

MissionSite

top unreached locations



RUSSELLVILLE, AL

CENSUS TRACT: 01059973000

REGION: Northern Region

ASSOCIATION: Franklin

DISTRICT: 10: Northwest Mountain District

COUNTY: Franklin

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

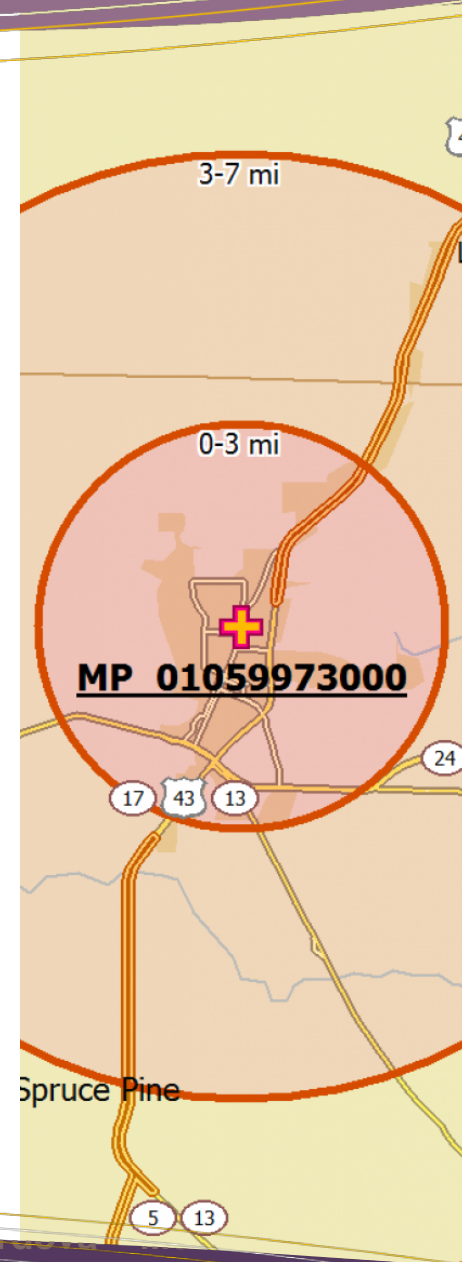
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



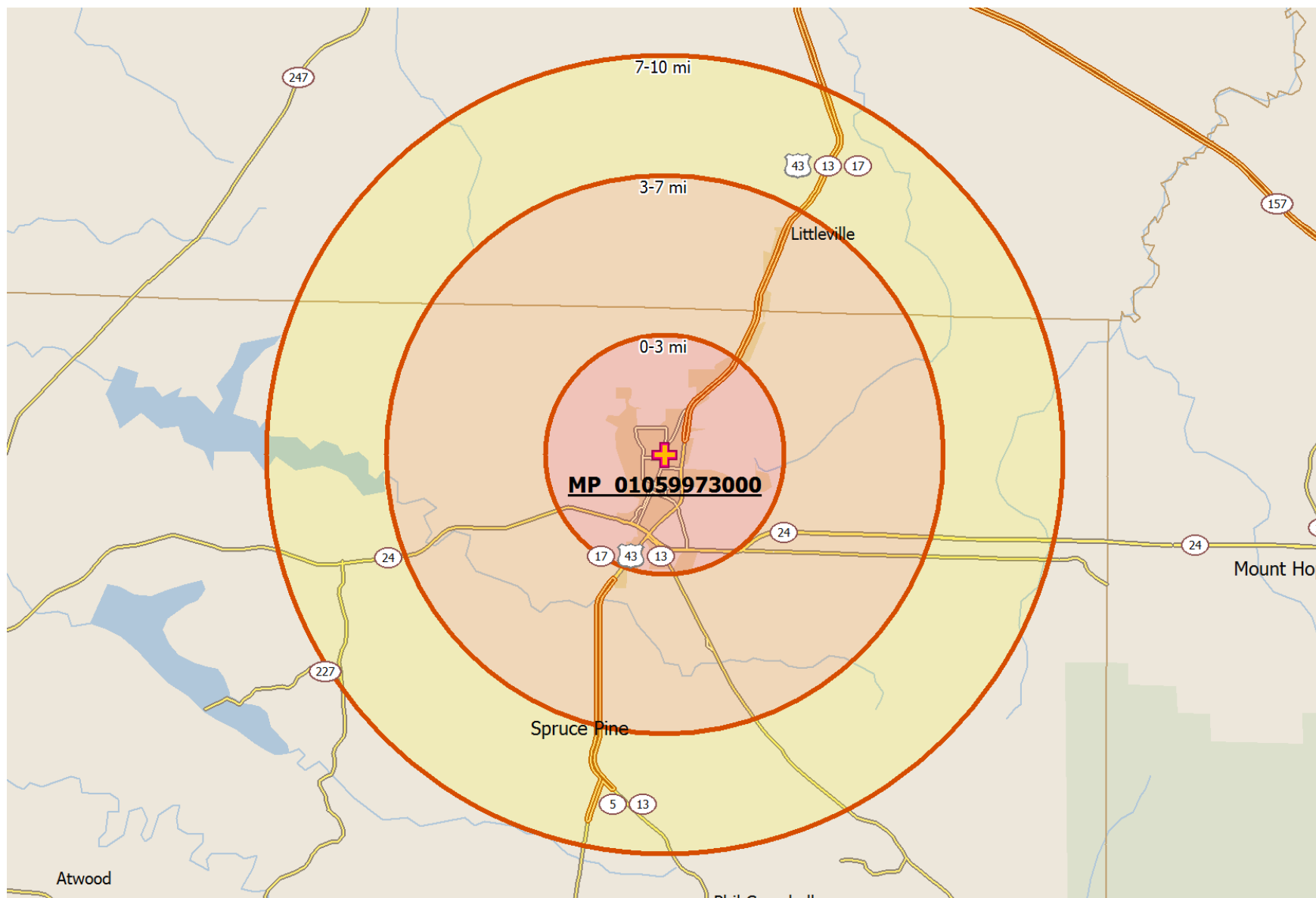
Site Location Summary

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 site.

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1300	Franklin
3	District	10	Northwest Mountain District
4	County Location	01059	Franklin
5	Zipcode	35653	Franklin
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.23	Medium towns adjacent to a small town
9	Sitescape Density Pattern	K	50000-10000-10000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	52	Small town core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8	Percent Commuting to Metro	17	Percent commuting from non metro to metro areas



Intercultural Institute
for Contextual Ministry

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	10,743	6,412	6,413
2010 Households	4,083	2,436	2,459
2010 Group Quarters Population	306	0	45

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	15	7
Language Diversity National Index	51	41	19
Foreign Born Diversity National Index	3	1	30
Ancestry Diversity National Index	36	42	43
Racial Diversity National Index	54	33	19

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	1	True
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	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False



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	235	5.76%
Mainstay Communities	Established, Diverse Households	779	19.08%
Working Communities	Blue-collar, Working Families	1,461	35.78%
Country Communities	Rural, Agri. & Mining Families	638	15.63%
Aspiring Communities	Young Singles / Aspiring-Multihousing	160	3.92%
Urban Communities	High Density, Inner-city Neighborhoods	810	19.84%

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	7,004	2,642	37.73%
Unreached %	57.92%	64.72%	111.73
Religious But NOT Evangelical HH	1,365	591	43.3%
Religious But NOT Evangelical %	11.29%	14.47%	128.22
Spiritual But NOT Relig or Evang HH	998	378	37.83%
Spiritual But NOT Relig or Evang %	8.25%	9.25%	112.05
Not Evangelical, Not Interested HH	4,654	1,685	36.2%
Not Evangelical, Not Interested %	38.49%	41.26%	107.2



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	35	9	25.71%
Active ALSBOM Attenders	3,878	1,273	32.83%
Active Evangelical Households	4,466	1,264	28.31%
Active Evangelical Percent	36.93%	30.97%	83.85
Inactive Evangelical Households	622	176	28.31%
Inactive Evangelical Percent	5.14%	4.31%	83.85
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	Concord	0.30 mi	180	Declining
2	Russellville First	0.72 mi	413	Plateauing
3	North Russellville	0.84 mi	110	Growing
4	Calvary	0.91 mi	367	Growing
5	West Highland	0.98 mi	42	Growing
6	Primera Iglesia Bautista	1.10 mi	24	Growing
7	Nueva Vida Mission	1.27 mi	29	Growing
8	Freedom Community Church	1.63 mi	0	Plateauing
9	South Side	2.92 mi	108	Growing
10	Duncan Creek	3.24 mi	57	Growing
11	Jonesboro	3.68 mi	81	Declining
12	Mt. Zion	4.28 mi	23	Plateauing
13	Waco	4.61 mi	44	Declining
14	Tharptown	4.98 mi	220	Declining
15	Rockwood	5.25 mi	59	Plateauing

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Littleville First	5.76 mi	131	Growing
17	Crooked Oak	6.59 mi	47	Plateauing
18	Cherry Hill	6.64 mi	37	Plateauing
19	North Highland	7.39 mi	133	Plateauing
20	Belgreen	8.28 mi	68	Plateauing
21	Spruce Pine	8.39 mi	69	Growing
22	Mt. Hebron	8.42 mi	184	Growing
23	Pleasant Hill	9.38 mi	21	Growing
24	Mt. Moriah	9.84 mi	218	Plateauing
25	New Bethel Baptist	9.95 mi	111	Growing
26	New Friendship	10.18 mi	24	Growing
27	Colbert Hgts. First	10.21 mi	409	Growing
28	Macedonia	10.22 mi	66	Declining
29	Mountain View	10.92 mi	199	Plateauing
30	Spring Valley	11.37 mi	86	Plateauing



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.



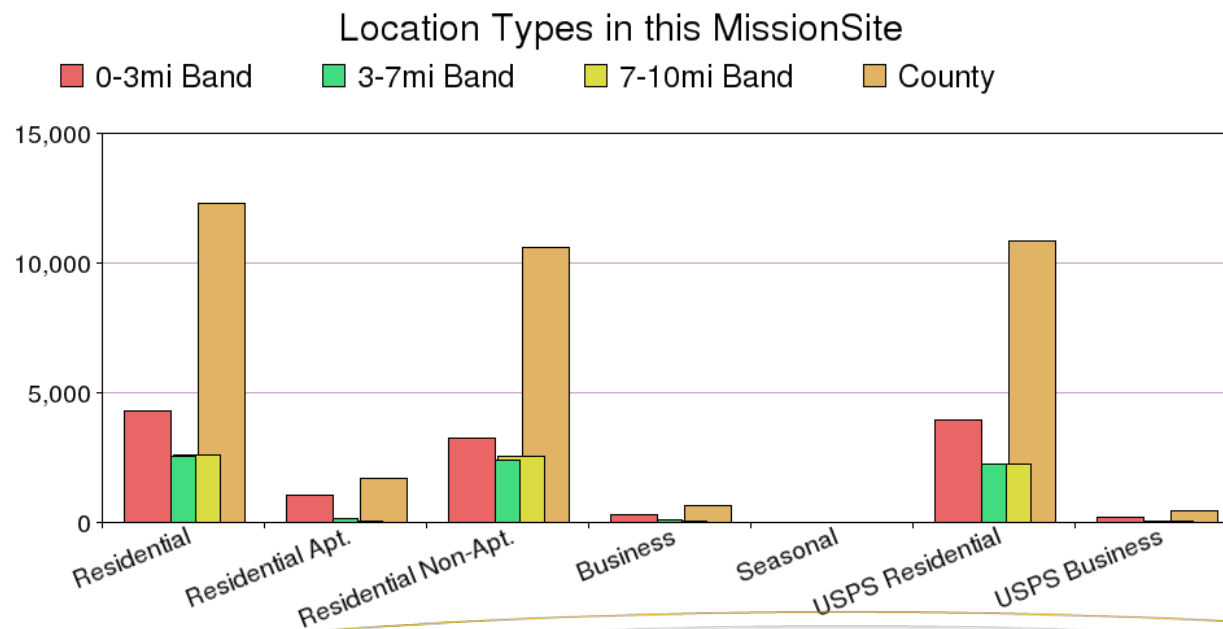
Intercultural Institute
for Contextual Ministry

Current Demographic Summary

The population and household figures from IICM's 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	27,814	8,901	32%
2000 Population	31,223	10,695	34.25%
2010 Population	31,322	10,743	34.3%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	10,850	3,595	33.13%
2000 Households	12,259	4,140	33.77%
2010 Households	12,092	4,083	33.77%

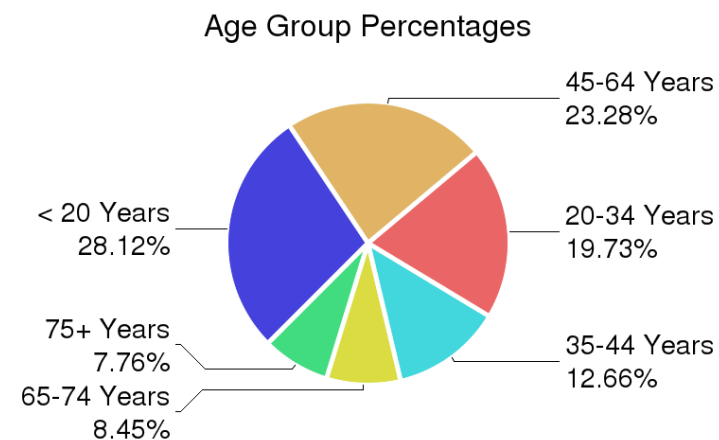


Location Type	0-3mi Band
Residential	4,313
Residential Apt.	1,059
Residential Non-Apt.	3,254
Business	278
Seasonal	0
USPS Residential	3,962
USPS Business	200

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	5.59%	6.27%	112.16
4-5 Years	2.9%	2.8%	96.55
6-8 Years	4.4%	4.6%	104.55
9-11 Years	4.1%	4.31%	105.12
12-13 Years	2.6%	2.7%	103.85
14-17 Years	5.06%	4.94%	97.63
18-19 Years	2.48%	2.48%	100
0-5 Years	8.49%	9.08%	106.95
6-12 Years	9.8%	10.3%	105.1
13-19 Years	8.83%	8.73%	98.87
< 20 Years	27.12%	28.11%	103.65
20-34 Years	18.71%	19.72%	105.4
35-44 Years	13.14%	12.65%	96.27
45-64 Years	25.29%	23.27%	92.01
65-74 Years	8.48%	8.45%	99.65
75+ Years	7.26%	7.76%	106.89
Median Age	38	39	101.34
Median Age (Male)	36	34	95.26
Median Age (Female)	40	42	103.93



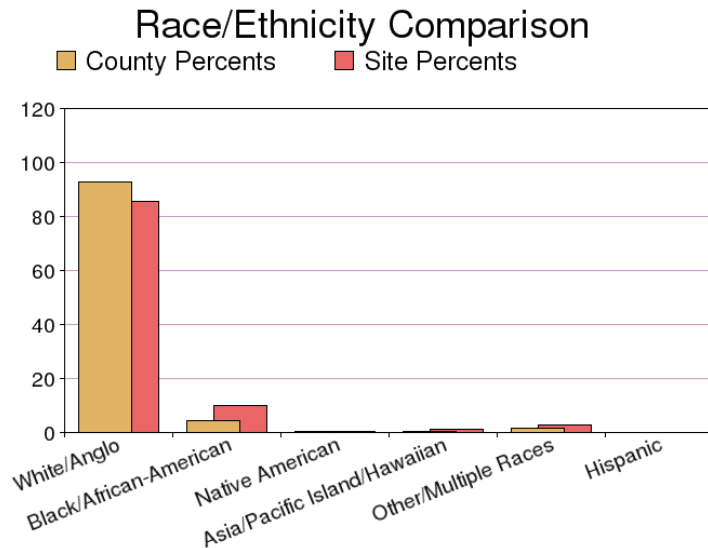
Current Demographic Summary

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	92.93%	85.64%	92.15
Black, African-American	4.46%	9.94%	222.89
Native American	0.41%	0.43%	105.6
Asian	0.37%	0.76%	204.34
Pacific Island, Hawaiian	0.19%	0.42%	215.08
Other/Multiple Races	1.63%	2.81%	171.97
Hispanic	0%	28.61%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	20,928	6,984	
Less than 9th Grade	12.58%	13.32%	94.45
No High School Diploma	18.19%	15.95%	114.04
High School Graduate	32.92%	31.64%	104.04
Some College, no degree	17.11%	18%	95.07
Associate Degree	7.08%	6.07%	116.56
College Degree	7.28%	8.93%	81.5
Graduate/Prof. degree	4.84%	6.09%	79.54



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	9.29%	10.16%	177.61
\$10,000 to \$19,999	20.59%	19.89%	96.58
\$20,000 to \$29,999	17.66%	18.42%	104.26
\$30,000 to \$49,999	20.44%	17.63%	86.26
\$50,000 to \$59,999	9%	9.31%	103.44
\$60,000 to \$69,999	7.74%	8.18%	105.68
\$70,000 to \$79,999	4.34%	4.73%	108.87
\$80,000 to \$89,999	2.68%	2.91%	108.77
\$90,000 to \$99,999	1.73%	2.08%	120.45
\$100,000 to \$124,999	2.75%	2.45%	88.94
\$125,000 to \$149,999	1.2%	1.27%	106.21
\$150,000 to \$199,999	2.08%	2.28%	109.3
\$200,000 to \$249,999	0.32%	0.44%	136.69
\$250,000 or more	0.17%	0.2%	118.46
Median Household	31,872	33,647	105.57
Average Household	44,192	46,037	104.17
Per Capita Household	17,290	17,567	101.6
Family/Non-Family Household Income			
Median Family Income	42,026	45,766	108.9
Average Family Income	51,984	54,025	103.93
Median Non-Family Income	15,383	16,860	109.6
Average Non-Family Income	24,449	25,642	104.88



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	71.7%	67.06%	93.53
Families with Children	33.07%	33.36%	100.87
Families without Children	38.63%	33.7%	87.24
Non-Family Households			
% Non-Family Households	28.3%	32.94%	116.4
Non-Families with Children	0.36	0.37	103.31
Non-Families without Children	27.94	32.57	116.57
Housing Units			Index
Total Housing Units	14,134	4,669	
Vacant percent	14.45%	12.55%	86.87
Owned percent	58.87%	52.3%	88.84%
Rented Percent	26.68%	35.15%	131.73
Households by Size			Index
Avg household size	2.56	2.56	100
Avg family hh size	3.13	3.21	102.56
Avg non-family hh size	1.12	1.23	109.82
Households By Count of Persons			Percent
One	3,046	1,192	39.13%
Two	3,896	1,178	30.24%
Three or Four	4,101	1,297	31.63%
Five+	1,049	416	39.66%

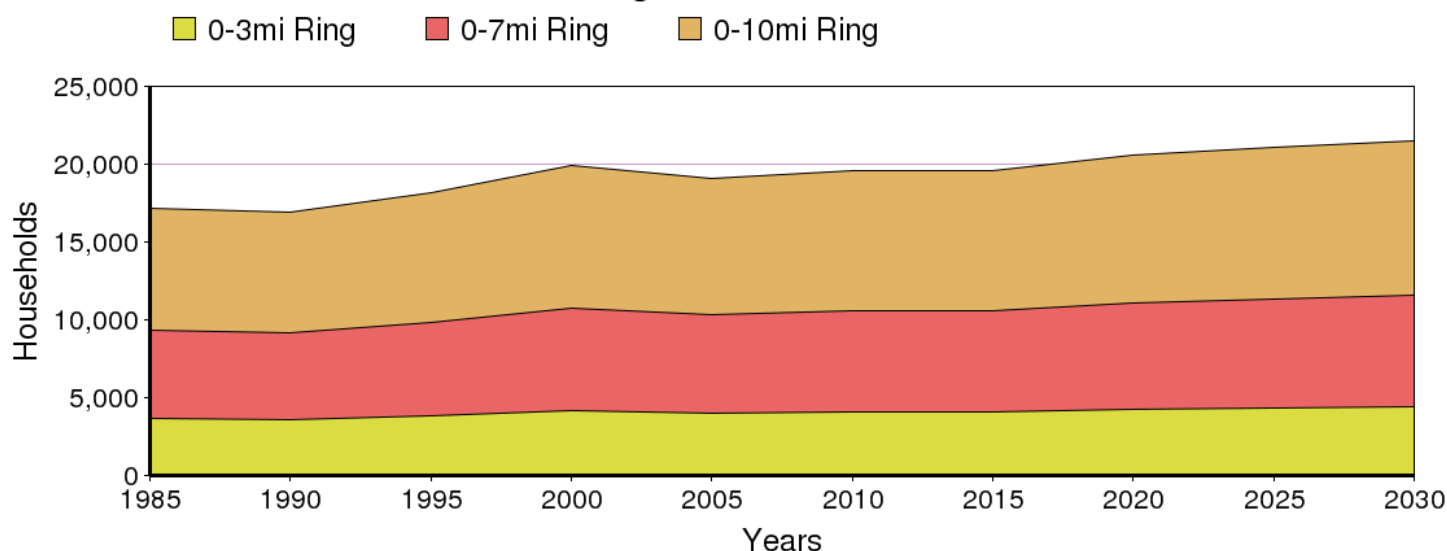
Projected Demographic Summary

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	27,814	8,901	32%
2000 Population	31,223	10,695	34.25%
2010 Population	31,322	10,743	34.3%
2015 Population	32,477	11,060	34.05%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	10,850	3,595	33.13%
2000 Households	12,259	4,140	33.77%
2010 Households	12,092	4,083	33.77%
2015 Households	12,105	4,061	33.55%

Household Change from 1985 to 2030



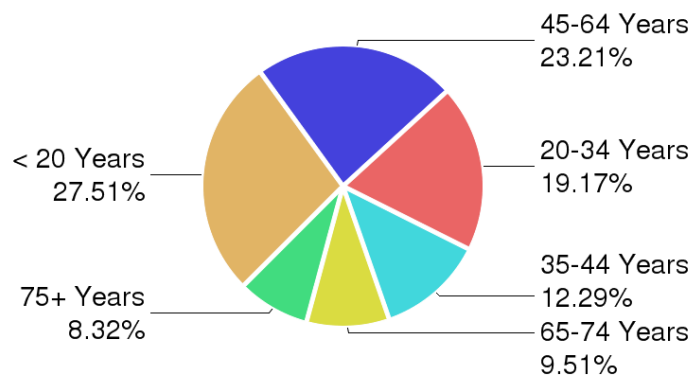
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.27%	5.1%	81.34
4-5 Years	2.8%	2.59%	92.5
6-8 Years	4.6%	4.32%	93.91
9-11 Years	4.31%	4.49%	104.18
12-13 Years	2.7%	3.07%	113.7
14-17 Years	4.94%	5.4%	109.31
18-19 Years	2.48%	2.56%	103.23
0-5 Years	9.08%	7.69%	84.69
6-12 Years	10.3%	10.33%	100.29
13-19 Years	8.73%	9.5%	108.82
< 20 Years	28.11%	27.52%	97.9
20-34 Years	19.72%	19.17%	97.21
35-44 Years	12.65%	12.29%	97.15
45-64 Years	23.27%	23.21%	99.74
65-74 Years	8.45%	9.51%	112.54
75+ Years	7.76%	8.32%	107.22
Median Age	38	40	103.54
Median Age (Male)	36	34	94.54
Median Age (Female)	40	43	106.87

Projected Age Group Percentages



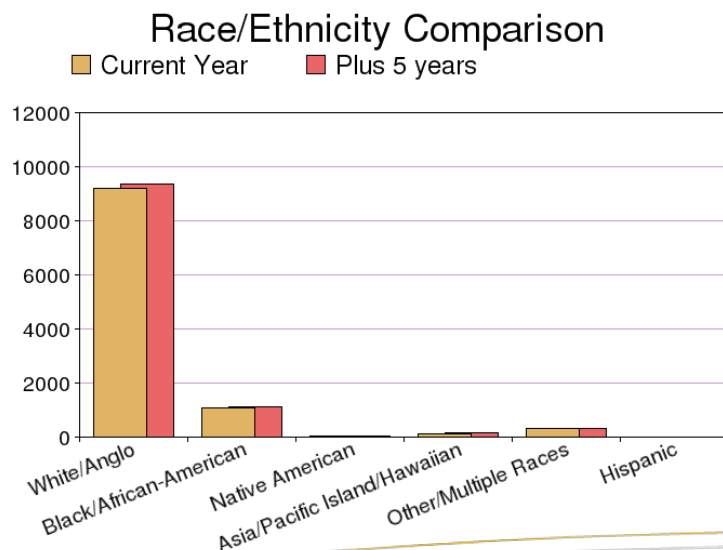
Projected Demographic Summary

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	85.64%	84.76%	98.98
Black, African-American	9.94%	10.28%	103.41
Native American	0.43%	0.47%	109.8
Asian	0.76%	0.95%	124.38
Pacific Island, Hawaiian	0.42%	0.48%	114.4
Other/Multiple Races	2.81%	3.07%	109.03
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,984	7,261	
Less than 9th Grade	13.32%	12.04%	90.39
No High School Diploma	15.95%	14.03%	87.98
High School Graduate	31.64%	32.57%	102.93
Some College, no degree	18%	17.72%	98.48
Associate Degree	6.07%	7.19%	118.42
College Degree	8.93%	9.75%	109.13
Graduate/Prof. degree	6.09%	6.69%	109.99



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	10.16%	8.03%	78.98
\$10,000 to \$19,999	19.89%	19.92%	100.17
\$20,000 to \$29,999	18.42%	18.74%	101.75
\$30,000 to \$49,999	17.63%	17.09%	96.91
\$50,000 to \$59,999	9.31%	9.65%	103.72
\$60,000 to \$69,999	8.18%	8.89%	108.67
\$70,000 to \$79,999	4.73%	5.05%	106.79
\$80,000 to \$89,999	2.91%	3.23%	103.92
\$90,000 to \$99,999	2.08%	2.17%	104.09
\$100,000 to \$249,999	2.45%	2.76%	112.61
\$125,000 to \$149,999	1.27%	1.33%	104.41
\$150,000 to \$199,999	2.28%	2.44%	107.03
\$200,000 to \$249,999	0.44%	0.34%	78.2
\$250,000 or more	0.2%	0.2%	100.54
Median Household	33,647	35,499	105.5
Average Household	46,037	48,442	105.22
Per Capita Household	17,567	17,859	101.66

Family/Non-Family Household Income			
Median Family Income	45,766	48,296	105.53
Average Family Income	54,025	57,066	105.63
Median Non-Family Income	16,860	18,547	110.01
Average Non-Family Income	25,642	26,988	105.25

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	67.06%	66.41%	99.04
Families with Children	33.36	32.43	97.22
Families without Children	33.7	32.87	97.55
Non-Family Households			
% Non-Family Households	32.94%	33.59%	101.96
Non-Families with Children	0.37	0.49	101.96
Non-Families without Children	32.57	33.1	101.6
Housing Units			
Total Housing Units	4,669	4,642	99.42%
Vacant percent	12.55%	12.52%	99.72
Owned percent	52.3%	52.5%	100.38
Rented Percent	35.15%	34.98%	99.54
Households by Size			
Avg household size	2.56	2.65	103.52%
Avg family hh size	3.21	3.37	104.98%
Avg non-family hh size	1.23	1.21	98.37%
Households By Count of Persons			
One	1,192	1,178	98.83%
Two	1,178	1,072	91%
Three or Four	1,297	1,331	102.62%
Five+	416	480	115.38%

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	1,016	554	84
Northern Europe	10	8	14
Western Europe	18	9	9
Southern Europe	0	0	0
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	30	4	9
So. Central Asia	0	0	0
SE Asia	11	9	3
Western Asia	6	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	8	4	4
Central Amer.	933	519	42
South America	0	0	0
North America	0	1	3
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	9,127	6,567	2,550
Spanish	1,147	676	56
Other Indo-Euro language	35	16	48
French (incl. Patois, Cajun)	7	4	13
French Creole	0	0	0
Italian	0	0	0
Portuguese	0	0	0
German	28	10	29
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	2	6
Greek	0	0	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	3	7	6
Korean	1	4	3
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	7	0
Laotian	0	0	0
Vietnamese	3	6	7
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	17	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	17	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	7,105	5,092	1,817
Arab	6	0	0
Armenian	0	0	0
Austrian	5	0	0
British	10	8	1
Canadian	4	1	1
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	0	0
Dutch	30	59	26
English	1,102	577	219
European	54	36	26
Finnish	0	6	0
French (not Basque)	76	32	14
French Canadian	9	3	1
German	312	239	97
Greek	2	0	0
Hungarian	0	3	1
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	894	550	247
Italian	40	39	7
Lithuanian	0	0	0
Norwegian	12	11	6
Polish	16	10	3
Portuguese	0	0	0
Romanian	0	0	0
Russian	4	0	0
Scandinavian	0	0	0
Scotch-Irish	105	69	22
Scottish	163	138	23
Slovak	0	0	0
Subsaharan African	135	14	3
Swedish	0	14	2
Swiss	0	0	0
Ukrainian	0	3	3
US/American	1,713	1,826	823
Welsh	4	33	2
West Indian	0	0	0
Yugoslavian	0	2	1
Other	2,409	1,420	289



Using the Demographic Indicators

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

Issues for Your Consideration

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

Using the Demographic Indicators

Issues for Your Consideration - continued

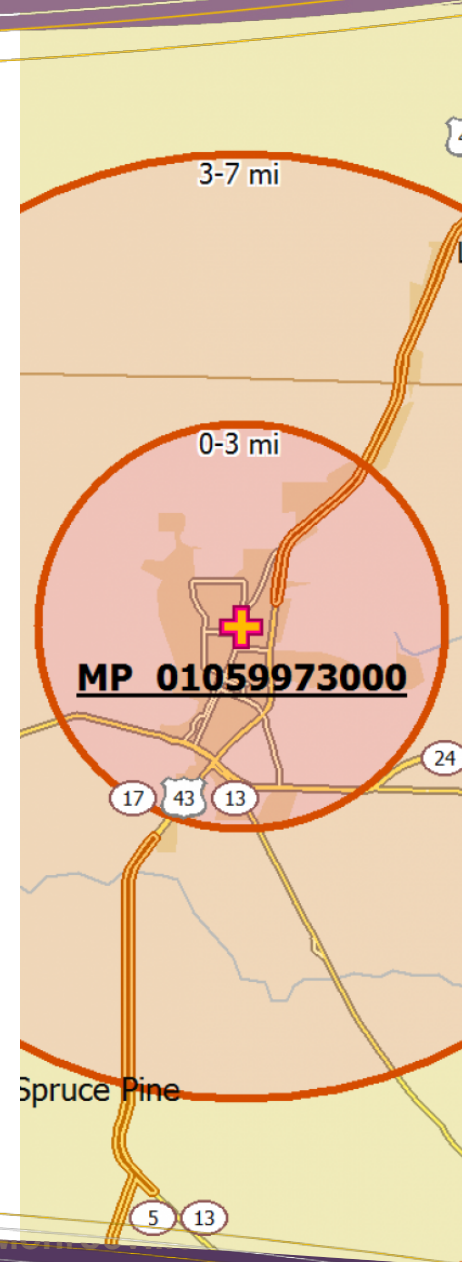
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	4,083	100%	2,641	100%
AFFLUENT SUBURBIA	113	2.77%	82	3.1%
America's Wealthiest	30	0.73%	24	0.91%
Dream Weavers	7	0.17%	5	0.19%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	72	1.76%	50	1.89%
New Suburbia Fam.	4	0.1%	3	0.11%
UPSCALE AMERICA	122	2.99%	82	3.1%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	115	2.82%	77	2.92%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	7	0.17%	5	0.19%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	235	5.76%	150	5.68%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	13	0.32%	8	0.3%
Urban Optimists	0	0%	0	0%
Family Convenience	222	5.44%	142	5.38%
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	4,083	100%	2,641	100%
BLUE COLLAR BACKBONE	435	10.65%	282	10.68%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	154	3.77%	93	3.52%
Lower Income Essentials	169	4.14%	114	4.32%
Small Town Endeavors	112	2.74%	75	2.84%
AMER. DIVERSITY	544	13.32%	361	13.67%
Ethnic Urban Mix	84	2.06%	59	2.23%
Urban Blues	369	9.04%	237	8.97%
Professional Urbanites	84	2.06%	61	2.31%
Urban Advancement	2	0.05%	1	0.04%
Amer. Great Outdoors	5	0.12%	3	0.11%
Mature America	0	0%	0	0%
METRO FRINGE	1,026	25.13%	710	26.88%
Steadfast Conservative	401	9.82%	275	10.41%
Moderate Conventionalists	15	0.37%	10	0.38%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	610	14.94%	425	16.09%



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	4,083	100%	2,641	100%
REMOTE AMERICA	111	2.72%	67	2.54%
Hardy Rural Fam.	65	1.59%	40	1.51%
Rural Southern Living	44	1.08%	26	0.98%
Coal & Crops	2	0.05%	1	0.04%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	160	3.92%	118	4.47%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	160	3.92%	118	4.47%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	527	12.91%	236	8.94%
Industrious Country Living	55	1.35%	37	1.4%
America's Farmland	0	0%	0	0%
Comfy Country Living	4	0.1%	2	0.08%
Small Town Connections	29	0.71%	17	0.64%
Hinterland Fam.	439	10.75%	180	6.82%

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	4,083	100%	2,641	100%
STRUGGLING SOCIETIES	575	14.08%	395	14.96%
Rugged Southern Style	61	1.49%	36	1.36%
Latino Nuevo	210	5.14%	143	5.41%
Struggling city Centers	162	3.97%	110	4.17%
College Town Communities	0	0%	0	0%
New Beginnings	142	3.48%	106	4.01%
URBAN ESSENCE	235	5.76%	158	5.98%
Unattached Multicultures	46	1.13%	32	1.21%
Academic Necessities	82	2.01%	50	1.89%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	87	2.13%	63	2.39%
New Generation Activists	20	0.49%	13	0.49%
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?

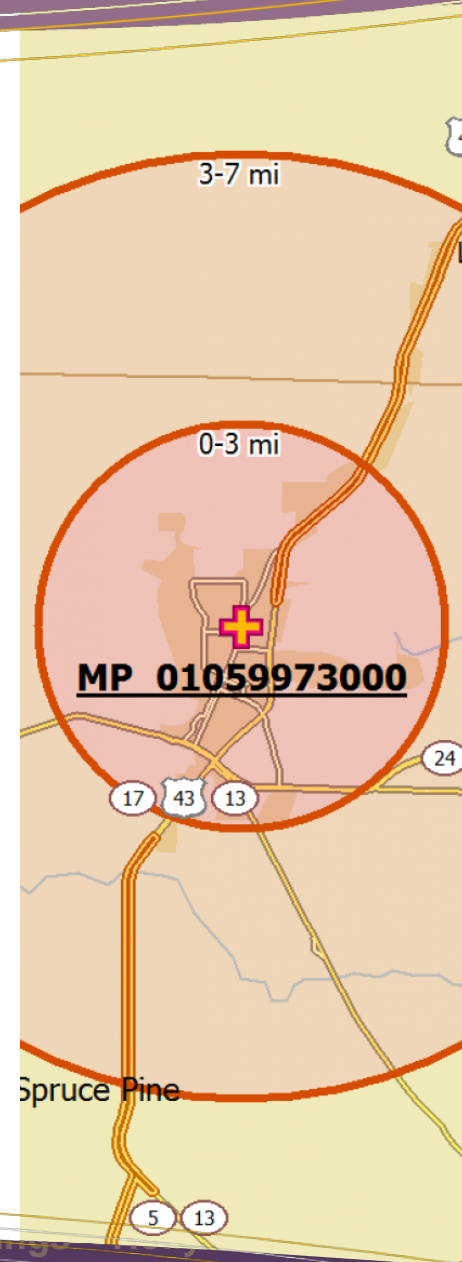
Potential Cultural Bridges

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	72%	71%	72%
Use Comp. for Internet/E-mail	48%	49%	50%
Internet Use: E-Mail	43%	42%	42%
Use Comp. for Comp. Games	35%	35%	35%
Use Comp. for Word Processing	31%	31%	31%
Use Comp. for Education	29%	28%	28%
Use Comp. for Shopping	29%	30%	32%
Use Comp. for Digital Camera	25%	26%	26%
Photo Editing			
HH Owns DVD Player	25%	24%	24%
Use Comp. for Banking	24%	25%	25%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	23%	22%	22%
Internet Use: Banking	20%	22%	23%
Use Comp. for News/Info./Data	17%	16%	16%
Service			
PC-Network-HH Has One	16%	17%	17%
Internet Use: Research/ Education	12%	11%	11%
Use Comp. for Filing/DB Mngmnt	11%	11%	11%
Use Comp. for Accounting	11%	11%	11%
HH Owns Video/Webcam	11%	10%	9%
Use Comp. for Personal Financial	10%	9%	9%
Mngmnt			
Internet Use: Shopping: Gathered	10%	10%	10%
Info. for Shopping			



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	65%	65%	65%
Dining Out (Not Fast Food)	50%	51%	52%
Reading Books	50%	49%	48%
Card Games	40%	40%	40%
Cooking for Fun	34%	33%	32%
Gardening	33%	35%	36%
Board Games	30%	31%	32%
Go To A Beach/Lake	30%	31%	32%
Visit Zoo	18%	17%	17%
Visit Museum	17%	16%	15%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	66%	65%
Gen./Fam. Practitioner	40%	39%	39%
Dentist	24%	23%	22%
Backache	23%	22%	22%
Eye Dr.	21%	20%	19%
None Of These	20%	21%	21%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	17%	17%	16%
Any Arthritis	17%	17%	18%
Overweight (30 Pounds Or More)	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	23%	21.78%	21.26%
Live Theater	15.56%	14.77%	14.51%
Live Theater Most Often	12.88%	12.03%	11.71%
Rock/Pop Concerts Most Often	12.3%	11.85%	11.57%
Dance Performance	7.66%	6.56%	5.78%
Comedy Club	7.48%	6.52%	5.85%
Movies: Action/Adventure	36.99%	35.35%	34.34%
Movies: Comedy	36.42%	35.73%	35.33%
Movies: Fam.	21.24%	19.42%	18.34%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	17.79%	16.71%	16.11%
Movies: Romantic Comedy	17.64%	17.09%	16.82%
Movies: Mystery	16.06%	14.95%	14.25%
College Football Reg. Season	4.74%	4.93%	5.19%
MLB Baseball Reg. Season	4.43%	4.52%	4.72%
College Basketball Reg. Season	3.3%	3.24%	3.24%
NFL Football Reg. Season	3.25%	3.58%	3.78%
NBA Basketball Reg. Season	2.34%	2.22%	2.19%
Auto Racing Events	2.04%	2.44%	2.75%



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	36.25%	35.9%	35.94%
Swimming	30.18%	31.03%	31.97%
Bowling	20.22%	20.72%	21.1%
Freshwater Fishing	19.2%	22.22%	24.39%
Billiards/Pool	17.47%	17.72%	17.84%
Camping Trips	17.18%	19.88%	21.62%
Basketball	15.31%	15.47%	15.54%
Jogging/Running	12.68%	11.98%	11.47%
Weight Training	12.5%	12.47%	12.58%
Hunting	12.44%	15.13%	16.99%
Baseball	11.66%	11.66%	11.56%
Golf	10.57%	10.88%	11.29%
Mountain/Road Biking	10.41%	10.84%	11.19%
Using Cardio Machine	10.28%	9.88%	9.74%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Stationary Cycling	10.02%	9.89%	9.82%
Target Shooting	9.41%	10.77%	11.64%
Football	9.36%	9.76%	9.99%
Backpacking/Hiking	9.11%	9.92%	10.49%
Volleyball	8.98%	9.09%	8.99%
Aerobics	8.72%	8.34%	8.13%
Saltwater Fishing	8.05%	8.41%	8.6%
Soccer	7.42%	6.99%	6.5%
Power Boating	7.22%	7.36%	7.57%
Softball	6.96%	6.87%	6.73%
Horseback Riding	6.79%	7.45%	7.84%
Canoeing/Kayaking	6.08%	6.46%	6.66%
Tennis	6.08%	6.26%	6.43%
Yoga	5.88%	5.41%	5.07%

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
Motorcycling	5.71%	5.88%	6%
Auto Racing	5.27%	4.64%	4.21%
Fly Fishing	5.02%	5.54%	5.94%
Ice Skating	4.78%	4.52%	4.3%
Archery	4.67%	5.76%	6.5%
Snorkeling	4.54%	4.68%	4.88%
Roller Skating	4.49%	4.57%	4.6%
Downhill & X-Country	4.22%	4.08%	4.12%
Skiing			
Jet Skiing	4.11%	4.43%	4.67%
Water Skiing	4.09%	4.43%	4.65%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.64%	3.52%	3.39%
Skateboarding	3.57%	3.85%	4.02%
Hockey	3.49%	3.56%	3.59%
Martial Arts	3.41%	3.87%	4.17%
Racquetball	3.37%	3.33%	3.23%
Snowboarding	3.28%	3.14%	3.09%
Snowmobiling	3.23%	3.46%	3.64%
Sailing	3.08%	2.99%	3.01%
Surfing & Windsurfing	2.48%	2.49%	2.52%
Rowing	2.25%	2.41%	2.49%



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.

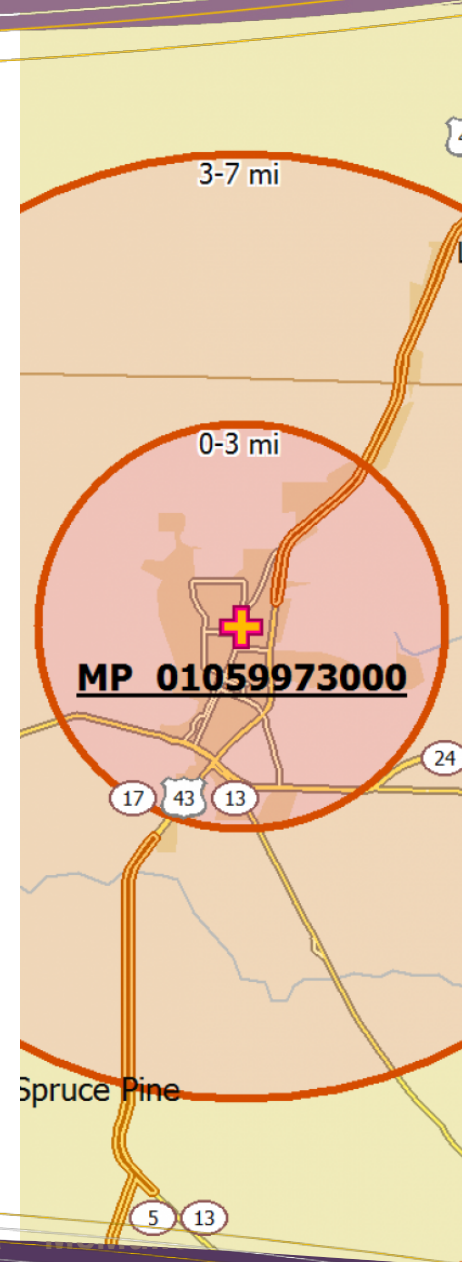
BIBLICAL BARRIERS

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.

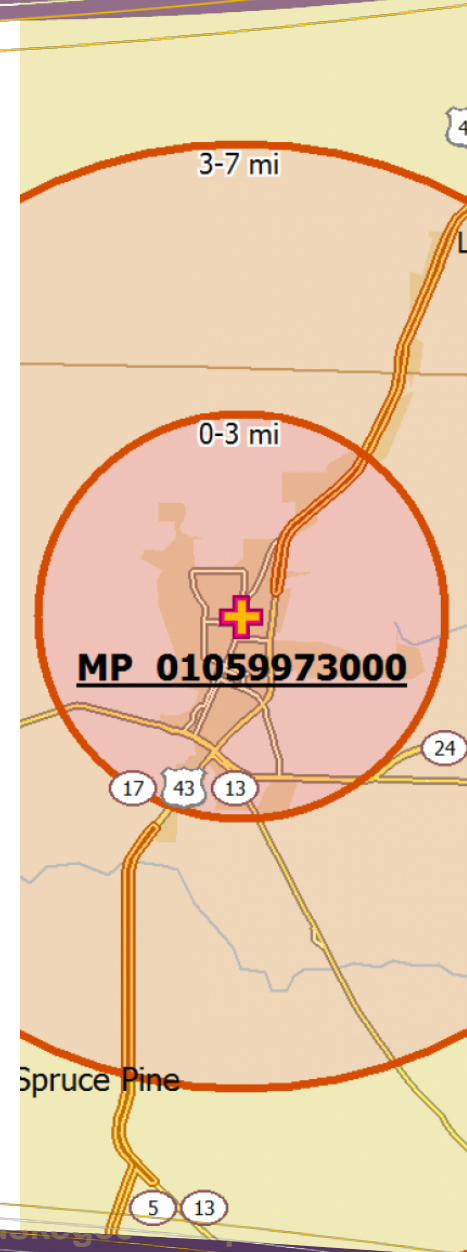
CULTURAL BARRIERS OF ACCEPTANCE

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	52%	52%	52%
Woman's Place Is In The Home	36%	37%	37%
Find It Difficult To Say No To My Kids	36%	38%	40%
Like Control Over People And Resources	36%	35%	35%
Speak My Mind Even If It Upsets People	36%	36%	36%
Like To Do Unconventional Things	30%	30%	30%
Don't Judge People/Way They Live Life	30%	29%	28%
Prefer To Have Few Possessions As Possible	29%	27%	26%
Too Much Sponsorship In Arts/Sports	27%	26%	26%
Money Is Best Measure Of Success	26%	26%	26%
Friends More Important Than My Fam.	24%	22%	22%
Like to Stand Out In A Crowd	22%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
If Won Lottery Would Never Work Again	22%	22%	22%
Marijuana Should Be Legalized	20%	19%	18%
Like To Pursue Challenge/Novelty/Change	19%	19%	19%
I Am A Workaholic	19%	18%	17%
Rarely Sit Down to a Meal Together At Home	18%	18%	19%
Only Work Current Job for The Money	15%	15%	15%
We Should Strive for Equality for All	13%	12%	12%
Happy With My Standard Of Living	12%	11%	11%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	10%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
Very Happy With My Life As It Is	7%	7%	7%

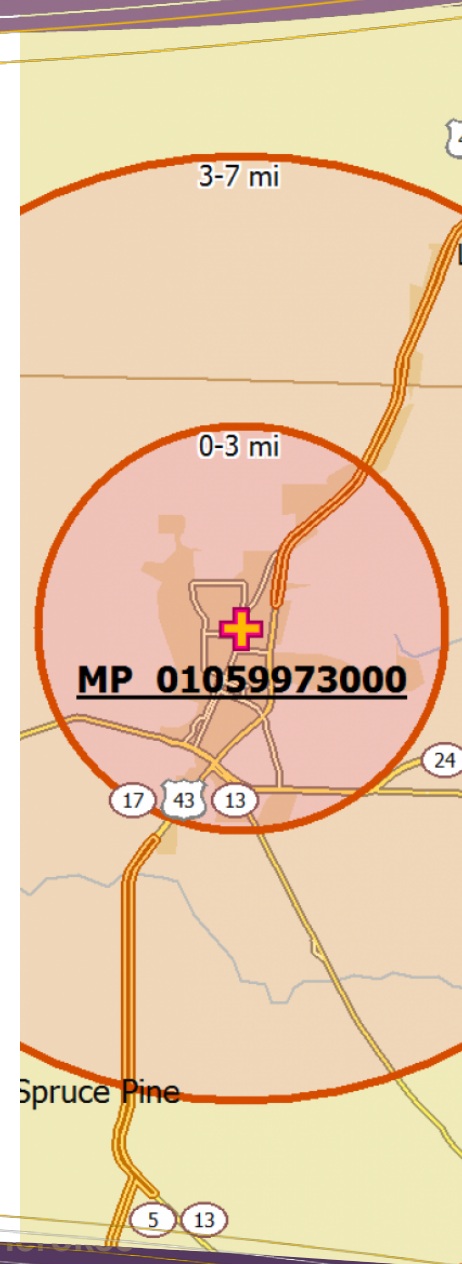


Intercultural Institute
for Contextual Ministry

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
You Should Seize Opportunities In Life	57%	55%	54%
Important To Respect Customs And Beliefs	55%	56%	57%
Like To Understand About Nature	37%	35%	34%
Important Feel Respected By My Peers	35%	34%	33%
Important To Juggle Various Tasks	33%	33%	32%
Prefer Work Part Of Team Than Alone	33%	33%	33%
Good At Fixing Things	30%	29%	28%
Prefer To Have Few Possessions As Possible	29%	27%	26%
Have Keen Sense Of Adventure	25%	25%	25%
Like To Just Enjoy Life	21%	21%	21%
People Have To Take Me As They Find Me	21%	20%	19%
Consider Myself Interested In The Arts	20%	19%	19%

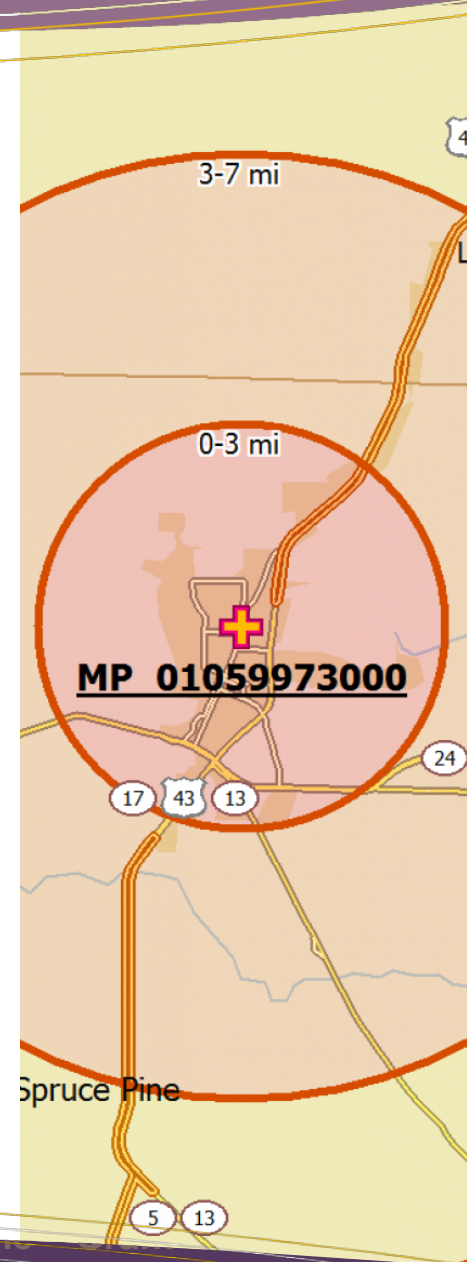
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	18%	18%	17%
Worried About Pollution Caused By Cars	17%	17%	17%
Real Men Don't Cry	17%	17%	17%
Is An Important Part Of Who I Am	16%	18%	19%
Try Not To Worry About The Future	13%	12%	11%
Enjoy Spending Time With My Fam.	13%	14%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



Intercultural Institute
for Contextual Ministry

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and 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.



Intercultural Institute
for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.04%	86.88%	87.53%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.44%	80.15%	81.11%
Houses-Visit Any			
McDonald's	54.79%	54.72%	54.57%
Burger King	37.6%	38.67%	39.23%
Kentucky Fried Chicken (KFC)	30.23%	30.96%	31.38%
Subway	29.19%	29.72%	30.21%
Taco Bell	27.89%	27.52%	27.48%
Wendy's	27.69%	28.26%	28.7%
Pizza Hut	25.29%	25.38%	25.07%
Applebee's	24.53%	24.5%	24.69%
Arby's	20.6%	20.57%	20.69%
Dairy Queen	19.55%	19.47%	19.56%

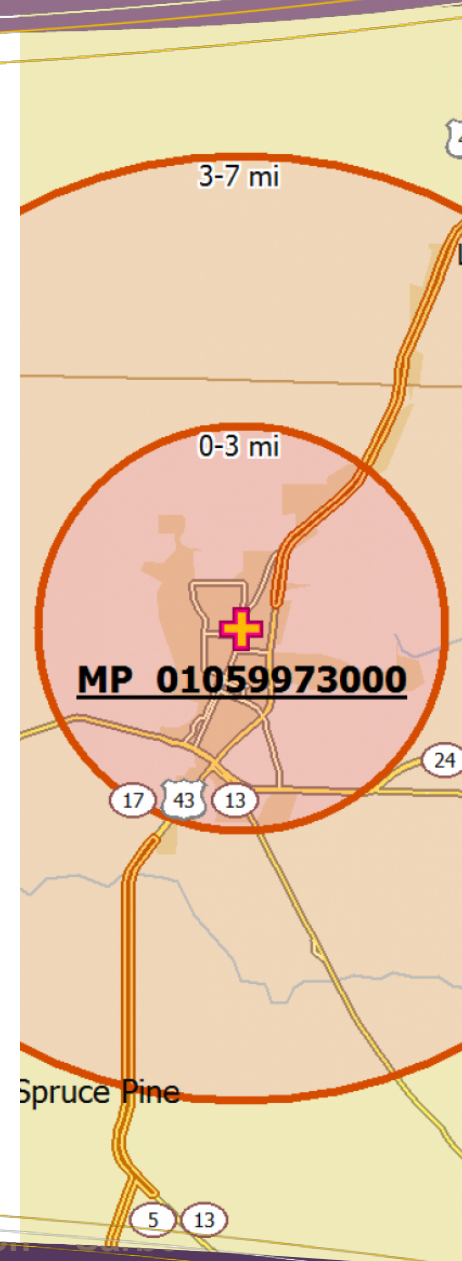
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Sonic	17.45%	18.77%	19.66%
Red Lobster	15.76%	15.27%	14.92%
Olive Garden	15.53%	15.97%	16.4%
Domino's Pizza	15.35%	14.38%	13.48%
Cracker Barrel	14.82%	15.44%	16.06%
IHOP (International House Of Pancakes)	12.57%	11.16%	10.2%
Golden Corral	12.48%	12.61%	12.59%
Hardee's	12.11%	13.78%	14.98%
Denny's	11.93%	11.25%	10.64%
Long John Silver's	11.4%	12.73%	13.43%
Outback Steakhouse	11.15%	10.78%	10.6%
Chili's Grill and Bar	10.29%	9.54%	8.98%

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	39.21%	39.29%	39.56%
Recycled products	27.81%	27.06%	26.63%
Worked as volunteer (non political)	14.55%	14.42%	14.48%
Engaged in fund raising	9.67%	10.17%	10.58%
Religious club member	7.55%	7.71%	7.93%
Wrote to editor of mag or newspaper	5.05%	4.79%	4.59%

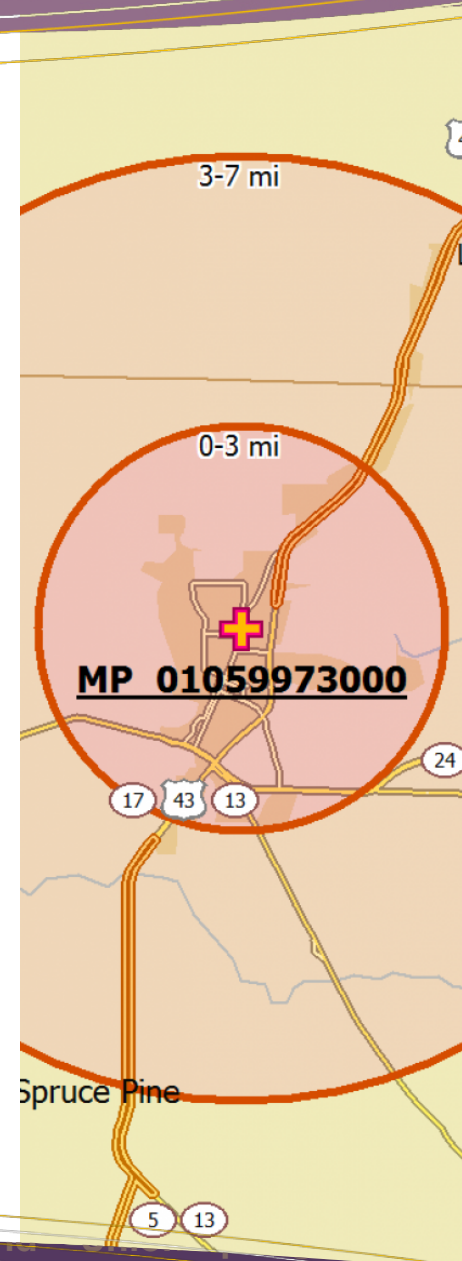
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Church Board	4.77%	5.15%	5.43%
Charitable Organization	4.64%	4.66%	4.73%
Wrote to elected offcl about publ bus	4.62%	4.73%	4.88%
Union member	4.5%	4.36%	4.3%
Addressed a public meeting	4.08%	4.16%	4.28%
Took active part in local civic issue	4.08%	3.94%	3.91%



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	14.04%	13.7%	13.63%
Children's Books	12.9%	12.97%	13.17%
Mystery	10.6%	10.43%	10.44%
Cookbooks	8.81%	9.04%	9.27%
Religious (not Bibles)	8.51%	8.89%	9.14%
Romance	6.84%	7.1%	7.37%
History	6.06%	5.9%	5.81%
Personal/Business	5.75%	5.54%	5.44%
Self-help			
Biography	5.48%	5.36%	5.3%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	57.3%	56.14%	55.47%
Gen. Editorial	43.48%	42.38%	41.62%
Womens	39.03%	38.21%	37.59%
Service	32.52%	32.69%	32.96%
Mens	17.34%	16.49%	15.87%
Fishing/Hunting	13.77%	15.15%	16.08%
Automotive	13.7%	14.62%	15.05%
Parenthood	13.64%	13.85%	13.91%
Health	13.31%	12.88%	12.57%

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	51.92%	51.85%	52.27%
Classified	34.67%	35.67%	36.4%
Sport	28.75%	28.48%	28.43%
Editorial Page	27.79%	28.5%	29.31%
Comics	26.49%	26.01%	25.91%
Food/Cooking	22.3%	21.51%	21.14%
Business/Finance	22.14%	21.13%	20.67%
TV/Radio Listings	21.48%	20.95%	20.77%
Movie Listings & Reviews	21.1%	20.26%	19.76%
Home/Gardening	18.21%	17.86%	17.73%
Science/Technology	14.59%	13.84%	13.47%
Travel	14.57%	13.8%	13.39%
Fashion	12.85%	12.73%	12.75%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	24.3%	27.99%	30.74%
CHR Contemp Hit Radio	18.23%	17.27%	16.44%
Adult Contemporary	14.83%	14.8%	14.81%
Urban Contemporary	13.69%	12.46%	11.28%
Oldies	10.19%	10%	9.77%
Rock	9.56%	9.38%	9.28%
Classic Rock	9.23%	9.39%	9.58%
News/Talk	7.86%	7.39%	7.18%
Variety	7.74%	6.84%	6.06%
Hispanic	6.83%	6.09%	5.01%
Alternative	6.36%	6.41%	6.48%
Religious	5.87%	6.36%	6.71%
Soft Contemporary	4.77%	4.58%	4.52%
Gospel	3.83%	4.12%	4.35%
All News	3.71%	3.12%	2.86%
Jazz	3.55%	2.95%	2.54%
Classic Hits	3.12%	3.2%	3.29%
Sports	2.81%	2.6%	2.52%



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	59.71%	60.78%	61.55%
Satellite Dish	55.54%	57.15%	58.23%
Soapnet	49.3%	48.57%	48.06%
Other Video-On-Demand	48.08%	47.51%	47.23%
Sci-Fi Channel	35.39%	35.55%	35.65%
Adult Pay Per View TV	32.17%	34.23%	35.77%
MSNBC	31.6%	31.97%	32.23%
Subscribe Digital Cable	27.58%	27.79%	27.66%
TV Info From Sunday TV Magazine	27.58%	28%	28.2%
Nickelodeon	26.72%	28.82%	30.29%
TV Info From Newspapers	24.8%	24.55%	24.52%
Nick At Nite	24.26%	23.86%	23.74%

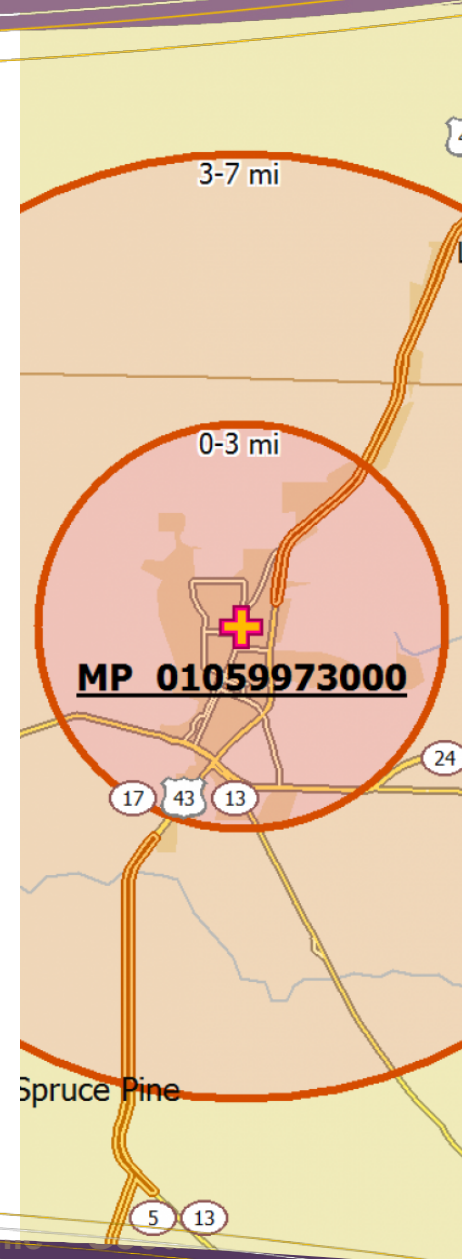
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Monthly Cable Guide	23.28%	22.97%	22.81%
TCM (Turner Classic Movies)	22.6%	22.83%	23.1%
Hallmark Channel	22.43%	22.83%	23.16%
BET (Black Entertainment TV)	21.55%	21.05%	20.82%
USA Network	21.48%	21.34%	21.2%
Adult Swim	21.39%	21.85%	22.36%
Comedy Central	21.38%	19.42%	18.28%
TV Info From Other	19.11%	18.56%	18.33%
Lifetime	18.76%	18.78%	18.82%
Video-On-Demand Movies	18.69%	20.43%	21.42%
ABC Fam.	18.05%	16.48%	15.46%
The Golf Channel	18.04%	17.75%	17.64%

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+)	16.4%	16.4%	16.54%
Medium Users (4-6)	9.48%	9.32%	9.22%
Light Users (1-3)	19.62%	19.89%	20.08%
Quintiles (20%)			
Newspaper I (Heavy)	0.81%	0.81%	0.76%
Newspaper II	0.81%	0.82%	0.75%
Newspaper III	2.38%	2.56%	2.73%
Newspaper IV	0.71%	0.6%	0.52%
Newspaper V (Light)	1.34%	1.42%	1.47%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.8%	18.65%	18.37%
Magazines II	7.94%	8.42%	8.61%
Magazines III	9.7%	9.96%	10.02%
Magazines IV	11.52%	11.12%	10.74%
Magazines V (Light)	0.37%	0.33%	0.26%
Outdoor I (Heavy)	6.93%	6.1%	5.36%
Outdoor II	3.06%	2.98%	2.88%
Outdoor III	3.3%	3%	2.71%
Outdoor IV	19.51%	20.14%	20.56%
Outdoor V (Light)	24.64%	24.76%	24.88%
Yellow Pages I (Heavy)	15.65%	15.65%	15.5%
Yellow Pages II	5.49%	5.18%	4.92%
Yellow Pages III	6.26%	5.68%	5.22%
Yellow Pages IV	26.36%	26.24%	26.12%
Yellow Pages V (Light)	4.51%	4.13%	3.84%

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)	2.71%	2.81%	2.89%
Drive Time III (Medium)	0.96%	0.95%	0.94%
Radio IV & V (Light)	2.35%	2.56%	2.72%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.35%	9.04%	8.65%
Radio III (Medium)	4.76%	4.56%	4.42%
Radio IV & V (Light)	2.86%	2.77%	2.62%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.81%	12.25%	12.47%
Cable III (Medium)	5.93%	5.93%	5.99%
Cable IV & V (Light)	35.84%	33.91%	32.65%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.18%	4.4%	4.54%
Prime Time III (Medium)	1.99%	1.81%	1.7%
Prime Time IV & V (Light)	8.58%	8.73%	8.37%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.71%	39.87%	40.74%
Fringe III (Medium)	58.34%	58.58%	58.8%
Fringe IV (Light)	56.82%	57.36%	57.56%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.23%	14.93%	14.79%
All Day III (Medium)	25.59%	26.96%	27.72%
All Day IV (Light)	12.21%	11.27%	10.49%



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]	8.72%	8.82%	8.83%
6:00am - 10:00am	11.9%	10.27%	9.21%
10:00am - 3:00pm	5.97%	5.07%	4.47%
3:00pm - 7:00pm	15.39%	14.65%	14.29%
7:00pm - Midnight	10.61%	9.76%	9.23%
Midnight - 6:00am	4.55%	4.05%	3.68%
Weekend Radio			
Listeners			
Dayparts [summary]	13%	12.19%	11.73%
6:00am - 10:00am	2.22%	1.92%	1.76%
10:00am-3:00pm	3.67%	3.16%	2.84%
3:00pm - 7:00pm	5.98%	5.57%	5.33%
7:00pm - Midnight	7.21%	7.25%	7.31%
Midnight - 6:00am	8.15%	7.34%	6.68%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.5%	5.52%	5.51%
Saturday: 8:00-11:00pm	6.7%	6.73%	6.74%
Sunday: 7:00-11:00pm	7.9%	8.44%	8.85%
9:00am-1:00pm	24.26%	23.86%	23.74%
9:00am-4:00pm	27.45%	27.13%	27.06%
4:00pm-7:00pm	24.81%	24.62%	24.27%
11:00pm-1:00am	39.08%	38.68%	38.25%
AVG Prime time	3.25%	2.81%	2.44%
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	14.54%	13.67%	12.94%
7-9am	14.77%	14.5%	14.34%
9am-12noon	20.05%	19.14%	18.87%
12noon-4pm	7.4%	8%	8.19%
4-6pm	40.49%	40.88%	41.11%
6-7pm	17.76%	19.04%	19.78%
7-7:30pm	1.17%	1.19%	1.15%
7:30-8pm	11.14%	10.67%	10.15%
8-11pm	5.5%	5.52%	5.51%
11pm-12am	31.6%	31.97%	32.23%
11pm-1am	39.08%	38.68%	38.25%
1-6am	24.75%	23.41%	22.22%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	14.99%	14.56%	14.18%
Sat: 10am-1pm	7.03%	6.79%	6.59%
Sat: 1-4pm	23.45%	23.67%	23.84%
Sat: 4-6pm	6.78%	6.25%	5.91%
Sat: 6-7pm	1.12%	1.08%	1.03%
Sat: 7-8pm	0.66%	0.65%	0.57%
Sat: 8-11pm	6.7%	6.73%	6.74%
Sat: 11pm-1am	3.82%	3.75%	3.67%
Sat: 1am-7pm	21.48%	21.34%	21.2%
Sun: 7-10am	2.09%	2.55%	2.85%
Sun: 10am-1pm	5.56%	6.32%	6.9%
Sun: 1-4pm	5.01%	5.54%	5.93%
Sun: 4-7pm	11.19%	11.68%	12.01%
Sun: 7-11pm	7.9%	8.44%	8.85%
Sun: 11pm-1am	3.42%	3.18%	3.01%
Sun: 1-7am	17.46%	18.09%	18.51%



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

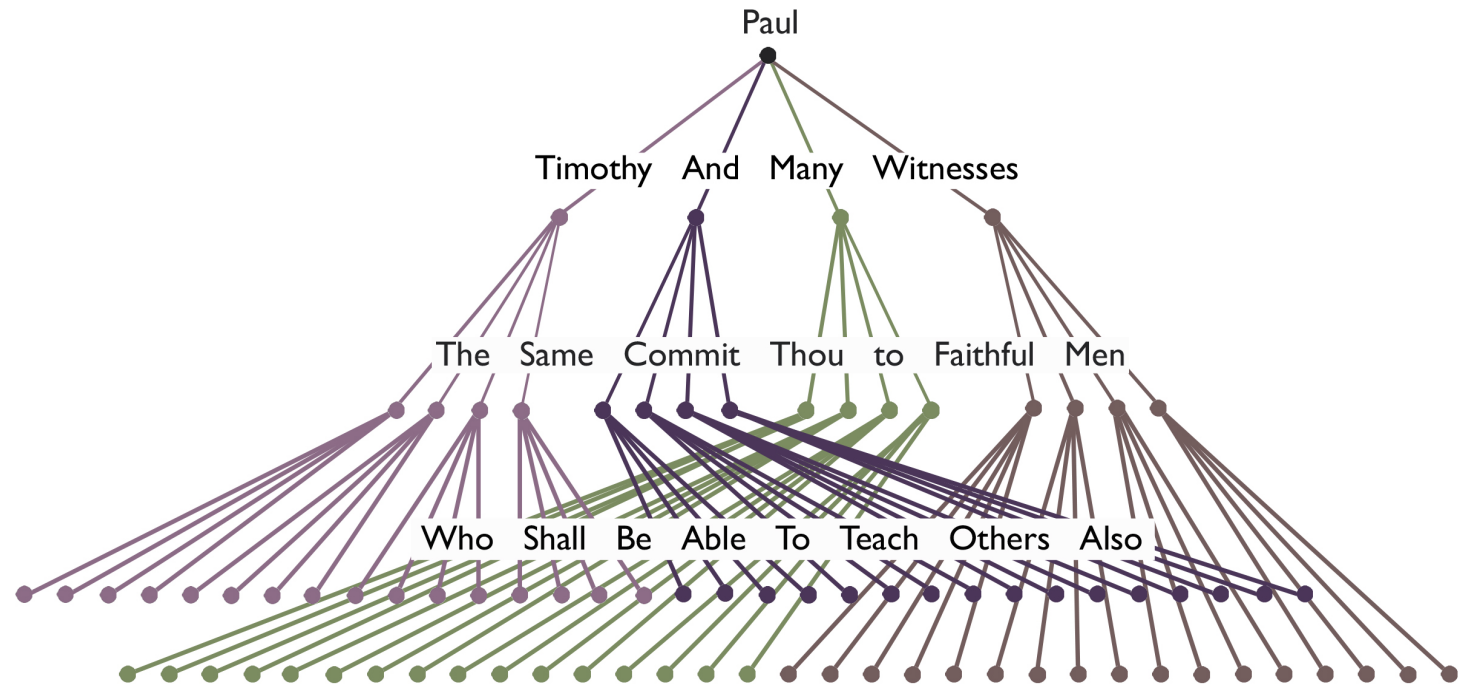
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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.

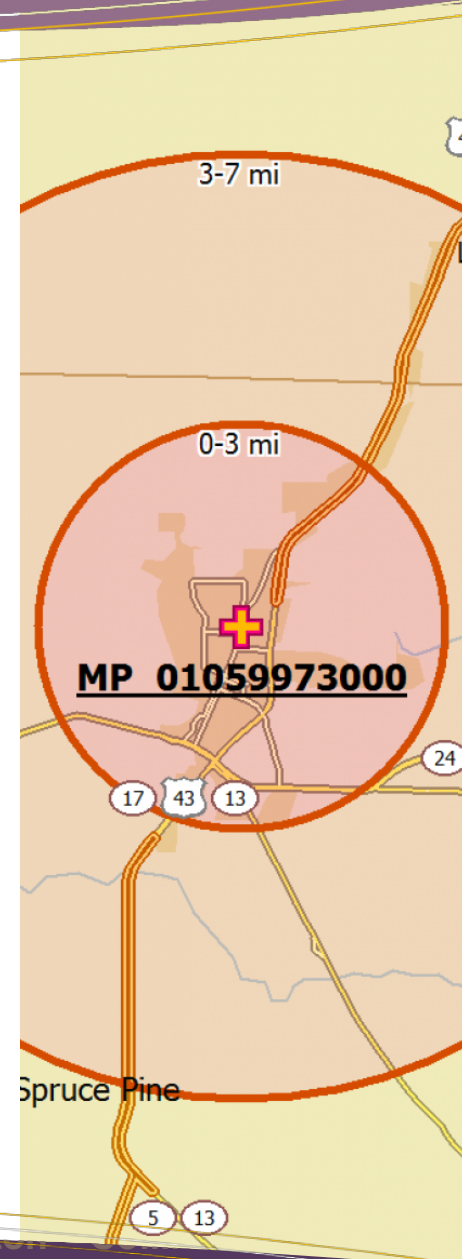


Your MissionSite and the Missional Suite

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. 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	Concord	708 Gandy St NE Russellville, AL 35653	0.30 mi	180	Declining
2	Russellville First	PO Box 326 Russellville, AL 35653	0.72 mi	413	Plateauing
3	North Russellville	1401 Waterloo Rd Russellville, AL 35653	0.84 mi	110	Growing
4	Calvary	PO Box 207 Russellville, AL 35653	0.91 mi	367	Growing
5	West Highland	1001 Hwy 48 Russellville, AL 35654	0.98 mi	42	Growing
6	Primera Iglesia Bautista	510 Saint Clair St SE Russellville, AL 35653	1.10 mi	24	Growing
7	Nueva Vida Mission	990 Hwy 48 Russellville, AL 35654	1.27 mi	29	Growing
8	Freedom Community Church	2209 Sycamore Avenue Russellville, AL 35653	1.63 mi	0	Plateauing
9	South Side	PO Box 60 Russellville, AL 35653	2.92 mi	108	Growing
10	Duncan Creek	PO Box 985 Russellville, AL 35653	3.24 mi	57	Growing
11	Jonesboro	5061 Waterloo Rd Russellville, AL 35653	3.68 mi	81	Declining
12	Mt. Zion	292 James Lane Russellville, AL 35654	4.28 mi	23	Plateauing
13	Waco	134 Mattie St Russellville, AL 35654	4.61 mi	44	Declining
14	Tharptown	5140 Highway 48 Russellville, AL 35654	4.98 mi	220	Declining
15	Rockwood	120 Hester Ave Russellville, AL 35654	5.25 mi	59	Plateauing



Intercultural Institute
for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Littleville First	1815 George Wallace Hwy. Russellville, AL 35654	5.76 mi	131	Growing
17	Crooked Oak	3000 Frankfort Rd Tuscumbia, AL 35674	6.59 mi	47	Plateauing
18	Cherry Hill	2603 Hwy. 244 Russellville, AL 35654	6.64 mi	37	Plateauing
19	North Highland	4680 Hickory Ln Tuscumbia, AL 35674	7.39 mi	133	Plateauing
20	Belgreen	18375 Highway 24 Russellville, AL 35653	8.28 mi	68	Plateauing
21	Spruce Pine	2939 Highway 20 Phil Campbell, AL 35581	8.39 mi	69	Growing
22	Mt. Hebron	4135 Hwy 59 Spruce Pine, AL 35585	8.42 mi	184	Growing
23	Pleasant Hill	3482 Highway 22 Spruce Pine, AL 35585	9.38 mi	21	Growing
24	Mt. Moriah	6350 Coburn Mtn. Rd. Tuscumbia, AL 35674	9.84 mi	218	Plateauing
25	New Bethel Baptist	150 New Bethel Rd Tuscumbia, AL 35674	9.95 mi	111	Growing
26	New Friendship	10147 Highway 187 Spruce Pine, AL 35585	10.18 mi	24	Growing
27	Colbert Hgts. First	6000 Woodmont Dr Tuscumbia, AL 35674	10.21 mi	409	Growing
28	Macedonia	37050 Highway 724 Russellville, AL 35654	10.22 mi	66	Declining
29	Mountain View	2110 Highway 81 Phil Campbell, AL 35581	10.92 mi	199	Plateauing
30	Spring Valley	1800 Spring Valley Rd Tuscumbia, AL 35674	11.37 mi	86	Plateauing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Phil Campbell First	PO Box 579 Phil Campbell, AL 35581	11.45 mi	167	Plateauing
32	Hampton Heights	220 Baker Ln Tuscumbia, AL 35674	12.04 mi	118	Growing
33	Gravel Hill Missionary	1807 Highway 47 Phil Campbell, AL 35581	12.05 mi	60	Growing
34	Zion Hill	1703 Pleasant Dr Muscle Shoals, AL 35661	12.77 mi	84	Growing
35	Mountain Springs	PO Box 231 Cherokee, AL 35616	13.40 mi	52	Plateauing
36	New Zion	24 County Rd 463 Town Creek, AL 35672	13.59 mi	106	Declining
37	New Harmony	3381 State Highway 172 Phil Campbell, AL 35581	13.68 mi	38	Plateauing
38	Parkview Baptist	1404 Hwy. 72 E Tuscumbia, AL 35674	14.02 mi	194	Growing
39	Valdosta	103 Marion Ave. SE Tuscumbia, AL 35674	14.18 mi	128	Growing
40	Valley Grove	3040 Old Highway 20 Tuscumbia, AL 35674	14.20 mi	212	Declining
41	New Sockwell	430 Sockwell Ln Leighton, AL 35646	14.24 mi	100	Plateauing
42	Bethel	3536 Highway 79 Phil Campbell, AL 35581	14.24 mi	56	Plateauing
43	Mt. Hope	PO Box 38 Mount Hope, AL 35651	14.37 mi	144	Plateauing
44	Orange	133 Dover Rd Haleyville, AL 35565	14.50 mi	46	Declining
45	Westside	411 W 11th St Tuscumbia, AL 35674	14.56 mi	115	Declining



6 Watroak Court
North Augusta, SC 29841

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

In Partnership with:



Alabama Baptist Convention
State Board of Missions

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

CONTACT US:

Email: cwatke@iicm.net

Office: 803-279-5828

Web: www.iicm.net

www.aept.org

www.missionalcoach.org

www.missionalcontext.org

www.missionalcorps.org

www.missionalcyclopedia.org

www.missionalzipcode.org

www.missionalpartners.org