

# MissionSite

top unreached locations



CULLMAN, AL

CENSUS TRACT: 01043964900

REGION: Northern Region

ASSOCIATION: East Cullman

DISTRICT: 01: Central Mountain District

COUNTY: Cullman

SITESCAPE: Townscape

DENSITY PATTERN: K

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

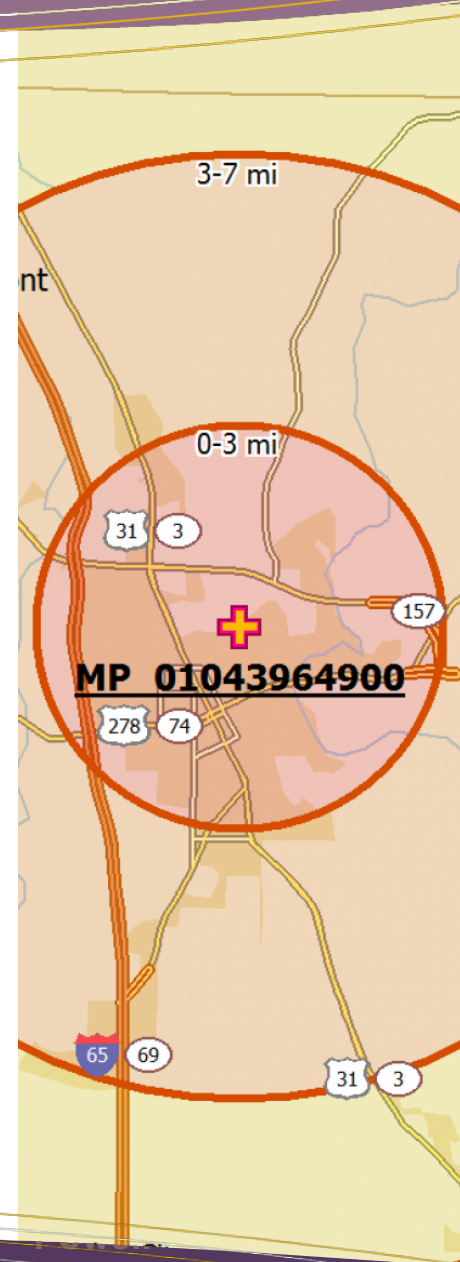




## Site Location Summary

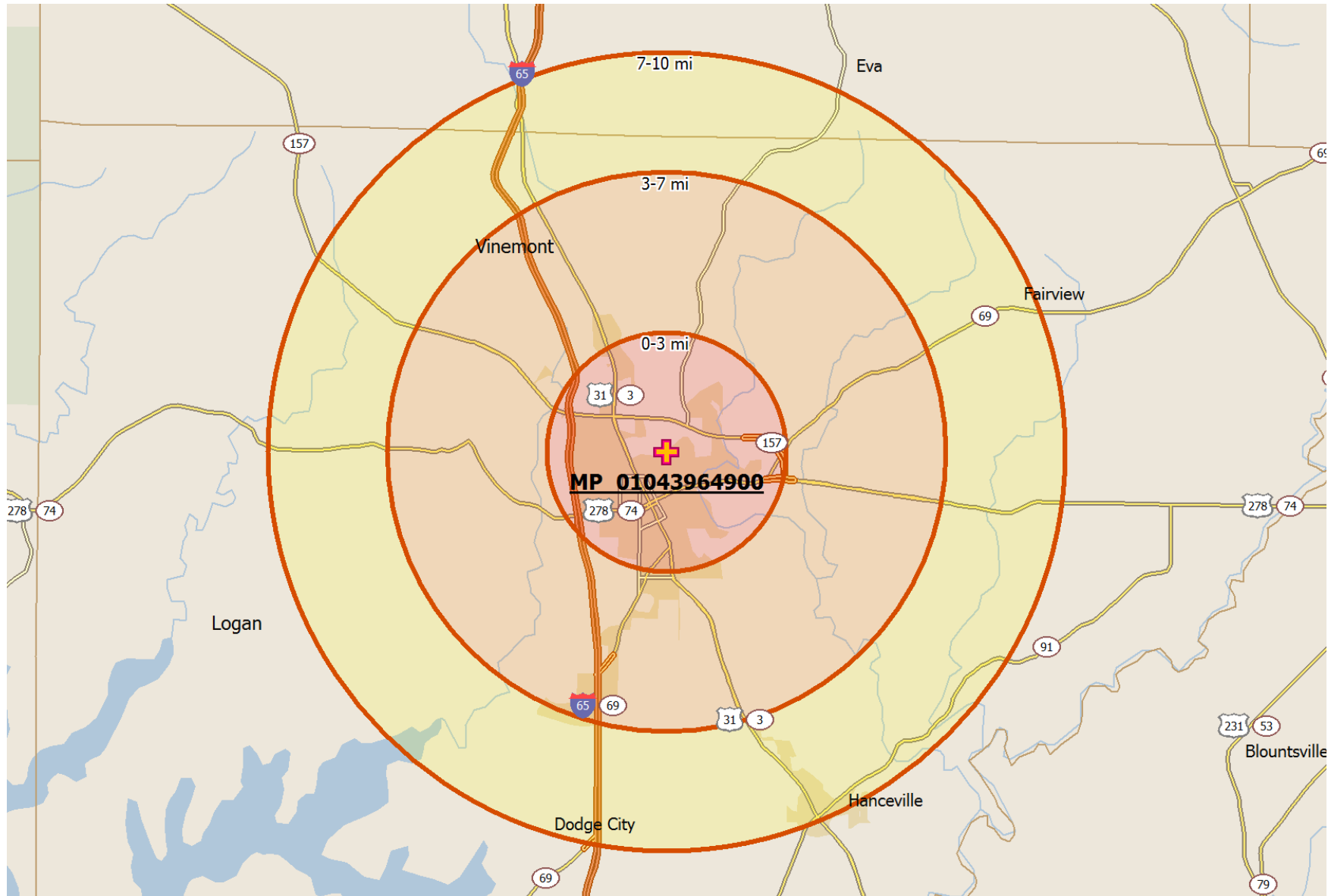
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1256	East Cullman
3	District	01	Central Mountain District
4	County Location	01043	Cullman
5	Zipcode	35055	Cullman
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



Intercultural Institute  
for Contextual Ministry

# Site Location Summary - Map of the Site Location





# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	3	Micropolitan area adjacent to a large metro area
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	16	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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	16,086	18,942	18,134
2010 Households	6,625	7,025	6,643
2010 Group Quarters Population	583	24	378

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	26	19
Language Diversity National Index	23	8	16
Foreign Born Diversity National Index	14	18	5
Ancestry Diversity National Index	66	60	63
Racial Diversity National Index	23	8	16

# 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](http://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



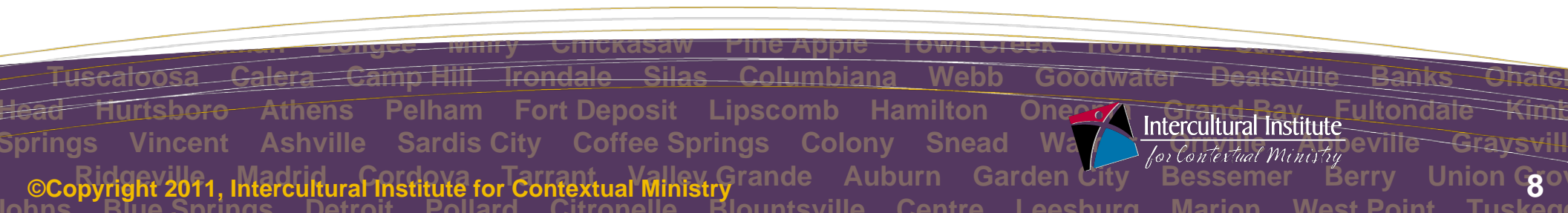
Intercultural Institute  
for Contextual Ministry



# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,274	19.23%
Mainstay Communities	Established, Diverse Households	1,346	20.32%
Working Communities	Blue-collar, Working Families	3,280	49.51%
Country Communities	Rural, Agri. & Mining Families	435	6.57%
Aspiring Communities	Young Singles / Aspiring-Multihousing	77	1.16%
Urban Communities	High Density, Inner-city Neighborhoods	216	3.26%



# Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

## *Issues for Your Consideration*

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.



Intercultural Institute  
for Contextual Ministry

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

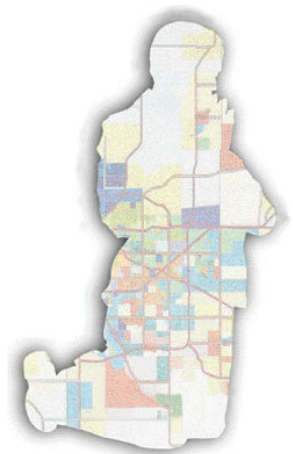


# Spirituality Indicators Overview - Evangelscape

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](http://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	18,586	4,450	23.94%
Unreached %	59.36%	67.17%	113.15
Religious But NOT Evangelical HH	3,627	977	26.92%
Religious But NOT Evangelical %	11.59%	14.74%	127.22
Spiritual But NOT Relig or Evang HH	2,907	748	25.74%
Spiritual But NOT Relig or Evang %	9.28%	11.29%	121.65
Not Evangelical, Not Interested HH	12,054	2,726	22.62%
Not Evangelical, Not Interested %	38.5%	41.15%	106.89



# 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	114	14	12.28%
Active ALSBOM Attenders	11,433	2,229	19.5%
Active Evangelical Households	9,174	1,571	17.12%
Active Evangelical Percent	29.30%	23.71%	80.91
Inactive Evangelical Households	3,549	607	17.1%
Inactive Evangelical Percent	11.34%	9.16%	80.81
# 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	East Side	0.28 mi	166	Plateauing
2	Cullman First	0.86 mi	627	Plateauing
3	Northside	0.93 mi	161	Plateauing
4	Seventh Street	1.23 mi	209	Declining
5	Calvary	1.38 mi	42	Growing
6	Grace Community Church	1.46 mi	0	Plateauing
7	West Side	1.57 mi	44	Plateauing
8	Northbrook	1.61 mi	579	Growing
9	Brickyard	1.67 mi	55	Declining
10	Lake Catoma	2.29 mi	87	Declining
11	Southside	2.55 mi	64	Plateauing
12	Friendship	2.60 mi	89	Growing
13	White Grove	2.95 mi	61	Plateauing
14	Mt. Hebron	2.96 mi	45	Declining
15	Faith	3.65 mi	246	Growing

	CHURCHES	DIST.	WRSHF AVG	IICM CGR
16	Living Faith	4.32 mi	182	Plateauing
17	Baldwin Heights	4.55 mi	93	Declining
18	Mission Grove	4.64 mi	66	Plateauing
19	Crosshaven	4.67 mi	255	Growing
20	Pleasant Grove	4.67 mi	72	Declining
21	Mt. Nebo	4.98 mi	58	Growing
22	Vinemont First	5.17 mi	105	Declining
23	Berlin	5.20 mi	94	Plateauing
24	Bethsadia	5.28 mi	127	Plateauing
25	Ridgecrest Community	5.41 mi	0	Plateauing
26	Immanuel	5.45 mi	43	Declining
27	Good Hope	5.47 mi	244	Plateauing
28	Flint Creek	5.67 mi	79	Growing
29	Missionary Grove	5.74 mi	59	Growing
30	Mt. Zion	6.05 mi	169	Growing



Intercultural Institute  
for Contextual Ministry



# 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.



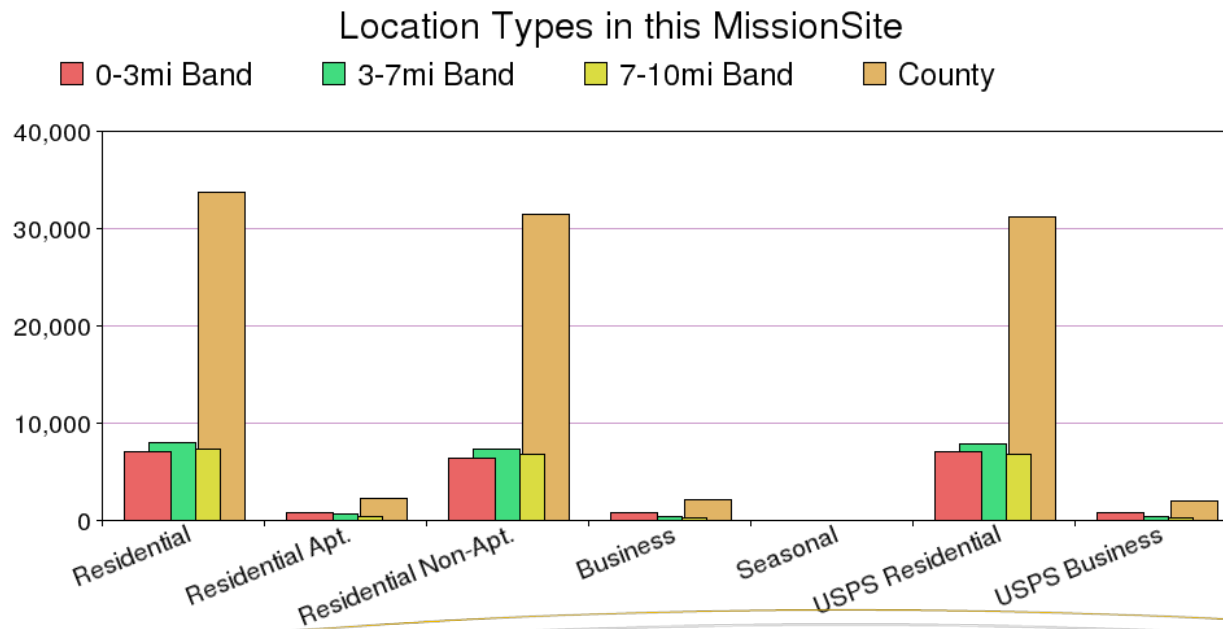
Intercultural Institute  
for Contextual Ministry

# 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	67,613	15,100	22.33%
2000 Population	77,483	15,442	19.93%
2010 Population	82,365	16,086	19.53%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	25,605	6,275	24.51%
2000 Households	30,706	6,650	21.66%
2010 Households	31,309	6,625	21.16%



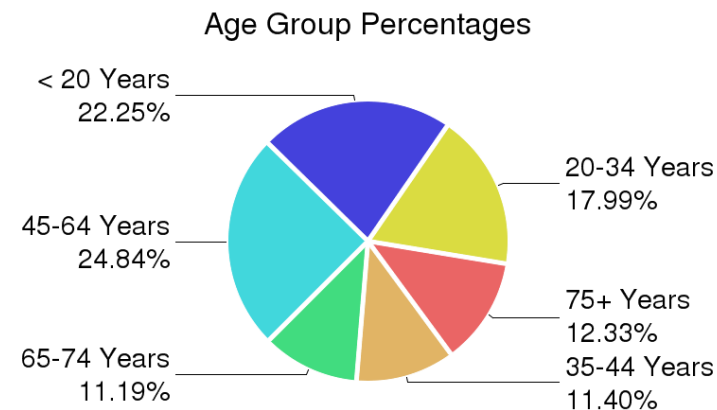
Location Type	0-3mi Band
Residential	7,129
Residential Apt.	741
Residential Non-Apt.	6,388
Business	833
Seasonal	0
USPS Residential	7,114
USPS Business	736



# 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	4.47%	4.66%	104.25
4-5 Years	2.49%	2.09%	83.94
6-8 Years	3.87%	3.38%	87.34
9-11 Years	3.87%	3.35%	86.56
12-13 Years	2.57%	2.31%	89.88
14-17 Years	5.1%	4.26%	83.53
18-19 Years	2.54%	2.19%	86.22
0-5 Years	6.96%	6.76%	97.13
6-12 Years	9.01%	7.88%	87.46
13-19 Years	8.93%	7.61%	85.22
< 20 Years	24.9%	22.25%	89.36
20-34 Years	18.95%	17.99%	94.93
35-44 Years	12.95%	11.4%	88.03
45-64 Years	26.65%	24.84%	93.21
65-74 Years	9.16%	11.19%	122.16
75+ Years	7.39%	12.33%	166.85
Median Age	40	43	106.86
Median Age (Male)	38	39	100.97
Median Age (Female)	41	46	111.28

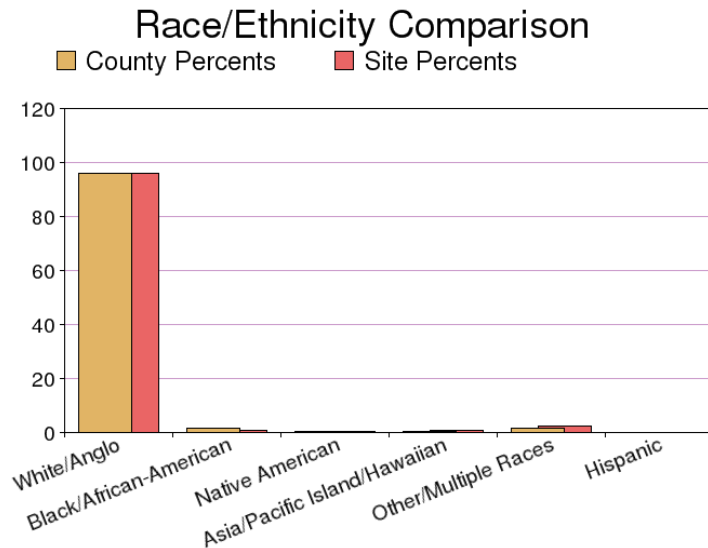


# Current Demographic Summary

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	95.81%	95.92%	100.12
Black, African-American	1.73%	0.65%	37.65
Native American	0.46%	0.38%	82.41
Asian	0.23%	0.6%	257.34
Pacific Island, Hawaiian	0.04%	0.06%	148.65
Other/Multiple Races	1.73%	2.39%	138.27
Hispanic	0%	9.78%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	56,951	11,553	
Less than 9th Grade	7.63%	7.83%	97.35
No High School Diploma	14.65%	11.07%	132.37
High School Graduate	35.72%	26.5%	134.82
Some College, no degree	19.33%	21.53%	89.78
Associate Degree	9.28%	11.39%	81.5
College Degree	7.89%	12.14%	64.93
Graduate/Prof. degree	5.5%	9.54%	57.67

# 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	9.04%	11.29%	192.33
\$10,000 to \$19,999	16.07%	18.28%	113.73
\$20,000 to \$29,999	14%	14.9%	106.4
\$30,000 to \$49,999	20.38%	17.12%	83.99
\$50,000 to \$59,999	10.44%	9.86%	94.37
\$60,000 to \$69,999	7.65%	6.2%	81.13
\$70,000 to \$79,999	5.42%	5.51%	101.59
\$80,000 to \$89,999	3.87%	4.72%	122.05
\$90,000 to \$99,999	2.52%	2.76%	109.75
\$100,000 to \$124,999	4.7%	4.18%	88.99
\$125,000 to \$149,999	2.67%	1.58%	59.29
\$150,000 to \$199,999	1.79%	1.46%	81.71
\$200,000 to \$249,999	0.41%	0.45%	111.64
\$250,000 or more	1.03%	1.68%	162.41
Median Household	38,978	39,039	100.16
Average Household	52,784	60,274	114.19
Per Capita Household	20,326	24,947	122.73
Family/Non-Family Household Income			
Median Family Income	51,053	53,982	105.74
Average Family Income	63,020	72,715	115.38
Median Non-Family Income	20,855	21,066	101.01
Average Non-Family Income	29,514	30,348	102.83



Intercultural Institute  
for Contextual Ministry

# 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	69.45%	59.94%	86.31
Families with Children	30.56%	25.43%	83.24
Families without Children	38.89%	34.51%	88.72
Non-Family Households			
% Non-Family Households	30.55%	40.06%	131.13
Non-Families with Children	0.01	0	0
Non-Families without Children	30.54	40.06	131.18
Housing Units			Index
Total Housing Units	36,805	7,472	
Vacant percent	14.93%	11.34%	75.91
Owned percent	62.21%	49.57%	79.69%
Rented Percent	22.86%	39.11%	171.08
Households by Size			Index
Avg household size	2.60	2.34	90
Avg family hh size	3.22	3.13	97.2
Avg non-family hh size	1.18	1.16	98.31
Households By Count of Persons			Percent
One	8,040	2,321	28.87%
Two	9,720	2,008	20.66%
Three or Four	10,526	1,749	16.62%
Five+	3,023	548	18.13%

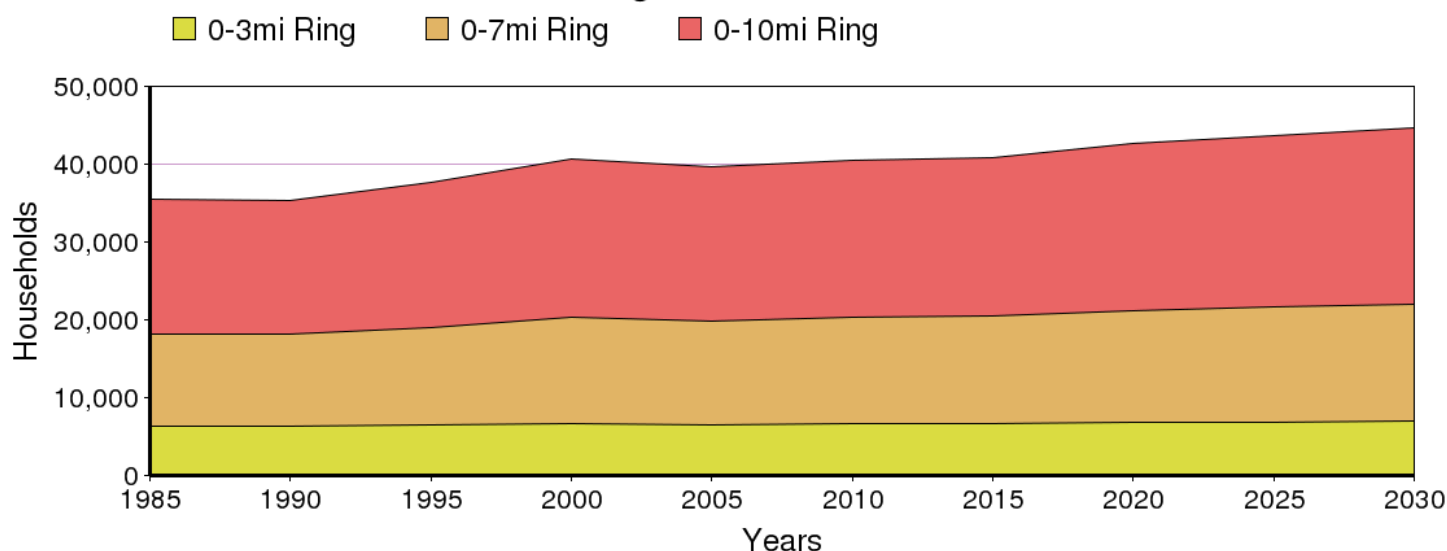
# Projected Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	67,613	15,100	22.33%
2000 Population	77,483	15,442	19.93%
2010 Population	82,365	16,086	19.53%
2015 Population	85,291	16,680	19.56%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	25,605	6,275	24.51%
2000 Households	30,706	6,650	21.66%
2010 Households	31,309	6,625	21.16%
2015 Households	31,537	6,694	21.23%

Household Change from 1985 to 2030





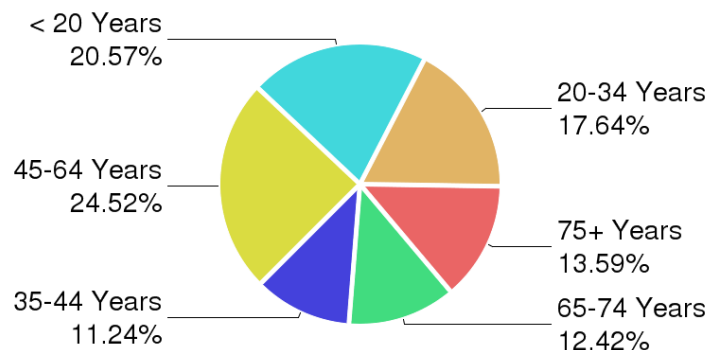
# Projected Demographic Summary

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	4.66%	3.73%	80.04
4-5 Years	2.09%	1.7%	81.34
6-8 Years	3.38%	2.84%	84.02
9-11 Years	3.35%	3.11%	92.84
12-13 Years	2.31%	2.36%	102.16
14-17 Years	4.26%	4.46%	104.69
18-19 Years	2.19%	2.37%	108.22
0-5 Years	6.76%	5.43%	80.33
6-12 Years	7.88%	7.12%	90.36
13-19 Years	7.61%	8.02%	105.39
< 20 Years	22.25%	20.57%	92.45
20-34 Years	17.99%	17.64%	98.05
35-44 Years	11.4%	11.24%	98.6
45-64 Years	24.84%	24.52%	98.71
65-74 Years	11.19%	12.42%	110.99
75+ Years	12.33%	13.59%	110.22
Median Age	40	45	111.89
Median Age (Male)	38	41	106.24
Median Age (Female)	41	48	115.71

Projected Age Group Percentages



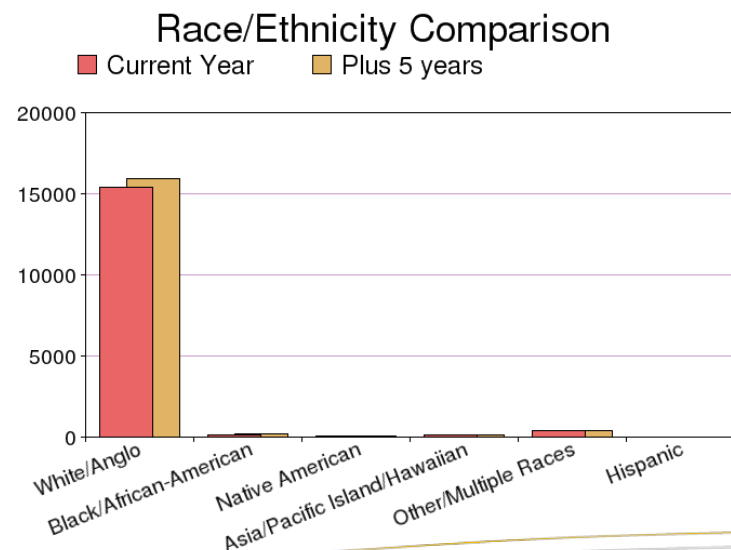
# Projected Demographic Summary

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	95.92%	95.48%	99.54
Black, African-American	0.65%	1.03%	157.06
Native American	0.38%	0.41%	107.51
Asian	0.6%	0.62%	102.4
Pacific Island, Hawaiian	0.06%	0.05%	96.44
Other/Multiple Races	2.39%	2.4%	100.71
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,553	12,198	
Less than 9th Grade	7.83%	6.31%	80.58
No High School Diploma	11.07%	9.81%	88.64
High School Graduate	26.5%	27.54%	103.93
Some College, no degree	21.53%	21.2%	98.48
Associate Degree	11.39%	12.78%	112.2
College Degree	12.14%	12.22%	100.59
Graduate/Prof. degree	9.54%	10.14%	106.31



# 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	11.29%	9.83%	87.06
\$10,000 to \$19,999	18.28%	18.17%	99.38
\$20,000 to \$29,999	14.9%	14.22%	95.46
\$30,000 to \$49,999	17.12%	15.81%	92.34
\$50,000 to \$59,999	9.86%	10.4%	105.49
\$60,000 to \$69,999	6.2%	6.59%	106.19
\$70,000 to \$79,999	5.51%	6.14%	102.77
\$80,000 to \$89,999	4.72%	5.2%	105.61
\$90,000 to \$99,999	2.76%	2.96%	107.08
\$100,000 to \$249,999	4.18%	4.87%	116.48
\$125,000 to \$149,999	1.58%	1.79%	113.11
\$150,000 to \$199,999	1.46%	1.52%	104.07
\$200,000 to \$249,999	0.45%	0.57%	125.36
\$250,000 or more	1.68%	1.79%	106.99
Median Household	39,039	41,773	107
Average Household	60,274	67,817	112.51
Per Capita Household	24,947	27,343	109.6

Family/Non-Family Household Income			
Median Family Income	53,982	58,243	107.89
Average Family Income	72,715	82,882	113.98
Median Non-Family Income	21,066	23,159	109.94
Average Non-Family Income	30,348	34,400	113.35

# 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	59.94%	58.28%	97.22
Families with Children	25.43	23.87	93.86
Families without Children	34.51	33.1	95.94
Non-Family Households			
% Non-Family Households	40.06%	41.72%	104.15
Non-Families with Children	0	0.01	104.15
Non-Families without Children	40.06	41.71	104.12
Housing Units			
Total Housing Units	7,472	7,546	100.99%
Vacant percent	11.34%	11.3%	99.72
Owned percent	49.57%	49.51%	99.87
Rented Percent	39.11%	39.2%	100.24
Households by Size			
Avg household size	2.34	2.40	102.56%
Avg family hh size	3.13	3.30	105.43%
Avg non-family hh size	1.16	1.15	99.14%
Households By Count of Persons			
One	2,321	2,345	101.03%
Two	2,008	1,869	93.08%
Three or Four	1,749	1,838	105.09%
Five+	548	642	117.15%



# 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](http://MissionalCyclopedia.org).

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	552	134	339
Northern Europe	8	17	4
Western Europe	69	12	23
Southern Europe	10	0	4
Eastern Europe	31	3	18
Other Europe	0	0	0
Eastern Asia	0	9	3
So. Central Asia	0	2	4
SE Asia	46	0	45
Western Asia	0	0	9
Other Asia	0	0	8

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	6
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	3
Oceania	0	0	3
Caribbean	7	0	0
Central Amer.	381	79	194
South America	0	0	4
North America	0	12	11
Born at sea	0	0	0



Intercultural Institute  
for Contextual Ministry

# 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	14,383	16,822	16,693
Spanish	631	247	356
Other Indo-Euro language	140	112	92
French (incl. Patois, Cajun)	17	18	22
French Creole	0	0	0
Italian	0	0	0
Portuguese	0	0	1
German	69	93	49
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	23	0	2
Russian	31	0	5
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	1	13
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	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	0	0	0
Japanese	0	13	2
Korean	0	15	7
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	29	0	59
Other Asian	0	0	3
Tagalog	42	0	0
Other Pacific Is	0	0	0
Other languages	0	8	14
Navajo	0	0	0
Other Native N. American	0	8	1
Hungarian	0	0	0
Arabic	0	0	10
Hebrew	0	0	0
African languages	0	0	3
Other unspecified	0	0	0



Intercultural Institute  
for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	10,777	11,863	11,548
Arab	0	6	30
Armenian	0	0	0
Austrian	15	15	12
British	56	45	24
Canadian	7	13	3
Croatian	0	0	0
Czech	0	7	8
Czechoslovak	0	0	0
Danish	0	11	8
Dutch	162	90	112
English	1,154	1,264	1,167
European	160	55	80
Finnish	0	0	13
French (not Basque)	127	148	110
French Canadian	35	72	54
German	1,922	1,852	1,408
Greek	15	8	4
Hungarian	14	17	17
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,372	1,454	1,313
Italian	310	216	170
Lithuanian	3	0	2
Norwegian	42	20	14
Polish	52	60	87
Portuguese	8	3	2
Romanian	0	0	0
Russian	19	7	9
Scandinavian	0	5	5
Scotch-Irish	236	254	232
Scottish	168	170	230
Slovak	0	0	0
Subsaharan African	16	0	29
Swedish	25	19	13
Swiss	0	0	1
Ukrainian	8	5	5
US/American	3,228	4,309	4,539
Welsh	19	11	22
West Indian	0	0	4
Yugoslavian	0	0	0
Other	1,605	1,727	1,821



Intercultural Institute  
for Contextual Ministry

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



# Using the Demographic Indicators

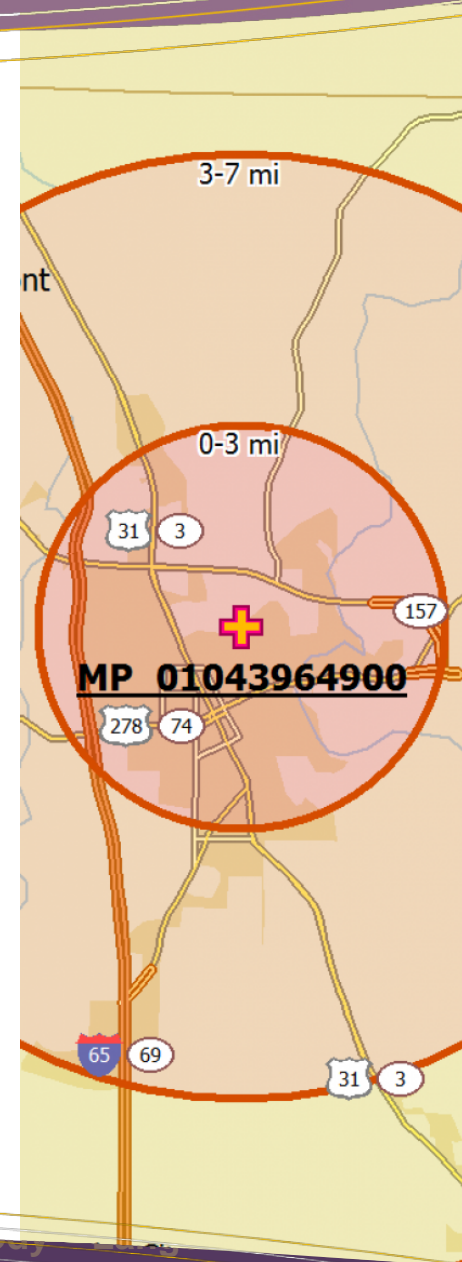
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "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](http://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](http://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	6,625	100%	4,450	100%
<b>AFFLUENT SUBURBIA</b>	284	4.29%	200	4.49%
America's Wealthiest	6	0.09%	5	0.11%
Dream Weavers	108	1.63%	77	1.73%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	163	2.46%	113	2.54%
New Suburbia Fam.	7	0.11%	5	0.11%
<b>UPSCALE AMERICA</b>	990	14.94%	666	14.97%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	973	14.69%	653	14.67%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	13	0.2%	10	0.22%
Successful Urban Sprawl	4	0.06%	3	0.07%
<b>SM TOWN SUCCESS</b>	517	7.8%	337	7.57%
2nd City Homebodies	73	1.1%	52	1.17%
Prime Middle America	101	1.52%	66	1.48%
Urban Optimists	0	0%	0	0%
Family Convenience	343	5.18%	219	4.92%
Mid-Market Enterprise	0	0%	0	0%



Intercultural Institute  
for Contextual Ministry

# 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	6,625	100%	4,450	100%
BLUE COLLAR BACKBONE	1,323	19.97%	860	19.33%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	435	6.57%	262	5.89%
Lower Income Essentials	218	3.29%	147	3.3%
Small Town Endeavors	670	10.11%	451	10.13%
AMER. DIVERSITY	829	12.51%	599	13.46%
Ethnic Urban Mix	22	0.33%	16	0.36%
Urban Blues	187	2.82%	120	2.7%
Professional Urbanites	245	3.7%	177	3.98%
Urban Advancement	46	0.69%	31	0.7%
Amer. Great Outdoors	71	1.07%	46	1.03%
Mature America	258	3.89%	209	4.7%
METRO FRINGE	1,957	29.54%	1,345	30.22%
Steadfast Conservative	1,511	22.81%	1,035	23.26%
Moderate Conventionalists	16	0.24%	11	0.25%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	430	6.49%	299	6.72%



Intercultural Institute  
for Contextual Ministry

# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 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	6,625	100%	4,450	100%
REMOTE AMERICA	44	0.66%	26	0.58%
Hardy Rural Fam.	25	0.38%	15	0.34%
Rural Southern Living	19	0.29%	11	0.25%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	77	1.16%	53	1.19%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	15	0.23%	11	0.25%
Stable Careers	10	0.15%	7	0.16%
Aspiring Hispania	52	0.78%	35	0.79%
RURAL VILLAGES & FARMS	391	5.9%	218	4.9%
Industrious Country Living	73	1.1%	50	1.12%
America's Farmland	13	0.2%	7	0.16%
Comfy Country Living	60	0.91%	37	0.83%
Small Town Connections	134	2.02%	78	1.75%
Hinterland Fam.	111	1.68%	46	1.03%



Intercultural Institute  
for Contextual Ministry



# 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	6,625	100%	4,450	100%
STRUGGLING SOCIETIES	48	0.72%	30	0.67%
Rugged Southern Style	27	0.41%	16	0.36%
Latino Nuevo	3	0.05%	2	0.04%
Struggling city Centers	18	0.27%	12	0.27%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	168	2.54%	116	2.61%
Unattached Multicultures	67	1.01%	46	1.03%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	42	0.63%	30	0.67%
New Generation Activists	59	0.89%	40	0.9%
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%



Intercultural Institute  
for Contextual Ministry

# 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?

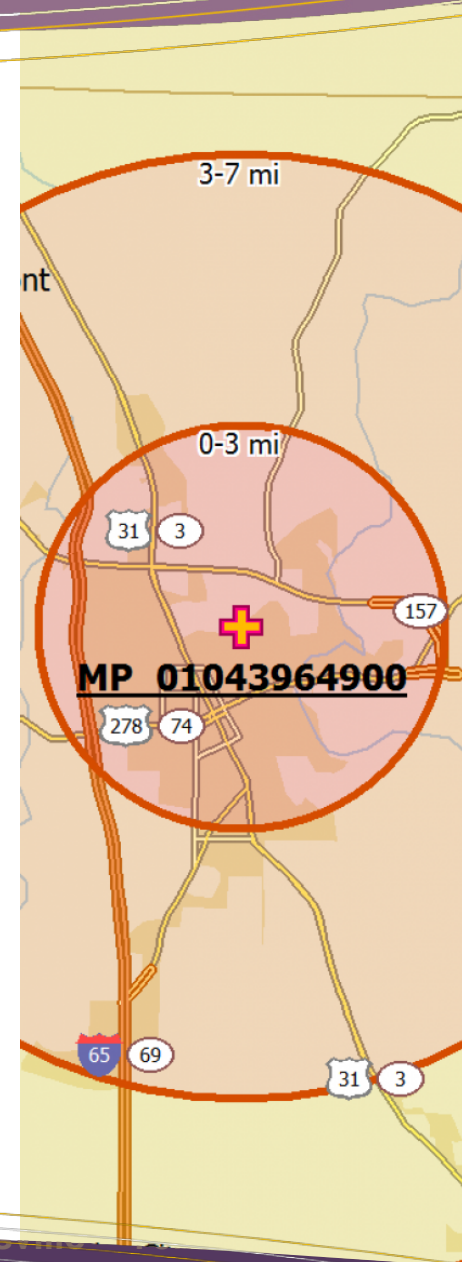
## Potential Cultural Bridges

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	76%	76%	75%
Use Comp. for Internet/E-mail	58%	58%	57%
Internet Use: E-Mail	48%	47%	47%
Use Comp. for Comp. Games	40%	39%	39%
Use Comp. for Word Processing	39%	37%	36%
Use Comp. for Shopping	34%	35%	35%
Use Comp. for Education	32%	31%	30%
Use Comp. for Digital Camera Photo Editing	31%	31%	31%
Use Comp. for Banking	30%	30%	29%
HH Owns DVD Player	28%	27%	26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	27%	26%	25%
Internet Use: Banking	23%	24%	24%
Use Comp. for News/Info./Data Service	21%	20%	19%
PC-Network-HH Has One	16%	17%	17%
Use Comp. for Personal Financial Mngmnt	13%	11%	10%
Use Comp. for Accounting	13%	13%	13%
Internet Use: Research/ Education	12%	11%	11%
Use Comp. for Filing/DB Mngmnt	12%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	12%	11%	11%
HH Owns Video/Webcam	11%	10%	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%	66%
Dining Out (Not Fast Food)	58%	57%	57%
Reading Books	54%	52%	51%
Card Games	42%	42%	43%
Cooking for Fun	36%	34%	34%
Gardening	36%	38%	38%
Go To A Beach/Lake	34%	34%	34%
Board Games	33%	34%	34%
Visit Zoo	19%	19%	18%
Visit Museum	19%	17%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	70%	68%	67%
Gen./Fam. Practitioner	43%	42%	42%
Dentist	29%	27%	25%
Backache	23%	23%	23%
Eye Dr.	23%	21%	20%
Hypertension/High Blood Pressure	20%	20%	20%
None Of These	19%	21%	21%
High Cholesterol	19%	18%	17%
Any Arthritis	17%	17%	18%
Acid Reflux Disease (GERD)	16%	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	26.22%	24.18%	23.15%
Live Theater	19.41%	17.56%	16.69%
Live Theater Most Often	16.6%	14.68%	13.78%
Rock/Pop Concerts Most Often	14.19%	13.12%	12.64%
Dance Performance	8.51%	6.73%	6.17%
Comedy Club	8.12%	6.93%	6.39%
Movies: Comedy	37.72%	37.05%	36.72%
Movies: Action/Adventure	37.63%	35.97%	35.32%
Movies: Fam.	20.55%	18.73%	18.49%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	18.26%	17.75%	17.64%
Movies: Drama	17.62%	16.59%	16.1%
Movies: Mystery	15.84%	14.53%	14.06%
MLB Baseball Reg. Season	6.33%	6.36%	6.02%
College Football Reg. Season	5.78%	5.89%	5.79%
NFL Football Reg. Season	5.23%	5.27%	5.08%
College Basketball Reg. Season	3.99%	3.82%	3.7%
Auto Racing Events	2.83%	3.13%	3.15%
NBA Basketball Reg. Season	2.76%	2.65%	2.53%



# 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	40.15%	38.86%	38.23%
Swimming	33.5%	34.24%	34.26%
Bowling	21.34%	21.76%	21.88%
Billiards/Pool	18.72%	18.8%	18.54%
Freshwater Fishing	17.71%	22.41%	23.68%
Camping Trips	17.15%	20.41%	21.43%
Weight Training	14.92%	14.51%	14.02%
Golf	14.57%	13.82%	13.36%
Jogging/Running	13.58%	12.49%	11.97%
Basketball	13.45%	14.24%	14.57%
Using Cardio Machine	13.34%	12.09%	11.43%
Mountain/Road Biking	12.55%	12.84%	12.81%
Stationary Cycling	11.95%	11.14%	10.71%
Hunting	11.56%	15.21%	16.35%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	11.18%	11%	11.07%
Target Shooting	10.43%	11.88%	12.23%
Backpacking/Hiking	10.3%	10.83%	10.93%
Aerobics	9.62%	8.66%	8.37%
Power Boating	9.07%	8.76%	8.58%
Volleyball	8.94%	8.97%	9.19%
Football	8.84%	9.33%	9.45%
Canoeing/Kayaking	7.6%	7.54%	7.41%
Saltwater Fishing	7.59%	8.17%	8.31%
Softball	7.38%	7.28%	7.26%
Tennis	7.02%	6.78%	6.67%
Motorcycling	6.67%	6.78%	6.67%
Soccer	6.62%	6.18%	6.03%
Yoga	6.59%	5.8%	5.53%



# 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](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Horseback Riding	5.98%	7.09%	7.38%
Ice Skating	5.73%	4.99%	4.82%
Roller Skating	5.56%	5.22%	5.11%
Snorkeling	5.38%	5.14%	5.15%
Downhill & X-Country Skiing	5.32%	4.79%	4.71%
Archery	5.25%	6.53%	6.79%
Fly Fishing	5.2%	5.56%	5.63%
Jet Skiing	5.04%	4.91%	4.87%
Water Skiing	4.64%	4.85%	4.92%
Auto Racing	4.5%	3.89%	3.87%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	4.25%	3.74%	3.6%
Hockey	4.24%	3.85%	3.79%
Rock Climbing	4.2%	3.67%	3.51%
Snowmobiling	4.06%	4.16%	4.18%
Snowboarding	4.04%	3.48%	3.34%
Martial Arts	3.85%	3.96%	3.99%
Sailing	3.78%	3.3%	3.14%
Skateboarding	3.51%	3.67%	3.83%
Surfing & Windsurfing	3.18%	2.76%	2.65%
Rowing	2.79%	2.68%	2.63%

## 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.

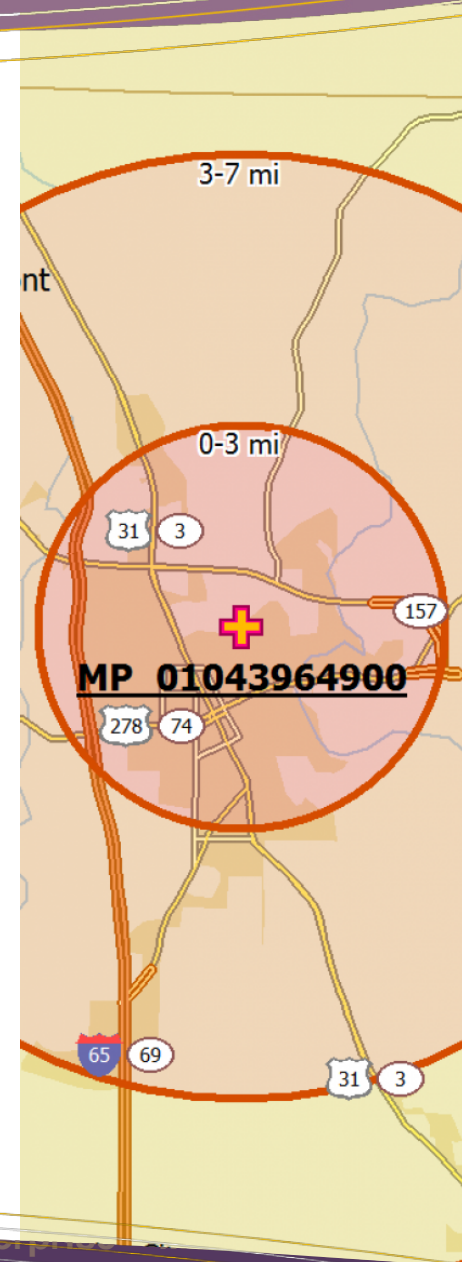
### BIBLICAL BARRIERS

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.

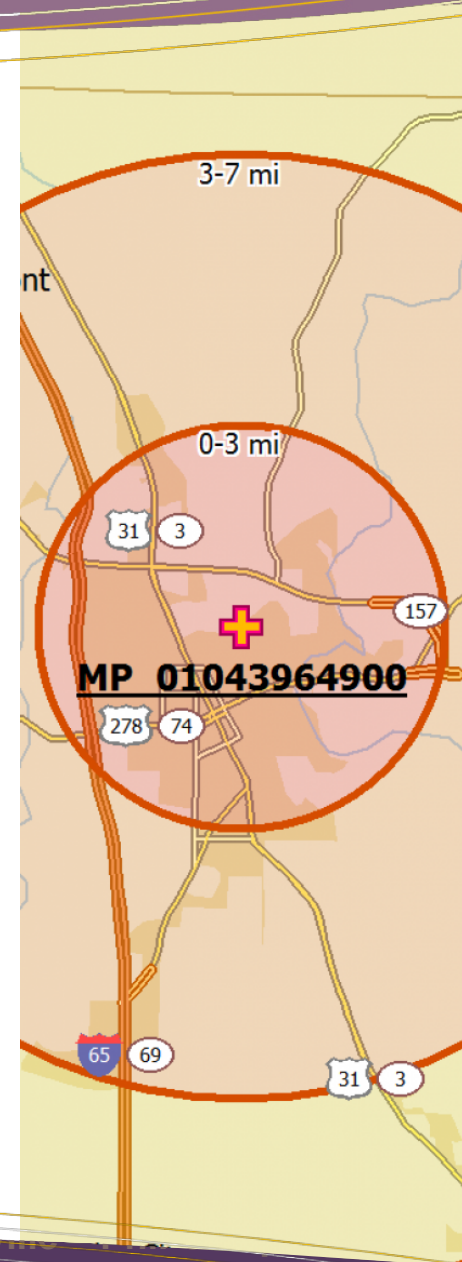
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

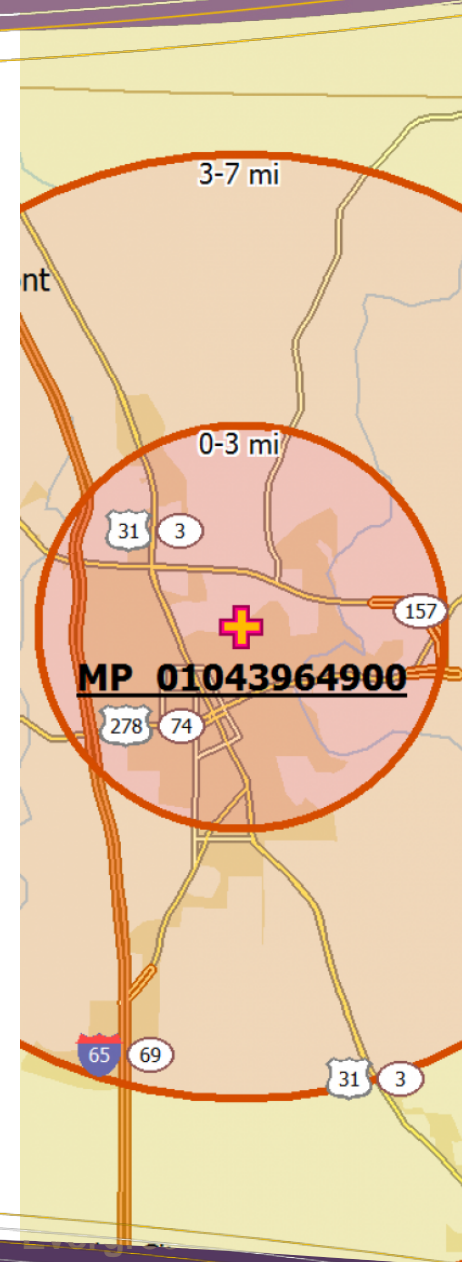
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	50%	50%
Find It Difficult To Say No To My Kids	35%	39%	40%
Speak My Mind Even If It Upsets People	35%	35%	35%
Woman's Place Is In The Home	35%	36%	36%
Prefer To Have Few Possessions As Possible	34%	31%	29%
Like Control Over People And Resources	32%	32%	33%
Like To Do Unconventional Things	31%	30%	30%
Don't Judge People/Way They Live Life	29%	27%	27%
Money Is Best Measure Of Success	27%	26%	26%
Friends More Important Than My Fam.	26%	24%	23%
If Won Lottery Would Never Work Again	25%	24%	23%
Too Much Sponsorship In Arts/Sports	22%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	21%	22%
Marijuana Should Be Legalized	19%	18%	18%
Like To Pursue Challenge/Novelty/Change	18%	18%	17%
Rarely Sit Down to a Meal Together At Home	17%	18%	18%
I Am A Workaholic	15%	15%	15%
Only Work Current Job for The Money	14%	14%	14%
Happy With My Standard Of Living	13%	11%	11%
We Should Strive for Equality for All	12%	11%	11%
On Whole People Get What They Deserve	10%	10%	9%
Indulge My Kids With The Little Extras	8%	8%	8%
Little I Can Do To Change My Life	8%	7%	7%
Very Happy With My Life As It Is	6%	5%	5%

## 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:

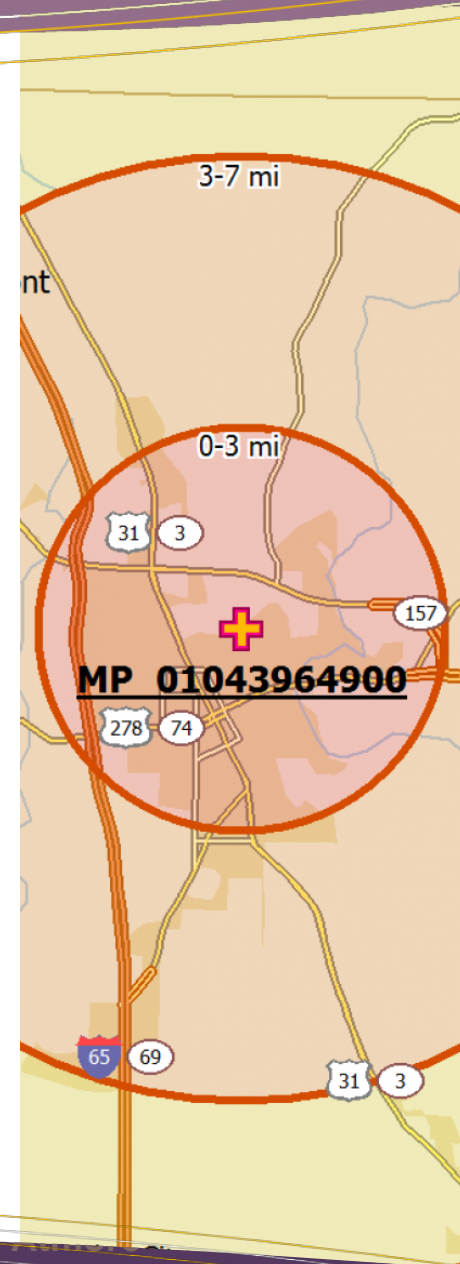
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	58%	60%	60%
You Should Seize Opportunities In Life	57%	55%	55%
Like To Understand About Nature	37%	35%	35%
Important Feel Respected By My Peers	35%	33%	33%
Prefer To Have Few Possessions As Possible	34%	31%	29%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Important To Juggle Various Tasks	31%	31%	31%
Good At Fixing Things	29%	27%	27%
Have Keen Sense Of Adventure	27%	26%	26%
Like To Just Enjoy Life	23%	22%	21%
People Have To Take Me As They Find Me	22%	21%	21%
Consider Myself Interested In The Arts	20%	19%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	17%	17%	18%
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%	18%	18%
Try Not To Worry About The Future	13%	12%	11%
Provide My Kids With The Little Extras	11%	11%	12%
Enjoy Spending Time With My Fam.	11%	13%	14%
Feel Very Alone In The World	6%	6%	6%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Like Spending Most Time With Fam.	4%	5%	5%
Decor Particular Interest To Me	4%	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	85.68%	86.99%	87.47%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.32%	83.56%	83.67%
Houses-Visit Any			
McDonald's	55.73%	55.97%	55.92%
Burger King	37.34%	38.61%	39.14%
Taco Bell	30.13%	29.25%	28.87%
Subway	29.94%	30.84%	31.1%
Applebee's	29.44%	28.71%	28.15%
Wendy's	28.65%	29.38%	29.72%
Kentucky Fried Chicken (KFC)	28.47%	29.86%	30.69%
Arby's	23.36%	23.52%	23.5%
Pizza Hut	22.5%	23.3%	23.97%
Dairy Queen	20.28%	20.17%	20.09%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	20.1%	19.39%	18.87%
Red Lobster	16.83%	15.83%	15.69%
Cracker Barrel	15.86%	16.61%	16.91%
Sonic	14.42%	16.44%	17.4%
Domino's Pizza	13.77%	12.67%	12.49%
Outback Steakhouse	13.74%	12.53%	11.97%
IHOP (International House Of Pancakes)	12.38%	10.93%	10.51%
Chili's Grill and Bar	12.32%	10.76%	10.19%
Denny's	12.23%	11.19%	10.84%
Ruby Tuesday	10.61%	10.3%	10.27%
Golden Corral	10.32%	11.34%	11.88%
Chick-Fil-A	10.31%	11.18%	11.41%

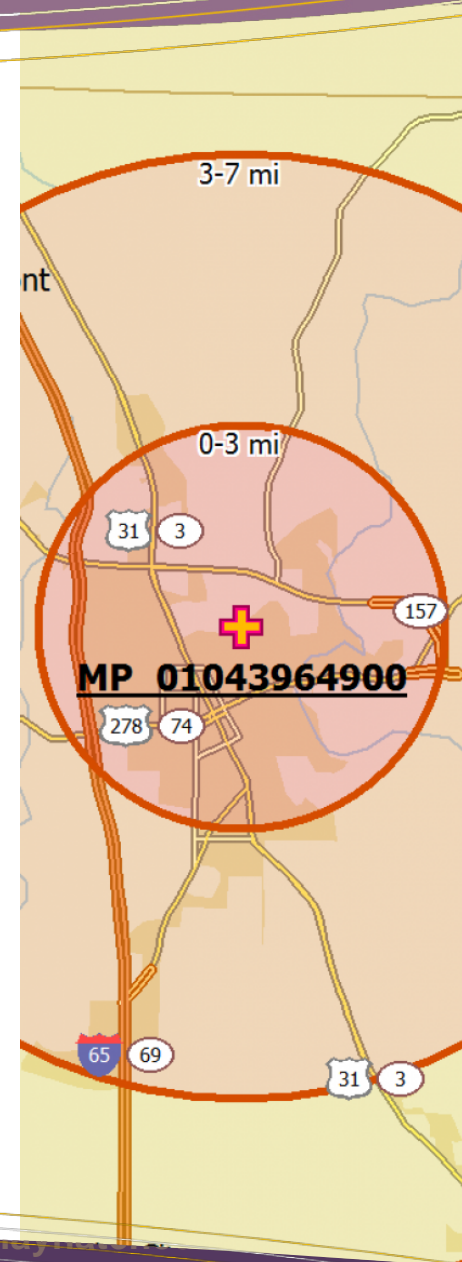


## Potential Shared Projects

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	47.87%	46.27%	45.33%
Recycled products	34.83%	32.9%	31.68%
Worked as volunteer (non political)	17.94%	17.1%	16.63%
Engaged in fund raising	11.08%	11.41%	11.48%
Religious club member	7.57%	7.84%	7.97%
Wrote to elected offcl about publ bus	6.01%	5.88%	5.72%

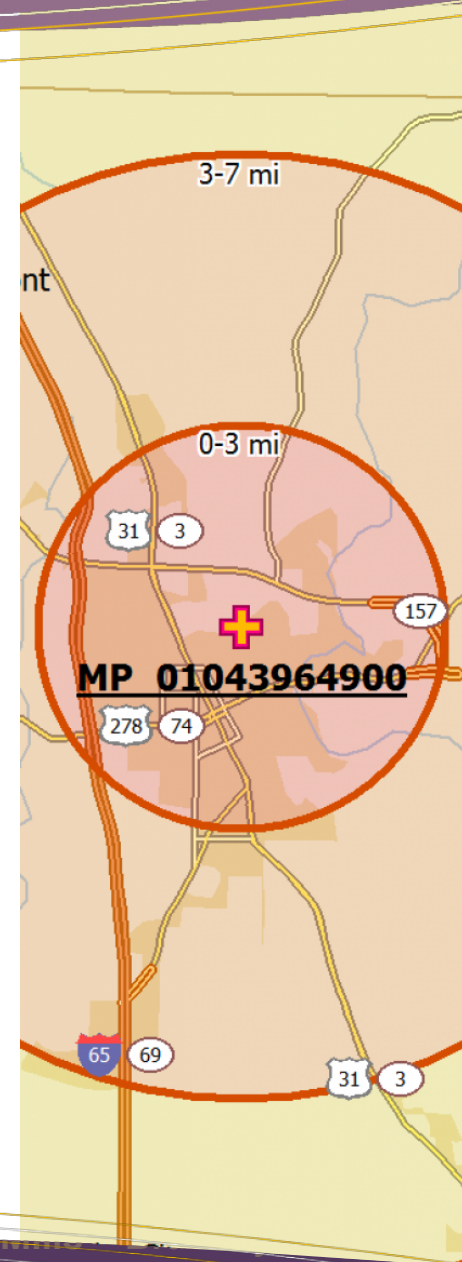
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.89%	5.41%	5.23%
Charitable Organization	5.58%	5.5%	5.4%
Fraternal order member	5.4%	4.68%	4.4%
Union member	5.29%	5.17%	5.1%
Took active part in local civic issue	5.11%	4.73%	4.56%
Addressed a public meeting	4.71%	4.8%	4.74%



## 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	16.54%	15.58%	15.05%
Children's Books	12.68%	12.95%	13.05%
Mystery	12.25%	11.64%	11.29%
Cookbooks	10.41%	10.4%	10.21%
Religious (not Bibles)	8.6%	8.98%	9.19%
Romance	6.93%	7.24%	7.35%
History	6.72%	6.45%	6.25%
Biography	6.63%	6.05%	5.8%
Personal/Business	6.29%	6.08%	5.99%
Self-help			

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	67.8%	64.28%	62.61%
Gen. Editorial	45.19%	43.49%	43.1%
Womens	39.66%	38.64%	38.53%
Service	35.3%	35.17%	34.86%
Mens	18.09%	16.93%	16.69%
Business/Finance	15.45%	14.09%	13.53%
Sports	14.74%	13.58%	13.2%
Automotive	14.35%	15.11%	15.39%
Fishing/Hunting	13.63%	15.51%	16.08%



# 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	57.46%	56.45%	55.88%
Classified	34.78%	36.28%	36.82%
Sport	32.76%	31.98%	31.43%
Editorial Page	32.57%	32.5%	32.24%
Comics	29.68%	28.57%	28.02%
Business/Finance	28.72%	26.22%	24.98%
Food/Cooking	25.98%	24.32%	23.62%
Movie Listings & Reviews	25.5%	23.67%	22.89%
TV/Radio Listings	24.62%	23.63%	23.14%
Home/Gardening	21.54%	20.88%	20.4%
Travel	18.86%	17.28%	16.48%
Science/Technology	17.81%	16.39%	15.79%
Fashion	13.49%	13.18%	13.13%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	24.52%	29.36%	30.66%
Adult Contemporary	18.16%	17.65%	17.1%
CHR Contemp Hit Radio	17.93%	16.79%	16.55%
Rock	13.54%	12.62%	12.03%
News/Talk	12.16%	10.64%	9.84%
Oldies	11.75%	11.05%	10.64%
Classic Rock	11.45%	11.12%	10.87%
Alternative	8.94%	8.44%	8.05%
Urban Contemporary	8.8%	8.31%	8.9%
Variety	6.86%	5.98%	5.7%
Religious	6.03%	6.6%	6.77%
Soft Contemporary	5.6%	5.41%	5.21%
All News	4.28%	3.56%	3.23%
Classic Hits	4.21%	4.14%	4.01%
Sports	3.66%	3.28%	3.06%
All Talk	3.61%	3.39%	3.24%
Hispanic	3.35%	2.75%	2.59%
Classical	3.29%	2.88%	2.65%



# 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	61.9%	63.22%	63.37%
Satellite Dish	55.47%	57.42%	58.2%
Soapnet	51.72%	50.08%	49.62%
Other Video-On-Demand	42.49%	43.14%	43.86%
Sci-Fi Channel	35.4%	36.15%	36.19%
Adult Pay Per View TV	33.46%	35.54%	36.23%
MSNBC	31.53%	32.9%	32.97%
Comedy Central	29.89%	25.59%	23.47%
TV Info From Sunday TV Magazine	28.68%	28.96%	28.92%
Nickelodeon	26.88%	30.13%	30.83%
Subscribe Digital Cable	26.8%	27.32%	27.72%
TV Info From Newspapers	26.03%	25.79%	25.76%

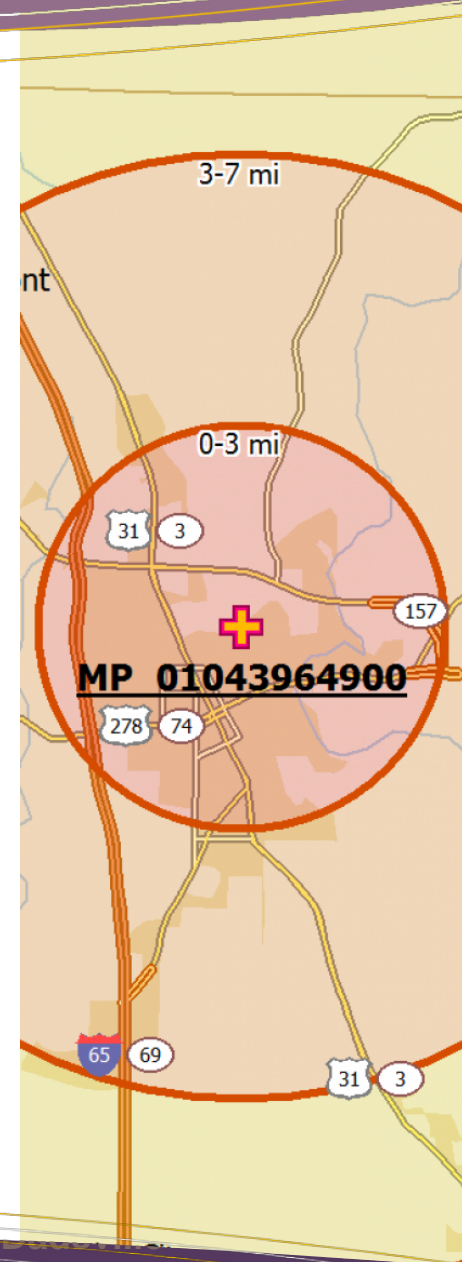
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Swim	25.72%	25.98%	25.31%
USA Network	24.64%	23.63%	23.22%
Nick At Nite	24.27%	24.63%	24.46%
TCM (Turner Classic Movies)	24.02%	24.2%	24.08%
BET (Black Entertainment TV)	23.25%	22.62%	22.15%
TV Info From Monthly Cable Guide	23.17%	23.11%	23.17%
Hallmark Channel	22.91%	23.66%	23.6%
ABC Fam.	21.8%	19.36%	17.91%
The Golf Channel	21.21%	20.46%	19.83%
TV Info From Other	19.88%	19%	18.77%
ESPN Classic	19.72%	16.34%	14.85%
Lifetime	19.03%	19.4%	19.49%

## 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+)	18.96%	18.56%	18.14%
Medium Users (4-6)	10.79%	10.29%	10.02%
Light Users (1-3)	21.26%	21%	20.92%
Quintiles (20%)			
Newspaper I (Heavy)	1.1%	1.11%	1.06%
Newspaper II	1.28%	1.19%	1.12%
Newspaper III	2.77%	2.77%	2.8%
Newspaper IV	0.54%	0.54%	0.53%
Newspaper V (Light)	1.77%	1.69%	1.66%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.67%	18.64%	18.52%
Magazines II	8.23%	8.69%	8.84%
Magazines III	9.94%	10.03%	9.99%
Magazines IV	11.38%	10.84%	10.68%
Magazines V (Light)	0.34%	0.24%	0.23%
Outdoor I (Heavy)	5.94%	5.11%	4.83%
Outdoor II	2.53%	2.5%	2.55%
Outdoor III	3.07%	2.74%	2.63%
Outdoor IV	18.12%	18.71%	19.23%
Outdoor V (Light)	26.55%	26.22%	26.02%
Yellow Pages I (Heavy)	15.38%	15.3%	15.18%
Yellow Pages II	4.62%	4.66%	4.59%
Yellow Pages III	4.39%	4.24%	4.35%
Yellow Pages IV	23.82%	24.03%	24.4%
Yellow Pages V (Light)	3.19%	3.01%	3.09%



# 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)	2.96%	3.14%	3.13%
Drive Time III (Medium)	0.6%	0.72%	0.81%
Radio IV & V (Light)	2.7%	2.75%	2.77%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.22%	8.09%	8.09%
Radio III (Medium)	5.26%	5.02%	4.92%
Radio IV & V (Light)	2.81%	2.68%	2.6%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.22%	12.39%	12.4%
Cable III (Medium)	4.22%	4.69%	4.99%
Cable IV & V (Light)	32.23%	30.85%	30.89%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.92%	4.23%	4.3%
Prime Time III (Medium)	2.42%	2.06%	1.96%
Prime Time IV & V (Light)	8.79%	8.34%	8.04%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.73%	40.75%	41.04%
Fringe III (Medium)	56.94%	57.31%	57.64%
Fringe IV (Light)	58.91%	58.4%	58.31%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.71%	13.37%	13.51%
All Day III (Medium)	23.68%	25.62%	26.38%
All Day IV (Light)	11.06%	10.27%	10.05%

# 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](http://MissionalContext.org).

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES

## Day-time Radio

### Listeners

Dayparts [summary]	10.38%	10.37%	10.21%
6:00am - 10:00am	14.73%	12.16%	11.11%
10:00am - 3:00pm	5.75%	4.58%	4.32%
3:00pm - 7:00pm	14.01%	13.65%	13.67%
7:00pm - Midnight	12.46%	10.84%	10.16%
Midnight - 6:00am	4.71%	4.01%	3.74%

## Weekend Radio

### Listeners

Dayparts [summary]	13.66%	13.19%	12.97%
6:00am - 10:00am	3.3%	2.76%	2.46%
10:00am-3:00pm	4.94%	3.95%	3.65%
3:00pm - 7:00pm	6.22%	5.84%	5.7%
7:00pm - Midnight	7.59%	7.78%	7.66%
Midnight - 6:00am	9.49%	8.31%	7.79%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES

## Prime Time TV Viewers

8:00-11:00pm	7.33%	7.05%	6.77%
Saturday: 8:00-11:00pm	7.72%	7.59%	7.4%
Sunday: 7:00-11:00pm	8.25%	9.14%	9.22%
9:00am-1:00pm	24.27%	24.63%	24.46%
9:00am-4:00pm	27.79%	28.23%	27.98%
4:00pm-7:00pm	26.44%	25.99%	25.59%
11:00pm-1:00am	38.86%	39.43%	39.26%
AVG Prime time	2.3%	2.04%	2.04%
Mon-Sun			

Wetumpka Linden New Brockton  
 Powell Eclectic Jacksons' Gap Springville Horn Hill Tuscumbia Eldridge Castleberry Maytown Fort De  
 Chickasaw Fulton Silverhill Madison Trafford Frisco City Hammondville Woodville Tuscaloosa St. El  
 Elberta Waldo Point Clear Wilton Guin Locust Fork Thomaston Loachley Hanceville Gi  
 pier Field Spanish Fort Newbern Boligee Midland City Needham Opelika West End-Cobb Town Somerville  
 Gsley Elkmont Forkland Woodstock Dora Brent Hokes Bluff Boaz Fayette Florence Evfye Cottonwo



Intercultural Institute  
 for Contextual Ministry



# 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](http://MissionalContext.org).

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.12%	14.71%	13.9%
7-9am	18.95%	17.95%	17.03%
9am-12noon	20.69%	20.5%	20.16%
12noon-4pm	7.11%	7.73%	7.82%
4-6pm	43.27%	43.42%	42.93%
6-7pm	18.75%	20.32%	20.67%
7-7:30pm	0.98%	1.06%	1.07%
7:30-8pm	10.71%	10.23%	10.14%
8-11pm	7.33%	7.05%	6.77%
11pm-12am	31.53%	32.9%	32.97%
11pm-1am	38.86%	39.43%	39.26%
1-6am	28.61%	26%	24.81%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.56%	16.51%	15.92%
Sat: 10am-1pm	6.75%	6.78%	6.69%
Sat: 1-4pm	24.24%	24.52%	24.71%
Sat: 4-6pm	6.28%	5.98%	5.99%
Sat: 6-7pm	1.73%	1.62%	1.51%
Sat: 7-8pm	0.83%	0.67%	0.6%
Sat: 8-11pm	7.72%	7.59%	7.4%
Sat: 11pm-1am	4.24%	3.99%	3.89%
Sat: 1am-7pm	24.64%	23.63%	23.22%
Sun: 7-10am	1.77%	2.38%	2.56%
Sun: 10am-1pm	6.31%	7.26%	7.38%
Sun: 1-4pm	5.12%	5.96%	6.09%
Sun: 4-7pm	11.79%	12.84%	12.89%
Sun: 7-11pm	8.25%	9.14%	9.22%
Sun: 11pm-1am	3.66%	3.64%	3.45%
Sun: 1-7am	19%	20.02%	19.9%



Intercultural Institute  
for Contextual Ministry

# 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.



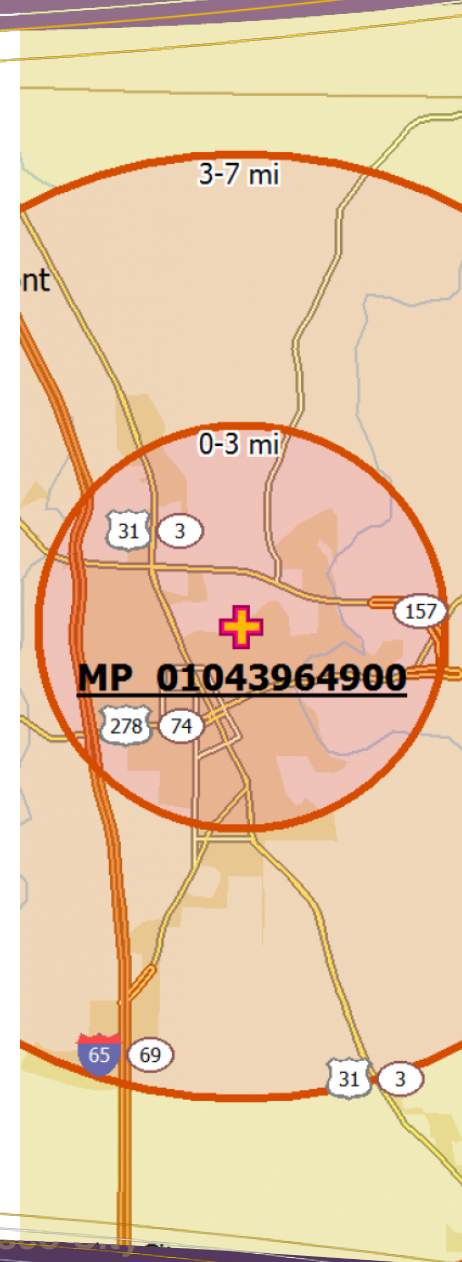


## Your MissionSite and the Missional Suite

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](http://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	East Side	302 8th Ave SE Cullman, AL 35055	0.28 mi	166	Plateauing
2	Cullman First	501 2nd Ave SW Cullman, AL 35055	0.86 mi	627	Plateauing
3	Northside	1310 Katherine St NW Cullman, AL 35055	0.93 mi	161	Plateauing
4	Seventh Street	708 7th St SW Cullman, AL 35055	1.23 mi	209	Declining
5	Calvary	149 County Road 1607 Cullman, AL 35058	1.38 mi	42	Growing
6	Grace Community Church	9350 US Highway 278 E Cullman, AL 35055	1.46 mi	0	Plateauing
7	West Side	711 Cleveland Ave SW Cullman, AL 35055	1.57 mi	44	Plateauing
8	Northbrook	3691 Al Hwy 157 NE Cullman, AL 35058	1.61 mi	579	Growing
9	Brickyard	PO Box 1287 Cullman, AL 35056	1.67 mi	55	Declining
10	Lake Catoma	PO Box 610 Cullman, AL 35056	2.29 mi	87	Declining
11	Southside	PO Box 2637 Cullman, AL 35056	2.55 mi	64	Plateauing
12	Friendship	1104 County Road 1435 Cullman, AL 35058	2.60 mi	89	Growing
13	White Grove	351 County Road 705 Cullman, AL 35058	2.95 mi	61	Plateauing
14	Mt. Hebron	351 County Road 705 Cullman, AL 35055	2.96 mi	45	Declining
15	Faith	PO Box 128 Vinemont, AL 35179	3.65 mi	246	Growing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Living Faith	44 Schaeffel Rd Cullman, AL 35055	4.32 mi	182	Plateauing
17	Baldwin Heights	2489 US Highway 278 W Cullman, AL 35057	4.55 mi	93	Declining
18	Mission Grove	111 County Road 1610 Cullman, AL 35058	4.64 mi	66	Plateauing
19	Crosshaven	9131 US Highway 31 South Hanceville, AL 35077	4.67 mi	255	Growing
20	Pleasant Grove	1900 County Road 1422 Cullman, AL 35058	4.67 mi	72	Declining
21	Mt. Nebo	11 County Road 1273 Cullman, AL 35057	4.98 mi	58	Growing
22	Vinemont First	PO Box 835 Vinemont, AL 35179	5.17 mi	105	Declining
23	Berlin	3596 US Highway 278 E Cullman, AL 35055	5.20 mi	94	Plateauing
24	Bethsadia	1365 County Road 421 Cullman, AL 35057	5.28 mi	127	Plateauing
25	Ridgecrest Community	2015 County Road 1354 Vinemont, AL 35179	5.41 mi	0	Plateauing
26	Immanuel	4200 County Road 1435 Vinemont, AL 35179	5.45 mi	43	Declining
27	Good Hope	90 Good Hope School Rd Cullman, AL 35057	5.47 mi	244	Plateauing
28	Flint Creek	PO Box 478 Vinemont, AL 35179	5.67 mi	79	Growing
29	Missionary Grove	778 Co Rd 1184 Cullman, AL 35057	5.74 mi	59	Growing
30	Mt. Zion	5041 County Road 703 Cullman, AL 35055	6.05 mi	169	Growing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
31	Anon	20867 US Highway 31 Vinemont, AL 35179	6.13 mi	45	Plateauing
32	New Freedom Southern	1365 County Rd 1196 Cullman, AL 35055	6.33 mi	53	Declining
33	Edgewood	467 County Road 1241 Vinemont, AL 35179	6.48 mi	30	Declining
34	Simcoe	4345 Al Highway 69 N Cullman, AL 35058	6.53 mi	79	Plateauing
35	Oak Level	284 County Road 1634 Cullman, AL 35058	6.58 mi	48	Declining
36	Spring Hill	1840 County Road 813 Cullman, AL 35057	6.81 mi	112	Growing
37	Center Grove	4607 County Road 1545 Cullman, AL 35058	6.86 mi	206	Declining
38	Mountain Grove	8071 County Road 223 Hanceville, AL 35077	7.16 mi	72	Growing
39	Hopewell	PO Box 423 Hanceville, AL 35077	7.43 mi	214	Declining
40	Shady Grove	P.O. Box 2686 Cullman, AL 35056	7.62 mi	79	Plateauing
41	Unity	250 County Road 765 Cullman, AL 35055	7.72 mi	35	Plateauing
42	Mountain View	1890 County Road 438 Cullman, AL 35057	7.85 mi	57	Growing
43	Salem	808 County Road 1133 Cullman, AL 35057	7.88 mi	79	Declining
44	Plainview	1492 County Road 771 Cullman, AL 35055	8.02 mi	30	Plateauing
45	Ebenezer	2245 County Road 1242 Vinemont, AL 35179	8.04 mi	157	Plateauing



Intercultural Institute  
for Contextual Ministry





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](http://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](mailto:cwatke@iicm.net)

Office: 803-279-5828

Web: [www.iicm.net](http://www.iicm.net)

[www.aept.org](http://www.aept.org)

[www.missionalcoach.org](http://www.missionalcoach.org)

[www.missionalcontext.org](http://www.missionalcontext.org)

[www.missionalcorps.org](http://www.missionalcorps.org)

[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)

[www.missionalzipcode.org](http://www.missionalzipcode.org)

[www.missionalpartners.org](http://www.missionalpartners.org)



Intercultural Institute  
*for Contextual Ministry*