subsaharan African	149	120	38
Swedish	65	21	13
Swiss	21	8	8
Ukrainian	6	0	6
US/American	7,836	7,497	5,531
Welsh	34	114	44
West Indian	21	14	18
Yugoslavian	30	0	1
Other	8,860	7,396	3,557



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Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to 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

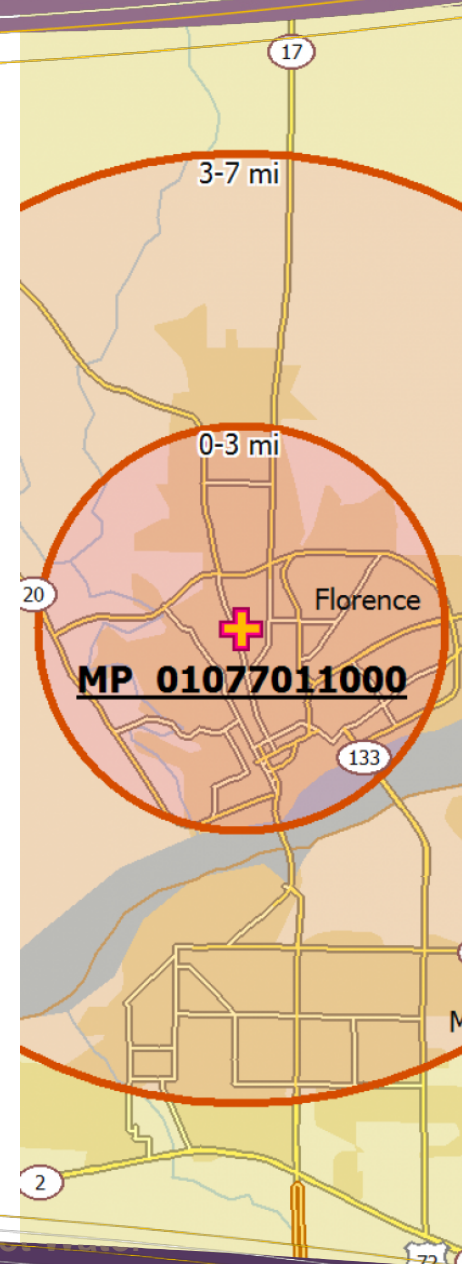
Issues for Your Consideration - continued

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 "Evangelescape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelescape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	14,550	100%	10,112	100%
AFFLUENT SUBURBIA	802	5.51%	558	5.52%
America's Wealthiest	1	0.01%	1	0.01%
Dream Weavers	105	0.72%	75	0.74%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	696	4.78%	482	4.77%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,581	10.87%	1,061	10.49%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,581	10.87%	1,061	10.49%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	458	3.15%	297	2.94%
2nd City Homebodies	16	0.11%	11	0.11%
Prime Middle America	321	2.21%	209	2.07%
Urban Optimists	0	0%	0	0%
Family Convenience	121	0.83%	77	0.76%
Mid-Market Enterprise	0	0%	0	0%



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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	14,550	100%	10,112	100%
BLUE COLLAR BACKBONE	857	5.89%	564	5.58%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	183	1.26%	110	1.09%
Lower Income Essentials	105	0.72%	71	0.7%
Small Town Endeavors	569	3.91%	383	3.79%
AMER. DIVERSITY	1,589	10.92%	1,178	11.65%
Ethnic Urban Mix	11	0.08%	8	0.08%
Urban Blues	14	0.1%	9	0.09%
Professional Urbanites	974	6.69%	704	6.96%
Urban Advancement	70	0.48%	47	0.46%
Amer. Great Outdoors	64	0.44%	41	0.41%
Mature America	456	3.13%	369	3.65%
METRO FRINGE	4,764	32.74%	3,273	32.37%
Steadfast Conservative	3,792	26.06%	2,599	25.7%
Moderate Conventionalists	135	0.93%	91	0.9%
Southern Blues	77	0.53%	54	0.53%
Urban Grit	0	0%	0	0%
Grass-Roots Living	760	5.22%	529	5.23%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	14,550	100%	10,112	100%
REMOTE AMERICA	46	0.32%	27	0.27%
Hardy Rural Fam.	17	0.12%	10	0.1%
Rural Southern Living	29	0.2%	17	0.17%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,334	9.17%	976	9.65%
Young Cosmopolitans	12	0.08%	9	0.09%
Minority Metro Communities	686	4.71%	508	5.02%
Stable Careers	636	4.37%	459	4.54%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	314	2.16%	187	1.85%
Industrious Country Living	15	0.1%	10	0.1%
America's Farmland	0	0%	0	0%
Comfy Country Living	195	1.34%	119	1.18%
Small Town Connections	89	0.61%	52	0.51%
Hinterland Fam.	15	0.1%	6	0.06%

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	14,550	100%	10,112	100%
STRUGGLING SOCIETIES	1,554	10.68%	1,097	10.85%
Rugged Southern Style	39	0.27%	23	0.23%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,056	7.26%	716	7.08%
College Town Communities	184	1.26%	153	1.51%
New Beginnings	275	1.89%	205	2.03%
URBAN ESSENCE	1,185	8.14%	839	8.3%
Unattached Multicultures	369	2.54%	256	2.53%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	85	0.58%	59	0.58%
Urban Diversity	0	0%	0	0%
New Generation Activists	364	2.5%	245	2.42%
Getting By	367	2.52%	279	2.76%
VARYING LIFESTYLES	68	0.47%	55	0.54%
Military Family Life	0	0%	0	0%
Major University Towns	68	0.47%	55	0.54%
Gray Perspectives	0	0%	0	0%



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Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

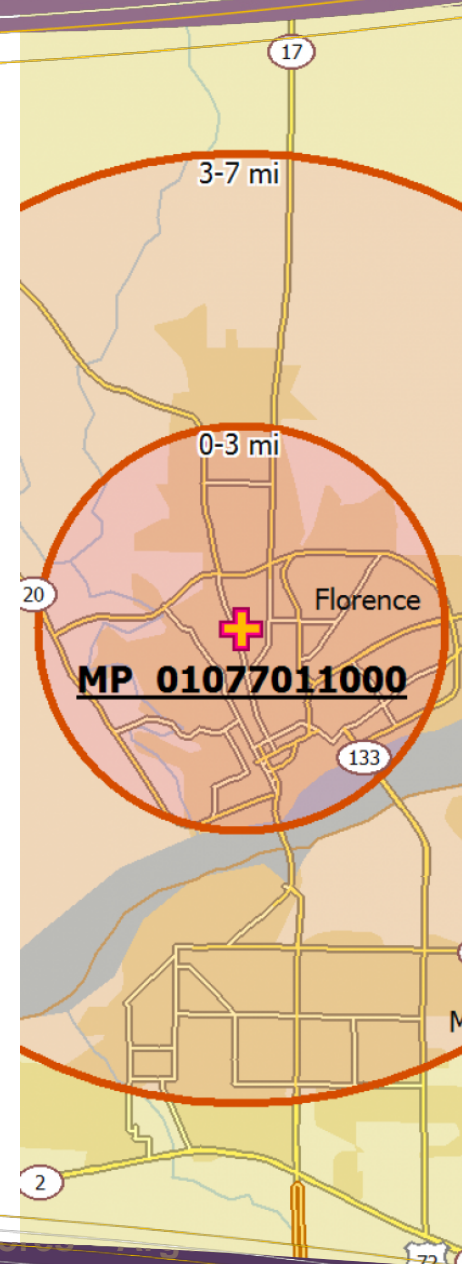
Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, 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	75%	76%	77%
Use Comp. for Internet/E-mail	56%	59%	60%
Internet Use: E-Mail	48%	50%	50%
Use Comp. for Comp. Games	37%	39%	40%
Use Comp. for Word Processing	36%	38%	39%
Use Comp. for Education	32%	33%	33%
Use Comp. for Shopping	32%	34%	36%
Use Comp. for Digital Camera Photo Editing	29%	32%	33%
Internet Use: News/ Weather	28%	29%	29%
Use Comp. for Banking	28%	30%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	28%	29%	29%
Internet Use: Banking	23%	24%	25%
Use Comp. for News/Info./Data Service	21%	22%	23%
PC-Network-HH Has One	16%	18%	18%
Use Comp. for Personal Financial Mngmnt	13%	14%	14%
Internet Use: Research/ Education	13%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	12%	13%	13%
Use Comp. for Accounting	12%	13%	14%
Use Comp. for Filing/DB Mngmnt	11%	12%	13%
Internet Use: Read Magazines/ Newspapers	11%	11%	10%

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	67%	67%	68%
Dining Out (Not Fast Food)	56%	58%	58%
Reading Books	55%	55%	54%
Card Games	41%	42%	42%
Cooking for Fun	36%	36%	36%
Go To A Beach/Lake	33%	35%	36%
Gardening	32%	35%	36%
Board Games	31%	32%	33%
Visit Museum	20%	20%	21%
Visit Zoo	19%	19%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	28%	28%	28%
Eye Dr.	23%	22%	22%
Backache	22%	22%	22%
Hypertension/High Blood Pressure	20%	20%	20%
None Of These	20%	20%	20%
High Cholesterol	18%	18%	18%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	15%	15%	15%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	27.25%	27.69%	27.34%
Live Theater	20.7%	21.22%	21.32%
Live Theater Most Often	16.97%	17.49%	17.62%
Rock/Pop Concerts Most Often	14.69%	14.84%	14.46%
Dance Performance	9.09%	8.9%	8.58%
Comedy Club	8.77%	8.77%	8.57%
Movies: Comedy	38.2%	39.18%	39.16%
Movies: Action/Adventure	37.06%	37.88%	37.87%
Movies: Fam.	20.54%	20.67%	20.42%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	19.94%	20.25%	19.93%
Movies: Romantic Comedy	19.89%	20.24%	20.25%
Movies: Mystery	17.05%	16.89%	16.57%
MLB Baseball Reg. Season	6.44%	7.15%	7.32%
College Football Reg. Season	5.81%	6.42%	6.64%
NFL Football Reg. Season	5.59%	6.19%	6.27%
College Basketball Reg. Season	3.88%	4.3%	4.4%
NBA Basketball Reg. Season	3.08%	3.4%	3.49%
NHL Hockey Reg. Season	2.48%	2.63%	2.57%



Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 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	39.52%	40.7%	40.8%
Swimming	32.62%	33.39%	33.99%
Bowling	20.17%	21%	21.27%
Billiards/Pool	17.63%	18.04%	18.1%
Freshwater Fishing	15.24%	16.7%	17.9%
Weight Training	14.39%	15.34%	15.75%
Camping Trips	14.23%	15.16%	16.08%
Basketball	13.98%	14.5%	14.68%
Golf	13.75%	14.26%	14.51%
Jogging/Running	13.67%	14.28%	14.27%
Using Cardio Machine	13.06%	13.6%	13.6%
Mountain/Road Biking	12.69%	12.93%	13.22%
Stationary Cycling	11.64%	12.04%	12.04%
Baseball	11%	10.7%	10.64%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	9.79%	9.93%	9.86%
Volleyball	9.34%	8.9%	8.83%
Backpacking/Hiking	9.18%	9.6%	9.86%
Football	9.07%	9.19%	9.29%
Power Boating	8.25%	8.57%	8.74%
Target Shooting	8.17%	8.78%	9.33%
Hunting	7.95%	9.13%	10.36%
Softball	7.05%	7.28%	7.37%
Tennis	6.97%	7.06%	7.15%
Yoga	6.95%	6.99%	6.85%
Soccer	6.59%	6.55%	6.52%
Saltwater Fishing	6.54%	7.08%	7.4%
Canoeing/Kayaking	6.41%	6.86%	7.02%
Downhill & X-Country	5.61%	5.23%	5.28%
Skiing			

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
Ice Skating	5.53%	5.45%	5.45%
Roller Skating	5.45%	5.34%	5.29%
Motorcycling	5.41%	5.72%	5.92%
Snorkeling	5.37%	5.15%	5.21%
Horseback Riding	4.76%	5.21%	5.65%
Jet Skiing	4.59%	4.61%	4.67%
Water Skiing	4.22%	4.33%	4.5%
Fly Fishing	4.14%	4.33%	4.49%
Archery	3.88%	4.32%	4.82%
Racquetball	3.82%	3.72%	3.65%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Hockey	3.78%	3.56%	3.5%
Snowboarding	3.77%	3.53%	3.47%
Snowmobiling	3.66%	3.68%	3.8%
Rock Climbing	3.58%	3.51%	3.45%
Auto Racing	3.51%	3.44%	3.42%
Sailing	3.48%	3.39%	3.4%
Skateboarding	3.4%	3.29%	3.38%
Martial Arts	3.1%	3.15%	3.27%
Surfing & Windsurfing	2.85%	2.66%	2.63%
Rowing	2.53%	2.62%	2.68%

Potential Cultural Barriers -- Introduction (part 1)

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

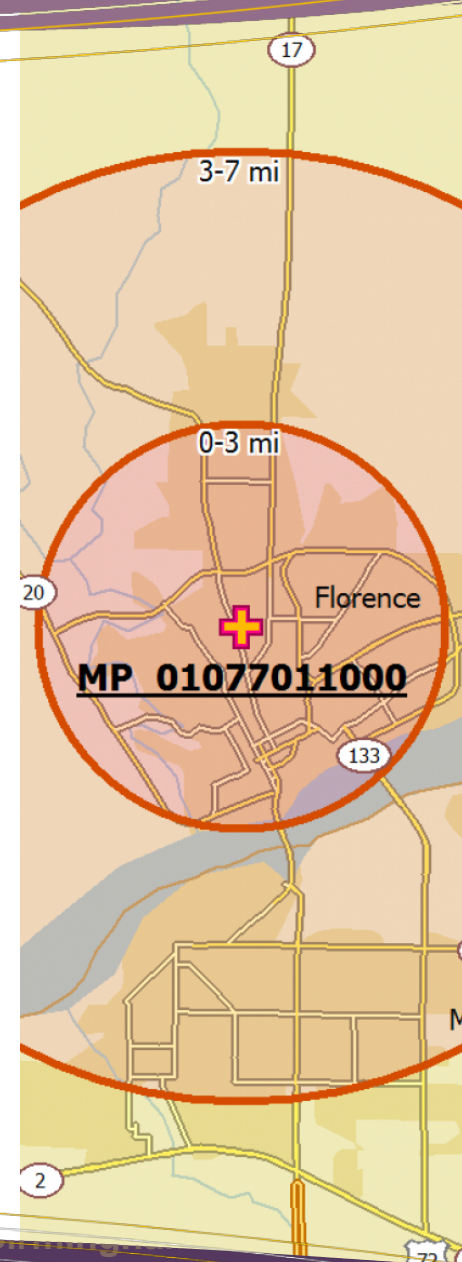
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

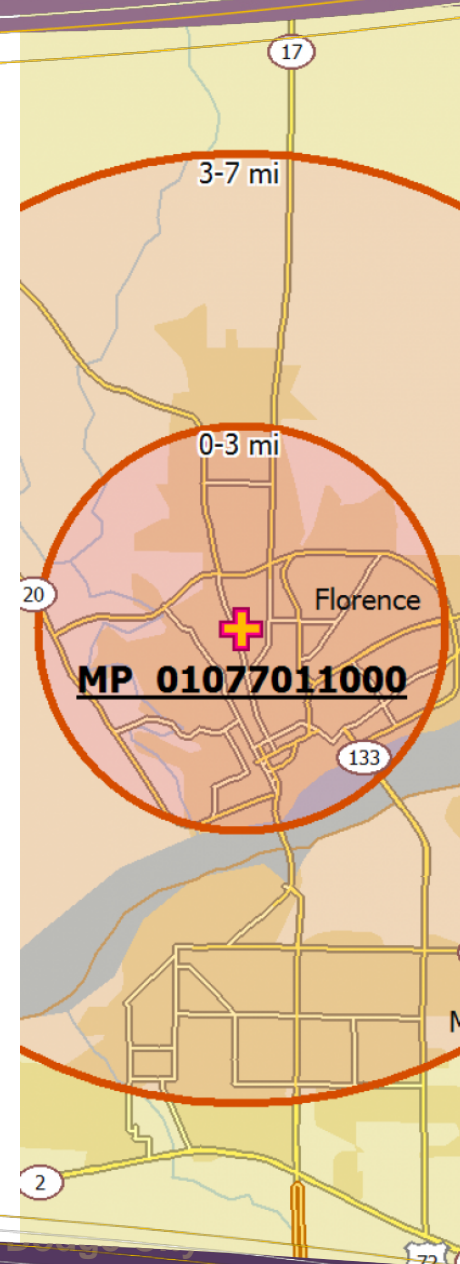
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

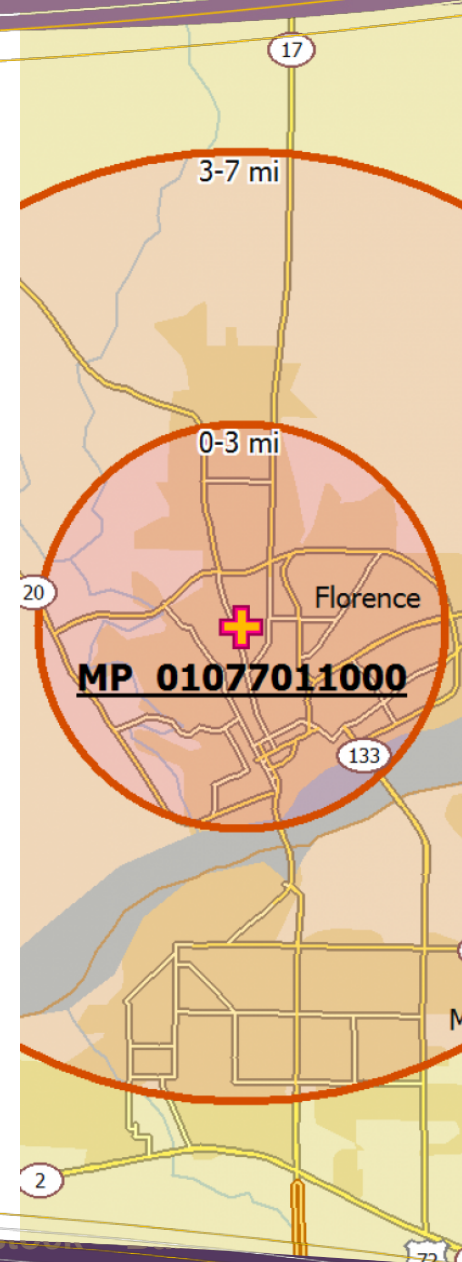
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Find It Difficult To Say No To My Kids	37%	38%	39%
Speak My Mind Even If It Upsets People	36%	36%	36%
Prefer To Have Few Possessions As Possible	35%	34%	34%
Like Control Over People And Resources	33%	33%	33%
Woman's Place Is In The Home	33%	34%	34%
Don't Judge People/Way They Live Life	30%	29%	29%
Like To Do Unconventional Things	29%	29%	29%
If Won Lottery Would Never Work Again	26%	27%	28%
Friends More Important Than My Fam.	25%	25%	25%
Money Is Best Measure Of Success	25%	25%	26%
Too Much Sponsorship In Arts/Sports	24%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	21%	21%
Marijuana Should Be Legalized	19%	20%	19%
Like To Pursue Challenge/Novelty/Change	18%	18%	17%
I Am A Workaholic	17%	17%	17%
Rarely Sit Down to a Meal Together At Home	16%	17%	17%
Only Work Current Job for The Money	14%	14%	14%
Happy With My Standard Of Living	14%	13%	13%
We Should Strive for Equality for All	14%	13%	13%
On Whole People Get What They Deserve	11%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	8%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	7%	7%	6%

Potential Cultural Themes

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

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



Potential Cultural Themes:

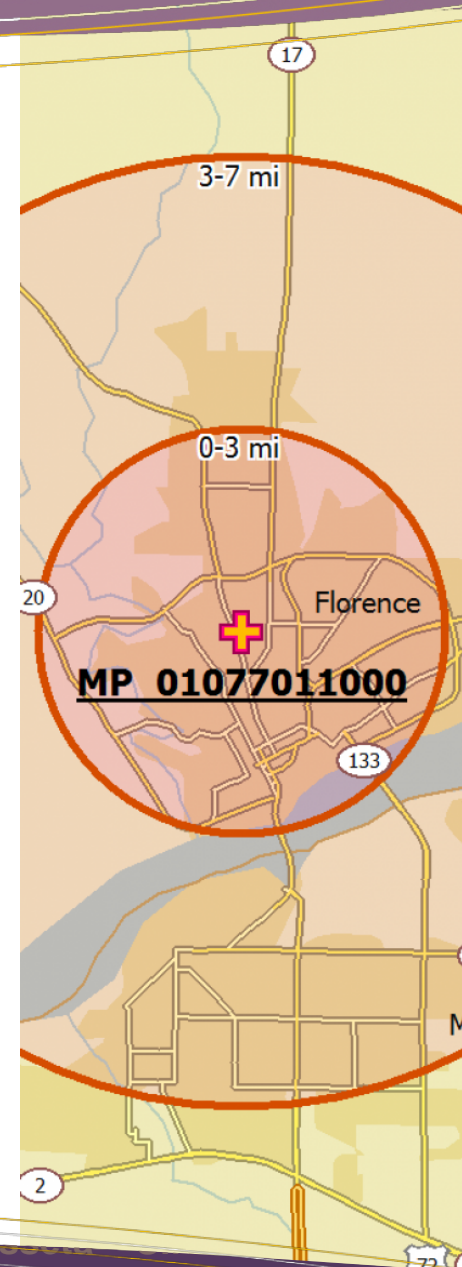
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	59%	61%	62%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	37%	37%	37%
Prefer To Have Few Possessions As Possible	35%	34%	34%
Important Feel Respected By My Peers	34%	33%	33%
Prefer Work Part Of Team Than Alone	34%	34%	34%
Important To Juggle Various Tasks	31%	31%	30%
Good At Fixing Things	31%	29%	28%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	22%	23%	23%
Like To Just Enjoy Life	22%	22%	22%
Consider Myself Interested In The Arts	20%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	19%	19%	19%
Looking for New Ideas To Improve Home	16%	16%	16%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	15%	15%	15%
Try Not To Worry About The Future	15%	14%	14%
Provide My Kids With The Little Extras	13%	12%	12%
Enjoy Spending Time With My Fam.	12%	12%	12%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	6%	6%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	5%	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	84.33%	85.45%	85.81%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.11%	82.33%	82.75%
Houses-Visit Any			
McDonald's	54.82%	55.96%	56.22%
Burger King	37.67%	37.58%	37.54%
Subway	29.79%	31.01%	31.21%
Wendy's	29.3%	30.33%	30.48%
Applebee's	29.26%	29.91%	29.76%
Kentucky Fried Chicken (KFC)	28.63%	29.03%	29.15%
Taco Bell	28.02%	28.37%	28.25%
Pizza Hut	22.19%	22.43%	22.51%
Arby's	21.67%	22.74%	22.95%
Olive Garden	19.83%	20.47%	20.33%

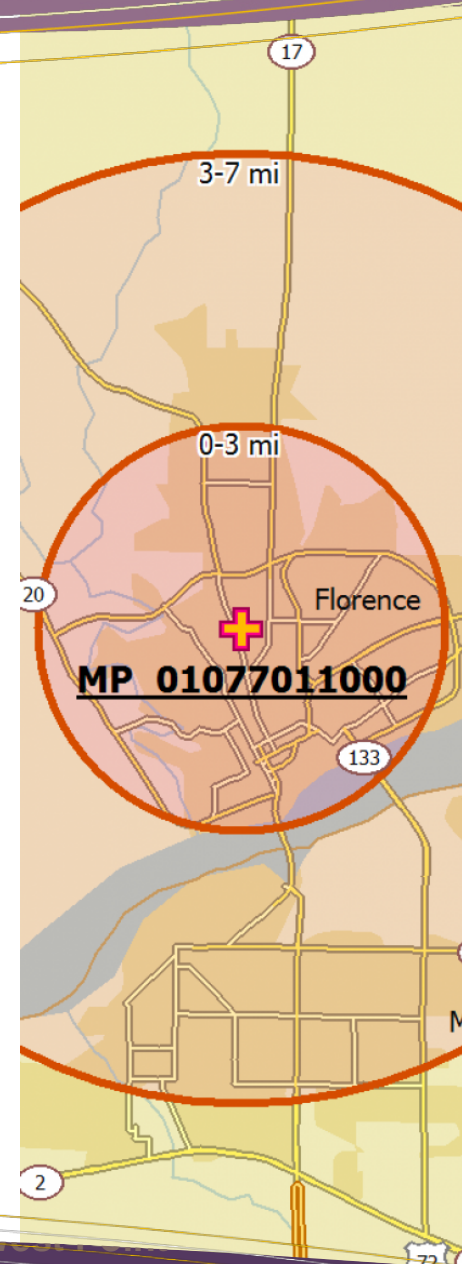
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.23%	18.63%	18.67%
Red Lobster	17.41%	17.49%	17.08%
Cracker Barrel	14.33%	15.36%	15.73%
Domino's Pizza	14.31%	14.1%	13.65%
Outback Steakhouse	14.2%	14.69%	14.5%
IHOP (International House Of Pancakes)	13.99%	13.85%	13.46%
Sonic	13.63%	13.96%	14.18%
Denny's	12.76%	12.49%	12.04%
Chili's Grill and Bar	12.28%	12.89%	12.73%
Chick-Fil-A	11.88%	12.92%	13.1%
TGI Friday's	11.13%	11.49%	11.27%
Dunkin' Donuts	10.91%	10.83%	10.54%

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.

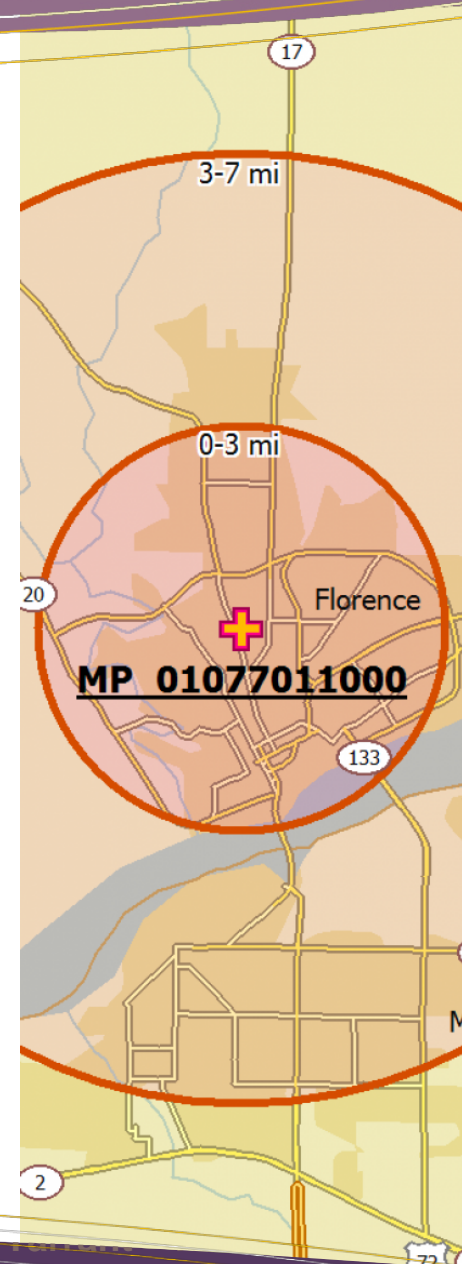
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	46.41%	47.77%	48%
Recycled products	33.91%	35.14%	35.37%
Worked as volunteer (non political)	16.62%	17.35%	17.61%
Engaged in fund raising	10.69%	11.33%	11.62%
Religious club member	7.35%	7.66%	7.86%
Wrote to editor of mag or newspaper	5.83%	5.95%	5.93%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.75%	6.09%	6.23%
Charitable Organization	5.31%	5.52%	5.66%
Took active part in local civic issue	5.11%	5.23%	5.2%
Union member	4.89%	5.2%	5.31%
Fraternal order member	4.76%	4.75%	4.68%
Church Board	4.62%	4.98%	5.17%

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	16.3%	16.87%	17.02%
Children's Books	12.61%	13.1%	13.37%
Mystery	11.92%	11.96%	11.93%
Cookbooks	10.25%	10.47%	10.51%
Religious (not Bibles)	8.66%	8.93%	9.05%
History	6.87%	7.03%	7.06%
Romance	6.62%	6.79%	6.98%
Biography	6.53%	6.67%	6.68%
Personal/Business	6.43%	6.73%	6.82%
Self-help			

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	68.29%	68.79%	68.38%
Gen. Editorial	48.07%	48.06%	47.72%
Womens	41.77%	41.99%	41.84%
Service	34.2%	35.23%	35.62%
Mens	19.47%	19.06%	18.59%
Business/Finance	17.31%	18.18%	18.28%
Sports	15.88%	15.72%	15.37%
Automotive	13.54%	13.53%	13.6%
Health	13.31%	13.3%	13.21%

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	54.8%	55.46%	55.75%
Classified	33.07%	33.18%	33.39%
Sport	32.32%	32.59%	32.61%
Editorial Page	30.46%	31.03%	31.34%
Business/Finance	28.55%	29.33%	29.28%
Comics	28%	27.84%	27.66%
Movie Listings & Reviews	25.78%	25.83%	25.55%
Food/Cooking	25.08%	25.32%	25.18%
TV/Radio Listings	24.41%	24.38%	24.26%
Home/Gardening	20.38%	21.29%	21.52%
Travel	18.95%	19.51%	19.52%
Science/Technology	17.29%	17.81%	17.74%
Fashion	14.1%	14.36%	14.38%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	19.45%	20.51%	21.81%
CHR Contemp Hit Radio	18.49%	17.89%	17.46%
Adult Contemporary	17.25%	17.43%	17.56%
Urban Contemporary	16.28%	15.73%	14.97%
Rock	12.29%	12.36%	12.24%
News/Talk	11.32%	12%	12.06%
Oldies	11.05%	11.29%	11.27%
Classic Rock	9.82%	10.05%	10.24%
Alternative	9.03%	9.29%	9.21%
Variety	7.76%	7.83%	7.69%
Religious	5.84%	6.2%	6.38%
Soft Contemporary	5.75%	6.13%	6.23%
Jazz	5.19%	5.46%	5.36%
All News	4.91%	5.38%	5.54%
All Talk	4.25%	4.38%	4.43%
Classic Hits	3.83%	3.94%	3.93%
Sports	3.52%	3.78%	3.88%
Classical	3.37%	3.51%	3.57%



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	61.17%	63.2%	64%
Satellite Dish	51.22%	53.7%	54.75%
Soapnet	50.85%	51.27%	51.26%
Other Video-On-Demand	43.39%	43.71%	43.7%
Sci-Fi Channel	34.1%	35.84%	36.39%
Adult Pay Per View TV	32.12%	33.96%	34.67%
MSNBC	31.79%	33.26%	33.72%
Comedy Central	31.63%	31.63%	31.1%
TV Info From Sunday TV Magazine	27.89%	28.68%	29.16%
Subscribe Digital Cable	27.64%	28.65%	28.84%
Nickelodeon	26.54%	28.07%	29%
TV Info From Newspapers	25.69%	26.29%	26.52%

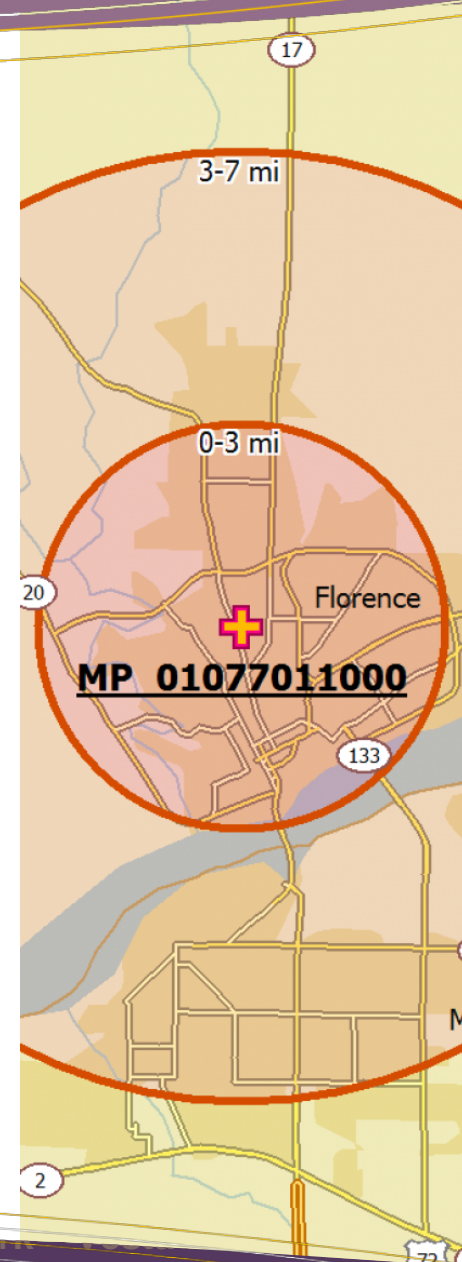
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	24.31%	25.04%	25.21%
BET (Black Entertainment TV)	23.98%	24.27%	24.18%
Adult Swim	23.85%	25.33%	25.82%
USA Network	23.72%	24.56%	24.74%
Hallmark Channel	23.4%	24.66%	25.22%
Nick At Nite	23.3%	24.52%	25.07%
TV Info From Monthly Cable Guide	22.84%	23.63%	23.76%
ABC Fam.	22.67%	23.29%	23.07%
The Golf Channel	22.47%	23.45%	23.55%
ESPN2	20.79%	21.51%	21.4%
ESPN Classic	20.75%	20.79%	20.49%
TV Info From Other	20.26%	20.51%	20.34%

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+)	19.04%	19.67%	19.88%
Medium Users (4-6)	10.41%	10.66%	10.75%
Light Users (1-3)	20.31%	20.33%	20.39%
Quintiles (20%)			
Newspaper I (Heavy)	1.42%	1.34%	1.26%
Newspaper II	1.48%	1.4%	1.35%
Newspaper III	2.16%	2.18%	2.28%
Newspaper IV	0.56%	0.55%	0.54%
Newspaper V (Light)	1.41%	1.27%	1.29%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.96%	19.09%	19.15%
Magazines II	8.54%	8.61%	8.68%
Magazines III	9.48%	9.56%	9.74%
Magazines IV	11.61%	11.49%	11.35%
Magazines V (Light)	0.61%	0.6%	0.56%
Outdoor I (Heavy)	7.16%	6.92%	6.6%
Outdoor II	3.31%	3.2%	3.09%
Outdoor III	3.68%	3.56%	3.4%
Outdoor IV	16.73%	16.56%	16.71%
Outdoor V (Light)	26.12%	25.89%	25.97%
Yellow Pages I (Heavy)	14.89%	14.77%	14.65%
Yellow Pages II	5.99%	5.88%	5.81%
Yellow Pages III	6.73%	6.33%	5.98%
Yellow Pages IV	22.85%	22.55%	22.48%
Yellow Pages V (Light)	3.98%	3.62%	3.41%



Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.04%	2.96%	2.97%
Drive Time III (Medium)	0.81%	0.76%	0.76%
Radio IV & V (Light)	2.46%	2.43%	2.42%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.79%	9%	9%
Radio III (Medium)	4.87%	4.84%	4.95%
Radio IV & V (Light)	3.17%	3.23%	3.17%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	12.02%	12.84%	13.07%
Cable III (Medium)	4.84%	4.73%	4.74%
Cable IV & V (Light)	34.61%	34.34%	33.74%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.71%	3.65%	3.69%
Prime Time III (Medium)	2.03%	1.96%	1.9%
Prime Time IV & V (Light)	8.48%	8.35%	8.31%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	39.12%	39.45%	40%
Fringe III (Medium)	53.81%	53.85%	54.09%
Fringe IV (Light)	55.52%	55.93%	56.2%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.64%	13.44%	13.28%
All Day III (Medium)	23.63%	23.96%	24.33%
All Day IV (Light)	14.28%	13.86%	13.32%

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]	10.98%	11.41%	11.39%
6:00am - 10:00am	15.73%	15.72%	15.42%
10:00am - 3:00pm	8.21%	7.72%	7.31%
3:00pm - 7:00pm	14.59%	14.36%	14.28%
7:00pm - Midnight	12.44%	12.79%	12.59%
Midnight - 6:00am	6.3%	6.1%	5.83%
Weekend Radio			
Listeners			
Dayparts [summary]	14.4%	14.51%	14.49%
6:00am - 10:00am	3.64%	3.69%	3.58%
10:00am-3:00pm	5.97%	5.61%	5.49%
3:00pm - 7:00pm	7.23%	7.15%	7.01%
7:00pm - Midnight	8.61%	8.97%	9.05%
Midnight - 6:00am	11.47%	11.3%	10.98%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.86%	8.28%	8.39%
Saturday: 8:00-11:00pm	7.43%	7.75%	7.9%
Sunday: 7:00-11:00pm	9.05%	9.58%	9.77%
9:00am-1:00pm	23.3%	24.52%	25.07%
9:00am-4:00pm	26.61%	27.98%	28.64%
4:00pm-7:00pm	27.89%	29.07%	29.19%
11:00pm-1:00am	39.98%	41.4%	41.65%
AVG Prime time	3.04%	3.13%	3.05%
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	16.56%	16.65%	16.39%
7-9am	20.79%	21.51%	21.4%
9am-12noon	18.78%	20.08%	20.62%
12noon-4pm	7.83%	7.9%	8.02%
4-6pm	44.93%	47.14%	47.89%
6-7pm	17.99%	18.63%	19.21%
7-7:30pm	1.27%	1.34%	1.34%
7:30-8pm	10.47%	10.78%	10.72%
8-11pm	7.86%	8.28%	8.39%
11pm-12am	31.79%	33.26%	33.72%
11pm-1am	39.98%	41.4%	41.65%
1-6am	30.91%	31.6%	31.28%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.88%	18.34%	18.26%
Sat: 10am-1pm	7.16%	7.59%	7.74%
Sat: 1-4pm	24.68%	25.04%	25.13%
Sat: 4-6pm	6.7%	6.82%	6.84%
Sat: 6-7pm	1.63%	1.85%	1.88%
Sat: 7-8pm	0.83%	0.95%	0.98%
Sat: 8-11pm	7.43%	7.75%	7.9%
Sat: 11pm-1am	4.87%	4.98%	4.94%
Sat: 1am-7pm	23.72%	24.56%	24.74%
Sun: 7-10am	1.92%	2.04%	2.14%
Sun: 10am-1pm	5.91%	6.33%	6.64%
Sun: 1-4pm	5.2%	5.65%	5.85%
Sun: 4-7pm	12.14%	12.96%	13.26%
Sun: 7-11pm	9.05%	9.58%	9.77%
Sun: 11pm-1am	4.33%	4.53%	4.47%
Sun: 1-7am	19.42%	20.64%	20.98%

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?

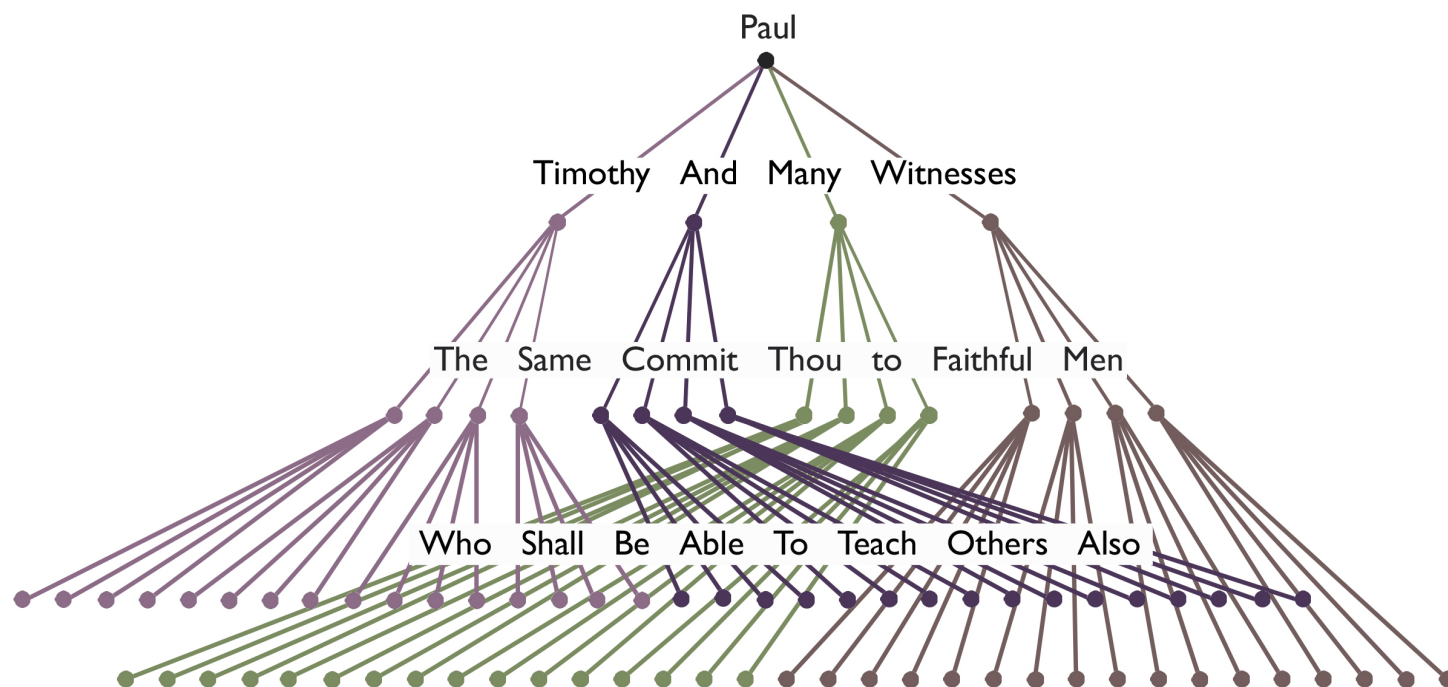


Biblical Missional Multiplication

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*

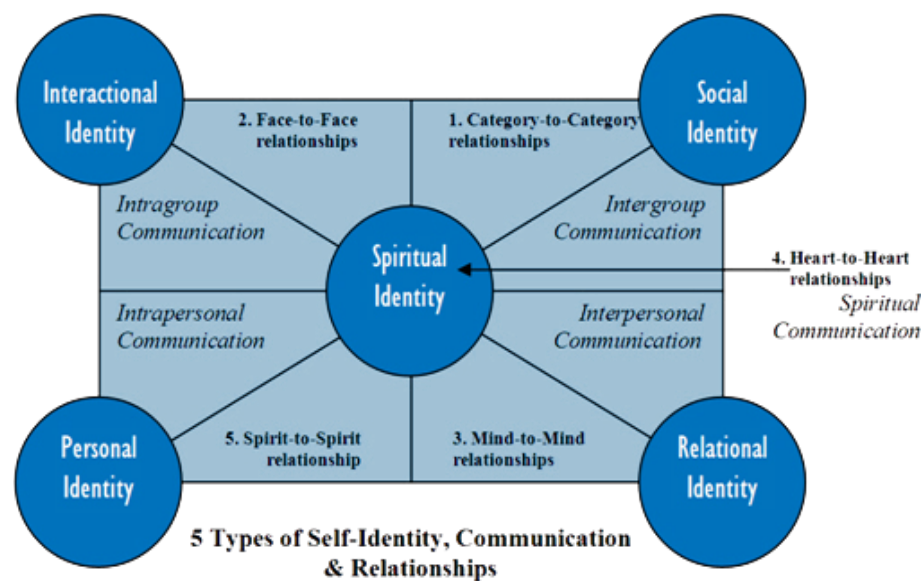


Establishing Redemptive Relationships

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.

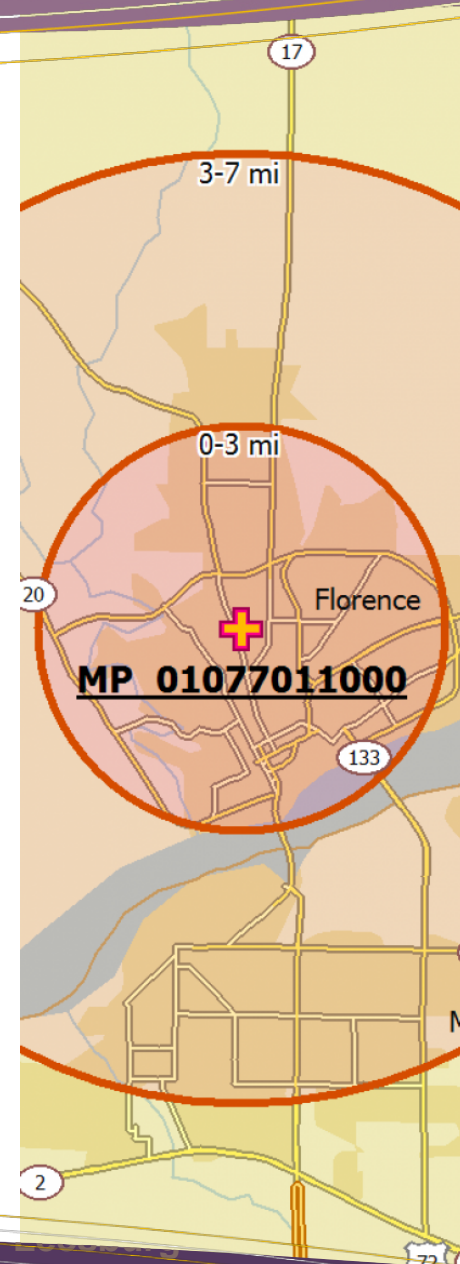


Your MissionSite and the Missional Suite

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	Three Forks	14176 County Road 8 Florence, AL 35633	0.32 mi	30	Growing
2	Highland	219 Simpson St Florence, AL 35630	0.62 mi	789	Plateauing
3	Woodmont	2001 Darby Dr Florence, AL 35630	1.12 mi	1,317	Plateauing
4	Heritage Fellowship	113 Kingswood Dr Florence, AL 35630	1.36 mi	0	Plateauing
5	Forest Hills	110 Stovall Dr Florence, AL 35633	1.61 mi	171	Declining
6	New Beginning	855 Florence Blvd Florence, AL 35630	1.62 mi	0	Plateauing
7	Florence First	PO Box 430 Florence, AL 35631	1.83 mi	348	Declining
8	Central	1600 Huntsville Rd Florence, AL 35630	2.14 mi	229	Declining
9	Broadway	3215 Huntsville Rd Florence, AL 35630	2.41 mi	57	Declining
10	Grace	2602 Cole Ave Florence, AL 35630	2.50 mi	41	Plateauing
11	Lee Heights Baptist	35 Sevier Ave Florence, AL 35630	2.92 mi	202	Growing
12	The Village	8600 County Road 200 Florence, AL 35633	3.26 mi	89	Declining
13	Underwood	5091 Highway 157 Florence, AL 35633	3.37 mi	642	Plateauing
14	Fairview	151 Fairview Dr Florence, AL 35630	3.70 mi	50	Growing
15	York Terrace	1401 E 30th St Sheffield, AL 35660	4.12 mi	247	Declining



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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Muscle Shoals	621 River Rd Muscle Shoals, AL 35661	4.64 mi	197	Plateauing
17	Sheffield First	PO Box 716 Sheffield, AL 35660	4.70 mi	316	Declining
18	Christian Fellowship	7150 Guston St Florence, AL 35634	4.73 mi	78	Declining
19	Washington Park	201 NE Broadway St Muscle Shoals, AL 35661	4.95 mi	136	Plateauing
20	Woodward Avenue	801 Woodward Ave Muscle Shoals, AL 35661	5.17 mi	591	Plateauing
21	Evergreen	14930 County Rd 2 Florence, AL 35633	5.45 mi	54	Growing
22	Southside	PO Box 879 Sheffield, AL 35660	5.66 mi	82	Declining
23	Grace Life Church	1915 E. Avalon Ave Muscle Shoals, AL 35661	5.87 mi	1,064	Declining
24	Hook Street	1021 N Hook St Tuscumbia, AL 35674	6.21 mi	149	Plateauing
25	Calvary	601 N Main St Tuscumbia, AL 35674	6.42 mi	238	Growing
26	Tuscumbia First	203 N Dickson St Tuscumbia, AL 35674	6.62 mi	126	Plateauing
27	Highland Park	501 W 6th St Muscle Shoals, AL 35661	6.71 mi	702	Growing
28	First Southern	3806 S Wilson Dam Hwy Muscle Shoals, AL 35661	7.25 mi	76	Growing
29	Westside	411 W 11th St Tuscumbia, AL 35674	7.32 mi	115	Declining
30	Parkview Baptist	1404 Hwy. 72 E Tuscumbia, AL 35674	7.86 mi	194	Growing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Central Heights	10090 County Road 15 Florence, AL 35633	7.86 mi	148	Plateauing
32	Valdosta	103 Marion Ave. SE Tuscumbia, AL 35674	7.88 mi	128	Growing
33	Nitrate City	6175 Second Street Muscle Shoals, AL 35661	8.19 mi	34	Growing
34	Killen First	PO Box 236 Killen, AL 35645	8.60 mi	350	Growing
35	Valley Grove	3040 Old Highway 20 Tuscumbia, AL 35674	9.70 mi	212	Declining
36	Ford City	5890 River Rd Muscle Shoals, AL 35661	9.72 mi	128	Declining
37	Johnson Crossroads	1470 County Road 139 Florence, AL 35633	10.06 mi	72	Plateauing
38	Cloverdale First	12165 Hwy 157 Florence, AL 35633	10.14 mi	173	Declining
39	Hampton Heights	220 Baker Ln Tuscumbia, AL 35674	10.16 mi	118	Growing
40	East Colbert	6620 2nd St Muscle Shoals, AL 35661	10.41 mi	43	Growing
41	Pride	1325 Old Memphis Pike Tuscumbia, AL 35674	10.88 mi	49	Growing
42	Chisholm Heights	9195 Highway 17 Florence, AL 35634	11.30 mi	37	Declining
43	Friendship	PO Box 3 Killen, AL 35645	11.57 mi	46	Growing
44	Colbert Hgts. First	6000 Woodmont Dr Tuscumbia, AL 35674	11.62 mi	409	Growing
45	Hatton	2105 Hatton School Rd Leighton, AL 35646	12.12 mi	116	Declining



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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.

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

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