MissionSite
top unreached locations

MOBILE, AL

CENSUS TRACT: 01097001502
REGION: Gulf Coast Region
ASSOCIATION: Mobile
DISTRICT: 07: Gulf Coast District
COUNTY: Mobile
SITESCAPE: Suburbscape
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

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Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 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	0105	Gulf Coast Region
2	Association	1530	Mobile
3	District	07	Gulf Coast District
4	County Location	01097	Mobile
5	Zipcode	36605	Mobile
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	100000-250000-100000

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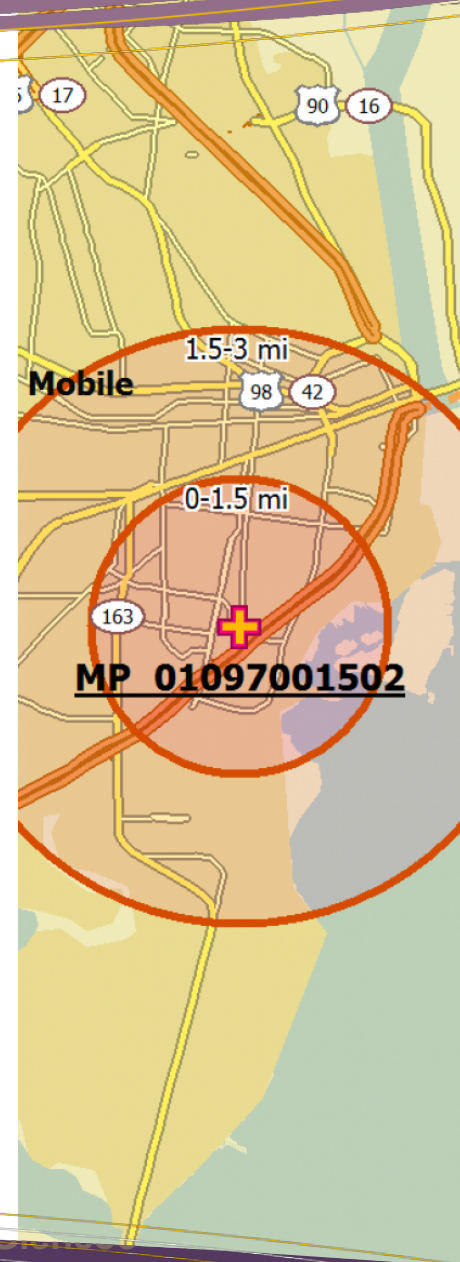
Site Location Summary - Map of the Site Location
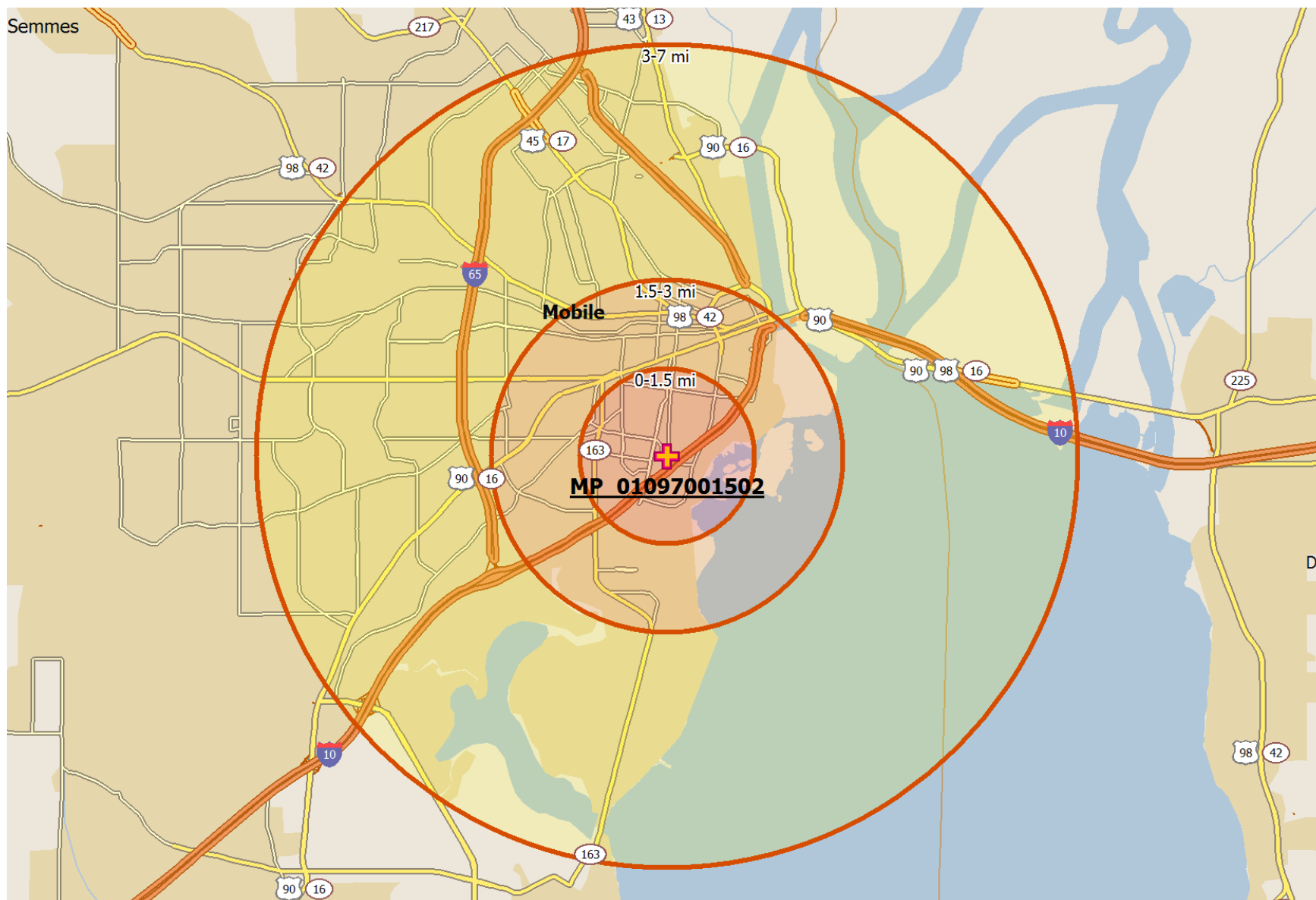
Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	16,314	37,959	118,944
2010 Households	5,947	15,440	47,492
2010 Group Quarters Population	142	3,100	2,880

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	52	49	41
Language Diversity National Index	19	24	26
Foreign Born Diversity National Index	90	80	85
Ancestry Diversity National Index	12	13	43
Racial Diversity National Index	61	66	52

Site Location Summary - County Environment

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

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

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

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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 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	0	0%
Working Communities	Blue-collar, Working Families	43	0.72%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	293	4.93%
Urban Communities	High Density, Inner-city Neighborhoods	5,610	94.33%

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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.

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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?

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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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	108,949	4,201	3.86%
Unreached %	68.52%	70.64%	103.1
Religious But NOT Evangelical HH	31,903	1,912	5.99%
Religious But NOT Evangelical %	20.06%	32.15%	160.23
Spiritual But NOT Relig or Evang HH	14,612	131	0.9%
Spiritual But NOT Relig or Evang %	9.19%	2.2%	23.96
Not Evangelical, Not Interested HH	63,325	2,295	3.62%
Not Evangelical, Not Interested %	39.82%	38.59%	96.91

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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	111	7	6.31%
Active ALSBOM Attenders	20,766	819	3.94%
Active Evangelical Households	28,249	3,556	12.59%
Active Evangelical Percent	17.77%	16.63%	93.6
Inactive Evangelical Households	21,812	2,746	12.59%
Inactive Evangelical Percent	13.72%	12.84%	93.61
# New Churches Needed	0	4	0%

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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	Central	1.39 mi	58	Plateauing	16	New Liberty Park	4.59 mi	30	Growing
2	Zion	1.98 mi	76	Declining	17	Parkway Southern	4.70 mi	32	Declining
3	Fulton Road	2.23 mi	195	Plateauing	18	Cottage Hill	5.29 mi	1,825	Declining
4	Mobile First	2.31 mi	254	Plateauing	19	Spring Hill	5.31 mi	1,067	Plateauing
5	Providence	2.53 mi	6	Declining	20	Ebenezer	5.49 mi	0	Plateauing
6	Manor	2.63 mi	177	Declining	21	New Home	5.68 mi	0	Plateauing
7	Navco	2.79 mi	53	Declining	22	Azalea City Fellowship	5.85 mi	0	Plateauing
8	Sage Avenue	3.13 mi	218	Declining	23	Snow Road First	6.05 mi	126	Growing
9	Government Street	3.39 mi	382	Plateauing	24	Cypress Shores	6.26 mi	168	Declining
10	Springhill Avenue	3.48 mi	88	Growing	25	Airport Boulevard	6.52 mi	118	Plateauing
11	Riverside	3.51 mi	140	Declining	26	Faith	6.52 mi	89	Growing
12	Dauphin Way	4.14 mi	884	Growing	27	Crosspoint	6.62 mi	75	Plateauing
13	Azalea	4.33 mi	99	Declining	28	Emmanuel	7.25 mi	96	Plateauing
14	Berean	4.57 mi	46	Declining	29	International	7.35 mi	55	Growing
15	Calvary	4.58 mi	19	Declining	30	Hillcrest	7.35 mi	70	Declining

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Using the Spirituality Indicators

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

Issues for Your Consideration

1. The 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.
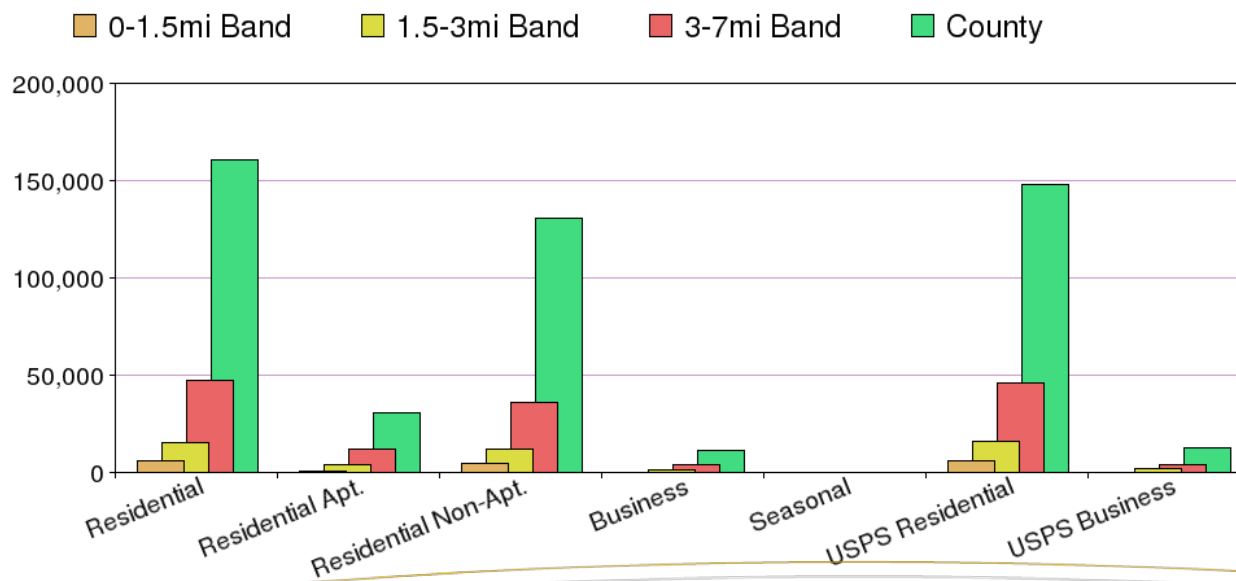
Current Demographic Summary

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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	378,643	18,981	5.01%
2000 Population	399,843	17,508	4.38%
2010 Population	414,958	16,314	3.93%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	136,900	6,439	4.7%
2000 Households	150,179	6,249	4.16%
2010 Households	159,010	5,947	3.74%

Location Types in this MissionSite

Location Type	0-1.5mi Band
Residential	5,840
Residential Apt.	879
Residential Non-Apt.	4,961
Business	256
Seasonal	0
USPS Residential	5,744
USPS Business	218

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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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

Age Group Percentages

- 45-64 Years 22.68%
- < 20 Years 34.73%
- 20-34 Years 19.43%
- 35-44 Years 10.64%
- 65-74 Years 6.48%
- 75+ Years 6.03%
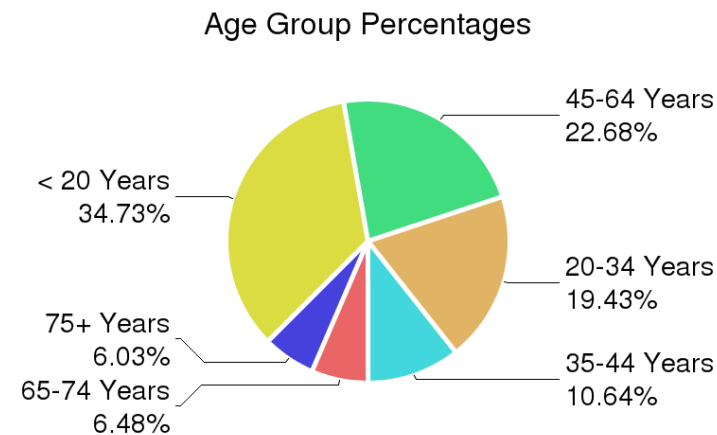
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	6.95%	123.23
4-5 Years	2.84%	3.73%	131.34
6-8 Years	4.26%	5.76%	135.21
9-11 Years	4.2%	5.27%	125.48
12-13 Years	2.77%	3.32%	119.86
14-17 Years	5.61%	6.49%	115.69
18-19 Years	2.82%	3.22%	114.18
0-5 Years	8.48%	10.68%	125.94
6-12 Years	9.85%	12.67%	128.63
13-19 Years	9.82%	11.38%	115.89
< 20 Years	28.15%	34.73%	123.37
20-34 Years	20.87%	19.43%	93.1
35-44 Years	12.34%	10.64%	86.22
45-64 Years	25.37%	22.68%	89.4
65-74 Years	7.33%	6.48%	88.4
75+ Years	5.95%	6.03%	101.34
Median Age	36	32	90.33
Median Age (Male)	34	28	81.77
Median Age (Female)	37	36	96.41

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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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.
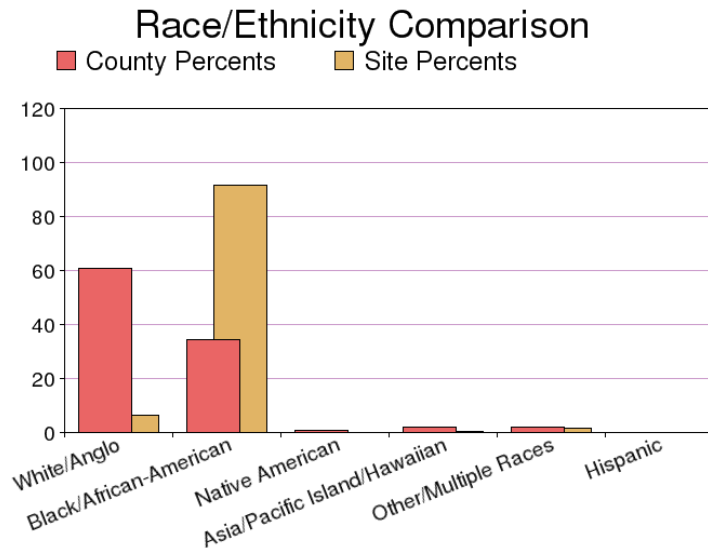
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.89%	6.29%	10.33
Black, African-American	34.22%	91.66%	267.86
Native American	0.65%	0.13%	20.81
Asian	2.04%	0.43%	20.99
Pacific Island, Hawaiian	0.06%	0.04%	73.88
Other/Multiple Races	2.13%	1.43%	66.9
Hispanic	0%	1.7%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	269,273	9,494	
Less than 9th Grade	4.45%	6.36%	70
No High School Diploma	11.96%	18.26%	65.49
High School Graduate	36.67%	38.42%	95.44
Some College, no degree	20.09%	19.34%	103.89
Associate Degree	7.13%	8.34%	85.46
College Degree	12.88%	5.73%	224.72
Graduate/Prof. degree	6.82%	3.54%	192.58

Race/Ethnicity Comparison

■ County Percents   ■ Site Percents

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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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	11.51%	29.09%	276.65
$10,000 to $19,999	14.11%	24.26%	171.99
$20,000 to $29,999	11.52%	13.1%	113.69
$30,000 to $49,999	21.61%	18.48%	85.53
$50,000 to $59,999	8.36%	3.77%	45.04
$60,000 to $69,999	6.81%	2.86%	41.97
$70,000 to $79,999	5.96%	1.92%	32.16
$80,000 to $89,999	4.77%	1.35%	28.23
$90,000 to $99,999	3.13%	0.86%	27.4
$100,000 to $124,999	5.73%	2.09%	36.39
$125,000 to $149,999	2.66%	1.14%	42.93
$150,000 to $199,999	1.96%	0.54%	27.41
$200,000 to $249,999	0.58%	0.05%	8.63
$250,000 or more	1.29%	0.47%	36.57
Median Household	40,934	19,797	48.36
Average Household	55,556	29,083	52.35
Per Capita Household	21,806	10,629	48.74
Family/Non-Family Household Income			
Median Family Income	49,929	23,206	46.48
Average Family Income	65,093	33,853	52.01
Median Non-Family Income	24,963	14,877	59.6
Average Non-Family Income	35,120	18,423	52.46

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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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	68.18%	68.59%	100.6
Families with Children	34.85%	42.63%	122.31
Families without Children	33.33%	25.96%	77.9
Non-Family Households			
% Non-Family Households	31.82%	31.41%	98.72
Non-Families with Children	0.39	0.37	95.65
Non-Families without Children	31.43	31.04	98.75
Housing Units			Index
Total Housing Units	184,922	7,074	
Vacant percent	14.01%	15.93%	113.7
Owned percent	59.01%	42.89%	72.68%
Rented Percent	26.97%	41.19%	152.71
Households by Size			Index
Avg household size	2.55	2.72	106.67
Avg family hh size	3.21	3.45	107.48
Avg non-family hh size	1.13	1.13	100
Households By Count of Persons			Percent
One	44,731	1,723	3.85%
Two	47,363	1,408	2.97%
Three or Four	50,565	1,990	3.94%
Five+	16,351	827	5.06%

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 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	378,643	18,981	5.01%
2000 Population	399,843	17,508	4.38%
2010 Population	414,958	16,314	3.93%
2015 Population	431,103	16,456	3.82%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	136,900	6,439	4.7%
2000 Households	150,179	6,249	4.16%
2010 Households	159,010	5,947	3.74%
2015 Households	167,788	6,140	3.66%

Household Change from 1985 to 2030
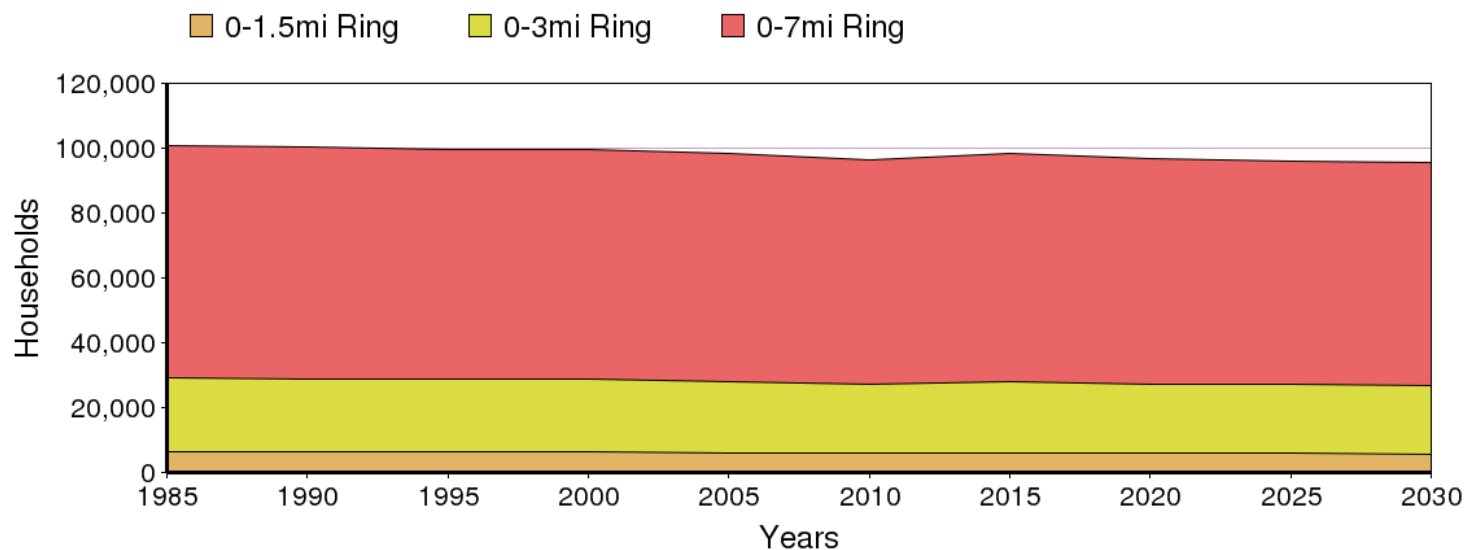
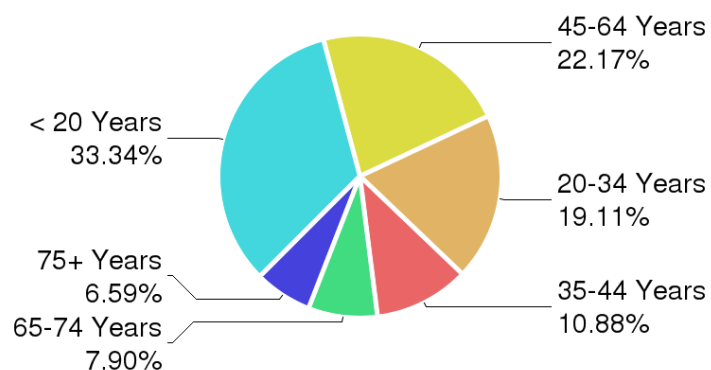Legend: 0-1.5mi Ring, 0-3mi Ring, 0-7mi Ring

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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

- 45-64 Years 22.17%
- 20-34 Years 19.11%
- 35-44 Years 10.88%
- 65-74 Years 7.90%
- 75+ Years 6.59%
- < 20 Years 33.34%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.95%	6.55%	94.24
4-5 Years	3.73%	3.51%	94.1
6-8 Years	5.76%	5.53%	96.01
9-11 Years	5.27%	5.16%	97.91
12-13 Years	3.32%	3.27%	98.49
14-17 Years	6.49%	6.23%	95.99
18-19 Years	3.22%	3.09%	95.96
0-5 Years	10.68%	10.06%	94.19
6-12 Years	12.67%	12.31%	97.16
13-19 Years	11.38%	10.97%	96.4
< 20 Years	34.73%	33.34%	96
20-34 Years	19.43%	19.11%	98.35
35-44 Years	10.64%	10.88%	102.26
45-64 Years	22.68%	22.17%	97.75
65-74 Years	6.48%	7.9%	121.91
75+ Years	6.03%	6.59%	109.29
Median Age	36	34	95
Median Age (Male)	34	30	87.24
Median Age (Female)	37	37	99.71

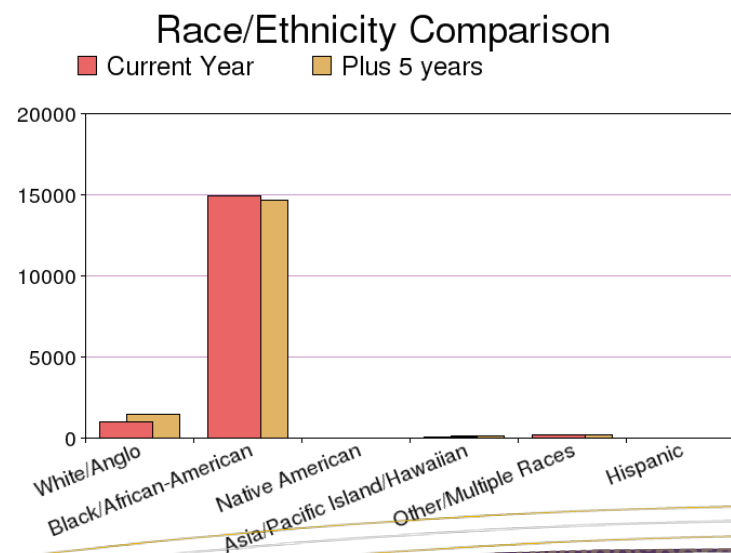Intercultural Institute
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Projected Demographic Summary

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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	6.29%	9.01%	143.29
Black, African-American	91.66%	89.01%	97.11
Native American	0.13%	0.15%	108.15
Asian	0.43%	0.62%	144.46
Pacific Island, Hawaiian	0.04%	0.05%	113.3
Other/Multiple Races	1.43%	1.16%	81.27
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,494	9,827	
Less than 9th Grade	6.36%	5.15%	80.94
No High School Diploma	18.26%	15.55%	85.13
High School Graduate	38.42%	40.94%	106.54
Some College, no degree	19.34%	19.09%	98.72
Associate Degree	8.34%	9.32%	111.74
College Degree	5.73%	6.17%	107.62
Graduate/Prof. degree	3.54%	3.79%	106.96

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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 0-1.5 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 0-1.5 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 0-1.5 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	29.09%	28.19%	96.91
$10,000 to $19,999	24.26%	24.27%	100.01
$20,000 to $29,999	13.1%	12.52%	95.61
$30,000 to $49,999	18.48%	18.73%	101.35
$50,000 to $59,999	3.77%	3.75%	99.45
$60,000 to $69,999	2.86%	2.92%	101.98
$70,000 to $79,999	1.92%	2.12%	102.8
$80,000 to $89,999	1.35%	1.58%	108.96
$90,000 to $99,999	0.86%	0.9%	104.45
$100,000 to $249,999	2.09%	2.39%	114.82
$125,000 to $149,999	1.14%	1.43%	125.34
$150,000 to $199,999	0.54%	0.65%	121.07
$200,000 to $249,999	0.05%	0.08%	161.43
$250,000 or more	0.47%	0.47%	100.32
Median Household	19,797	20,478	103.44
Average Household	29,083	31,406	107.99
Per Capita Household	10,629	11,755	110.59
Family/Non-Family Household Income			
Median Family Income	23,206	24,796	106.85
Average Family Income	33,853	36,632	108.21
Median Non-Family Income	14,877	15,127	101.68
Average Non-Family Income	18,423	20,579	111.7

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 0-1.5 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 0-1.5 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 0-1.5 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	68.59%	66.68%	97.21
Families with Children	42.63	40.55	95.14
Families without Children	25.96	25.39	97.8
Non-Family Households			
% Non-Family Households	31.41%	33.32%	106.09
Non-Families with Children	0.37	0.33	106.09
Non-Families without Children	31.04	33	106.3
Housing Units			
Total Housing Units	7,074	7,298	103.17%
Vacant percent	15.93%	15.87%	99.6
Owned percent	42.89%	42.18%	98.34
Rented Percent	41.19%	41.96%	101.85
Households by Size			
Avg household size	2.72	2.65	97.43%
Avg family hh size	3.45	3.45	100%
Avg non-family hh size	1.13	1.06	93.81%
Households By Count of Persons			
One	1,723	1,900	110.27%
Two	1,408	1,466	104.12%
Three or Four	1,990	1,978	99.4%
Five+	827	796	96.25%

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:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	106	822	3,658
Northern Europe	1	48	124
Western Europe	2	55	252
Southern Europe	1	17	61
Eastern Europe	5	102	277
Other Europe	0	8	0
Eastern Asia	11	58	375
So. Central Asia	0	16	385
SE Asia	4	110	873
Western Asia	1	29	224
Other Asia	0	9	15

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	7	59
Middle Africa	0	0	0
Northern Africa	0	3	35
Southern Africa	0	0	9
Western Africa	0	0	33
Other Africa	14	0	15
Oceania	3	0	15
Caribbean	35	115	143
Central Amer.	9	166	446
South America	20	50	150
North America	0	29	167
Born at sea	0	0	0

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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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	14,314	35,052	116,707
Spanish	307	939	2,535
Other Indo-Euro language	172	528	2,118
French (incl. Patois, Cajun)	120	163	600
French Creole	0	17	4
Italian	3	27	55
Portuguese	0	0	51
German	21	151	506
Yiddish	0	0	9
Other West Germanic	0	0	23
A Scandinavian Language	0	0	45
Greek	20	61	174
Russian	0	8	26
Polish	0	7	50
Serbo-Croatian	2	48	102
Other Slavic Language	0	0	49
Armenian	0	0	0
Persian	0	0	78
Gujarathi	0	6	46
Hindi	0	10	142
Urdu	0	7	43

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	23	63
Asian/PI languages	0	0	0
Chinese	0	15	223
Japanese	0	9	55
Korean	11	39	184
Mon-Khmer, Cambodian	10	0	15
Miao, Hmong	0	0	0
Thai	0	5	44
Laotian	0	0	52
Vietnamese	0	117	739
Other Asian	0	0	22
Tagalog	0	0	52
Other Pacific Is	0	14	0
Other languages	8	52	364
Navajo	0	0	0
Other Native N. American	0	0	33
Hungarian	8	0	0
Arabic	0	48	215
Hebrew	0	0	28
African languages	0	4	62
Other unspecified	0	0	26

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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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	13,110	29,509	100,013
Arab	9	186	516
Armenian	1	10	7
Austrian	0	26	57
British	14	207	385
Canadian	0	22	114
Croatian	0	0	106
Czech	5	8	42
Czechoslovak	0	11	33
Danish	22	26	66
Dutch	24	214	614
English	82	1,953	6,484
European	17	212	773
Finnish	0	14	35
French (not Basque)	36	738	1,782
French Canadian	10	92	251
German	43	1,509	4,599
Greek	18	137	291
Hungarian	8	35	80
Iranian	0	0	99

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	90	1,677	5,622
Italian	8	400	1,390
Lithuanian	0	0	26
Norwegian	7	106	255
Polish	13	134	561
Portuguese	0	7	7
Romanian	0	23	45
Russian	0	53	193
Scandinavian	0	18	29
Scotch-Irish	54	786	2,199
Scottish	20	481	1,318
Slovak	0	0	47
Subsaharan African	256	475	1,319
Swedish	2	102	203
Swiss	0	21	97
Ukrainian	0	0	46
US/American	246	2,783	10,685
Welsh	6	117	272
West Indian	12	67	173
Yugoslavian	12	80	113
Other	12,094	16,779	59,082

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Using the Demographic Indicators

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

Issues for Your Consideration

1. The 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?

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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.
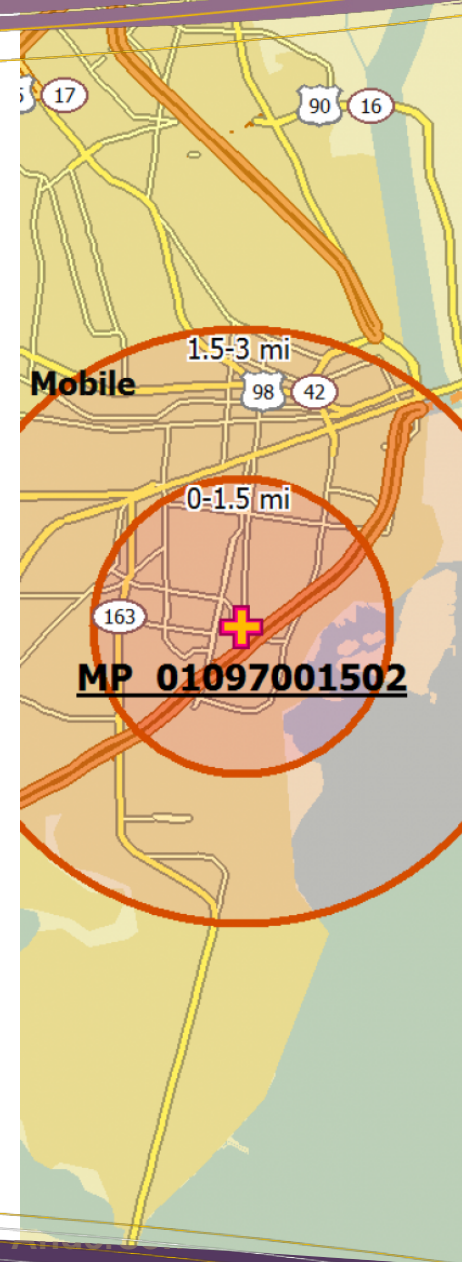
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,947	100%	4,200	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,947	100%	4,200	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	43	0.72%	29	0.69%
Steadfast Conservative	43	0.72%	29	0.69%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,947	100%	4,200	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	293	4.93%	217	5.17%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	293	4.93%	217	5.17%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,947	100%	4,200	100%
STRUGGLING SOCIETIES	2,444	41.1%	1,657	39.45%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,444	41.1%	1,657	39.45%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	3,166	53.24%	2,297	54.69%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,824	30.67%	1,276	30.38%
Urban Diversity	0	0%	0	0%
New Generation Activists	2	0.03%	1	0.02%
Getting By	1,340	22.53%	1,020	24.29%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?
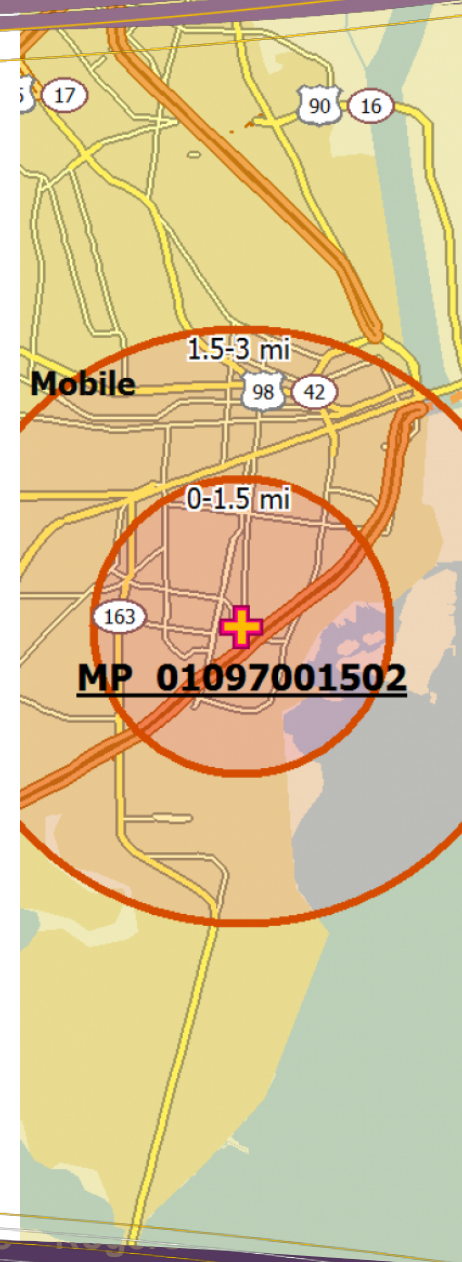
Potential Cultural Bridges

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, 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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	57%	63%	67%
Use Comp. for Internet/E-mail	35%	42%	48%
Internet Use: E-Mail	31%	36%	41%
Use Comp. for Education	27%	27%	29%
Use Comp. for Comp. Games	27%	30%	33%
HH Owns DVD Player	23%	24%	26%
Use Comp. for Word Processing	18%	25%	30%
Use Comp. for Shopping	18%	23%	27%
Use Comp. for Digital Camera Photo Editing	17%	22%	25%
Use Comp. for Banking	17%	21%	25%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	16%	19%	21%
Internet Use: News/ Weather	16%	19%	23%
Use Comp. for News/Info./Data Service	12%	16%	19%
PC-Network-HH Has One	12%	14%	16%
Use Comp. for Filing/DB Mngmnt	11%	10%	11%
Internet Use: Shopping: Gathered Info. for Shopping	9%	10%	12%
HH Owns Video/Webcam	9%	9%	10%
Internet Use: Read Magazines/ Newspapers	9%	9%	10%
Internet Use: Research/ Education	8%	9%	11%
Use Comp. for Personal Financial Mngmnt	8%	10%	12%

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	67%	68%	68%
Reading Books	46%	49%	52%
Dining Out (Not Fast Food)	38%	45%	49%
Card Games	34%	35%	37%
Cooking for Fun	30%	33%	34%
Go To A Beach/Lake	24%	27%	31%
Board Games	22%	25%	27%
Gardening	17%	23%	26%
Going To Bars/Nightclubs/Dancing	15%	17%	18%
Photography	13%	15%	16%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	63%	64%	65%
Gen./Fam. Practitioner	27%	32%	34%
Backache	21%	22%	21%
Hypertension/High Blood Pressure	20%	20%	20%
None Of These	20%	19%	20%
Dentist	17%	22%	24%
Eye Dr.	16%	18%	20%
High Cholesterol	14%	16%	16%
Acid Reflux Disease (GERD)	13%	14%	14%
Any Arthritis	13%	14%	14%

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	23.39%	25.6%	27.03%
Live Theater	16.25%	18.47%	20.21%
Rock/Pop Concerts Most Often	12.37%	13.77%	14.48%
Dance Performance	12.32%	11.49%	11.07%
Comedy Club	11.84%	10.85%	10.62%
Live Theater Most Often	11.56%	14.08%	15.82%
Movies: Comedy	43.04%	41.57%	41.49%
Movies: Action/Adventure	41.15%	38.91%	39.15%
Movies: Drama	28.63%	25.33%	24.84%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Mystery	24.52%	20.31%	19.84%
Movies: Horror	23.26%	18.1%	16.53%
Movies: Fam.	22.61%	21.28%	21.14%
MLB Baseball Reg. Season	4.06%	5.58%	6.59%
NFL Football Reg. Season	3.66%	4.44%	5.39%
College Football Reg. Season	3.38%	4.24%	5.19%
College Basketball Reg. Season	2.87%	3.46%	3.83%
NBA Basketball Reg. Season	2.57%	2.71%	3.29%
Arena Football	1.69%	1.36%	1.19%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	31.1%	35.09%	37.18%
Basketball	17.67%	16.7%	16%
Swimming	17.52%	22.45%	25.71%
Bowling	17.43%	19.38%	19.58%
Jogging/Running	17%	16.68%	16.45%
Billiards/Pool	16.27%	17.02%	17.25%
Football	13.76%	12.63%	11.61%
Weight Training	11.83%	13.16%	14.41%
Baseball	11%	11.6%	10.94%
Freshwater Fishing	10.81%	12.63%	12.9%
Aerobics	10.64%	11.01%	10.92%
Stationary Cycling	9.15%	10.29%	11.09%
Volleyball	8.32%	8.45%	8.17%
Using Cardio Machine	7.59%	10%	11.59%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Softball	6.94%	7.53%	7.28%
Mountain/Road Biking	6.73%	8.46%	9.98%
Roller Skating	6.42%	6.34%	5.97%
Yoga	5.89%	6.57%	6.99%
Golf	5.72%	8.24%	10.21%
Ice Skating	5.56%	5.06%	5.32%
Tennis	5.1%	6.1%	6.55%
Soccer	4.91%	5.97%	6.21%
Saltwater Fishing	4.73%	5.41%	5.65%
Target Shooting	4.07%	5.65%	6%
Snorkeling	4.02%	3.84%	4.32%
Camping Trips	3.98%	7.25%	8.98%
Racquetball	3.92%	4.29%	3.98%
Fly Fishing	3.83%	3.8%	3.85%

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Backpacking/Hiking	3.82%	5.8%	7.08%
Jet Skiing	3.75%	3.69%	3.95%
Skateboarding	3.57%	3.18%	3.1%
Power Boating	3.28%	4.5%	5.63%
Motorcycling	3.14%	3.94%	4.35%
Snowboarding	2.99%	2.97%	3.18%
Hockey	2.94%	3.37%	3.34%
Snowmobiling	2.88%	2.89%	3.01%
Hunting	2.82%	4.44%	5.05%
Rock Climbing	2.76%	2.97%	3.13%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Horseback Riding	2.69%	3.64%	3.89%
Archery	2.69%	3.14%	3.26%
Auto Racing	2.61%	2.47%	2.57%
Surfing & Windsurfing	2.6%	2.33%	2.44%
Downhill & X-Country Skiing	2.55%	3.23%	3.97%
Water Skiing	2.48%	2.97%	3.33%
Canoeing/Kayaking	2.42%	3.87%	4.78%
Martial Arts	2.31%	2.6%	2.85%
Sailing	2.19%	2.36%	2.72%
Rowing	1.57%	1.87%	2.14%

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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.

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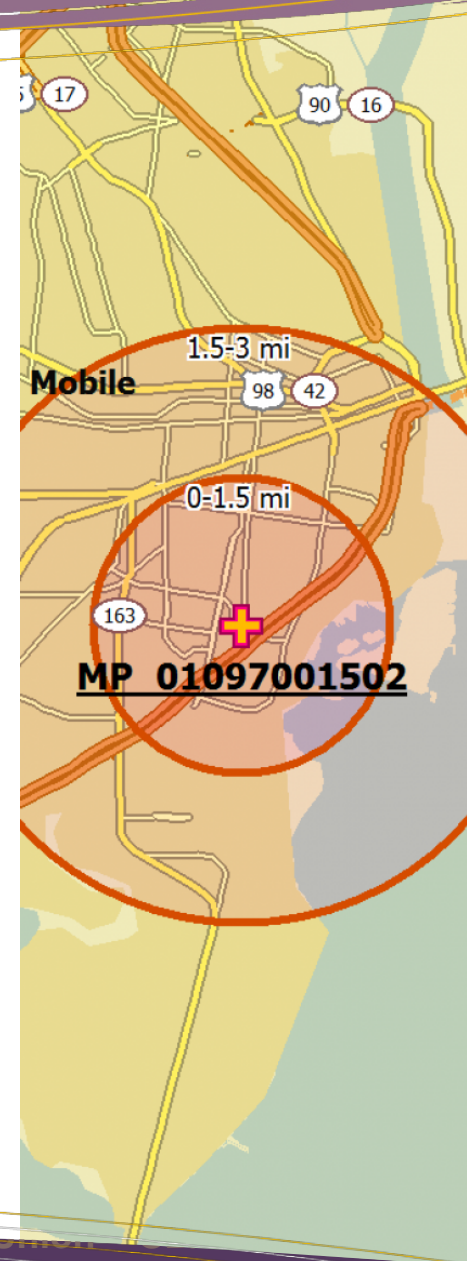
Potential Cultural Barriers -- Introduction (part 2)

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.

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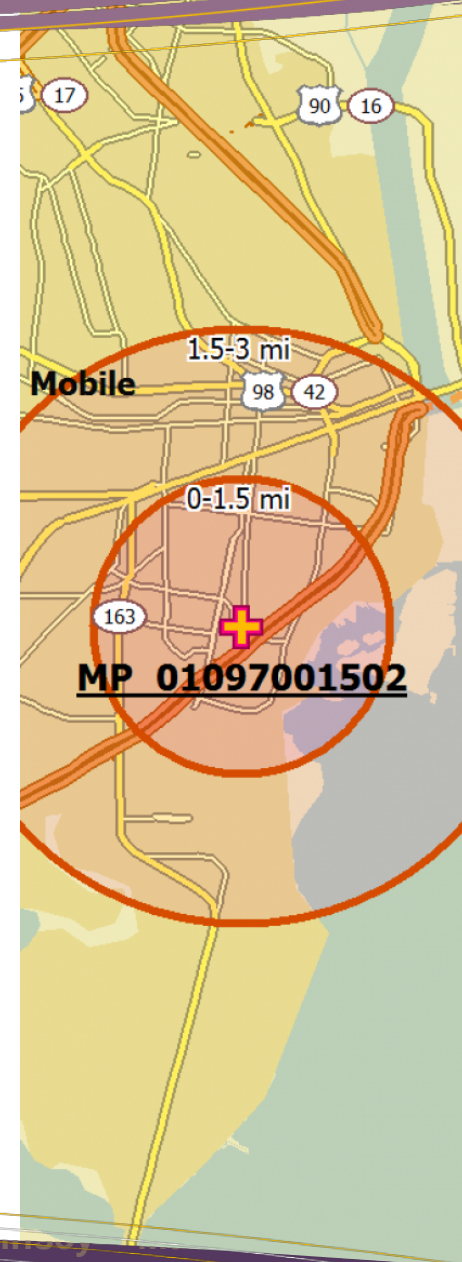
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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.
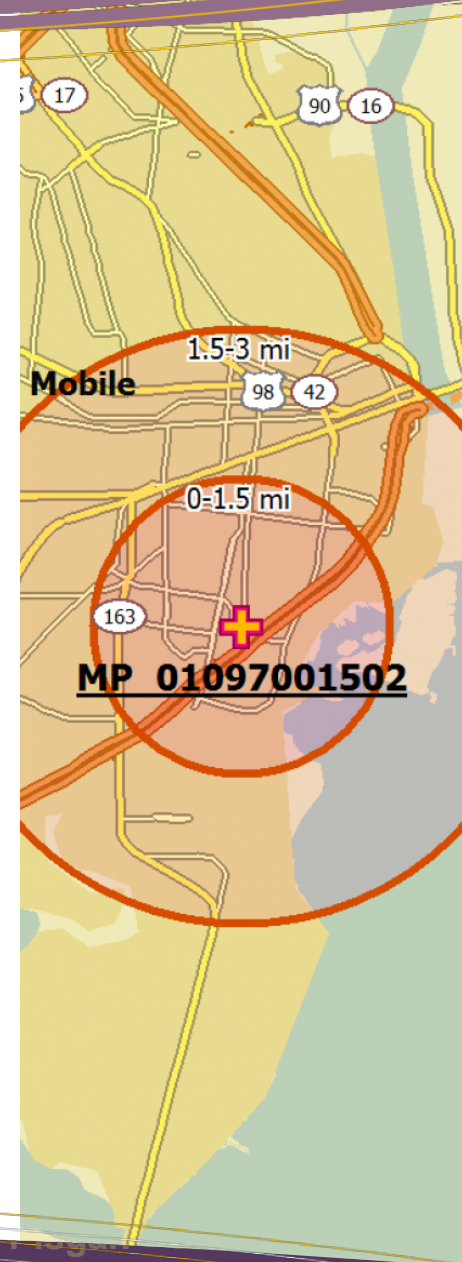
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	56%	53%	53%
Speak My Mind Even If It Upsets People	42%	39%	38%
Like Control Over People And Resources	42%	39%	37%
Don't Judge People/Way They Live Life	36%	33%	32%
Too Much Sponsorship In Arts/Sports	35%	30%	28%
Find It Difficult To Say No To My Kids	32%	33%	34%
I Am A Workaholic	32%	27%	24%
Woman's Place Is In The Home	31%	33%	33%
Like to Stand Out In A Crowd	25%	23%	22%
We Should Strive for Equality for All	23%	20%	18%
Like To Do Unconventional Things	23%	25%	26%
Prefer To Have Few Possessions As Possible	22%	29%	31%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
If Won Lottery Would Never Work Again	21%	24%	26%
Money Is Best Measure Of Success	21%	23%	24%
Marijuana Should Be Legalized	21%	21%	21%
Friends More Important Than My Fam.	17%	21%	23%
Very Happy With My Life As It Is	17%	13%	11%
Only Work Current Job for The Money	17%	16%	16%
Like To Pursue Challenge/Novelty/Change	17%	18%	18%
Rarely Sit Down to a Meal Together At Home	16%	15%	16%
I Am A Perfectionist	13%	11%	10%
Happy With My Standard Of Living	13%	14%	14%
On Whole People Get What They Deserve	13%	13%	12%
More Important Do Duty Than Enjoy Life	11%	10%	9%

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.

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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-- 0-1.5 miles, 1.5-3 miles, 3-7 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.

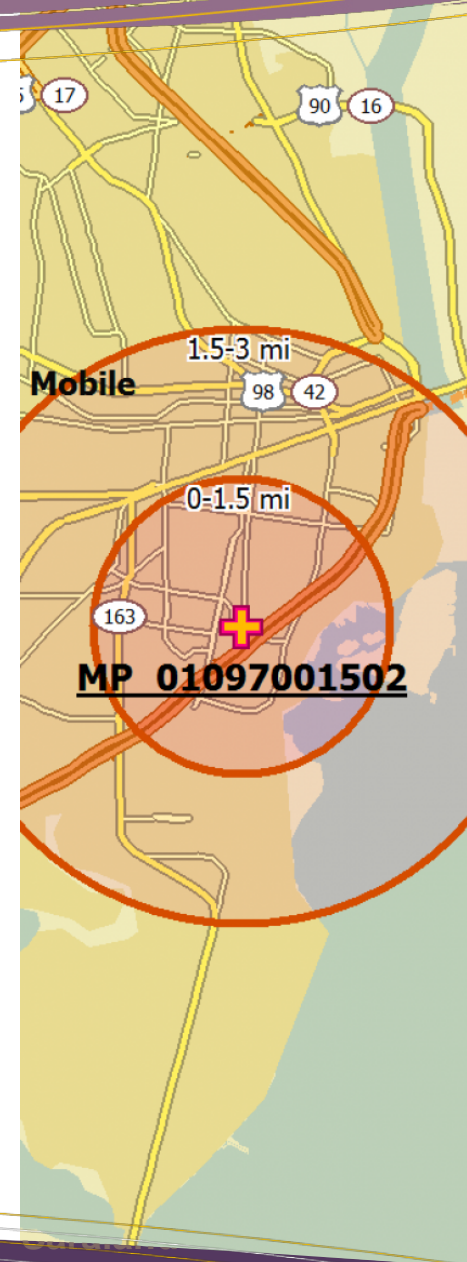| THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	56%	57%	57%
Important To Respect Customs And Beliefs	48%	53%	56%
Like To Understand About Nature	41%	40%	40%
Prefer Work Part Of Team Than Alone	39%	38%	36%
Important To Juggle Various Tasks	37%	35%	34%
Important Feel Respected By My Peers	35%	34%	34%
Good At Fixing Things	34%	32%	31%
Have Keen Sense Of Adventure	29%	29%	29%
Provide My Kids With The Little Extras	27%	22%	19%
Consider Myself Interested In The Arts	26%	23%	22%
Looking for New Ideas To Improve Home	23%	20%	19%
Prefer To Have Few Possessions As Possible	22%	29%	31%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
People Have To Take Me As They Find Me	22%	22%	23%
Try Not To Worry About The Future	20%	18%	17%
Like To Just Enjoy Life	18%	20%	21%
Real Men Don't Cry	17%	17%	17%
Is An Important Part Of Who I Am	16%	17%	16%
Worried About Pollution Caused By Cars	16%	17%	18%
Enjoy Spending Time With My Fam.	14%	13%	13%
Children Should Be Allowed To Express Themselves	9%	8%	7%
Feel Very Alone In The World	8%	7%	7%
Would Like To Set Up Own Business	6%	5%	5%
Like Spending Most Time With Fam.	6%	6%	5%
Decor Particular Interest To Me	5%	4%	4%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In Restaurant-Visit Any	84.04%	83.47%	83.89%
Fam. Restaurants/Steak Houses-Visit Any	66.51%	71.75%	74.48%
McDonald's	53.73%	53.39%	54.11%
Burger King	40.74%	39.46%	38.66%
Kentucky Fried Chicken (KFC)	39.26%	34.79%	32.6%
Wendy's	30.61%	30.72%	30.73%
Subway	27.88%	27.54%	28.51%
Pizza Hut	24.6%	23.21%	22.48%
Taco Bell	23.61%	24.71%	25.61%
Popeyes	21.71%	17.28%	14.89%
Applebee's	21.22%	23.4%	25.12%
Red Lobster	18.74%	17.84%	17.65%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Arby's	18.29%	18.85%	19.49%
Domino's Pizza	17.78%	16.56%	15.92%
Olive Garden	17.29%	18.48%	19.29%
Church's Fried Chicken	17.01%	13.38%	11.31%
Golden Corral	15.93%	14.37%	12.97%
IHOP (International House Of Pancakes)	15.74%	14.96%	15%
TGI Friday's	15.65%	14.13%	13.94%
Dairy Queen	15.51%	14.98%	15.74%
Dunkin' Donuts	15.45%	14.1%	13.59%
Sonic	13.74%	13.15%	12.84%
Chick-Fil-A	13.03%	13.07%	13.15%
Hardee's	12.61%	10.82%	10.28%

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!
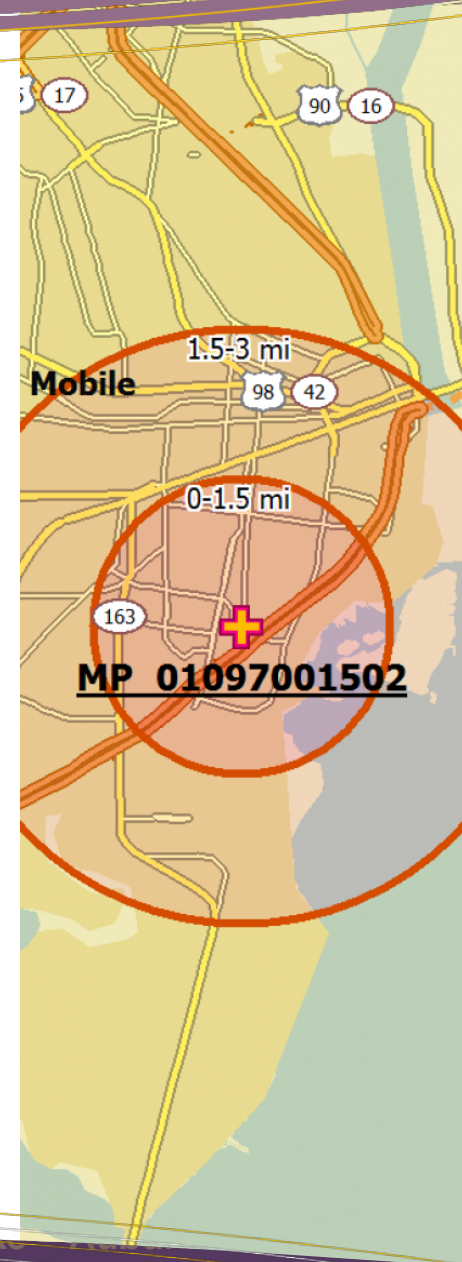
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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.
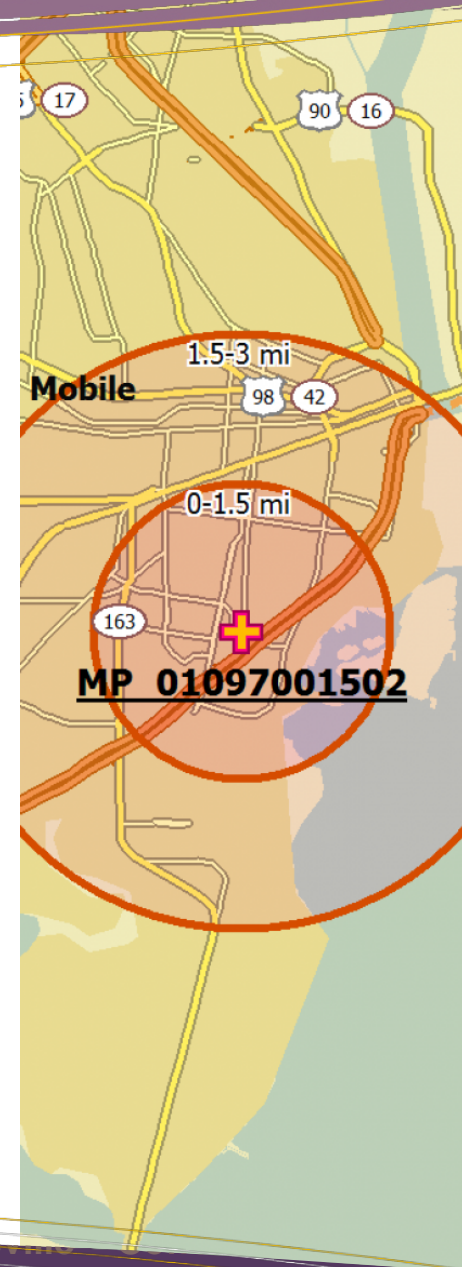
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	33.12%	39.78%	42.27%
Recycled products	14.84%	22.75%	27.08%
Engaged in fund raising	9.15%	11.01%	11.16%
Worked as volunteer (non political)	8.72%	11.59%	13.63%
Religious club member	6.76%	7.2%	7.34%
Church Board	5.6%	5.9%	5.54%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Took active part in local civic issue	4.44%	4.91%	5.07%
Wrote to editor of mag or newspaper	3.79%	4.5%	5.03%
Wrote to elected offcl about publ bus	3.41%	4.6%	5.17%
Charitable Organization	3.33%	4.4%	4.8%
Fraternal order member	3.17%	4.06%	4.17%
Addressed a public meeting	3.12%	3.73%	4.12%

Intercultural Institute
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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
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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Children's Books	11.49%	12.33%	12.72%
Novel	10.17%	13.06%	14.85%
Religious (not Bibles)	9.36%	9.61%	9.25%
Mystery	7.54%	9.03%	10.1%
Cookbooks	7.44%	8.26%	9.17%
Romance	7.39%	7.35%	7.15%
Mail order	5.85%	5.59%	5.21%
Supermarket	4.88%	4.83%	5.09%
Biography	4.71%	5.81%	6.31%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	62.98%	66.4%	67.69%
Gen. Editorial	52.51%	51.16%	50.95%
Womens	45.53%	44.4%	44.17%
Service	26.79%	28.69%	30.93%
Music	22.85%	19.56%	17.63%
Mens	17.75%	18.63%	19.04%
Business/Finance	17.14%	17.89%	19.18%
Parenthood	16.36%	14.5%	14.34%
Sports	13.15%	14.05%	14.93%

Intercultural Institute
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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	41.56%	47.09%	49.4%
Classified	34.44%	33.63%	32.71%
Sport	26.93%	29.69%	30.5%
Movie Listings & Reviews	20.96%	23.63%	24.57%
Comics	20.46%	22.46%	23.79%
Editorial Page	19.86%	23.83%	25.62%
TV/Radio Listings	19.72%	21.32%	22.18%
Business/Finance	18.92%	23.24%	25.77%
Food/Cooking	18.58%	20.89%	22.25%
Fashion	15.48%	16.05%	15.71%
Home/Gardening	13.78%	17.05%	18.36%
Travel	12.36%	15.8%	17.26%
Science/Technology	9.15%	12.88%	14.48%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	51.89%	40.55%	33.79%
CHR Contemp Hit Radio	15.67%	17.15%	17.38%
Gospel	9.85%	7.49%	6.23%
Jazz	9.61%	8.9%	8.2%
Variety	9.28%	9.91%	9.55%
Adult Contemporary	9.25%	11.04%	13.27%
Oldies	8.44%	9.36%	10.08%
Country	7.3%	10.07%	11.75%
All News	4.8%	6.27%	6.56%
Soft Contemporary	4.16%	4.82%	5.48%
Religious	3.64%	4.77%	5.18%
Rock	3.53%	6.68%	8.21%
Alternative	3.29%	5.3%	6.98%
News/Talk	3.03%	6.38%	8.69%
All Talk	2.43%	3.52%	3.97%
Classic Rock	2.31%	4.54%	6.27%
Sports	2.04%	2.96%	3.52%
Hispanic	1.98%	2.54%	2.66%

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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

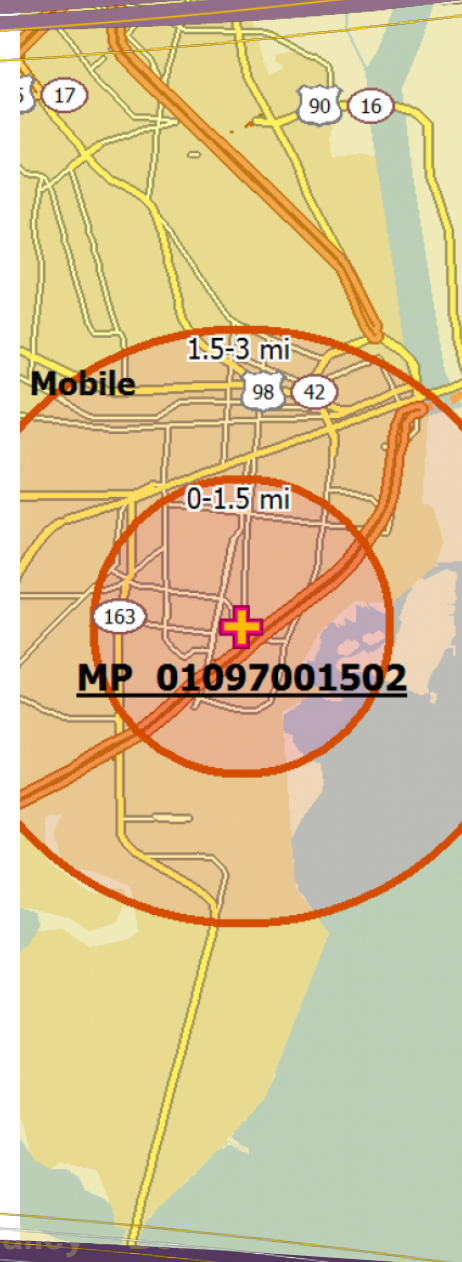| MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	53.69%	57.65%	59.28%
Other Video-On-Demand	50.2%	42.91%	43.41%
Soapnet	46.37%	48.33%	49.4%
Satellite Dish	42.45%	45.42%	47.44%
Subscribe Digital Cable	34.91%	32.6%	31.63%
MSNBC	30.43%	30.98%	31.84%
Sci-Fi Channel	28.5%	31.53%	32.85%
Adult Pay Per View TV	26.08%	26.78%	28.61%
ESPN2	24.47%	23.59%	24.04%
BET (Black Entertainment TV)	24.11%	23.75%	24.42%
TV Info From Sunday TV Magazine	23.83%	26.06%	27.01%
TV Info From Newspapers	23.7%	24.71%	25.01%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Nickelodeon	23.45%	24.56%	25.38%
Comedy Central	23.16%	26.03%	29.14%
TV Info From Monthly Cable Guide	22.25%	21.9%	22.35%
CNN (Cable News Network)	21.52%	18.24%	17.41%
Nick At Nite	21.45%	21.56%	22.67%
TV Info From Other	21.36%	21.38%	21.19%
TCM (Turner Classic Movies)	21.29%	22.39%	23.71%
CNBC	21.08%	15.59%	13.69%
ABC Fam.	20.77%	21.82%	23.76%
Hallmark Channel	20.57%	21.55%	22.91%
TV Land	19.51%	18.72%	18.32%
Lifetime	19.33%	19.83%	20.48%

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.

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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	12.82%	15.43%	17.24%
Medium Users (4-6)	6.58%	7.84%	8.96%
Light Users (1-3)	17.04%	19.31%	19.42%
Quintiles (20%)			
Newspaper I (Heavy)	1.29%	1.08%	1.3%
Newspaper II	2.04%	1.87%	1.75%
Newspaper III	2.36%	2.81%	2.44%
Newspaper IV	0.42%	0.37%	0.42%
Newspaper V (Light)	1.14%	1.08%	1.1%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	25.28%	23.84%	22.53%
Magazines II	11.81%	11.02%	10.29%
Magazines III	12.37%	11.75%	11.09%
Magazines IV	16.32%	15.42%	14.26%
Magazines V (Light)	0.82%	0.86%	0.83%
Outdoor I (Heavy)	9.91%	8.96%	8.8%
Outdoor II	6.4%	5.18%	4.72%
Outdoor III	7.37%	6.27%	5.6%
Outdoor IV	16.55%	16.53%	16.3%
Outdoor V (Light)	23.76%	23.34%	24%
Yellow Pages I (Heavy)	16.62%	16.47%	15.96%
Yellow Pages II	9.29%	8.65%	8.15%
Yellow Pages III	13.43%	10.51%	9.57%
Yellow Pages IV	24.77%	24.51%	23.71%
Yellow Pages V (Light)	6.79%	5.75%	5.24%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.67%	4.04%	3.6%
Drive Time III (Medium)	1.39%	1.42%	1.18%
Radio IV & V (Light)	3.81%	3.91%	3.44%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	14.53%	12.55%	11.74%
Radio III (Medium)	3.71%	4.29%	4.28%
Radio IV & V (Light)	5.11%	4.62%	4.25%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	9.32%	10.66%	11.71%
Cable III (Medium)	6.93%	5.78%	5.47%
Cable IV & V (Light)	41.33%	37.52%	36.87%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.36%	4.77%	4.37%
Prime Time III (Medium)	0.78%	1.22%	1.39%
Prime Time IV & V (Light)	15.78%	12.2%	11.29%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	37.71%	39.44%	39.47%
Fringe III (Medium)	53.87%	54.27%	53.48%
Fringe IV (Light)	53.88%	55.23%	54.98%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	21.02%	19.12%	17.42%
All Day III (Medium)	25.83%	25.16%	24.84%
All Day IV (Light)	26.27%	22.69%	20.62%

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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio Listeners			
Dayparts [summary]	10.38%	11.16%	11.48%
6:00am - 10:00am	16.2%	17.34%	17.57%
10:00am - 3:00pm	21.08%	15.59%	13.69%
3:00pm - 7:00pm	21.52%	18.24%	17.41%
7:00pm - Midnight	11.46%	11.9%	12.84%
Midnight - 6:00am	12.08%	9.13%	8.7%
Weekend Radio Listeners			
Dayparts [summary]	16.47%	14.74%	14.93%
6:00am - 10:00am	2.99%	3.32%	3.7%
10:00am-3:00pm	6.09%	6.37%	6.43%
3:00pm - 7:00pm	12.46%	9.33%	8.92%
7:00pm - Midnight	12.6%	11.21%	10.9%
Midnight - 6:00am	18.96%	15.43%	14.85%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.57%	5.99%	6.86%
Saturday: 8:00-11:00pm	9.04%	9.18%	8.96%
Sunday: 7:00-11:00pm	9.32%	8.81%	9.37%
9:00am-1:00pm	21.45%	21.56%	22.67%
9:00am-4:00pm	25.27%	25.38%	26.44%
4:00pm-7:00pm	28.35%	29.6%	29.88%
11:00pm-1:00am	41.01%	40.42%	40.79%
AVG Prime time Mon-Sun	7.35%	5.63%	5.08%

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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	18.67%	17.3%	17.9%
7-9am	24.47%	23.59%	24.04%
9am-12noon	11.79%	14.6%	16.28%
12noon-4pm	13.49%	10.78%	10.16%
4-6pm	43.57%	45.33%	46.91%
6-7pm	15.62%	16.28%	16.76%
7-7:30pm	1.41%	1.7%	1.65%
7:30-8pm	10.55%	10.33%	10.28%
8-11pm	5.57%	5.99%	6.86%
11pm-12am	30.43%	30.98%	31.84%
11pm-1am	41.01%	40.42%	40.79%
1-6am	29.86%	29.55%	31.45%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	16.27%	17.22%	18.15%
Sat: 10am-1pm	11.98%	10.94%	10.09%
Sat: 1-4pm	21.68%	22.6%	23.51%
Sat: 4-6pm	8.41%	8.19%	7.79%
Sat: 6-7pm	1.14%	1.72%	1.82%
Sat: 7-8pm	1.07%	1.15%	1.22%
Sat: 8-11pm	9.04%	9.18%	8.96%
Sat: 11pm-1am	7.8%	7.53%	6.94%
Sat: 1am-7pm	17.61%	20.23%	21.86%
Sun: 7-10am	2.05%	2.21%	2.17%
Sun: 10am-1pm	4.26%	5.03%	5.42%
Sun: 1-4pm	4.01%	4.67%	5.12%
Sun: 4-7pm	11.34%	11.52%	12.04%
Sun: 7-11pm	9.32%	8.81%	9.37%
Sun: 11pm-1am	6.86%	5.87%	5.59%
Sun: 1-7am	18.38%	18.91%	19.89%

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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.

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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?
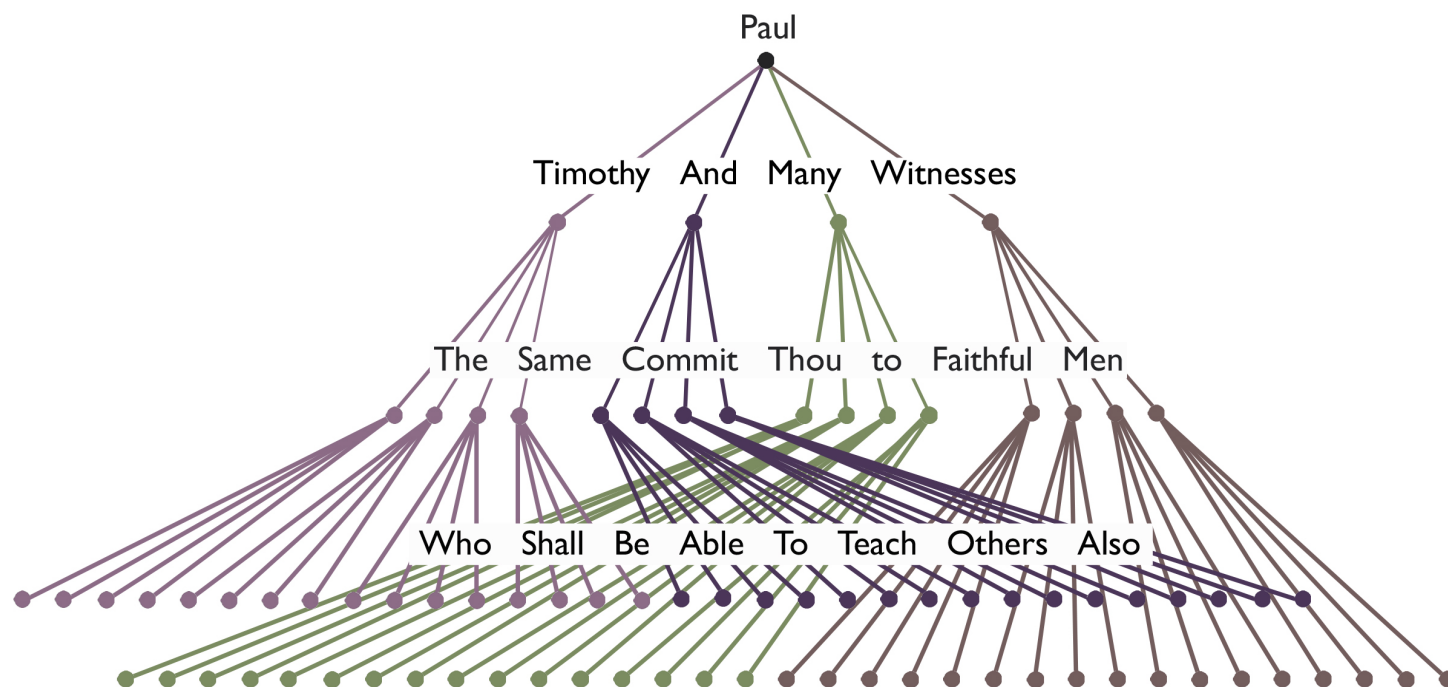
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Biblical Missional Multiplication

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

Paul

Timothy   And   Many   Witnesses

The   Same   Commit   Thou   to   Faithful   Men

Who   Shall   Be   Able   To   Teach   Others   Also

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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

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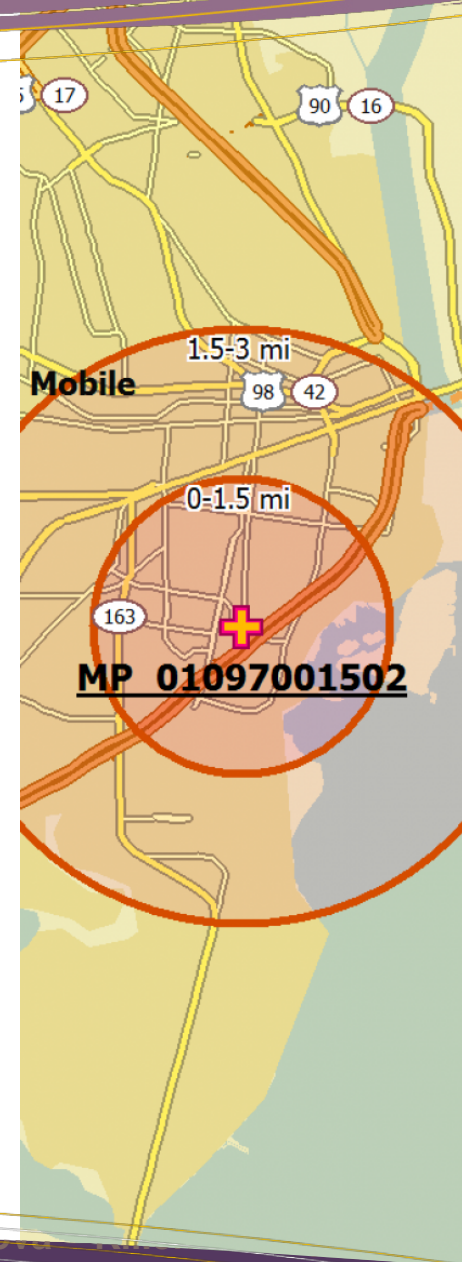
Notes and Sources

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.

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Central	998 Dauphin Island Pkwy Mobile, AL 36605	1.39 mi	58	Plateauing
2	Zion	P.O. Box 6200 Mobile, AL 36660	1.98 mi	76	Declining
3	Fulton Road	1800 Dauphin Island Pkwy Mobile, AL 36605	2.23 mi	195	Plateauing
4	Mobile First	806 Government St Mobile, AL 36602	2.31 mi	254	Plateauing
5	Providence	2155 Dauphin St Mobile, AL 36606	2.53 mi	6	Declining
6	Manor	1604 Navco Rd Mobile, AL 36605	2.63 mi	177	Declining
7	Navco	1719 Navco Rd Mobile, AL 36605	2.79 mi	53	Declining
8	Sage Avenue	150 S Sage Ave Mobile, AL 36606	3.13 mi	218	Declining
9	Government Street	3401 Government Blvd Mobile, AL 36693	3.39 mi	382	Plateauing
10	Springhill Avenue	2651 Spring Hill Ave Mobile, AL 36607	3.48 mi	88	Growing
11	Riverside	3130 Dauphin Island Pkwy Mobile, AL 36605	3.51 mi	140	Declining
12	Dauphin Way	3661 Dauphin St Mobile, AL 36608	4.14 mi	884	Growing
13	Azalea	4050 Halls Mill Rd Mobile, AL 36693	4.33 mi	99	Declining
14	Berean	3709 Alba Club Rd Mobile, AL 36605	4.57 mi	46	Declining
15	Calvary	2105 Boykin Blvd Mobile, AL 36605	4.58 mi	19	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	New Liberty Park	654 Rice St Mobile, AL 36607	4.59 mi	30	Growing
17	Parkway Southern	1612 Staples Rd Mobile, AL 36605	4.70 mi	32	Declining
18	Cottage Hill	PO Box 9129 Mobile, AL 36691	5.29 mi	1,825	Declining
19	Spring Hill	2 McGregor Ave S Mobile, AL 36608	5.31 mi	1,067	Plateauing
20	Ebenezer	5051 Ebenezer Dr Mobile, AL 36609	5.49 mi	0	Plateauing
21	New Home	1226 Neely Ave Prichard, AL 36610	5.68 mi	0	Plateauing
22	Azalea City Fellowship	274 Jackson Dr Mobile, AL 36609	5.85 mi	0	Plateauing
23	Snow Road First	2370 Snow Rd N Semmes, AL 36575	6.05 mi	126	Growing
24	Cypress Shores	4327 Higgins Rd Mobile, AL 36619	6.26 mi	168	Declining
25	Airport Boulevard	6301 Airport Blvd Mobile, AL 36608	6.52 mi	118	Plateauing
26	Faith	P.O. Box 851208 Mobile, AL 36685	6.52 mi	89	Growing
27	Crosspoint	256 Dogwood Dr Mobile, AL 36609	6.62 mi	75	Plateauing
28	Emmanuel	5601 Zeigler Blvd Mobile, AL 36608	7.25 mi	96	Plateauing
29	International	5651 Cottage Hill Rd. Mobile, AL 36609	7.35 mi	55	Growing
30	Hillcrest	1204 Hillcrest Rd Mobile, AL 36695	7.35 mi	70	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Hollinger's Island	2450 Island Rd Mobile, AL 36605	7.45 mi	128	Plateauing
32	Vietnamese Mission	4273 Halls Mill Rd Mobile, AL 36693	7.45 mi	56	Growing
33	Anchor of Hope Community	2370 Hillcrest Rd Ste G, PMB 236 Mobile, AL 36695	7.46 mi	31	Growing
34	Chickasaw First	92 5th St Chickasaw, AL 36611	7.60 mi	155	Declining
35	New Hope	6390 Old Shell Rd Mobile, AL 36608	7.60 mi	44	Declining
36	West Chickasaw	452 Thompson Blvd Chickasaw, AL 36611	7.61 mi	68	Plateauing
37	Moffett Road	5555 Moffett Rd Mobile, AL 36618	7.64 mi	432	Plateauing
38	Forest Hill	P O Box 180114 Mobile, AL 36618	7.78 mi	35	Plateauing
39	Tillman's Corner First	5660 Three Notch Rd Mobile, AL 36619	7.88 mi	879	Declining
40	Myers Memorial	307 S Shelton Beach Rd Mobile, AL 36613	8.32 mi	194	Declining
41	Dayspring	2200 Cody Rd S Mobile, AL 36695	8.43 mi	880	Growing
42	Highpoint	2421 Lott Rd Eight Mile, AL 36613	8.52 mi	198	Growing
43	New Generation	1350 Cody Rd N Mobile, AL 36608	8.75 mi	120	Growing
44	New Jerusalem	7220 1st St Mobile, AL 36608	8.85 mi	50	Plateauing
45	West Mobile	7501 Airport Blvd Mobile, AL 36608	9.14 mi	602	Growing

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6 Wateroak Court
North Augusta, SC 29841

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CONTACT US:

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