MissionSite
top unreached locations

HAMILTON, AL

CENSUS TRACT: 01093984300
REGION: Northern Region
ASSOCIATION: Marion
DISTRICT: 10: Northwest Mountain District
COUNTY: Marion
SITESCAPE: Townscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
State Board of Missions

MissionSite (TM)
Table of Contents

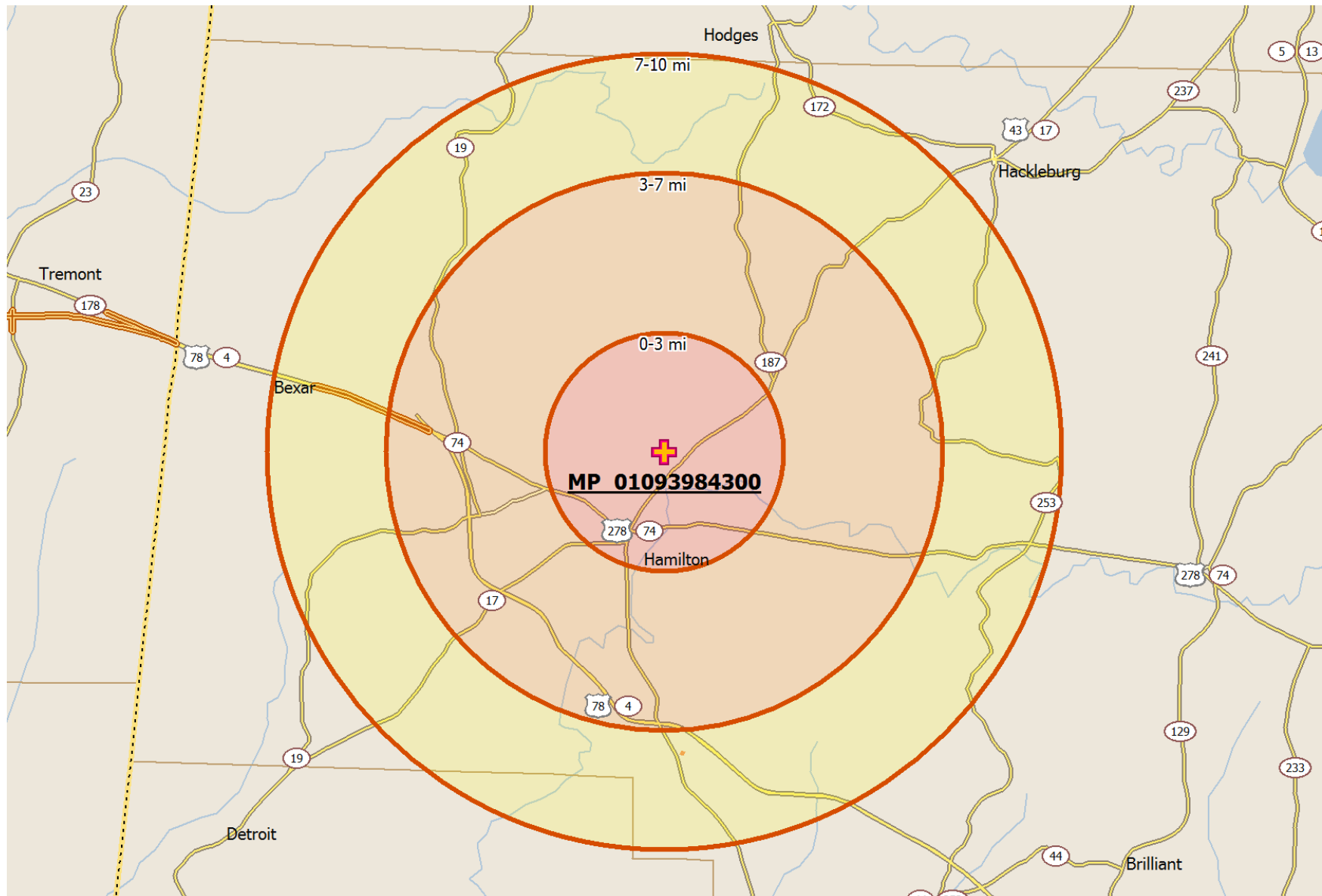Intercultural Institute
for Contextual Ministry

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	1509	Marion
3	District	10	Northwest Mountain District
4	County Location	01093	Marion
5	Zipcode	35570	Marion
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.13	Small towns adjacent to a small town
9	Sitescape Density Pattern	K	10000-10000-10000

3-7 mi

0-3 mi

187

MP 01093984300

278 74

Hamilton

78 4

Intercultural Institute
for Contextual Ministry
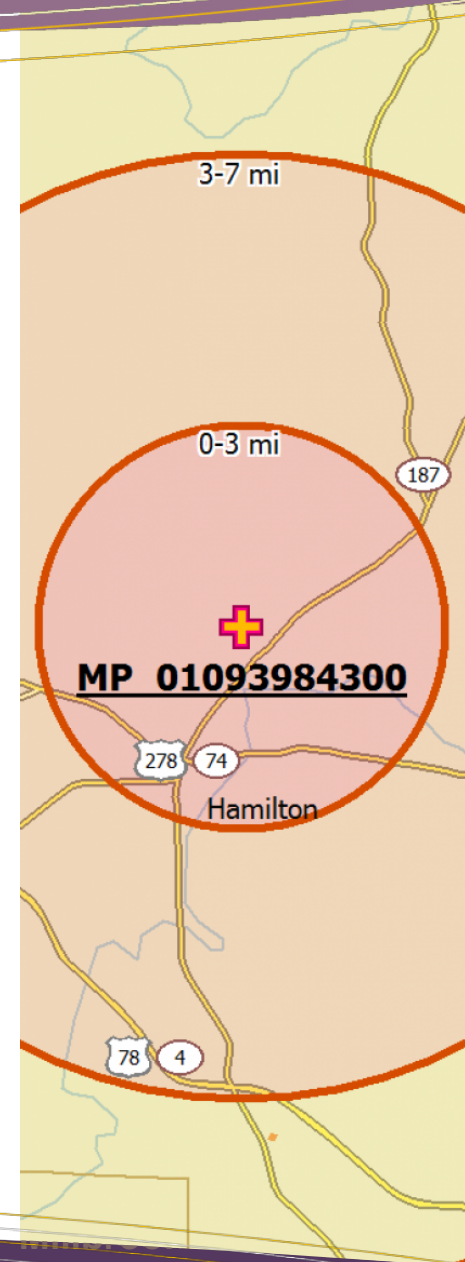
Site Location Summary - Map of the Site Location

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	4	Noncore adjacent to a large metro area
3	Rural / Urban Continuum	8	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	3	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	4,860	4,097	2,150
2010 Households	2,111	1,774	981
2010 Group Quarters Population	579	120	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	10	10	7
Language Diversity National Index	4	15	6
Foreign Born Diversity National Index	0	14	6
Ancestry Diversity National Index	53	50	44
Racial Diversity National Index	21	21	11

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

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.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	55	2.61%
Mainstay Communities	Established, Diverse Households	225	10.66%
Working Communities	Blue-collar, Working Families	702	33.25%
Country Communities	Rural, Agri. & Mining Families	833	39.46%
Aspiring Communities	Young Singles / Aspiring-Multihousing	110	5.21%
Urban Communities	High Density, Inner-city Neighborhoods	185	8.76%

Intercultural Institute
for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Intercultural Institute
for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

Intercultural Institute
for Contextual Ministry

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	7,293	1,276	17.49%
Unreached %	56.48%	60.43%	106.98
Religious But NOT Evangelical HH	1,398	243	17.38%
Religious But NOT Evangelical %	10.83%	11.51%	106.31
Spiritual But NOT Relig or Evang HH	1,072	221	20.58%
Spiritual But NOT Relig or Evang %	8.31%	10.45%	125.85
Not Evangelical, Not Interested HH	4,832	813	16.82%
Not Evangelical, Not Interested %	37.43%	38.5%	102.86

Intercultural Institute
for Contextual Ministry

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	28	3	10.71%
Active ALSBOM Attenders	2,536	504	19.87%
Active Evangelical Households	4,756	706	14.85%
Active Evangelical Percent	36.83%	33.46%	90.83
Inactive Evangelical Households	863	128	14.89%
Inactive Evangelical Percent	6.68%	6.09%	91.07
# 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.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Hamilton First	1.57 mi	358	Plateauing	16	Atwood	13.71 mi	33	Declining
2	Primera Iglesia Bautista	2.13 mi	49	Growing	17	Detroit First	13.91 mi	66	Growing
3	South Hamilton	2.93 mi	97	Declining	18	Guin First	14.14 mi	231	Growing
4	Mt. Zion	4.63 mi	57	Plateauing	19	Ebenezer	15.37 mi	86	Declining
5	Pleasant Grove	4.76 mi	75	Declining	20	Vina First	15.40 mi	112	Growing
6	Barnesville	5.09 mi	32	Growing	21	New Hope	16.05 mi	37	Declining
7	Fulton Bridge	5.41 mi	141	Plateauing	22	Beaverton	16.16 mi	43	Declining
8	Kemp Chapel	5.69 mi	49	Plateauing	23	Old Trinity	16.22 mi	39	Growing
9	Shiloh	6.82 mi	79	Growing	24	Antioch	16.34 mi	84	Growing
10	Union Chapel	10.51 mi	70	Plateauing	25	Gravel Hill Missionary	16.69 mi	60	Growing
11	Mt. Olive	10.86 mi	112	Declining	26	Gu Win	16.83 mi	56	Declining
12	Cedar Grove	11.30 mi	23	Declining	27	Hines Memorial	17.16 mi	132	Declining
13	Emmanuel	11.65 mi	44	Growing	28	New Harmony	18.29 mi	38	Plateauing
14	Hackleburg First	12.18 mi	171	Declining	29	New Hope 2	18.34 mi	98	Plateauing
15	Hodges Convention	12.26 mi	62	Declining	30	Myers Hill	18.50 mi	30	Growing

Intercultural Institute
for Contextual Ministry
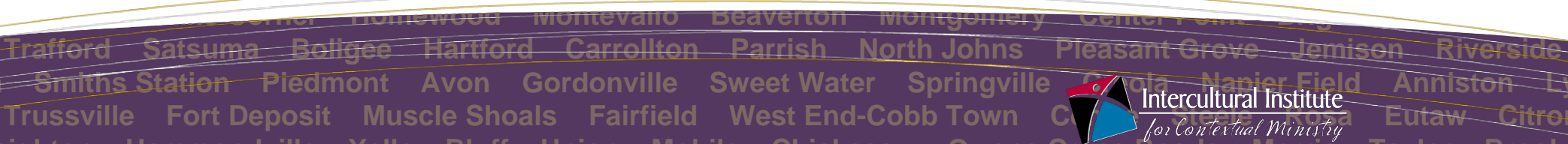
Using the Spirituality Indicators

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 chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	29,830	5,352	17.94%
2000 Population	31,214	5,509	17.65%
2010 Population	28,925	4,860	16.8%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	11,521	2,078	18.04%
2000 Households	12,697	2,212	17.42%
2010 Households	12,911	2,111	16.35%

Location Types in this MissionSite
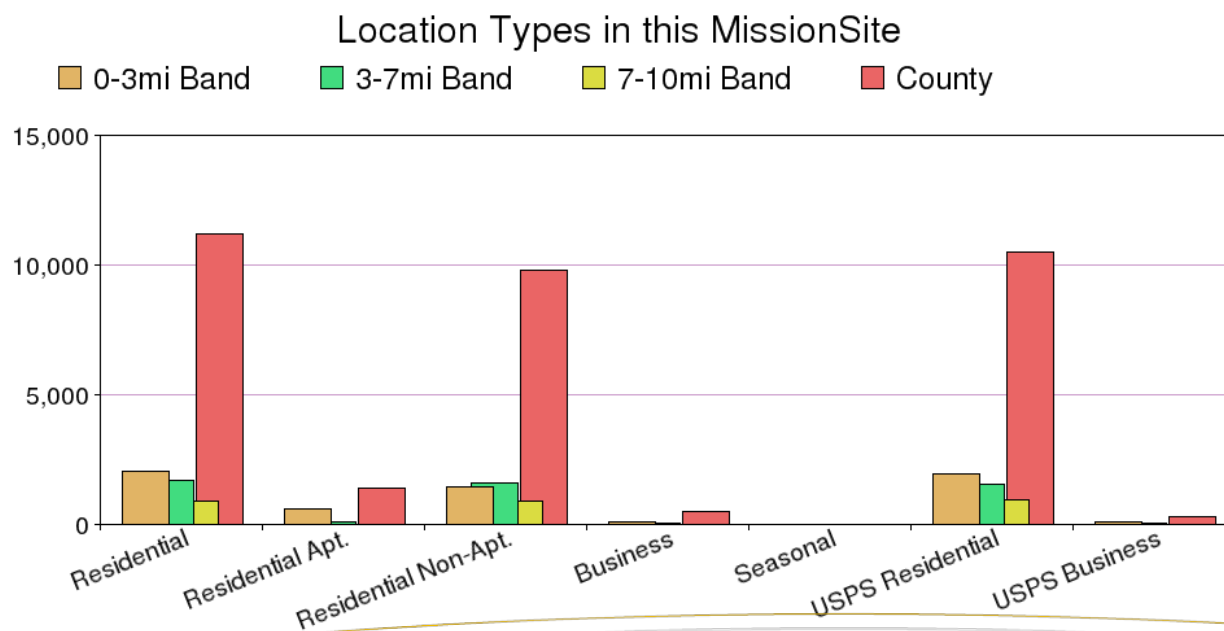
Location Type	0-3mi Band
Residential	2,062
Residential Apt.	604
Residential Non-Apt.	1,458
Business	117
Seasonal	0
USPS Residential	1,935
USPS Business	88

Intercultural Institute
for Contextual Ministry

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.

Age Group Percentages
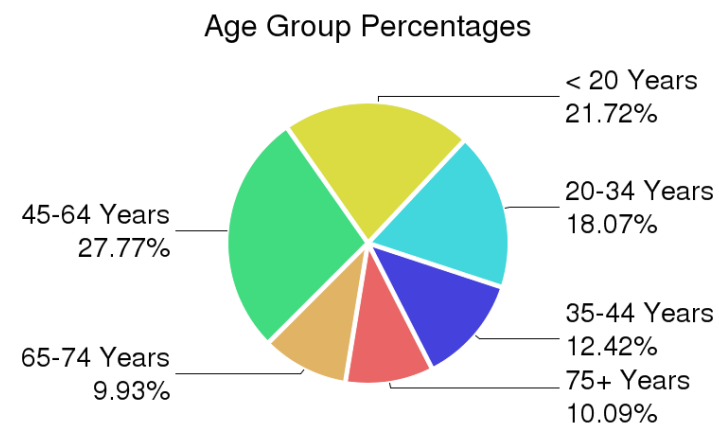
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.4%	5.45%	100.93
4-5 Years	2.42%	2.22%	91.74
6-8 Years	3.5%	3.11%	88.86
9-11 Years	3.54%	3.02%	85.31
12-13 Years	2.36%	1.83%	77.54
14-17 Years	4.71%	3.97%	84.29
18-19 Years	2.34%	2.1%	89.74
0-5 Years	7.81%	7.67%	98.21
6-12 Years	8.22%	7.08%	86.13
13-19 Years	8.22%	6.95%	84.55
< 20 Years	24.25%	21.7%	89.48
20-34 Years	16.93%	18.05%	106.62
35-44 Years	12.61%	12.41%	98.41
45-64 Years	26.96%	27.74%	102.89
65-74 Years	10.5%	9.92%	94.48
75+ Years	8.75%	10.08%	115.2
Median Age	42	41	97.53
Median Age (Male)	40	41	100.54
Median Age (Female)	44	43	98.1

Intercultural Institute
for Contextual Ministry

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	93.59%	88.6%	94.67
Black, African-American	4.21%	9.03%	214.34
Native American	0.35%	0.27%	76.61
Asian	0.22%	0.43%	195.29
Pacific Island, Hawaiian	0.03%	0.08%	238.07
Other/Multiple Races	1.59%	1.58%	99.63
Hispanic	0%	2.55%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	20,348	3,502	
Less than 9th Grade	10.9%	11.45%	95.15
No High School Diploma	19.17%	20.93%	91.59
High School Graduate	34.8%	32.61%	106.73
Some College, no degree	17.97%	17.79%	101.03
Associate Degree	8.73%	8.74%	99.94
College Degree	4.28%	4.2%	101.86
Graduate/Prof. degree	4.15%	4.28%	96.84

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

Intercultural Institute
for Contextual Ministry

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 ban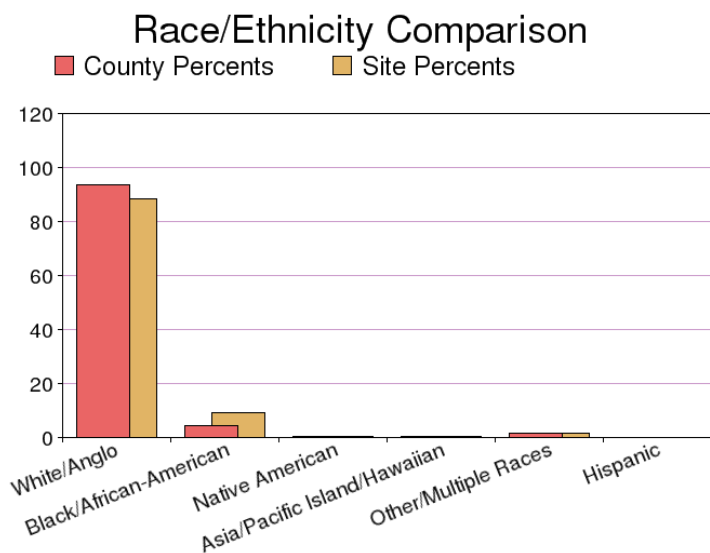d percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 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	13.11%	15.02%	137.31
$10,000 to $19,999	18.04%	18.85%	104.52
$20,000 to $29,999	15.61%	15.87%	101.68
$30,000 to $49,999	20.07%	20.56%	102.45
$50,000 to $59,999	9.62%	8.95%	93.07
$60,000 to $69,999	7.87%	6.49%	82.47
$70,000 to $79,999	4.56%	3.79%	83.07
$80,000 to $89,999	2.8%	2.42%	86.4
$90,000 to $99,999	1.85%	1.56%	84.45
$100,000 to $124,999	3.18%	2.75%	86.31
$125,000 to $149,999	1.06%	1.56%	147.32
$150,000 to $199,999	1.39%	1.47%	105.92
$200,000 to $249,999	0.29%	0.14%	49.59
$250,000 or more	0.57%	0.62%	108.92
Median Household	31,949	30,997	97.02
Average Household	43,773	44,407	101.45
Per Capita Household	20,144	20,135	99.96
Family/Non-Family Household Income			
Median Family Income	43,623	40,872	93.69
Average Family Income	51,666	56,336	109.04
Median Non-Family Income	14,954	14,714	98.4
Average Non-Family Income	24,131	21,013	87.08

Intercultural Institute
for Contextual Ministry

Current Demographic Summary

A current year demographic summary of household types, houseing 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	71.33%	65.04%	91.18
Families with Children	34.53%	32.73%	94.8
Families without Children	36.81%	32.31%	87.78
Non-Family Households			
% Non-Family Households	28.67%	34.96%	121.96
Non-Families with Children	0.77	0.28	37.07
Non-Families without Children	27.9	34.68	124.29
Housing Units			Index
Total Housing Units	15,019	2,468	
Vacant percent	14.04%	14.47%	103.06
Owned percent	62.72%	52.71%	84.05%
Rented Percent	23.24%	32.82%	141.2
Households by Size			Index
Avg household size	2.17	2.03	93.55
Avg family hh size	2.59	2.52	97.3
Avg non-family hh size	1.12	1.10	98.21
Households By Count of Persons			Percent
One	3,198	643	20.11%
Two	5,636	883	15.67%
Three or Four	3,728	543	14.57%
Five+	349	41	11.75%

Intercultural Institute
for Contextual Ministry

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	DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	29,830	5,352	17.94%	1990 Households	11,521	2,078	18.04%
2000 Population	31,214	5,509	17.65%	2000 Households	12,697	2,212	17.42%
2010 Population	28,925	4,860	16.8%	2010 Households	12,911	2,111	16.35%
2015 Population	27,987	4,644	16.59%	2015 Households	12,953	2,084	16.09%

Household Change from 1985 to 2030
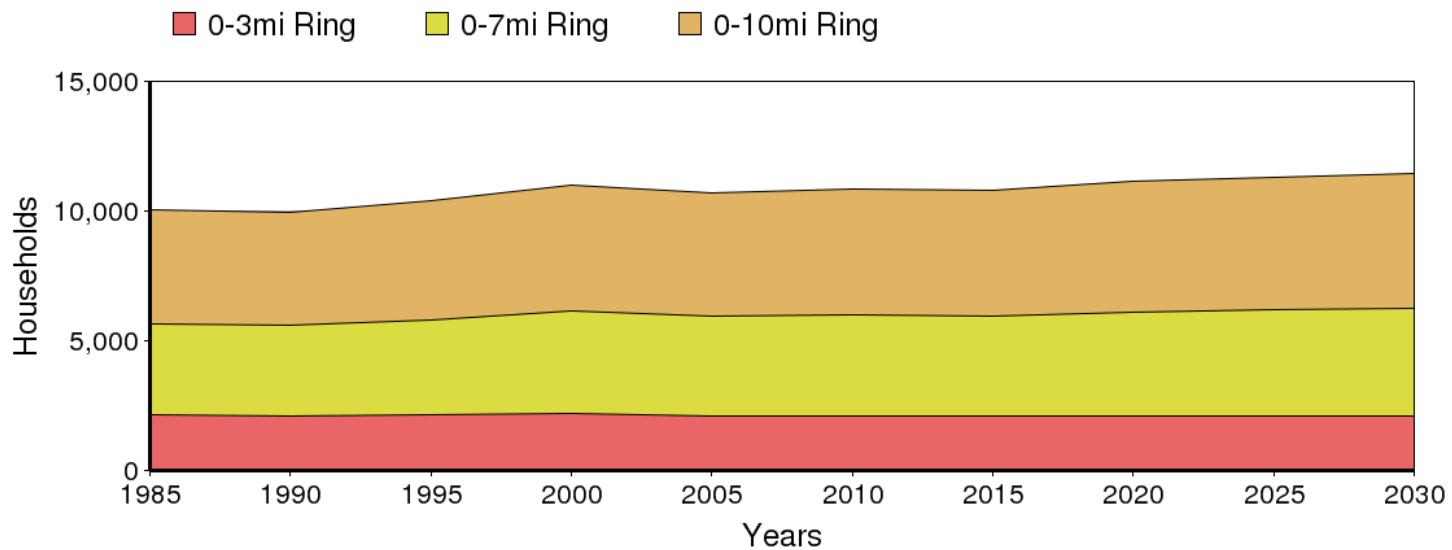
Projected Demographic Summary

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	5.45%	6.31%	115.78
4-5 Years	2.22%	2.43%	109.46
6-8 Years	3.11%	3.62%	116.4
9-11 Years	3.02%	2.95%	97.68
12-13 Years	1.83%	1.89%	103.28
14-17 Years	3.97%	3.7%	93.2
18-19 Years	2.1%	2.02%	96.19
0-5 Years	7.67%	8.74%	113.95
6-12 Years	7.08%	7.54%	106.5
13-19 Years	6.95%	6.65%	95.68
< 20 Years	21.7%	22.93%	105.67
20-34 Years	18.05%	17.51%	97.01
35-44 Years	12.41%	11.09%	89.36
45-64 Years	27.74%	26.4%	95.17
65-74 Years	9.92%	10.66%	107.46
75+ Years	10.08%	11.35%	112.6
Median Age	42	42	98.77
Median Age (Male)	40	40	97.89
Median Age (Female)	44	43	98.03

Projected Age Group Percentages
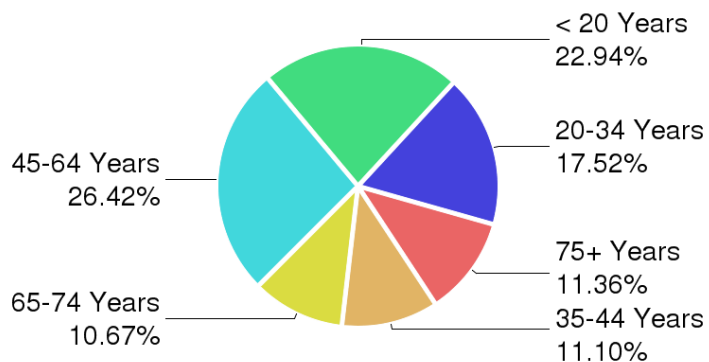
- < 20 Years 22.94%
- 20-34 Years 17.52%
- 75+ Years 11.36%
- 35-44 Years 11.10%
- 65-74 Years 10.67%
- 45-64 Years 26.42%

Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	88.6%	88.63%	100.03
Black, African-American	9.03%	9.13%	101.08
Native American	0.27%	0.28%	104.65
Asian	0.43%	0.39%	89.7
Pacific Island, Hawaiian	0.08%	0.09%	104.65
Other/Multiple Races	1.58%	1.46%	92.42
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,502	3,275	
Less than 9th Grade	11.45%	9.62%	84
No High School Diploma	20.93%	19.39%	92.63
High School Graduate	32.61%	33.1%	101.5
Some College, no degree	17.79%	18.35%	103.16
Associate Degree	8.74%	10.6%	121.26
College Degree	4.2%	3.91%	93.11
Graduate/Prof. degree	4.28%	5.04%	117.62
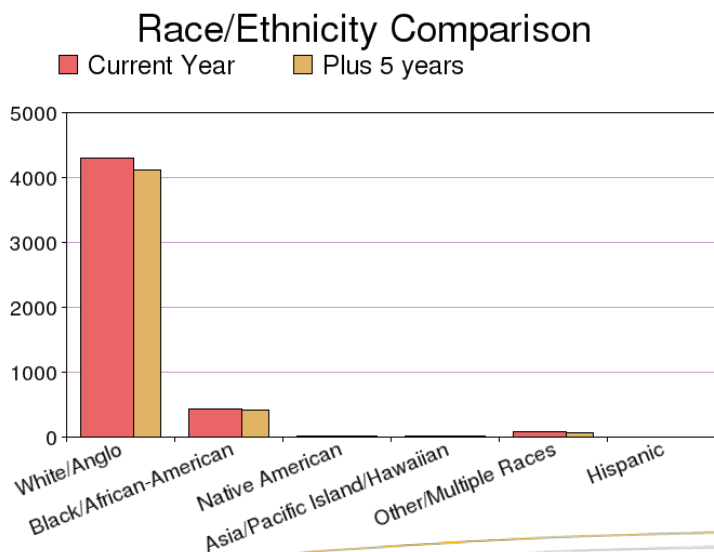
Race/Ethnicity Comparison

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	15.02%	13.58%	90.43
$10,000 to $19,999	18.85%	18.57%	98.5
$20,000 to $29,999	15.87%	15.74%	99.18
$30,000 to $49,999	20.56%	19.87%	96.63
$50,000 to $59,999	8.95%	9.55%	106.66
$60,000 to $69,999	6.49%	7.2%	110.91
$70,000 to $79,999	3.79%	3.6%	97.5
$80,000 to $89,999	2.42%	2.64%	99.31
$90,000 to $99,999	1.56%	1.68%	107.43
$100,000 to $249,999	2.75%	2.78%	101.3
$125,000 to $149,999	1.56%	2.02%	128.92
$150,000 to $199,999	1.47%	1.87%	127.44
$200,000 to $249,999	0.14%	0.14%	101.3
$250,000 or more	0.62%	0.58%	93.5
Median Household	30,997	31,855	102.77
Average Household	44,407	46,467	104.64
Per Capita Household	20,135	21,806	108.3
Family/Non-Family Household Income			
Median Family Income	40,872	43,912	107.44
Average Family Income	56,336	56,546	100.37
Median Non-Family Income	14,714	16,054	109.11
Average Non-Family Income	21,013	21,937	104.4

Intercultural Institute
for Contextual Ministry

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	65.04%	64.92%	99.82
Families with Children	32.73	33.64	102.76
Families without Children	32.31	31.77	98.33
Non-Family Households			
% Non-Family Households	34.96%	35.08%	100.33
Non-Families with Children	0.28	0.29	100.33
Non-Families without Children	34.68	34.79	100.33
Housing Units			
Total Housing Units	2,468	2,440	98.87%
Vacant percent	14.47%	14.59%	100.86
Owned percent	52.71%	52.87%	100.29
Rented Percent	32.82%	32.58%	99.27
Households by Size			
Avg household size	2.03	1.95	96.06%
Avg family hh size	2.52	2.42	96.03%
Avg non-family hh size	1.10	1.08	98.18%
Households By Count of Persons			
One	643	618	96.11%
Two	883	931	105.44%
Three or Four	543	515	94.84%
Five+	41	21	51.22%

Intercultural Institute
for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	14	0	33
Northern Europe	0	0	0
Western Europe	0	0	0
Southern Europe	0	0	0
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	0	0	0
So. Central Asia	0	0	0
SE Asia	14	0	27
Western Asia	0	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	4
Caribbean	0	0	2
Central Amer.	0	0	0
South America	0	0	0
North America	0	0	0
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	4,951	3,444	2,947
Spanish	78	97	23
Other Indo-Euro language	24	0	12
French (incl. Patois, Cajun)	16	0	4
French Creole	0	0	0
Italian	0	0	0
Portuguese	0	0	0
German	8	0	8
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	15	0	20
Korean	0	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	71	0	43
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	0	0	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

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	3,402	2,286	2,021
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	0
British	21	14	3
Canadian	0	0	0
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	0	0
Dutch	36	26	11
English	281	188	154
European	43	28	9
Finnish	0	0	0
French (not Basque)	54	37	15
French Canadian	3	1	1
German	179	120	116
Greek	0	0	1
Hungarian	0	0	0
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	427	282	209
Italian	29	21	7
Lithuanian	0	0	0
Norwegian	8	5	2
Polish	23	14	8
Portuguese	0	0	0
Romanian	0	0	8
Russian	0	0	0
Scandinavian	0	0	0
Scotch-Irish	72	47	25
Scottish	35	25	6
Slovak	3	3	1
Subsaharan African	2	2	1
Swedish	4	2	0
Swiss	0	0	2
Ukrainian	0	0	0
US/American	1,544	1,040	1,112
Welsh	0	0	0
West Indian	5	4	0
Yugoslavian	0	0	0
Other	633	427	330

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 Demoscape 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.

Intercultural Institute
for Contextual Ministry
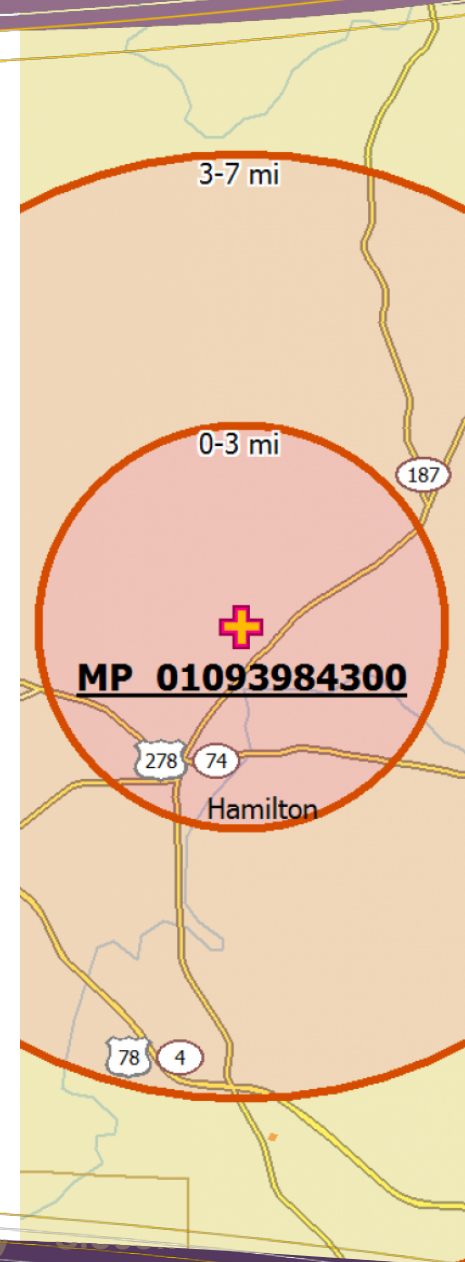
Unreached Households by Lifestyle Segment

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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,111	100%	1,277	100%
AFFLUENT SUBURBIA	1	0.05%	1	0.08%
America's Wealthiest	0	0%	0	0%
Dream Weavers	1	0.05%	1	0.08%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	54	2.56%	36	2.82%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	54	2.56%	36	2.82%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	34	1.61%	22	1.72%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	34	1.61%	22	1.72%
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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,111	100%	1,277	100%
BLUE COLLAR BACKBONE	252	11.94%	162	12.69%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	124	5.87%	75	5.87%
Lower Income Essentials	115	5.45%	78	6.11%
Small Town Endeavors	13	0.62%	9	0.7%
AMER. DIVERSITY	191	9.05%	145	11.35%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	12	0.57%	8	0.63%
Professional Urbanites	55	2.61%	40	3.13%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	16	0.76%	10	0.78%
Mature America	108	5.12%	87	6.81%
METRO FRINGE	450	21.32%	311	24.35%
Steadfast Conservative	274	12.98%	188	14.72%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	176	8.34%	123	9.63%

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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,111	100%	1,277	100%
REMOTE AMERICA	93	4.41%	56	4.39%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	16	0.76%	9	0.7%
Coal & Crops	77	3.65%	47	3.68%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	76	3.6%	56	4.39%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	76	3.6%	56	4.39%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	740	35.05%	348	27.25%
Industrious Country Living	128	6.06%	87	6.81%
America's Farmland	0	0%	0	0%
Comfy Country Living	8	0.38%	5	0.39%
Small Town Connections	46	2.18%	27	2.11%
Hinterland Fam.	558	26.43%	229	17.93%

Intercultural Institute
for Contextual Ministry

33

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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,111	100%	1,277	100%
STRUGGLING SOCIETIES	129	6.11%	77	6.03%
Rugged Southern Style	116	5.5%	68	5.32%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	13	0.62%	9	0.7%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	56	2.65%	38	2.98%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	7	0.33%	5	0.39%
New Generation Activists	49	2.32%	33	2.58%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	34	1.61%	25	1.96%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	34	1.61%	25	1.96%

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?

Intercultural Institute
for Contextual Ministry

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, lignuistic, 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 comunity 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).
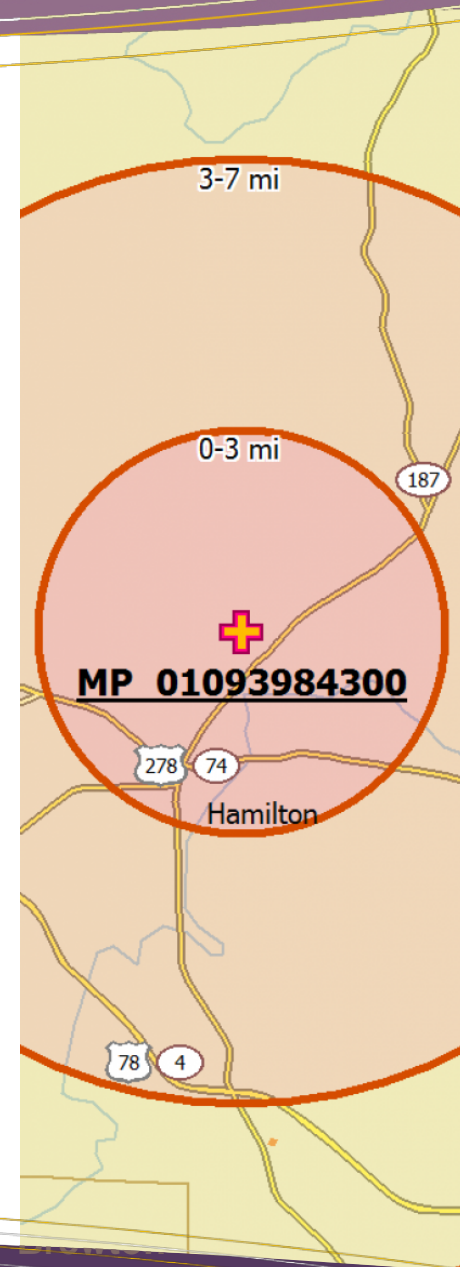
Potential Cultural Bridges

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	71%	71%	71%
Use Comp. for Internet/E-mail	49%	50%	51%
Internet Use: E-Mail	41%	42%	42%
Use Comp. for Comp. Games	35%	36%	35%
Use Comp. for Word Processing	32%	32%	31%
Use Comp. for Shopping	30%	32%	32%
Use Comp. for Digital Camera Photo Editing	27%	28%	28%
Use Comp. for Education	26%	26%	26%
Use Comp. for Banking	24%	25%	25%
HH Owns DVD Player	23%	23%	23%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	22%	22%	21%
Internet Use: Banking	20%	22%	23%
Use Comp. for News/Info./Data Service	16%	16%	16%
PC-Network-HH Has One	15%	17%	17%
Use Comp. for Filing/DB Mngmnt	11%	11%	11%
Internet Use: Research/ Education	11%	10%	10%
Use Comp. for Accounting	10%	11%	11%
Internet Use: Shopping: Gathered Info. for Shopping	10%	10%	10%
Internet Use: Shopping: Made A Purchase	10%	10%	10%
Use Comp. for Personal Financial Mngmnt	9%	8%	8%

Intercultural Institute
for Contextual Ministry

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%	64%	64%
Dining Out (Not Fast Food)	54%	54%	54%
Reading Books	50%	49%	48%
Card Games	41%	42%	42%
Gardening	38%	39%	39%
Cooking for Fun	33%	32%	31%
Board Games	31%	32%	32%
Go To A Beach/Lake	31%	32%	32%
Photography	18%	19%	19%
Going To Bars/Nightclubs/Dancing	16%	16%	16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	68%	67%
Gen./Fam. Practitioner	42%	41%	41%
Dentist	25%	24%	24%
Backache	23%	22%	22%
Hypertension/High Blood Pressure	22%	21%	21%
Eye Dr.	22%	20%	20%
Any Arthritis	20%	20%	20%
None Of These	20%	21%	21%
High Cholesterol	18%	18%	17%
Overweight (30 Pounds Or More)	16%	16%	16%

Intercultural Institute
for Contextual Ministry

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	21.41%	20.59%	20.34%
Live Theater	15.23%	14.67%	14.58%
Live Theater Most Often	12.56%	11.95%	11.75%
Rock/Pop Concerts Most Often	11.33%	11.08%	11.02%
Country Concerts Most Often	6.82%	6.59%	6.36%
Dance Performance	5.84%	5.1%	4.85%
Movies: Comedy	34.59%	34.55%	34.38%
Movies: Action/Adventure	33.3%	32.71%	32.38%
Movies: Fam.	18.33%	17.13%	16.74%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	16.62%	16.37%	16.33%
Movies: Drama	15.62%	15.16%	15.1%
Movies: Mystery	13.96%	13.28%	13.14%
College Football Reg. Season	4.97%	5.23%	5.34%
MLB Baseball Reg. Season	4.35%	4.68%	4.67%
NFL Football Reg. Season	3.51%	3.91%	3.99%
College Basketball Reg. Season	3.34%	3.28%	3.27%
Auto Racing Events	2.66%	2.99%	3.09%
NBA Basketball Reg. Season	2.58%	2.68%	2.57%

Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	36.32%	36.09%	36.08%
Swimming	30.87%	31.94%	32.28%
Freshwater Fishing	24.18%	26.06%	26.82%
Camping Trips	21.19%	23.01%	23.63%
Bowling	19.98%	20.55%	20.84%
Hunting	16.92%	18.6%	19.23%
Billiards/Pool	16.16%	16.64%	16.75%
Basketball	13.69%	14.49%	14.79%
Target Shooting	11.92%	12.67%	12.88%
Golf	11.72%	11.87%	11.96%
Mountain/Road Biking	11.2%	11.69%	11.75%
Weight Training	10.91%	11.43%	11.61%
Baseball	10.68%	10.99%	11%
Backpacking/Hiking	10.47%	10.94%	11.13%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Jogging/Running	10.21%	10.17%	10.1%
Stationary Cycling	9.55%	9.72%	9.77%
Using Cardio Machine	9.48%	9.39%	9.29%
Football	8.79%	9.32%	9.53%
Power Boating	8.22%	8.13%	8.1%
Volleyball	8.09%	8.41%	8.46%
Saltwater Fishing	7.9%	8.32%	8.49%
Aerobics	7.45%	7.47%	7.56%
Horseback Riding	7.19%	7.79%	7.98%
Canoeing/Kayaking	6.89%	7.08%	7.09%
Softball	6.54%	6.53%	6.44%
Motorcycling	6.28%	6.27%	6.17%
Archery	5.99%	6.84%	7.08%
Fly Fishing	5.77%	6.11%	6.29%

Intercultural Institute
for Contextual Ministry

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
Tennis	5.74%	6.13%	6.32%
Soccer	5.18%	5.2%	5.18%
Yoga	4.91%	4.69%	4.6%
Water Skiing	4.75%	4.95%	5.03%
Snorkeling	4.58%	4.9%	5%
Jet Skiing	4.54%	4.85%	5%
Auto Racing	4.37%	3.88%	3.73%
Roller Skating	4.29%	4.41%	4.45%
Ice Skating	4.24%	4.1%	4.04%
Snowmobiling	3.96%	3.99%	3.95%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Skateboarding	3.91%	4.08%	4.19%
Downhill & X-Country Skiing	3.83%	3.88%	3.88%
Hockey	3.68%	3.71%	3.74%
Martial Arts	3.6%	4.07%	4.27%
Rock Climbing	3.47%	3.38%	3.33%
Racquetball	3.22%	3.22%	3.19%
Sailing	3.09%	3.03%	3.05%
Snowboarding	3.07%	3%	2.95%
Rowing	2.74%	2.77%	2.78%
Surfing & Windsurfing	2.45%	2.49%	2.5%

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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.

Intercultural Institute
for Contextual Ministry
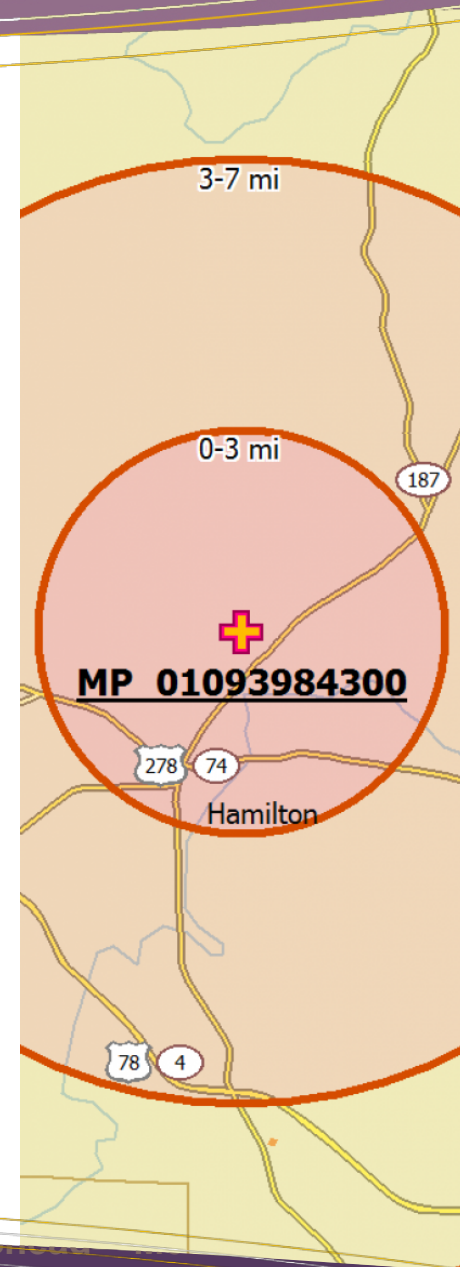
Potential Cultural Barriers -- Introduction (part 2)

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.
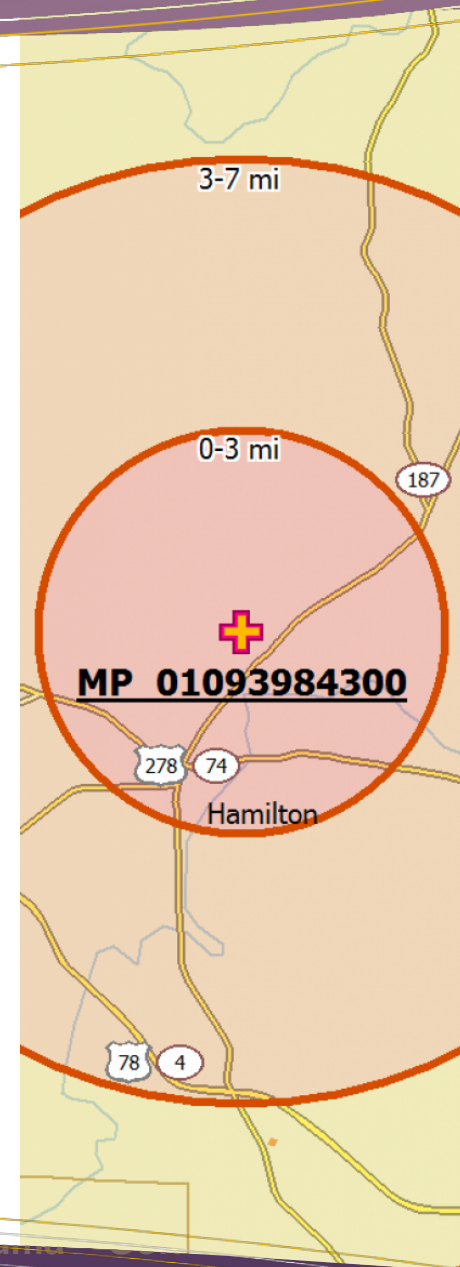
CULTURAL BARRIERS OF ACCEPTANCE

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.

Intercultural Institute
for Contextual Ministry

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%	51%	52%
Find It Difficult To Say No To My Kids	38%	40%	41%
Woman's Place Is In The Home	37%	37%	37%
Speak My Mind Even If It Upsets People	36%	36%	36%
Like Control Over People And Resources	34%	34%	34%
Like To Do Unconventional Things	32%	31%	31%
Don't Judge People/Way They Live Life	28%	27%	26%
Money Is Best Measure Of Success	27%	27%	27%
Prefer To Have Few Possessions As Possible	27%	26%	25%
Too Much Sponsorship In Arts/Sports	24%	24%	24%
Like to Stand Out In A Crowd	23%	23%	23%
Friends More Important Than My Fam.	23%	22%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
If Won Lottery Would Never Work Again	21%	21%	21%
Like To Pursue Challenge/Novelty/Change	19%	19%	18%
Rarely Sit Down to a Meal Together At Home	19%	19%	19%
Marijuana Should Be Legalized	18%	17%	17%
Only Work Current Job for The Money	15%	15%	15%
I Am A Workaholic	15%	14%	14%
We Should Strive for Equality for All	11%	11%	11%
Happy With My Standard Of Living	10%	10%	10%
On Whole People Get What They Deserve	10%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	8%	8%	8%
Very Happy With My Life As It Is	7%	6%	6%

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 thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.
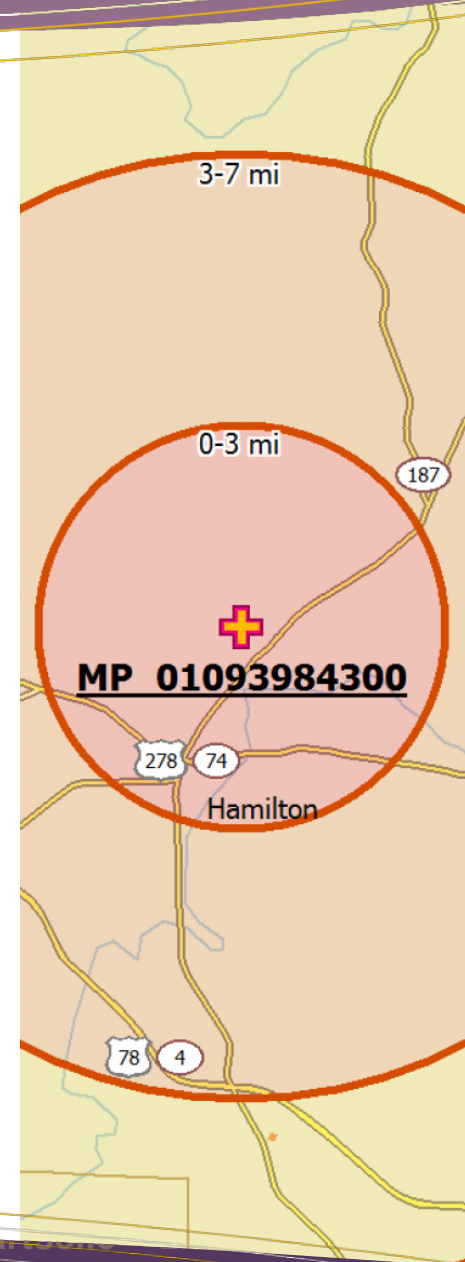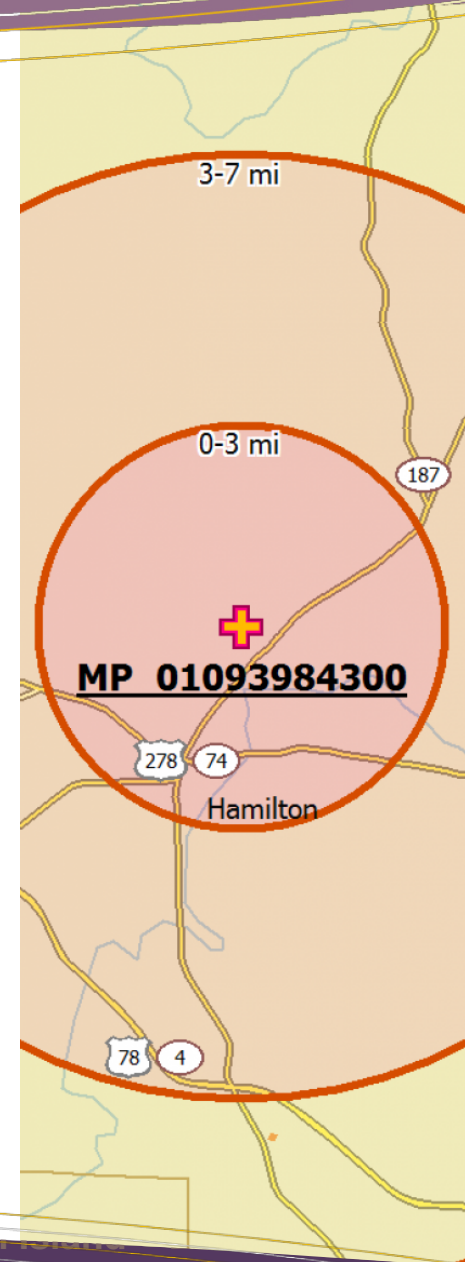
Potential Cultural Themes:

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	55%	57%	58%
You Should Seize Opportunities In Life	54%	53%	53%
Like To Understand About Nature	35%	34%	34%
Prefer Work Part Of Team Than Alone	35%	34%	34%
Important Feel Respected By My Peers	33%	33%	33%
Important To Juggle Various Tasks	33%	33%	33%
Good At Fixing Things	28%	27%	27%
Prefer To Have Few Possessions As Possible	27%	26%	25%
Have Keen Sense Of Adventure	26%	26%	26%
Like To Just Enjoy Life	22%	21%	21%
Consider Myself Interested In The Arts	19%	18%	18%
People Have To Take Me As They Find Me	19%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Is An Important Part Of Who I Am	18%	19%	20%
Real Men Don't Cry	17%	17%	17%
Looking for New Ideas To Improve Home	17%	17%	17%
Worried About Pollution Caused By Cars	16%	17%	17%
Enjoy Spending Time With My Fam.	14%	15%	15%
Provide My Kids With The Little Extras	13%	13%	13%
Try Not To Worry About The Future	11%	11%	10%
Feel Very Alone In The World	7%	7%	6%
Children Should Be Allowed To Express Themselves	6%	6%	7%
Would Like To Set Up Own Business	5%	5%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	3%	3%	3%

Intercultural Institute
for Contextual Ministry

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges 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 Restaurant-Visit Any	87.24%	88.05%	88.27%
Fam. Restaurants/Steak Houses-Visit Any	80.98%	81.64%	81.99%
McDonald's	54.86%	55%	54.72%
Burger King	37.79%	38.92%	39.26%
Kentucky Fried Chicken (KFC)	30.11%	31.16%	31.62%
Subway	29.86%	30.36%	30.48%
Wendy's	28.63%	29.18%	29.41%
Taco Bell	26.4%	26.6%	26.43%
Applebee's	25.32%	25.3%	25.17%
Pizza Hut	24.14%	24.29%	24.5%
Arby's	21.46%	21.18%	20.91%
Dairy Queen	20.86%	20.33%	20.04%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Sonic	19%	19.93%	20.48%
Olive Garden	17.67%	17.67%	17.65%
Cracker Barrel	16.57%	16.93%	17.13%
Red Lobster	15.55%	15.07%	14.95%
Hardee's	15.11%	16.01%	16.5%
Long John Silver's	13.68%	14.33%	14.74%
Domino's Pizza	11.91%	11.79%	11.7%
Golden Corral	11.44%	11.89%	12.07%
Outback Steakhouse	11.28%	11.06%	10.95%
Denny's	10.28%	9.9%	9.57%
Ruby Tuesday	9.59%	9.77%	9.87%
Chick-Fil-A	9.46%	10.21%	10.59%

Intercultural Institute
for Contextual Ministry

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!
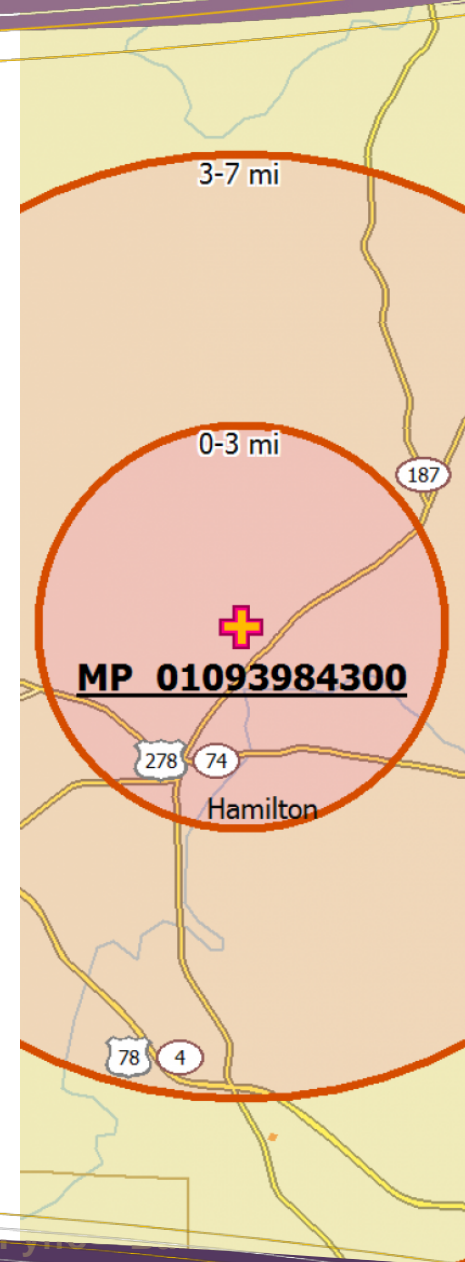
Potential Shared Projects

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	42.55%	42.06%	41.64%
Recycled products	27.01%	26.61%	26.25%
Worked as volunteer (non political)	15.05%	14.91%	14.77%
Engaged in fund raising	10.66%	11.02%	11.2%
Religious club member	8.15%	8.27%	8.35%
Church Board	5.62%	5.85%	6.02%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.15%	5.21%	5.17%
Charitable Organization	4.91%	4.85%	4.83%
Wrote to editor of mag or newspaper	4.78%	4.61%	4.51%
Union member	4.46%	4.38%	4.32%
Addressed a public meeting	4.3%	4.4%	4.42%
Took active part in local civic issue	4.26%	4.09%	4%

Intercultural Institute
for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry
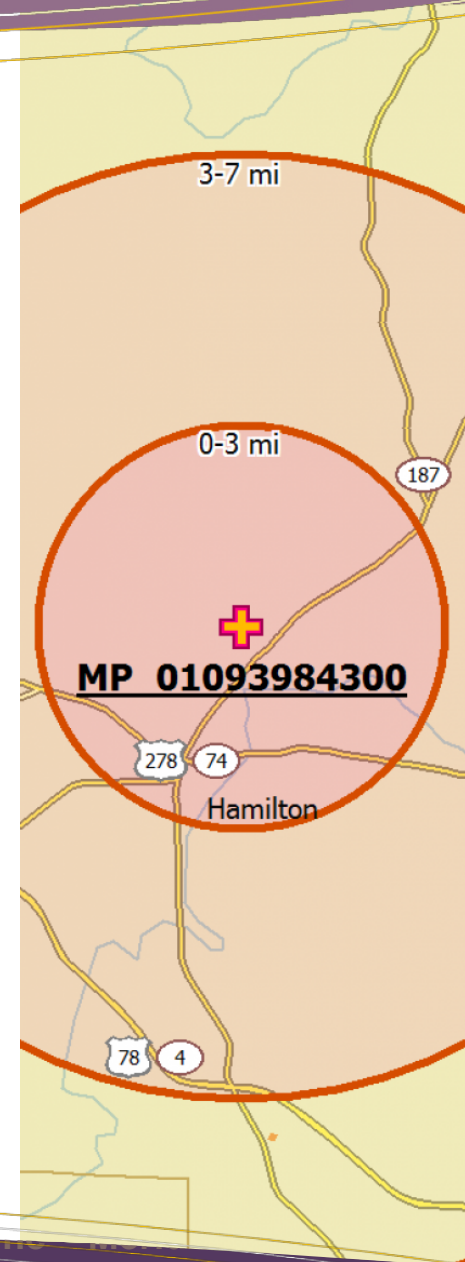
Potential Print Media Content:

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	14.07%	13.89%	13.81%
Children's Books	12.67%	12.94%	13.09%
Mystery	10.94%	10.64%	10.54%
Cookbooks	9.3%	9.52%	9.54%
Religious (not Bibles)	8.99%	9.3%	9.49%
Romance	7.51%	7.64%	7.73%
History	5.68%	5.59%	5.58%
Biography	5.42%	5.35%	5.35%
Personal/Business Self-help	4.98%	5.04%	5.07%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	57.84%	56.81%	56.09%
Gen. Editorial	42.76%	41.84%	41.66%
Womens	38.04%	37.65%	37.53%
Service	33.36%	33.47%	33.44%
Fishing/Hunting	16.6%	17.3%	17.46%
Mens	15.84%	15.32%	15.12%
Automotive	14.76%	15.35%	15.53%
Parenthood	12.89%	13.35%	13.55%
Health	12.4%	12.17%	12.14%

Intercultural Institute
for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 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 particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	54.82%	54.16%	53.84%
Classified	37.18%	37.49%	37.48%
Editorial Page	31.55%	31.47%	31.36%
Sport	29.68%	29.1%	28.79%
Comics	27.53%	26.7%	26.24%
Food/Cooking	22.86%	21.96%	21.53%
Business/Finance	22.24%	21.29%	20.83%
TV/Radio Listings	22.06%	21.36%	21%
Movie Listings & Reviews	19.92%	19.45%	19.14%
Home/Gardening	18.31%	18.13%	17.88%
Travel	14.22%	13.59%	13.31%
Science/Technology	13.97%	13.45%	13.2%
Fashion	12.62%	12.7%	12.82%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	31.59%	33.47%	34.07%
Adult Contemporary	15.7%	15.53%	15.26%
CHR Contemp Hit Radio	15.69%	15.21%	14.96%
Urban Contemporary	9.94%	9.76%	10.08%
Classic Rock	9.77%	9.84%	9.75%
Oldies	9.55%	9.45%	9.29%
Rock	9.09%	9.15%	8.89%
News/Talk	7.42%	7.22%	6.96%
Religious	6.46%	6.87%	7.07%
Alternative	5.88%	6.28%	6.28%
Variety	4.75%	4.61%	4.51%
Gospel	4.29%	4.48%	4.74%
Soft Contemporary	3.93%	4.13%	4.14%
Classic Hits	3.32%	3.37%	3.33%
All Talk	2.86%	2.96%	3.08%
Adult Standards	2.58%	2.35%	2.31%
All News	2.46%	2.34%	2.37%
Jazz	2.38%	2.19%	2.29%

Intercultural Institute for Contextual Ministry

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	60.45%	61.58%	61.97%
Satellite Dish	58.77%	59.83%	60.12%
Soapnet	48.92%	48.14%	47.88%
Other Video-On-Demand	47.48%	46.92%	47.02%
Sci-Fi Channel	35.13%	35.39%	35.36%
Adult Pay Per View TV	34.86%	36.74%	37.61%
MSNBC	31.83%	32.38%	32.33%
Nickelodeon	28.81%	30.75%	31.31%
TV Info From Sunday TV Magazine	28.74%	28.81%	28.85%
Subscribe Digital Cable	27.56%	27.68%	27.75%
TV Info From Newspapers	24.15%	24.3%	24.27%
TCM (Turner Classic Movies)	23.59%	23.65%	23.66%

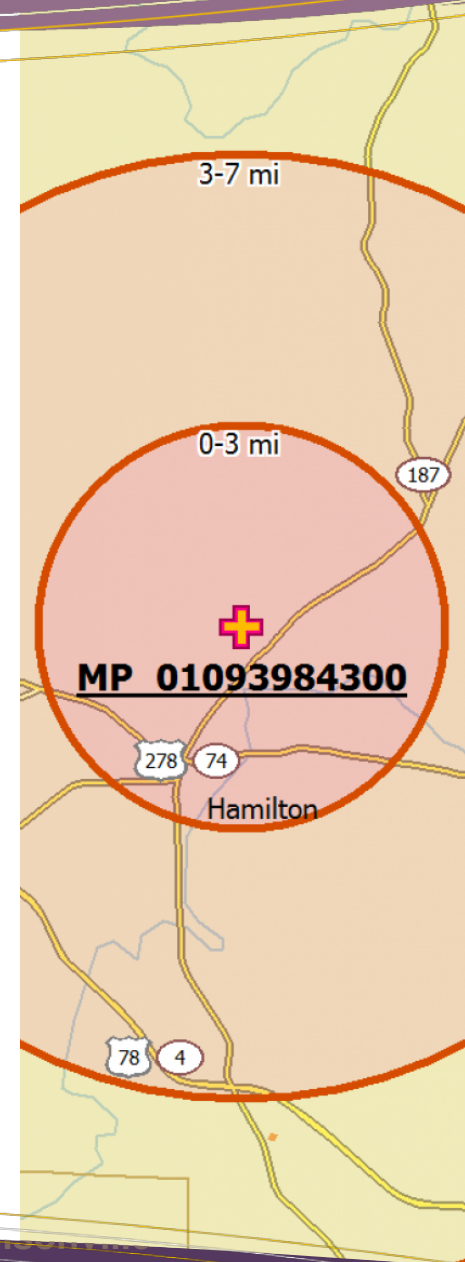| MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
USA Network	22.91%	22.26%	22.01%
TV Info From Monthly Cable Guide	22.34%	22.27%	22.27%
Nick At Nite	22.27%	22.45%	22.41%
Adult Swim	21.98%	22.41%	22.21%
Hallmark Channel	21.77%	22.55%	22.83%
BET (Black Entertainment TV)	21.64%	21.36%	20.94%
Comedy Central	21.15%	19.39%	18.56%
TV Info From Other	19.27%	18.55%	18.39%
Video-On-Demand Movies	18.93%	20.65%	21.51%
Encore	17.68%	19.23%	19.6%
Lifetime	17.55%	17.97%	18.16%
The Golf Channel	17.23%	17.35%	17.38%

Intercultural Institute
for Contextual Ministry

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+)	16.76%	16.9%	16.89%
Medium Users (4-6)	9.08%	9.06%	9%
Light Users (1-3)	20.33%	20.42%	20.45%
Quintiles (20%)			
Newspaper I (Heavy)	0.78%	0.75%	0.69%
Newspaper II	1.02%	0.92%	0.86%
Newspaper III	2.48%	2.67%	2.78%
Newspaper IV	0.49%	0.45%	0.39%
Newspaper V (Light)	1.65%	1.65%	1.62%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.86%	17.74%	17.6%
Magazines II	8.29%	8.58%	8.7%
Magazines III	10.2%	10.2%	10.13%
Magazines IV	10.09%	9.92%	9.86%
Magazines V (Light)	0.4%	0.32%	0.29%
Outdoor I (Heavy)	4.6%	4.25%	4.08%
Outdoor II	2.46%	2.49%	2.58%
Outdoor III	2.6%	2.4%	2.32%
Outdoor IV	21.79%	21.45%	21.58%
Outdoor V (Light)	26.78%	26.19%	26.02%
Yellow Pages I (Heavy)	16.4%	16.02%	15.76%
Yellow Pages II	4.51%	4.39%	4.38%
Yellow Pages III	4.71%	4.46%	4.44%
Yellow Pages IV	26.76%	26.26%	26.12%
Yellow Pages V (Light)	3.71%	3.46%	3.36%

Intercultural Institute
for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.99%	2.91%	2.86%
Drive Time III (Medium)	0.69%	0.8%	0.82%
Radio IV & V (Light)	2.64%	2.79%	2.87%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.4%	8.1%	8%
Radio III (Medium)	4%	4.01%	3.97%
Radio IV & V (Light)	2.02%	2.13%	2.16%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.39%	11.89%	12.17%
Cable III (Medium)	5.46%	5.54%	5.7%
Cable IV & V (Light)	33.2%	31.61%	31.3%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.89%	4.89%	4.84%
Prime Time III (Medium)	1.82%	1.63%	1.55%
Prime Time IV & V (Light)	8.24%	8.35%	8.23%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	43.66%	43.44%	43.51%
Fringe III (Medium)	60.31%	59.67%	59.59%
Fringe IV (Light)	60.3%	59.81%	59.56%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.86%	15.15%	15.01%
All Day III (Medium)	28.1%	28.64%	29%
All Day IV (Light)	10.09%	9.53%	9.36%

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]	9.51%	9.44%	9.3%
6:00am - 10:00am	10.41%	9.25%	8.72%
10:00am - 3:00pm	5.1%	4.71%	4.5%
3:00pm - 7:00pm	13.46%	13.31%	13.2%
7:00pm - Midnight	10.59%	9.66%	9.27%
Midnight - 6:00am	4%	3.61%	3.5%
Weekend Radio Listeners			
Dayparts [summary]	11.07%	10.87%	10.58%
6:00am - 10:00am	1.86%	1.69%	1.59%
10:00am-3:00pm	3.35%	2.95%	2.81%
3:00pm - 7:00pm	5.54%	5.16%	5%
7:00pm - Midnight	6.82%	6.97%	7.02%
Midnight - 6:00am	8.5%	7.73%	7.24%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.4%	5.56%	5.49%
Saturday: 8:00-11:00pm	7.25%	7.06%	6.99%
Sunday: 7:00-11:00pm	8.57%	9.13%	9.23%
9:00am-1:00pm	22.27%	22.45%	22.41%
9:00am-4:00pm	25.51%	25.77%	25.77%
4:00pm-7:00pm	23.02%	23.43%	23.59%
11:00pm-1:00am	37.66%	37.8%	37.57%
AVG Prime time Mon-Sun	2.06%	1.89%	1.87%

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.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	12.87%	12.25%	11.88%
7-9am	15.5%	15.44%	15.08%
9am-12noon	17.61%	17.46%	17.23%
12noon-4pm	7.91%	8.3%	8.54%
4-6pm	39.1%	40.08%	40.54%
6-7pm	19.15%	20.33%	20.66%
7-7:30pm	0.86%	0.95%	0.99%
7:30-8pm	9.95%	9.71%	9.56%
8-11pm	5.4%	5.56%	5.49%
11pm-12am	31.83%	32.38%	32.33%
11pm-1am	37.66%	37.8%	37.57%
1-6am	24.22%	23.14%	22.57%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	14.8%	14.21%	13.97%
Sat: 10am-1pm	5.63%	5.83%	5.84%
Sat: 1-4pm	23.87%	24.02%	24.06%
Sat: 4-6pm	5.59%	5.37%	5.3%
Sat: 6-7pm	0.94%	0.96%	0.93%
Sat: 7-8pm	0.67%	0.62%	0.6%
Sat: 8-11pm	7.25%	7.06%	6.99%
Sat: 11pm-1am	3.64%	3.6%	3.63%
Sat: 1am-7pm	22.91%	22.26%	22.01%
Sun: 7-10am	2.34%	2.79%	2.98%
Sun: 10am-1pm	6.79%	7.38%	7.51%
Sun: 1-4pm	5.52%	5.97%	6.14%
Sun: 4-7pm	11.46%	12.08%	12.12%
Sun: 7-11pm	8.57%	9.13%	9.23%
Sun: 11pm-1am	2.49%	2.47%	2.39%
Sun: 1-7am	18.02%	18.64%	18.65%

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.

Intercultural Institute
for Contextual Ministry

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 ths mission site more effectively?

4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Intercultural Institute
for Contextual Ministry

Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking 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.

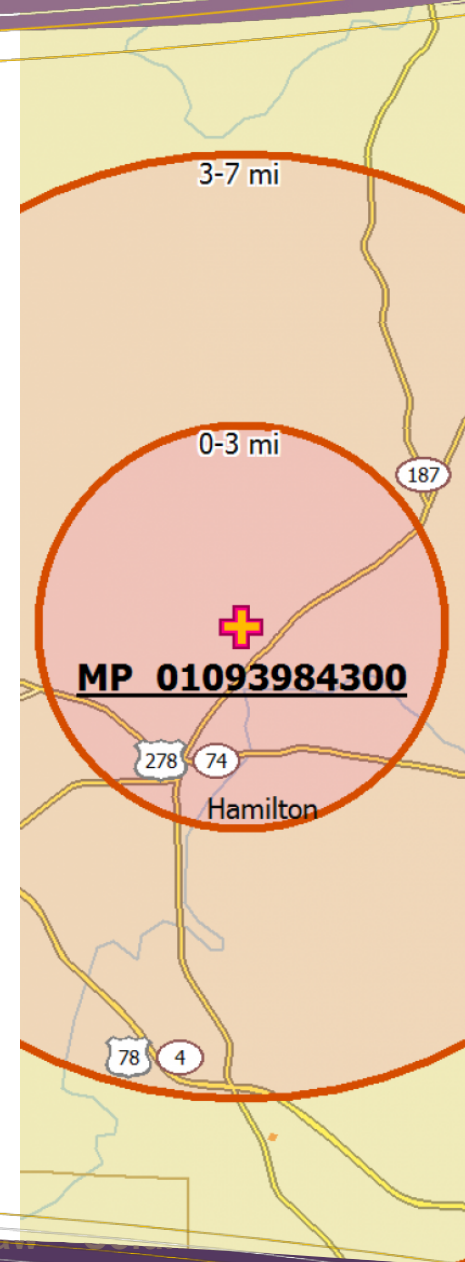5 Types of Self-Identity, Communication & Relationships
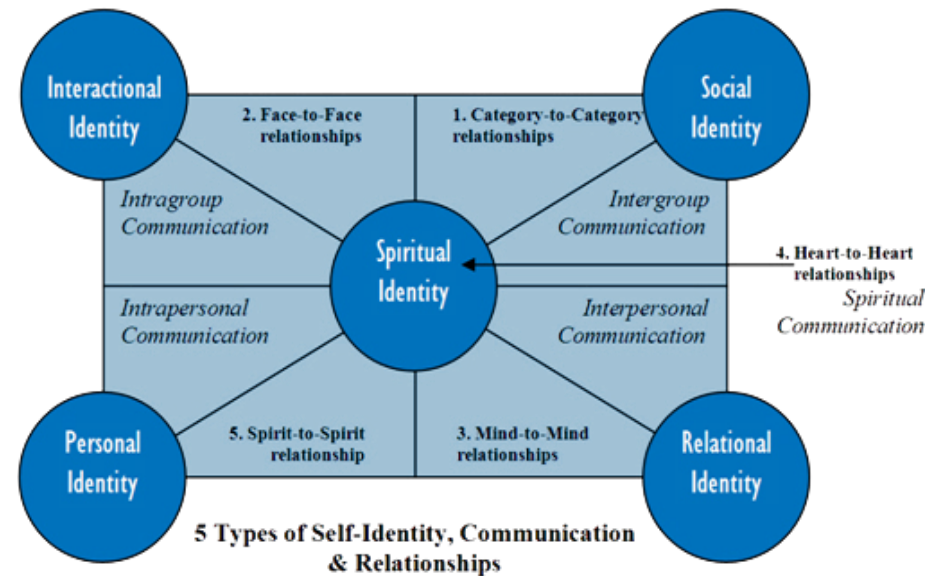
Your MissionSite and the Missional Suite

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 spirituallity of this particular location. This report relects 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

3-7 mi

0-3 mi

187

MP 01093984300

278 74

Hamilton

78 4

Intercultural Institute
for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Hamilton First	PO Box 1536 Hamilton, AL 35570	1.57 mi	358	Plateauing
2	Primera Iglesia Bautista	199 Baptist Blvd. Hamilton, AL 35570	2.13 mi	49	Growing
3	South Hamilton	1805 Military St S Hamilton, AL 35570	2.93 mi	97	Declining
4	Mt. Zion	PO Box 307 Hamilton, AL 35570	4.63 mi	57	Plateauing
5	Pleasant Grove	P.O. Box 354 Hamilton, AL 35570	4.76 mi	75	Declining
6	Barnesville	5420 County Highway 11 Hamilton, AL 35570	5.09 mi	32	Growing
7	Fulton Bridge	PO Box 125 Hamilton, AL 35570	5.41 mi	141	Plateauing
8	Kemp Chapel	14330 State Highway 19 Hamilton, AL 35570	5.69 mi	49	Plateauing
9	Shiloh	P. O. Box 1196 Hamilton, AL 35570	6.82 mi	79	Growing
10	Union Chapel	County Rd. 49 Beaverton, AL 35544	10.51 mi	70	Plateauing
11	Mt. Olive	14811 Hwy. 172 Hackleburg, AL 35564	10.86 mi	112	Declining
12	Cedar Grove	PO Box 14 Sulligent, AL 35586	11.30 mi	23	Declining
13	Emmanuel	871 County Hwy 71 Hackleburg, AL 35564	11.65 mi	44	Growing
14	Hackleburg First	PO Box 128 Hackleburg, AL 35564	12.18 mi	171	Declining
15	Hodges Convention	2015 Highway 172 Hodges, AL 35571	12.26 mi	62	Declining

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Atwood	2785 Highway 172 Hodges, AL 35571	13.71 mi	33	Declining
17	Detroit First	981 Co Rd 15 Detroit, AL 35552	13.91 mi	66	Growing
18	Guin First	PO Box 405 Guin, AL 35563	14.14 mi	231	Growing
19	Ebenezer	1438 Highway 123 Vina, AL 35593	15.37 mi	86	Declining
20	Vina First	239 Weaver Rd Vina, AL 35593	15.40 mi	112	Growing
21	New Hope	2340 County Highway 61 Guin, AL 35563	16.05 mi	37	Declining
22	Beaverton	8515 Mt. Hebron Rd. Beaverton, AL 35544	16.16 mi	43	Declining
23	Old Trinity	215 Old Mayo Rd Haleyville, AL 35565	16.22 mi	39	Growing
24	Antioch	4164 State Hwy. 172 Phil Campbell, AL 35581	16.34 mi	84	Growing
25	Gravel Hill Missionary	1807 Highway 47 Phil Campbell, AL 35581	16.69 mi	60	Growing
26	Gu Win	PO Box 1647 Winfield, AL 35594	16.83 mi	56	Declining
27	Hines Memorial	10726 State Highway 241 Bear Creek, AL 35543	17.16 mi	132	Declining
28	New Harmony	3381 State Highway 172 Phil Campbell, AL 35581	18.29 mi	38	Plateauing
29	New Hope 2	23834 State Highway 129 Haleyville, AL 35565	18.34 mi	98	Plateauing
30	Myers Hill	1695 County Road 3 Haleyville, AL 35565	18.50 mi	30	Growing

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Bear Creek No. One	1050 County Highway 65 Phil Campbell, AL 35581	19.07 mi	87	Declining
32	Winfield First	PO Box 237 Winfield, AL 35594	19.24 mi	509	Growing
33	Pleasant Hill	3482 Highway 22 Spruce Pine, AL 35585	19.36 mi	21	Growing
34	Harmony Grove	15380 County Road 21 N. Winfield, AL 35594	19.61 mi	147	Growing
35	New Friendship	10147 Highway 187 Spruce Pine, AL 35585	19.65 mi	24	Growing
36	Cornerstone	4260 State Highway 129 Winfield, AL 35594	19.65 mi	56	Growing
37	Antioch	2454 Mountain Gap Rd Guin, AL 35563	20.06 mi	21	Declining
38	Piney Grove Msn.	6123 Hwy. 11 South Red Bay, AL 35582	20.13 mi	20	Growing
39	Eastside	PO Box 1467 Winfield, AL 35594	20.14 mi	157	Plateauing
40	Grace	26268 State Highway 129 Haleyville, AL 35565	20.17 mi	89	Growing
41	Community Center	419 10th Street SE Red Bay, AL 35582	20.27 mi	84	Growing
42	Sulligent First	PO Box 217 Sulligent, AL 35586	20.33 mi	201	Plateauing
43	Mt. Hebron	4135 Hwy 59 Spruce Pine, AL 35585	20.69 mi	184	Growing
44	Phil Campbell First	PO Box 579 Phil Campbell, AL 35581	20.82 mi	167	Plateauing
45	South Haleyville	592 Dees Rd Haleyville, AL 35565	20.86 mi	44	Declining

Intercultural Institute
for Contextual Ministry

Intercultural Institute for Contextual Ministry

6 Wateroak 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.

CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
          www.apept.org
          www.missionalcoach.org
          www.missionalcontext.org
          www.missionalcorps.org
          www.missionalcyclopedia.org
          www.missionalzipcode.org
          www.missionalpartners.org