

# MissionSite

top unreached locations



MOBILE, AL

CENSUS TRACT: 01097003301

REGION: Gulf Coast Region

ASSOCIATION: Mobile

DISTRICT: 07: Gulf Coast District

COUNTY: Mobile

SITESCAPE: Suburb scape

DENSITY PATTERN: M

Alabama Baptist Convention

State Board of Missions

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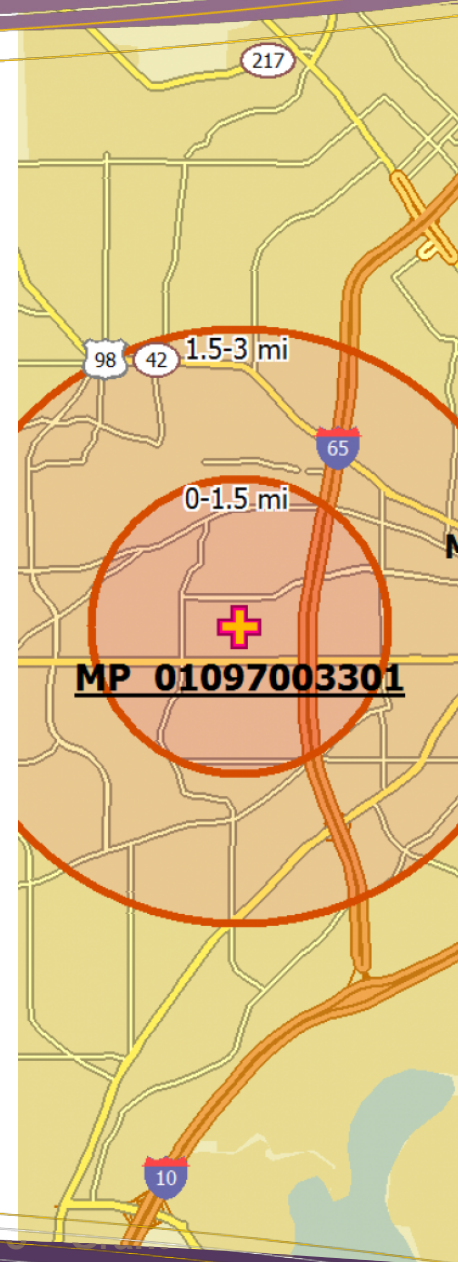




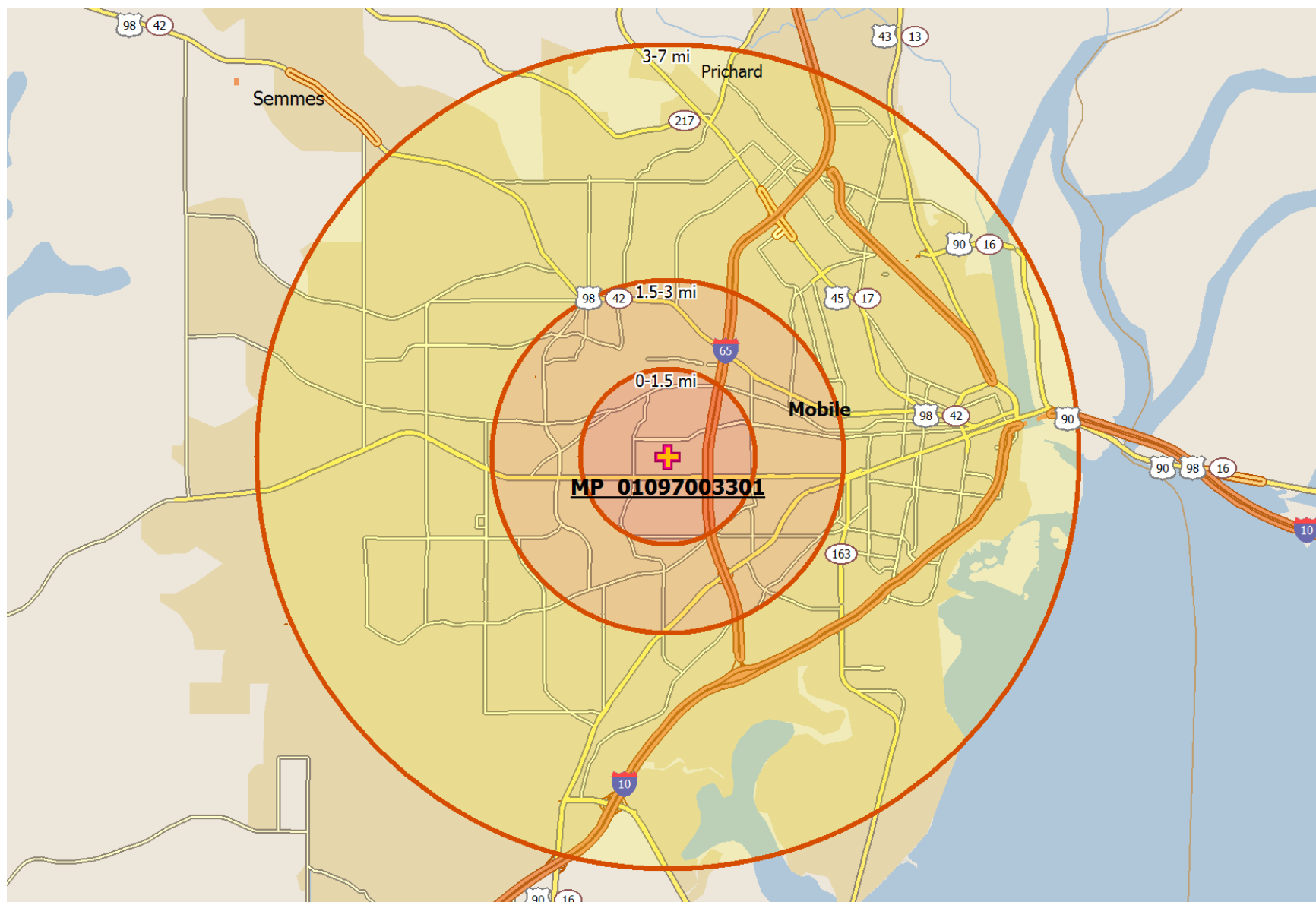
## Site Location Summary

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](http://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	36608	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	M	100000-250000-100000



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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	16,826	49,299	183,820
2010 Households	7,229	20,631	70,783
2010 Group Quarters Population	1,271	2,269	4,812

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	56	58	37
Language Diversity National Index	37	18	13
Foreign Born Diversity National Index	80	94	65
Ancestry Diversity National Index	39	10	63
Racial Diversity National Index	62	65	31

# Site Location Summary - County Environment

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

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

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



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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,581	21.87%
Mainstay Communities	Established, Diverse Households	444	6.14%
Working Communities	Blue-collar, Working Families	734	10.15%
Country Communities	Rural, Agri. & Mining Families	14	0.19%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,664	23.02%
Urban Communities	High Density, Inner-city Neighborhoods	2,790	38.59%

# Using the Site Location Summary

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

## *Issues for Your Consideration*

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



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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





# Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 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	5,200	4.77%
Unreached %	68.52%	71.94%	104.99
Religious But NOT Evangelical HH	31,903	1,440	4.51%
Religious But NOT Evangelical %	20.06%	19.92%	99.26
Spiritual But NOT Relig or Evang HH	14,612	792	5.42%
Spiritual But NOT Relig or Evang %	9.19%	10.95%	119.15
Not Evangelical, Not Interested HH	63,325	2,974	4.7%
Not Evangelical, Not Interested %	39.82%	41.14%	103.31



# 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	14	12.61%
Active ALSBOM Attenders	20,766	4,916	23.67%
Active Evangelical Households	28,249	4,611	16.32%
Active Evangelical Percent	17.77%	16.55%	93.17
Inactive Evangelical Households	21,812	3,561	16.33%
Inactive Evangelical Percent	13.72%	12.78%	93.18
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHF AVG	IICM CGR
1	Dauphin Way	0.76 mi	884	Growing
2	Spring Hill	1.11 mi	1,067	Plateauing
3	Azalea City Fellowship	1.47 mi	0	Plateauing
4	Sage Avenue	1.57 mi	218	Declining
5	Airport Boulevard	2.14 mi	118	Plateauing
6	Cottage Hill	2.35 mi	1,825	Declining
7	Government Street	2.36 mi	382	Plateauing
8	Springhill Avenue	2.45 mi	88	Growing
9	New Liberty Park	2.66 mi	30	Growing
10	Ebenezer	2.77 mi	0	Plateauing
11	Zion	2.80 mi	76	Declining
12	Snow Road First	2.81 mi	126	Growing
13	Providence	2.85 mi	6	Declining
14	Emmanuel	2.85 mi	96	Plateauing
15	New Hope	3.04 mi	44	Declining

	CHURCHES	DIST.	WRSHF AVG	IICM CGR
16	Hillcrest	3.25 mi	70	Declining
17	Central	3.29 mi	58	Plateauing
18	International	3.29 mi	55	Growing
19	Moffett Road	3.48 mi	432	Plateauing
20	Azalea	3.56 mi	99	Declining
21	Forest Hill	3.66 mi	35	Plateauing
22	Manor	3.71 mi	177	Declining
23	Faith	3.89 mi	89	Growing
24	Navco	3.93 mi	53	Declining
25	New Generation	4.18 mi	120	Growing
26	New Jerusalem	4.30 mi	50	Plateauing
27	Anchor of Hope Community	4.33 mi	31	Growing
28	New Home	4.38 mi	0	Plateauing
29	Fulton Road	4.51 mi	195	Plateauing
30	West Mobile	4.69 mi	602	Growing



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# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.



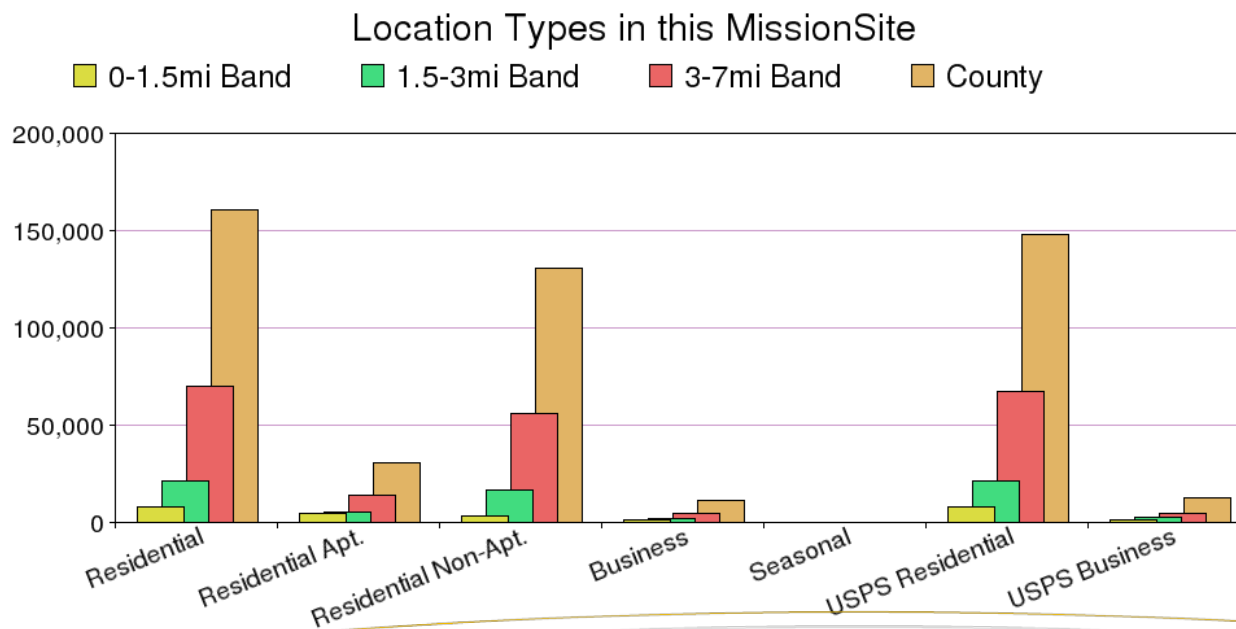
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# Current Demographic Summary

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	16,800	4.44%
2000 Population	399,843	17,394	4.35%
2010 Population	414,958	16,826	4.05%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	136,900	7,599	5.55%
2000 Households	150,179	7,417	4.94%
2010 Households	159,010	7,229	4.55%

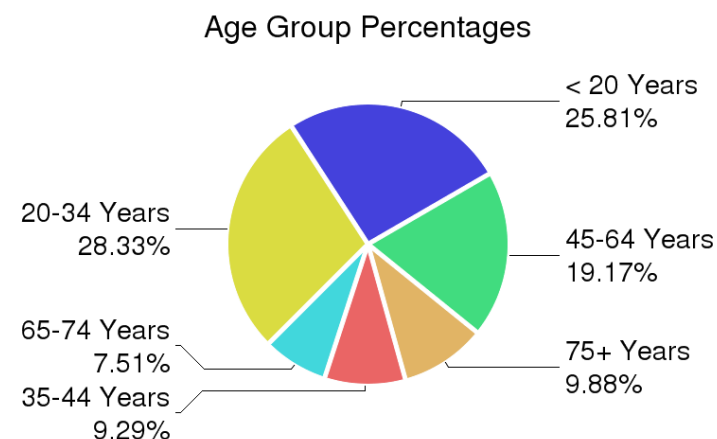


Location Type	0-1.5mi Band
Residential	8,210
Residential Apt.	4,923
Residential Non-Apt.	3,287
Business	1,122
Seasonal	0
USPS Residential	7,717
USPS Business	1,082

# 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.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	6.06%	107.45
4-5 Years	2.84%	2.51%	88.38
6-8 Years	4.26%	3.83%	89.91
9-11 Years	4.2%	3.25%	77.38
12-13 Years	2.77%	2.03%	73.29
14-17 Years	5.61%	4.95%	88.24
18-19 Years	2.82%	3.17%	112.41
0-5 Years	8.48%	8.58%	101.18
6-12 Years	9.85%	8.11%	82.34
13-19 Years	9.82%	9.12%	92.87
< 20 Years	28.15%	25.81%	91.69
20-34 Years	20.87%	28.33%	135.75
35-44 Years	12.34%	9.29%	75.28
45-64 Years	25.37%	19.17%	75.56
65-74 Years	7.33%	7.51%	102.46
75+ Years	5.95%	9.88%	166.05
Median Age	36	40	111.38
Median Age (Male)	34	38	110.54
Median Age (Female)	37	42	111.72

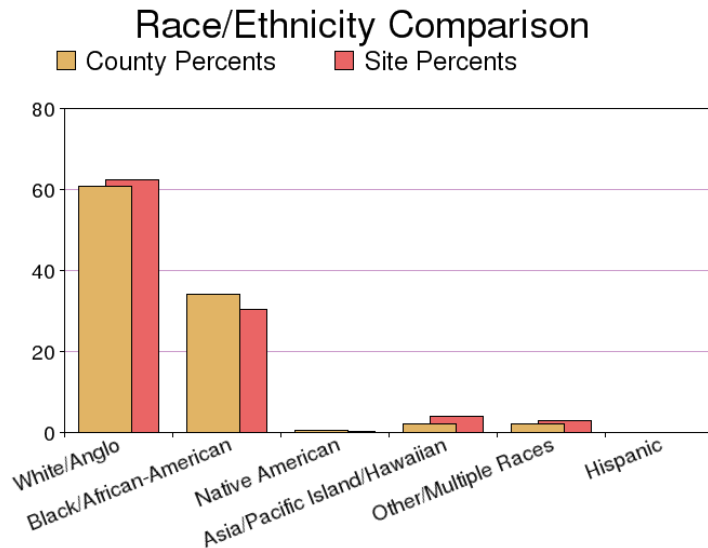


# Current Demographic Summary

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%	62.32%	102.34
Black, African-American	34.22%	30.44%	88.95
Native American	0.65%	0.28%	43.11
Asian	2.04%	3.97%	194.25
Pacific Island, Hawaiian	0.06%	0.07%	122.8
Other/Multiple Races	2.13%	2.92%	136.68
Hispanic	0%	3.32%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	269,273	10,525	
Less than 9th Grade	4.45%	1.69%	263.33
No High School Diploma	11.96%	5.11%	234.01
High School Graduate	36.67%	23.27%	157.61
Some College, no degree	20.09%	23.05%	87.16
Associate Degree	7.13%	6.41%	111.17
College Degree	12.88%	25.05%	51.39
Graduate/Prof. degree	6.82%	15.41%	44.22



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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%	9.92%	94.33
\$10,000 to \$19,999	14.11%	14.61%	103.54
\$20,000 to \$29,999	11.52%	11.72%	101.7
\$30,000 to \$49,999	21.61%	22.06%	102.11
\$50,000 to \$59,999	8.36%	7.39%	88.34
\$60,000 to \$69,999	6.81%	4.37%	64.18
\$70,000 to \$79,999	5.96%	5.12%	85.86
\$80,000 to \$89,999	4.77%	3.82%	80.12
\$90,000 to \$99,999	3.13%	2.55%	81.34
\$100,000 to \$124,999	5.73%	5.53%	96.57
\$125,000 to \$149,999	2.66%	3.54%	132.96
\$150,000 to \$199,999	1.96%	3.54%	180.42
\$200,000 to \$249,999	0.58%	1.66%	283.82
\$250,000 or more	1.29%	4.19%	325.59
Median Household	40,934	51,421	125.62
Average Household	55,556	88,660	159.59
Per Capita Household	21,806	38,299	175.64
Family/Non-Family Household Income			
Median Family Income	49,929	69,701	139.6
Average Family Income	65,093	108,366	166.48
Median Non-Family Income	24,963	32,727	131.1
Average Non-Family Income	35,120	53,411	152.08



# Current Demographic Summary

A current year demographic summary of household types, housing units and households by size and count by person for the site location appears at right.

For each category both county and 0-1.5 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%	54.93%	80.57
Families with Children	34.85%	27.45%	78.75
Families without Children	33.33%	27.49%	82.47
Non-Family Households			
% Non-Family Households	31.82%	45.07%	141.64
Non-Families with Children	0.39	0.39	100.14
Non-Families without Children	31.43	44.68	142.15
Housing Units			Index
Total Housing Units	184,922	8,686	
Vacant percent	14.01%	16.77%	119.71
Owned percent	59.01%	33.5%	56.77%
Rented Percent	26.97%	49.71%	184.29
Households by Size			Index
Avg household size	2.55	2.15	84.31
Avg family hh size	3.21	2.97	92.52
Avg non-family hh size	1.13	1.15	101.77
Households By Count of Persons			Percent
One	44,731	2,839	6.35%
Two	47,363	2,282	4.82%
Three or Four	50,565	1,678	3.32%
Five+	16,351	431	2.64%



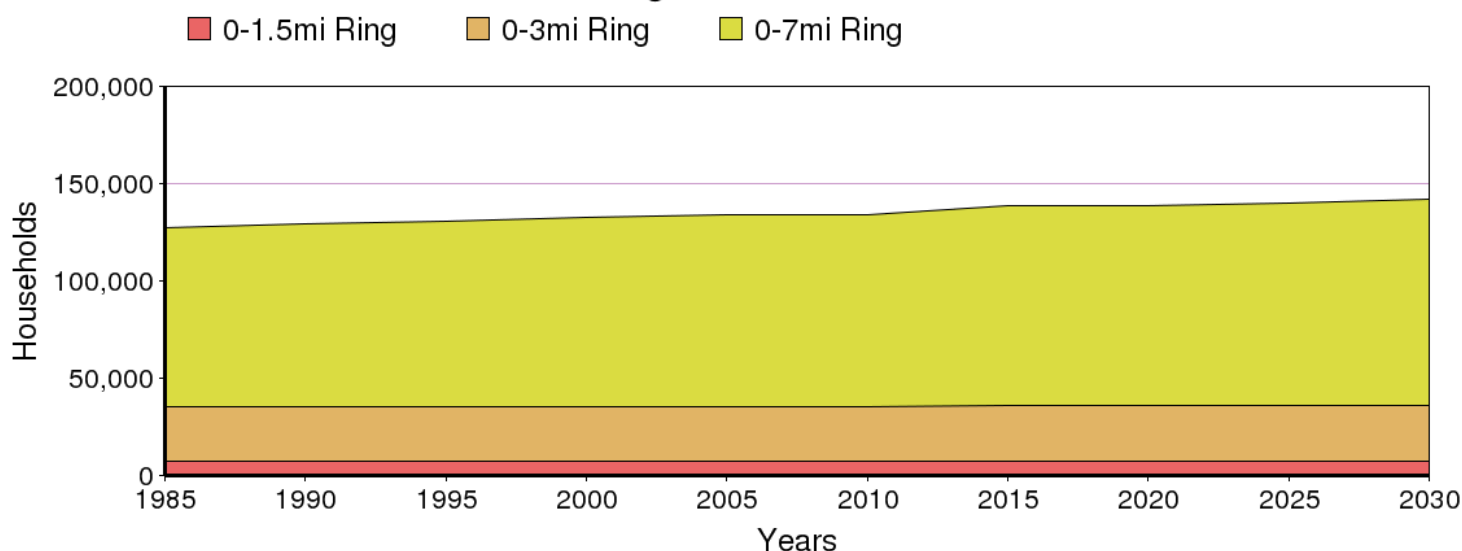
# Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	16,800	4.44%
2000 Population	399,843	17,394	4.35%
2010 Population	414,958	16,826	4.05%
2015 Population	431,103	17,108	3.97%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	136,900	7,599	5.55%
2000 Households	150,179	7,417	4.94%
2010 Households	159,010	7,229	4.55%
2015 Households	167,788	7,356	4.38%

Household Change from 1985 to 2030





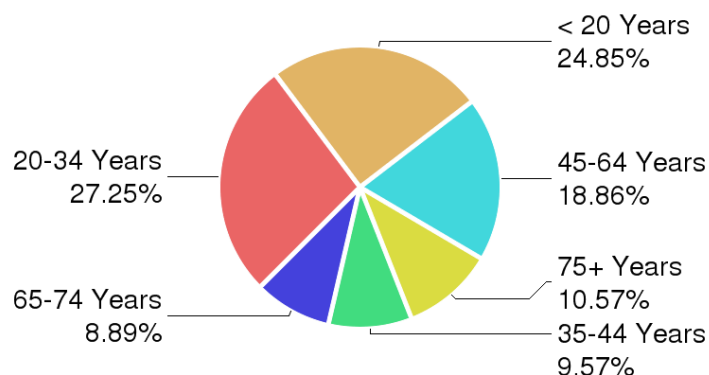
# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.06%	5.72%	94.39
4-5 Years	2.51%	2.42%	96.41
6-8 Years	3.83%	3.62%	94.52
9-11 Years	3.25%	3.19%	98.15
12-13 Years	2.03%	2.03%	100
14-17 Years	4.95%	4.86%	98.18
18-19 Years	3.17%	3.01%	94.95
0-5 Years	8.58%	8.14%	94.87
6-12 Years	8.11%	7.84%	96.67
13-19 Years	9.12%	8.87%	97.26
< 20 Years	25.81%	24.85%	96.28
20-34 Years	28.33%	27.24%	96.15
35-44 Years	9.29%	9.57%	103.01
45-64 Years	19.17%	18.86%	98.38
65-74 Years	7.51%	8.89%	118.38
75+ Years	9.88%	10.57%	106.98
Median Age	36	41	114.92
Median Age (Male)	34	39	113.73
Median Age (Female)	37	43	114.75

Projected Age Group Percentages



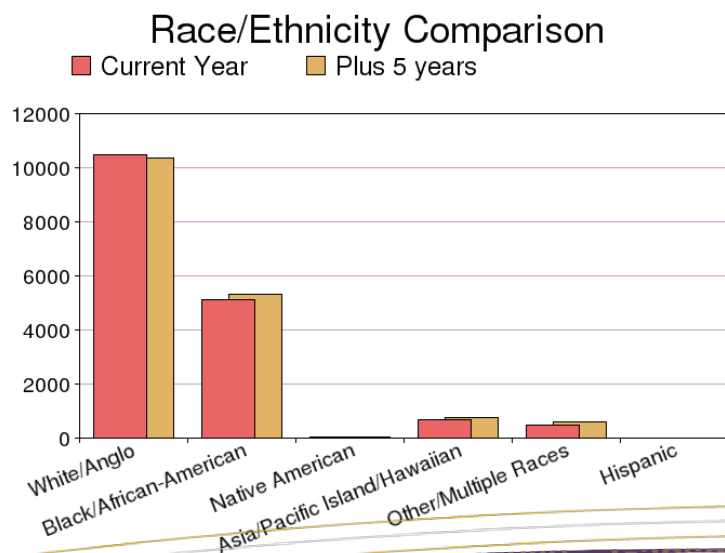
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	62.32%	60.52%	97.11
Black, African-American	30.44%	31.16%	102.35
Native American	0.28%	0.3%	108.81
Asian	3.97%	4.3%	108.22
Pacific Island, Hawaiian	0.07%	0.11%	155.72
Other/Multiple Races	2.92%	3.61%	123.79
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	10,525	10,925	
Less than 9th Grade	1.69%	1.38%	81.73
No High School Diploma	5.11%	4.43%	86.67
High School Graduate	23.27%	24.53%	105.43
Some College, no degree	23.05%	22.11%	95.94
Associate Degree	6.41%	7.01%	109.33
College Degree	25.05%	24.95%	99.59
Graduate/Prof. degree	15.41%	15.58%	101.09



# 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	9.92%	9.19%	92.65
\$10,000 to \$19,999	14.61%	14.07%	96.32
\$20,000 to \$29,999	11.72%	11.05%	94.33
\$30,000 to \$49,999	22.06%	21.41%	97.04
\$50,000 to \$59,999	7.39%	7.33%	99.19
\$60,000 to \$69,999	4.37%	4.45%	101.69
\$70,000 to \$79,999	5.12%	5.37%	96.95
\$80,000 to \$89,999	3.82%	4.16%	104.33
\$90,000 to \$99,999	2.55%	2.65%	104.15
\$100,000 to \$249,999	5.53%	6.25%	113.01
\$125,000 to \$149,999	3.54%	3.93%	110.94
\$150,000 to \$199,999	3.54%	3.96%	111.71
\$200,000 to \$249,999	1.66%	1.77%	106.46
\$250,000 or more	4.19%	4.34%	103.46
Median Household	51,421	54,781	106.53
Average Household	88,660	92,551	104.39
Per Capita Household	38,299	40,072	104.63

Family/Non-Family Household Income			
Median Family Income	69,701	74,213	106.47
Average Family Income	108,366	114,252	105.43
Median Non-Family Income	32,727	36,339	111.04
Average Non-Family Income	53,411	56,309	105.43

# 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	54.93%	53.79%	97.93
Families with Children	27.45	26.02	94.81
Families without Children	27.49	26.82	97.58
Non-Family Households			
% Non-Family Households	45.07%	46.21%	102.53
Non-Families with Children	0.39	0.33	102.53
Non-Families without Children	44.68	45.88	102.69
Housing Units			
Total Housing Units	8,686	8,840	101.77%
Vacant percent	16.77%	16.78%	100.01
Owned percent	33.5%	33.46%	99.88
Rented Percent	49.71%	49.76%	100.1
Households by Size			
Avg household size	2.15	2.11	98.14%
Avg family hh size	2.97	2.96	99.66%
Avg non-family hh size	1.15	1.12	97.39%
Households By Count of Persons			
One	2,839	3,010	106.02%
Two	2,282	2,289	100.31%
Three or Four	1,678	1,638	97.62%
Five+	431	419	97.22%



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# Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,105	2,126	3,456
Northern Europe	11	67	206
Western Europe	46	144	477
Southern Europe	5	44	67
Eastern Europe	159	133	184
Other Europe	0	3	5
Eastern Asia	78	243	420
So. Central Asia	62	309	334
SE Asia	310	550	475
Western Asia	113	100	132
Other Asia	7	17	10

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	46	7	32
Middle Africa	0	0	0
Northern Africa	0	23	15
Southern Africa	0	9	3
Western Africa	0	29	22
Other Africa	0	28	32
Oceania	2	13	17
Caribbean	20	96	223
Central Amer.	130	176	477
South America	43	59	204
North America	73	76	121
Born at sea	0	0	0





# Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	16,046	41,786	161,419
Spanish	513	880	3,308
Other Indo-Euro language	523	1,077	2,384
French (incl. Patois, Cajun)	154	266	671
French Creole	4	3	37
Italian	8	17	105
Portuguese	0	12	39
German	79	192	856
Yiddish	0	13	0
Other West Germanic	0	0	52
A Scandinavian Language	0	23	40
Greek	12	117	163
Russian	15	5	66
Polish	26	24	14
Serbo-Croatian	60	50	45
Other Slavic Language	25	26	0
Armenian	0	0	0
Persian	20	45	48
Gujarathi	40	0	12
Hindi	7	184	32
Urdu	10	37	122

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	63	0	23
Asian/PI languages	0	0	0
Chinese	15	269	243
Japanese	0	23	82
Korean	53	91	121
Mon-Khmer, Cambodian	1	14	10
Miao, Hmong	0	0	0
Thai	0	6	43
Laotian	0	47	5
Vietnamese	257	381	435
Other Asian	0	0	53
Tagalog	21	17	107
Other Pacific Is	0	12	7
Other languages	116	189	261
Navajo	0	0	0
Other Native N. American	0	11	22
Hungarian	0	0	8
Arabic	70	139	142
Hebrew	0	9	61
African languages	46	13	19
Other unspecified	0	17	9



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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	14,407	35,616	136,652
Arab	186	284	413
Armenian	2	13	12
Austrian	5	24	164
British	79	267	418
Canadian	41	42	121
Croatian	22	51	33
Czech	8	18	45
Czechoslovak	9	20	40
Danish	5	64	81
Dutch	109	282	802
English	1,529	3,821	6,949
European	213	371	865
Finnish	13	22	25
French (not Basque)	277	963	2,454
French Canadian	30	164	327
German	890	2,642	5,980
Greek	37	209	355
Hungarian	9	53	146
Iranian	21	51	55

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,084	2,840	7,526
Italian	268	821	1,673
Lithuanian	8	7	31
Norwegian	44	110	489
Polish	93	290	561
Portuguese	0	18	40
Romanian	38	13	32
Russian	46	115	134
Scandinavian	3	20	52
Scotch-Irish	367	1,265	2,563
Scottish	371	811	1,300
Slovak	19	21	52
Subsaharan African	318	352	1,813
Swedish	38	96	341
Swiss	13	61	146
Ukrainian	7	45	29
US/American	1,771	4,822	15,921
Welsh	54	182	280
West Indian	34	55	235
Yugoslavian	45	102	63
Other	6,301	14,210	84,088



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# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



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# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

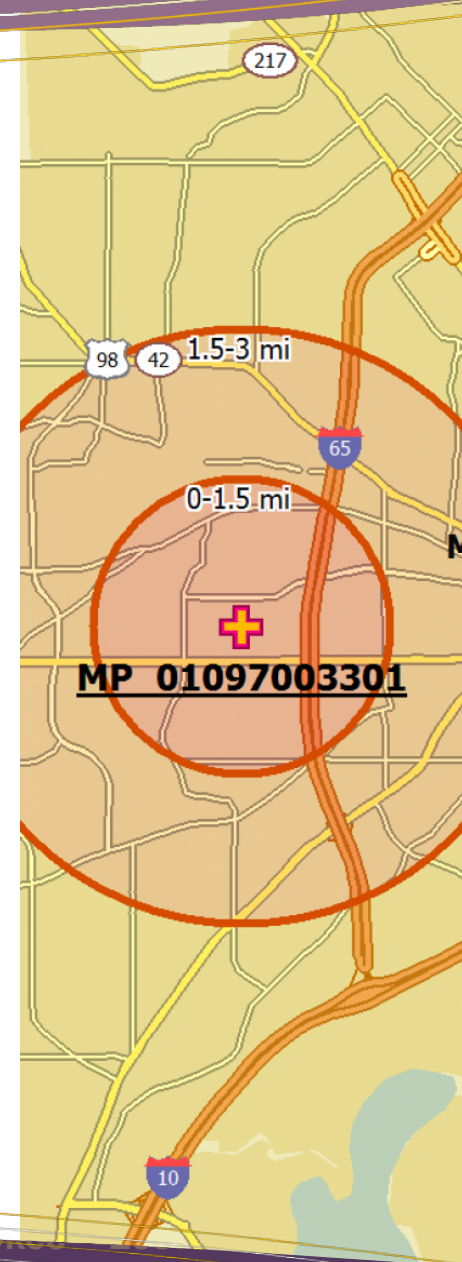
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).





# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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 HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,229	100%	5,199	100%
<b>AFFLUENT SUBURBIA</b>	990	13.69%	717	13.79%
America's Wealthiest	103	1.42%	83	1.6%
Dream Weavers	808	11.18%	578	11.12%
White Collar Suburbia	2	0.03%	2	0.04%
Upscale Suburbia	9	0.12%	7	0.13%
Enterprising Couples	16	0.22%	11	0.21%
Small Town Success	52	0.72%	36	0.69%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	591	8.18%	443	8.52%
Status Conscious Consumers	36	0.5%	25	0.48%
Affluent Urban Professionals	329	4.55%	266	5.12%
Urban Commuter Fam.	226	3.13%	152	2.92%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	25	0.35%	17	0.33%
2nd City Homebodies	19	0.26%	13	0.25%
Prime Middle America	3	0.04%	2	0.04%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	3	0.04%	2	0.04%



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# Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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 HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,229	100%	5,199	100%
BLUE COLLAR BACKBONE	106	1.47%	68	1.31%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	46	0.64%	28	0.54%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	60	0.83%	40	0.77%
AMER. DIVERSITY	419	5.8%	297	5.71%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	314	4.34%	227	4.37%
Urban Advancement	97	1.34%	65	1.25%
Amer. Great Outdoors	8	0.11%	5	0.1%
Mature America	0	0%	0	0%
METRO FRINGE	628	8.69%	431	8.29%
Steadfast Conservative	570	7.88%	391	7.52%
Moderate Conventionalists	17	0.24%	11	0.21%
Southern Blues	12	0.17%	8	0.15%
Urban Grit	29	0.4%	21	0.4%
Grass-Roots Living	0	0%	0	0%



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# 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 HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,229	100%	5,199	100%
REMOTE AMERICA	5	0.07%	3	0.06%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	5	0.07%	3	0.06%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,664	23.02%	1,252	24.08%
Young Cosmopolitans	732	10.13%	573	11.02%
Minority Metro Communities	357	4.94%	264	5.08%
Stable Careers	575	7.95%	415	7.98%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	9	0.12%	6	0.12%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	9	0.12%	6	0.12%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# 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 HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,229	100%	5,199	100%
STRUGGLING SOCIETIES	109	1.51%	77	1.48%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	89	1.23%	60	1.15%
College Town Communities	20	0.28%	17	0.33%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2,681	37.09%	1,888	36.31%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	2	0.03%	1	0.02%
Af. Amer. Neighborhoods	1,370	18.95%	958	18.43%
Urban Diversity	158	2.19%	114	2.19%
New Generation Activists	698	9.66%	470	9.04%
Getting By	453	6.27%	345	6.64%
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%



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# 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?



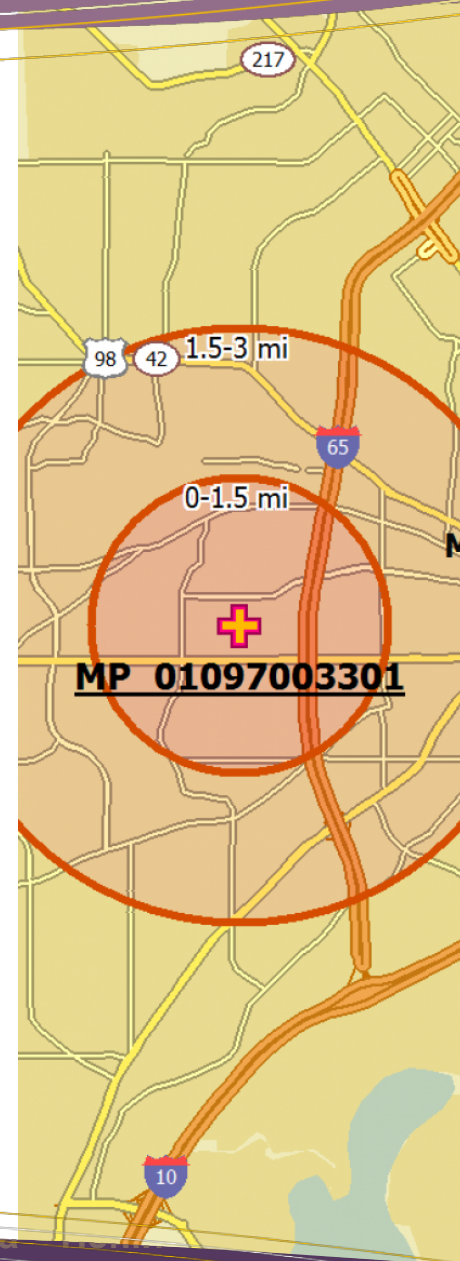
## Potential Cultural Bridges

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, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the community offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. *The Bridges of God*. Revised edition. (New York: Friendship Press, 1981).



# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 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](http://MissionalContext.org)

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	70%	73%	70%
Use Comp. for Internet/E-mail	55%	56%	52%
Internet Use: E-Mail	49%	48%	45%
Use Comp. for Word Processing	38%	38%	33%
Use Comp. for Shopping	33%	33%	30%
Use Comp. for Comp. Games	32%	36%	35%
Use Comp. for Banking	30%	31%	28%
Use Comp. for Digital Camera Photo Editing	30%	30%	28%
Use Comp. for Education	29%	31%	30%
Internet Use: News/ Weather	28%	27%	25%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	27%	28%	27%
Internet Use: Banking	26%	25%	24%
Use Comp. for News/Info./Data Service	25%	24%	21%
PC-Network-HH Has One	18%	18%	17%
Use Comp. for Personal Financial Mngmnt	16%	14%	13%
Internet Use: Shopping: Gathered Info. for Shopping	15%	14%	13%
Internet Use: Research/ Education	14%	13%	11%
Use Comp. for Accounting	13%	13%	12%
Internet Use: Shopping: Made A Purchase	13%	12%	10%
Internet Use: Read Magazines/ Newspapers	13%	12%	11%

# 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	69%	68%	68%
Reading Books	57%	55%	53%
Dining Out (Not Fast Food)	56%	56%	52%
Card Games	38%	39%	38%
Cooking for Fun	37%	36%	35%
Go To A Beach/Lake	35%	35%	33%
Board Games	28%	30%	28%
Gardening	26%	29%	28%
Visit Museum	23%	21%	19%
Going To Bars/Nightclubs/Dancing	22%	21%	19%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	63%	65%	65%
Gen./Fam. Practitioner	35%	37%	36%
Dentist	27%	28%	26%
None Of These	21%	20%	20%
Eye Dr.	21%	21%	20%
Backache	20%	21%	21%
Hypertension/High Blood Pressure	18%	19%	19%
High Cholesterol	16%	17%	17%
Acid Reflux Disease (GERD)	13%	14%	14%
Any Arthritis	13%	14%	14%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 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	30.59%	29.32%	28.27%
Live Theater	24.95%	22.81%	21.09%
Live Theater Most Often	19.33%	18.22%	16.66%
Rock/Pop Concerts Most Often	15.75%	15.9%	15.33%
Dance Performance	11.26%	10.57%	10.66%
Comedy Club	10.77%	10.33%	10.74%
Movies: Comedy	41.09%	41.03%	41.55%
Movies: Action/Adventure	37.67%	38.79%	39.41%
Movies: Drama	24.02%	23.18%	24.07%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	22.26%	21.55%	21.83%
Movies: Mystery	19.12%	18.35%	19.09%
Movies: Fam.	18.64%	20.05%	21.13%
MLB Baseball Reg. Season	10.07%	8.62%	7.57%
NFL Football Reg. Season	6.92%	6.78%	6.08%
College Football Reg. Season	6.87%	6.48%	5.81%
College Basketball Reg. Season	5.09%	4.47%	4.31%
NBA Basketball Reg. Season	4.23%	4.02%	3.57%
NHL Hockey Reg. Season	4.14%	3.46%	2.86%



# 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	40.57%	40.46%	38.59%
Swimming	30.27%	30.32%	28.31%
Bowling	20.59%	20.62%	20.51%
Billiards/Pool	17.87%	18.1%	18.17%
Jogging/Running	16.92%	16.43%	16.5%
Weight Training	16.53%	16.08%	15.28%
Using Cardio Machine	15.32%	14.15%	12.68%
Basketball	14.3%	14.87%	15.93%
Golf	12.74%	12.83%	11.43%
Stationary Cycling	12.31%	12.25%	11.55%
Freshwater Fishing	12.18%	13.61%	14.01%
Aerobics	11.73%	10.96%	10.92%
Mountain/Road Biking	11.62%	12.16%	10.96%
Baseball	10.46%	10.77%	11.21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Camping Trips	10.33%	11.77%	10.39%
Football	9.96%	10.28%	11.39%
Backpacking/Hiking	9.62%	9.37%	7.99%
Yoga	8.65%	7.85%	7.24%
Volleyball	7.84%	7.97%	8.22%
Tennis	7.76%	7.38%	6.96%
Softball	7.51%	7.45%	7.65%
Soccer	6.92%	7%	6.61%
Target Shooting	5.77%	6.91%	6.59%
Power Boating	5.74%	6.7%	6.14%
Canoeing/Kayaking	5.68%	6.06%	5.22%
Saltwater Fishing	5.57%	6.03%	6.26%
Roller Skating	5.29%	5.67%	5.95%
Ice Skating	4.92%	5.31%	5.27%





# 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](http://MissionalContext.org)

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hunting	4.79%	5.96%	5.77%
Downhill & X-Country Skiing	4.71%	4.79%	4.09%
Snorkeling	4.53%	4.59%	4.49%
Horseback Riding	4.16%	4.5%	4.39%
Motorcycling	4.08%	5%	4.8%
Racquetball	3.59%	3.8%	4.06%
Jet Skiing	3.3%	4.09%	4.16%
Water Skiing	3.26%	3.83%	3.52%
Martial Arts	3.26%	3.31%	2.97%
Fly Fishing	2.99%	3.73%	3.95%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hockey	2.94%	3.42%	3.36%
Rock Climbing	2.92%	3.38%	3.3%
Archery	2.86%	3.44%	3.41%
Sailing	2.85%	3%	2.83%
Snowboarding	2.52%	3.19%	3.23%
Auto Racing	2.31%	2.73%	2.65%
Snowmobiling	2.23%	2.92%	3.06%
Rowing	2.23%	2.4%	2.28%
Skateboarding	2.19%	2.72%	3%
Surfing & Windsurfing	2.07%	2.42%	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.

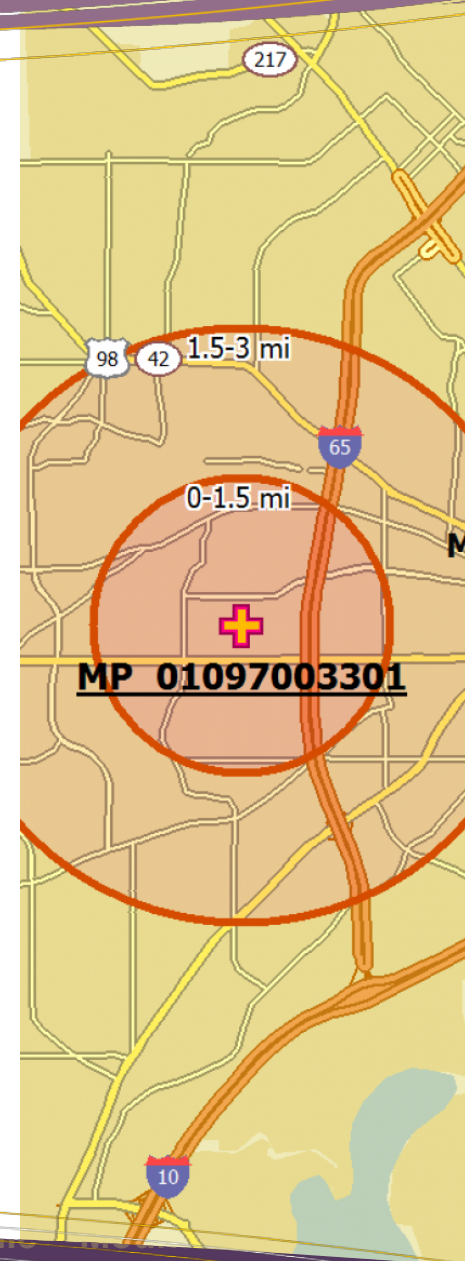
### BIBLICAL BARRIERS

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

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



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

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

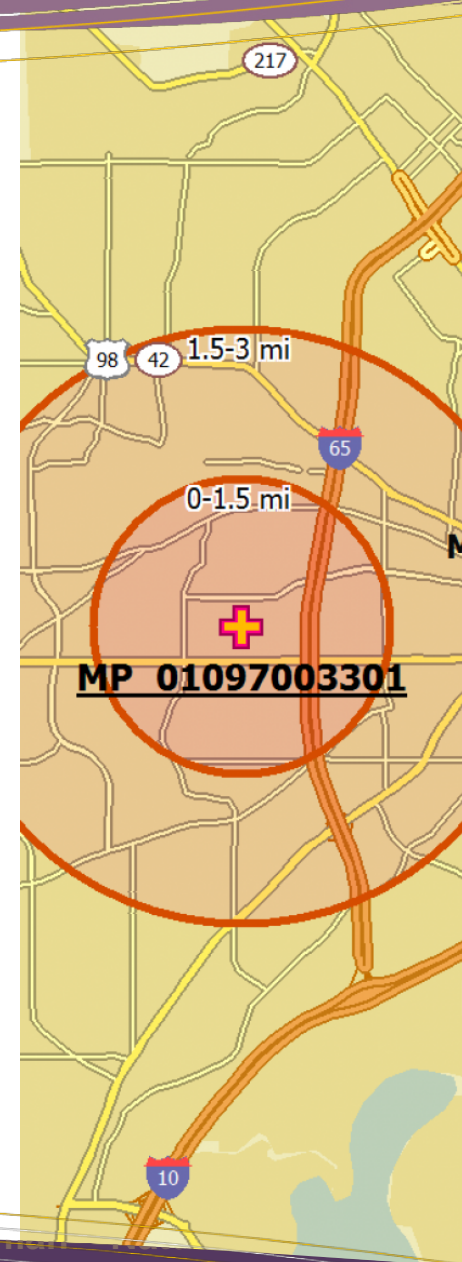
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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



# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 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	50%	50%	52%
Prefer To Have Few Possessions As Possible	36%	35%	33%
Speak My Mind Even If It Upsets People	34%	36%	37%
Like Control Over People And Resources	34%	34%	36%
Find It Difficult To Say No To My Kids	33%	35%	35%
Don't Judge People/Way They Live Life	31%	30%	31%
Woman's Place Is In The Home	30%	32%	33%
If Won Lottery Would Never Work Again	27%	28%	26%
Friends More Important Than My Fam.	27%	26%	24%
Money Is Best Measure Of Success	25%	25%	24%
Like To Do Unconventional Things	24%	26%	26%
Too Much Sponsorship In Arts/Sports	23%	24%	26%

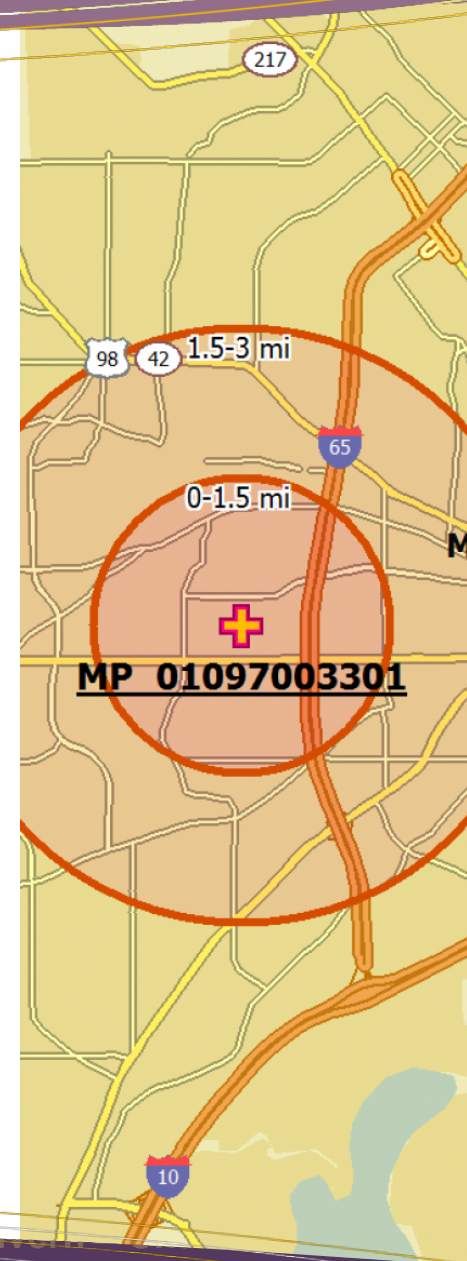
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Marijuana Should Be Legalized	21%	21%	21%
I Am A Workaholic	21%	20%	23%
Like To Pursue Challenge/Novelty/Change	20%	19%	18%
Like to Stand Out In A Crowd	19%	20%	22%
Happy With My Standard Of Living	17%	15%	14%
We Should Strive for Equality for All	16%	15%	17%
Only Work Current Job for The Money	14%	14%	15%
Rarely Sit Down to a Meal Together At Home	13%	15%	16%
On Whole People Get What They Deserve	13%	12%	12%
Very Happy With My Life As It Is	10%	9%	10%
Indulge My Kids With The Little Extras	10%	9%	9%
I Am A Perfectionist	9%	9%	9%



## Potential Cultural Themes

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

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





# Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 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
Important To Respect Customs And Beliefs	59%	59%	58%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	39%	39%	39%
Prefer To Have Few Possessions As Possible	36%	35%	33%
Important Feel Respected By My Peers	34%	34%	33%
Prefer Work Part Of Team Than Alone	33%	34%	36%
Important To Juggle Various Tasks	32%	32%	32%
Good At Fixing Things	28%	28%	30%
Have Keen Sense Of Adventure	27%	28%	28%
People Have To Take Me As They Find Me	25%	24%	23%
Like To Just Enjoy Life	24%	23%	22%
Worried About Pollution Caused By Cars	22%	20%	19%

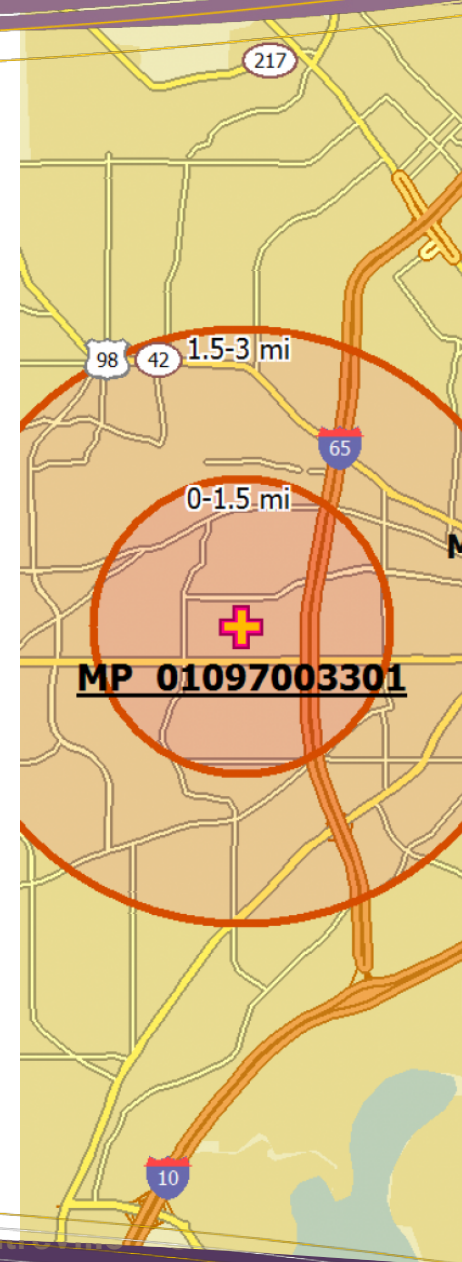
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	20%	20%	21%
Real Men Don't Cry	17%	17%	16%
Try Not To Worry About The Future	16%	16%	16%
Looking for New Ideas To Improve Home	16%	17%	18%
Is An Important Part Of Who I Am	16%	15%	16%
Provide My Kids With The Little Extras	14%	14%	17%
Enjoy Spending Time With My Fam.	12%	12%	13%
Feel Very Alone In The World	6%	6%	6%
Children Should Be Allowed To Express Themselves	6%	7%	7%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	5%	4%	4%
Decor Particular Interest To Me	4%	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 shares the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.



# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 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	81.16%	83.46%	84.23%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.02%	78.02%	76.85%
Houses-Visit Any			
McDonald's	52.69%	54.4%	54.86%
Burger King	35.55%	37.68%	37.94%
Wendy's	28.16%	29.95%	30.86%
Subway	25.94%	28.48%	29.27%
Kentucky Fried Chicken (KFC)	25.88%	28.26%	31.09%
Applebee's	24.99%	27.18%	26.8%
Taco Bell	23.84%	26.63%	26.56%
Olive Garden	19.98%	20.54%	19.98%
Pizza Hut	18.88%	20.84%	22.02%
Arby's	18%	20.04%	20.4%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	16.22%	17.03%	17.4%
Starbucks	14.74%	13.96%	13.28%
IHOP (International House Of Pancakes)	14.66%	14.92%	15.07%
Dunkin' Donuts	14.28%	12.86%	13%
Outback Steakhouse	14.27%	14.7%	14.55%
TGI Friday's	13.82%	13.48%	13.88%
Domino's Pizza	13.73%	14.73%	15.44%
Chili's Grill and Bar	13.33%	13.44%	12.85%
Dairy Queen	12.8%	15.66%	15.7%
Chick-Fil-A	12.71%	13.15%	13.87%
Denny's	11.28%	12.4%	11.75%
Sonic	10.5%	12.21%	13.18%

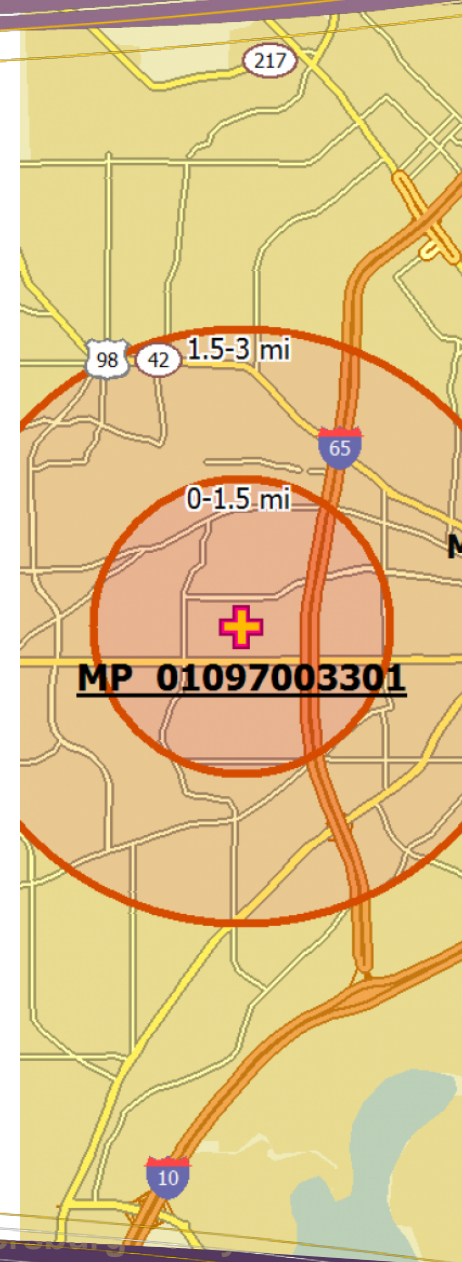


## Potential Shared Projects

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	44.9%	46.21%	43.87%
Recycled products	33.44%	33.65%	29.59%
Worked as volunteer (non political)	16.21%	16.43%	14.72%
Engaged in fund raising	12.07%	11.88%	11.41%
Religious club member	7.36%	7.53%	7.49%
Wrote to elected offcl about publ bus	6.44%	6.12%	5.63%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	6.03%	5.59%	5.02%
Wrote to editor of mag or newspaper	5.9%	5.84%	5.36%
Took active part in local civic issue	5.5%	5.36%	5.2%
Church Board	5%	5.13%	5.42%
Addressed a public meeting	4.59%	4.65%	4.34%
Union member	4.52%	4.9%	4.56%

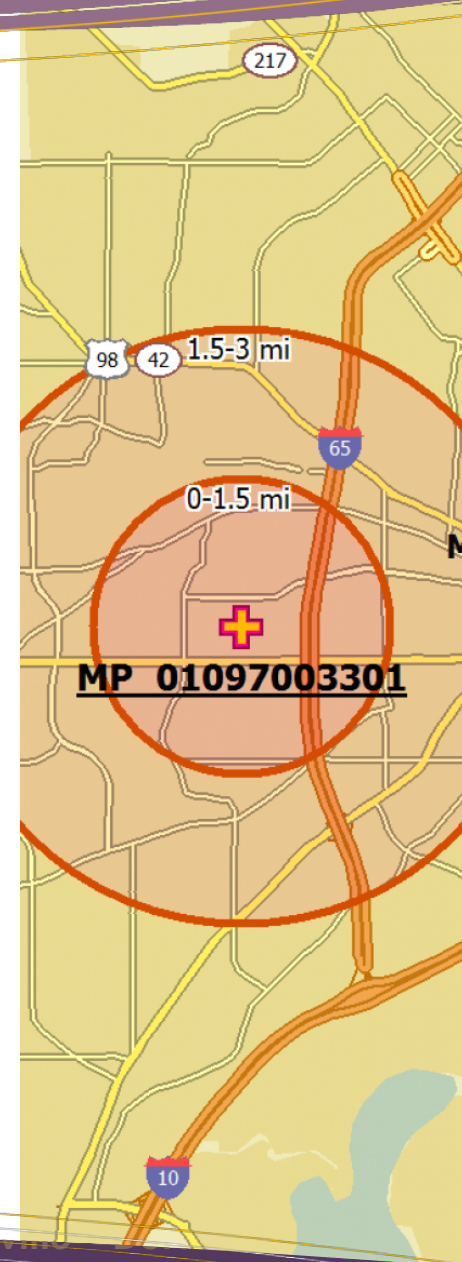




## Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 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
Novel	18.79%	17.74%	15.95%
Children's Books	13.28%	13.18%	13.09%
Mystery	12.35%	11.84%	10.82%
Cookbooks	9.91%	10.28%	9.58%
Religious (not Bibles)	9%	9%	9.36%
History	7.93%	7.33%	6.6%
Biography	7.71%	7.2%	6.57%
Personal/Business	7.62%	7.2%	6.56%
Self-help			
Romance	7.01%	6.95%	7.22%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper	68.67%	69.61%	68.2%
Distributed			
Gen. Editorial	49.6%	49.51%	49.93%
Womens	43.5%	43.38%	43.76%
Service	32.91%	33.51%	32.34%
Business/Finance	20.59%	20.04%	19.19%
Mens	19.94%	19.69%	19.22%
Sports	16.42%	16.2%	15.22%
Music	15.53%	14.76%	16.17%
Parenthood	12.81%	13.43%	14.21%

## Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 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 participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org).

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	52.47%	53.28%	51.29%
Sport	32.34%	32.31%	31.16%
Classified	31.44%	32.18%	32.89%
Business/Finance	29.79%	29.43%	27.15%
Editorial Page	27.67%	28.44%	27.07%
Movie Listings & Reviews	26.96%	26.59%	25.19%
Comics	25.09%	25.87%	24.75%
Food/Cooking	23.85%	24.19%	23.23%
TV/Radio Listings	22.58%	23.14%	22.54%
Home/Gardening	20.21%	20.62%	19.28%
Travel	20.16%	19.78%	18.22%
Science/Technology	17.26%	17.27%	15.6%
Fashion	16.11%	15.52%	15.67%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	23.96%	22.91%	28.98%
CHR Contemp Hit Radio	19.82%	18.79%	17.77%
Adult Contemporary	15.73%	16.17%	14.45%
Country	11.9%	14.32%	13.91%
News/Talk	11.79%	11.9%	9.92%
Oldies	10.33%	10.9%	10.42%
Rock	9.9%	10.94%	9.48%
Variety	9.69%	9.27%	9.41%
Alternative	9.48%	9.35%	7.94%
Classic Rock	8.15%	8.78%	7.37%
All News	7.76%	6.98%	6.5%
Jazz	6.38%	6.6%	7.46%
Soft Contemporary	6.06%	6.25%	6.02%
Religious	5.78%	5.96%	5.53%
All Talk	5.15%	4.74%	4.16%
Classical	4.48%	4%	3.34%
Sports	4.47%	4.3%	3.74%
Public	4.23%	3.36%	2.51%

# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	60.19%	61.57%	60.82%
Soapnet	51.71%	50.68%	50.14%
Satellite Dish	45.45%	49.13%	49.47%
Other Video-On-Demand	36.03%	39.45%	42.39%
Comedy Central	35.73%	33.55%	30.62%
Sci-Fi Channel	33.06%	34.5%	33.86%
Subscribe Digital Cable	30.41%	29.89%	30.9%
MSNBC	30.3%	32.09%	32.34%
TV Info From Sunday TV Magazine	29.05%	28.4%	27.72%
ABC Fam.	27.41%	26.27%	24.57%
ESPN2	26.16%	24.81%	24.38%
Adult Pay Per View TV	26.07%	29.09%	29.58%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ESPN Classic	25.9%	23.31%	20.37%
TV Info From Newspapers	25.49%	25.54%	25.65%
USA Network	25.02%	24.13%	22.77%
BET (Black Entertainment TV)	24.95%	24.91%	24.64%
Nickelodeon	24.23%	25.95%	26.32%
TCM (Turner Classic Movies)	23.93%	24.78%	24.29%
Hallmark Channel	23.31%	24.05%	23.94%
TV Info From Monthly Cable Guide	22.34%	22.63%	23.22%
Adult Swim	22.19%	24.08%	23.27%
ESPN News	22.12%	19.85%	17.89%
The Golf Channel	21.9%	22.7%	21.83%
Nick At Nite	21.34%	23.08%	23.42%

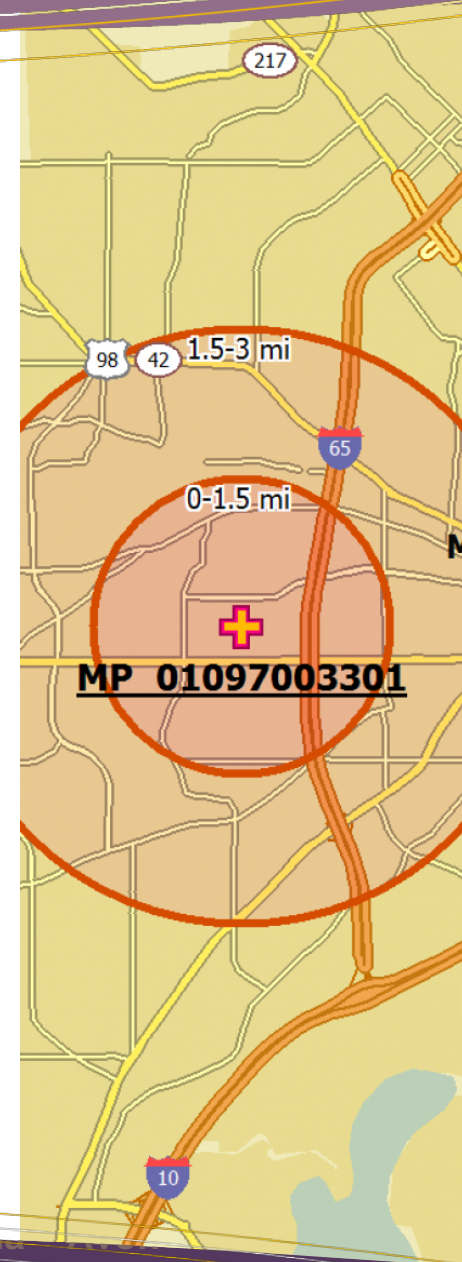


## Communication Media Usage

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 -- 0-1.5 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+)	20.44%	19.9%	18.38%
Medium Users (4-6)	10.68%	10.46%	9.47%
Light Users (1-3)	21.02%	20.69%	20%
Quintiles (20%)			
Newspaper I (Heavy)	1.45%	1.48%	1.25%
Newspaper II	1.79%	1.72%	1.69%
Newspaper III	2.63%	2.33%	2.47%
Newspaper IV	0.24%	0.43%	0.46%
Newspaper V (Light)	0.95%	1.07%	1.04%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.8%	21.11%	22.15%
Magazines II	10.31%	9.5%	10.08%
Magazines III	10.95%	10.45%	11.02%
Magazines IV	13.02%	12.89%	13.68%
Magazines V (Light)	1.02%	0.78%	0.8%
Outdoor I (Heavy)	8.62%	8.21%	8.32%
Outdoor II	3.85%	3.7%	4.12%
Outdoor III	4.68%	4.56%	5.02%
Outdoor IV	16.38%	15.95%	16.1%
Outdoor V (Light)	23%	23.83%	23.99%
Yellow Pages I (Heavy)	14.69%	15.18%	15.62%
Yellow Pages II	8.12%	7.38%	7.64%
Yellow Pages III	7.49%	7.47%	8.58%
Yellow Pages IV	22.65%	22.72%	23.44%
Yellow Pages V (Light)	4.29%	4.34%	4.77%



# 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
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Radio Drive Time Quintiles  
(fifths / 20%)

Drive Time I & II (Heavy)	3.88%	3.65%	3.65%
Drive Time III (Medium)	1.27%	1.05%	1.09%
Radio IV & V (Light)	2.97%	3.27%	3.19%

Radio Media Quintiles (fifths / 20%)

Radio I & II (Heavy)	11.02%	10.2%	11.24%
Radio III (Medium)	4.59%	4.47%	4.54%
Radio IV & V (Light)	3.89%	3.84%	4.09%

Cable TV Quintiles (fifths / 20%)

Cable I & II (Heavy)	13.9%	13.31%	12.71%
Cable III (Medium)	4.48%	4.74%	5.2%
Cable IV & V (Light)	33.96%	34.08%	35.85%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
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TV Prime Time Quintiles (fifths / 20%)

Prime Time I & II (Heavy)	4.33%	4.33%	4.35%
Prime Time III (Medium)	1.69%	1.76%	1.6%
Prime Time IV & V (Light)	9.84%	9.45%	10.98%

TV Early/Late Fringe Quintiles  
(fifths / 20%)

Fringe I & II (Heavy)	41.71%	40.13%	39.88%
Fringe III (Medium)	51.28%	52%	53.01%
Fringe IV (Light)	54.38%	54.51%	55.24%

TV All Day Quintiles (fifths / 20%)

All Day I & II (Heavy)	16%	15.26%	16.47%
All Day III (Medium)	24.72%	24.05%	24.39%
All Day IV (Light)	18.55%	17.22%	19.2%

# 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
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## Day-time Radio

### Listeners

Dayparts [summary]	12.58%	12.34%	11.81%
6:00am - 10:00am	21.19%	18.68%	17.75%
10:00am - 3:00pm	11.37%	10.41%	12.27%
3:00pm - 7:00pm	15.26%	15.49%	16.6%
7:00pm - Midnight	13.73%	13.64%	13.13%
Midnight - 6:00am	7.44%	7.2%	7.85%

## Weekend Radio

### Listeners

Dayparts [summary]	14%	14.6%	14.93%
6:00am - 10:00am	4.73%	4.31%	3.9%
10:00am-3:00pm	8.12%	6.91%	6.39%
3:00pm - 7:00pm	8.19%	7.77%	8.48%
7:00pm - Midnight	10.11%	9.96%	10.69%
Midnight - 6:00am	14.17%	13.25%	13.9%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
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## Prime Time TV Viewers

8:00-11:00pm	7.58%	7.72%	7.61%
Saturday:	9.58%	8.92%	8.76%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.53%	9.59%	9.75%
9:00am-1:00pm	21.34%	23.08%	23.42%
9:00am-4:00pm	25.1%	26.89%	27.17%
4:00pm-7:00pm	29.79%	29.91%	30.14%
11:00pm-1:00am	37.7%	39.88%	40.89%
AVG Prime time	3.85%	3.88%	4.53%

## Mon-Sun

# Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 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](http://MissionalContext.org).

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	18.46%	18.23%	18.12%
7-9am	26.16%	24.81%	24.38%
9am-12noon	16.16%	18.05%	17.64%
12noon-4pm	8.94%	8.84%	9.53%
4-6pm	47.48%	48.12%	48.02%
6-7pm	16.77%	17.46%	17.14%
7-7:30pm	1.74%	1.77%	1.65%
7:30-8pm	9.71%	10.04%	10.54%
8-11pm	7.58%	7.72%	7.61%
11pm-12am	30.3%	32.09%	32.34%
11pm-1am	37.7%	39.88%	40.89%
1-6am	33.39%	32.74%	31.7%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	20.7%	19.49%	18.79%
Sat: 10am-1pm	10.61%	9.25%	9.75%
Sat: 1-4pm	23.99%	24.28%	24.14%
Sat: 4-6pm	7.83%	7.42%	7.84%
Sat: 6-7pm	2.17%	2.13%	1.91%
Sat: 7-8pm	1.45%	1.28%	1.22%
Sat: 8-11pm	9.58%	8.92%	8.76%
Sat: 11pm-1am	6.88%	6.29%	6.61%
Sat: 1am-7pm	25.02%	24.13%	22.77%
Sun: 7-10am	1.95%	2.2%	2.17%
Sun: 10am-1pm	5.09%	6.01%	5.76%
Sun: 1-4pm	5.85%	5.88%	5.62%
Sun: 4-7pm	11.79%	12.84%	12.64%
Sun: 7-11pm	8.53%	9.59%	9.75%
Sun: 11pm-1am	4.8%	5.03%	5.7%
Sun: 1-7am	19.72%	21.08%	20.72%



# Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

## *Issues for Your Consideration*

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



# Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

## *Issues for Your Consideration*

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

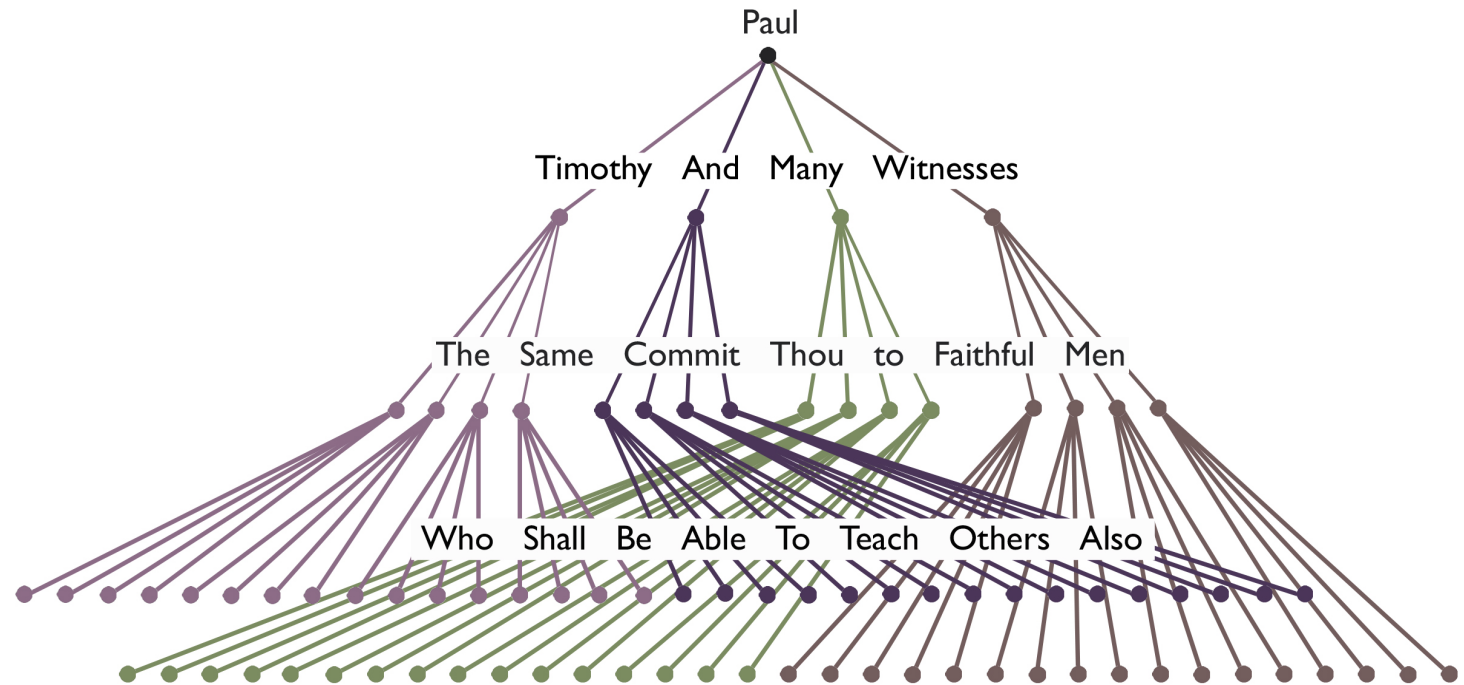


# Biblical Missional Multiplication

Biblical missional multiplication builds upon discipling and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.

## Missional Multiplication Principle *2nd Timothy 2:2*

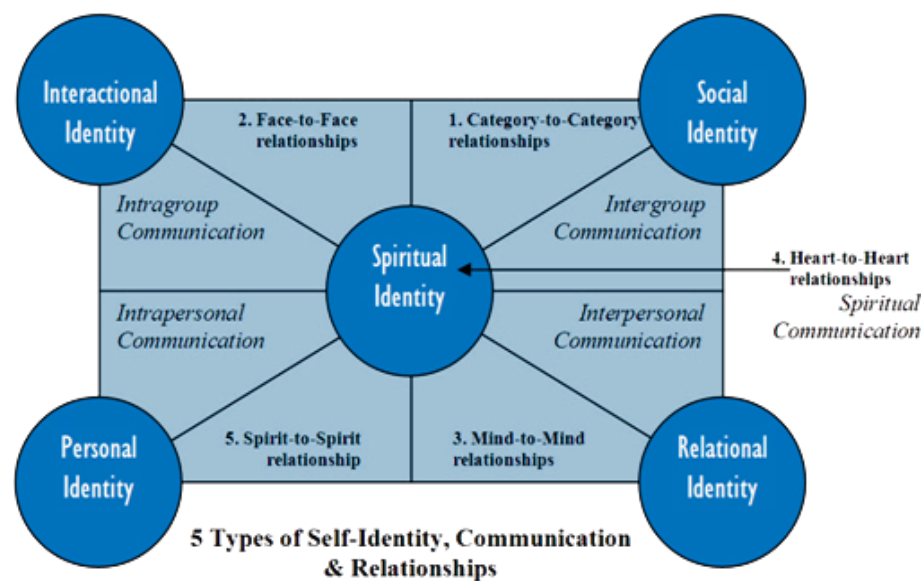


# Establishing Redemptive Relationships

Missional Multiplication occurs when redemptive relationships move people through a process to bring people to Christ. This process is most successful as we relate to people based on their identity. Five types of identity enable us to connect with people and see them move through this process.

## Communication Steps

1. **Category-to-Category:** Connect through a common social identity; some activity, interest, or behavior that you share with the person.
2. **Face-to-Face:** Begin interacting with the person; building a personal rapport.
3. **Mind-to-Mind:** After building a rapport, move the conversation towards spiritual issues.
4. **Heart-to-Heart:** As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
5. **Spirit-to-Spirit:** This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

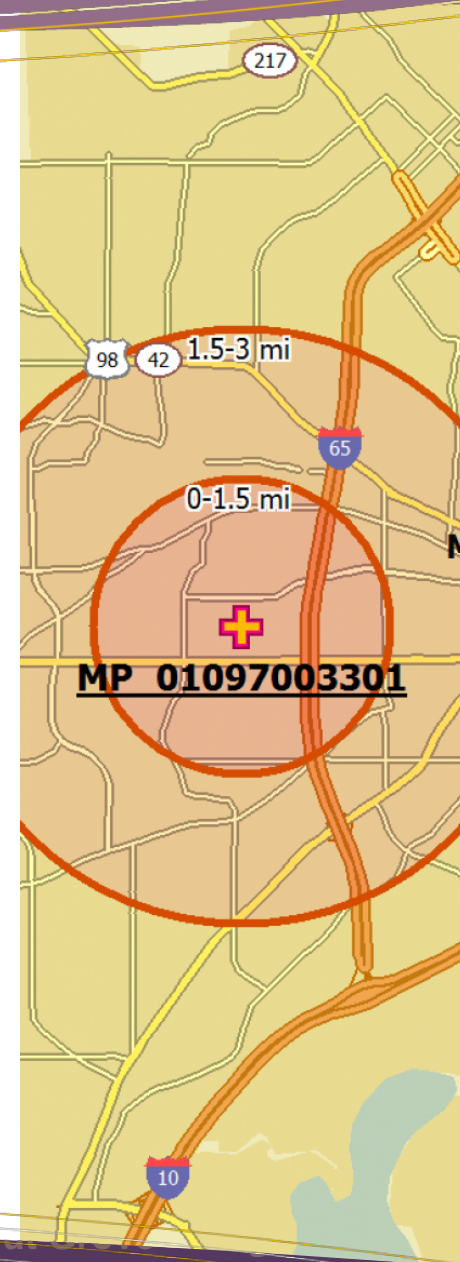


## Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report selects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





# Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.





# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Dauphin Way	3661 Dauphin St Mobile, AL 36608	0.76 mi	884	Growing
2	Spring Hill	2 McGregor Ave S Mobile, AL 36608	1.11 mi	1,067	Plateauing
3	Azalea City Fellowship	274 Jackson Dr Mobile, AL 36609	1.47 mi	0	Plateauing
4	Sage Avenue	150 S Sage Ave Mobile, AL 36606	1.57 mi	218	Declining
5	Airport Boulevard	6301 Airport Blvd Mobile, AL 36608	2.14 mi	118	Plateauing
6	Cottage Hill	PO Box 9129 Mobile, AL 36691	2.35 mi	1,825	Declining
7	Government Street	3401 Government Blvd Mobile, AL 36693	2.36 mi	382	Plateauing
8	Springhill Avenue	2651 Spring Hill Ave Mobile, AL 36607	2.45 mi	88	Growing
9	New Liberty Park	654 Rice St Mobile, AL 36607	2.66 mi	30	Growing
10	Ebenezer	5051 Ebenezer Dr Mobile, AL 36609	2.77 mi	0	Plateauing
11	Zion	P.O. Box 6200 Mobile, AL 36660	2.80 mi	76	Declining
12	Snow Road First	2370 Snow Rd N Semmes, AL 36575	2.81 mi	126	Growing
13	Providence	2155 Dauphin St Mobile, AL 36606	2.85 mi	6	Declining
14	Emmanuel	5601 Zeigler Blvd Mobile, AL 36608	2.85 mi	96	Plateauing
15	New Hope	6390 Old Shell Rd Mobile, AL 36608	3.04 mi	44	Declining

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Hillcrest	1204 Hillcrest Rd Mobile, AL 36695	3.25 mi	70	Declining
17	Central	998 Dauphin Island Pkwy Mobile, AL 36605	3.29 mi	58	Plateauing
18	International	5651 Cottage Hill Rd. Mobile, AL 36609	3.29 mi	55	Growing
19	Moffett Road	5555 Moffett Rd Mobile, AL 36618	3.48 mi	432	Plateauing
20	Azalea	4050 Halls Mill Rd Mobile, AL 36693	3.56 mi	99	Declining
21	Forest Hill	P O Box 180114 Mobile, AL 36618	3.66 mi	35	Plateauing
22	Manor	1604 Navco Rd Mobile, AL 36605	3.71 mi	177	Declining
23	Faith	P.O. Box 851208 Mobile, AL 36685	3.89 mi	89	Growing
24	Navco	1719 Navco Rd Mobile, AL 36605	3.93 mi	53	Declining
25	New Generation	1350 Cody Rd N Mobile, AL 36608	4.18 mi	120	Growing
26	New Jerusalem	7220 1st St Mobile, AL 36608	4.30 mi	50	Plateauing
27	Anchor of Hope Community	2370 Hillcrest Rd Ste G, PMB 236 Mobile, AL 36695	4.33 mi	31	Growing
28	New Home	1226 Neely Ave Prichard, AL 36610	4.38 mi	0	Plateauing
29	Fulton Road	1800 Dauphin Island Pkwy Mobile, AL 36605	4.51 mi	195	Plateauing
30	West Mobile	7501 Airport Blvd Mobile, AL 36608	4.69 mi	602	Growing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Orchard	6960 Overlook Rd Mobile, AL 36618	4.75 mi	254	Declining
32	Dayspring	2200 Cody Rd S Mobile, AL 36695	4.89 mi	880	Growing
33	Mobile First	806 Government St Mobile, AL 36602	5.20 mi	254	Plateauing
34	Crosspoint	256 Dogwood Dr Mobile, AL 36609	5.39 mi	75	Plateauing
35	Highpoint	2421 Lott Rd Eight Mile, AL 36613	5.61 mi	198	Growing
36	Myers Memorial	307 S Shelton Beach Rd Mobile, AL 36613	5.98 mi	194	Declining
37	Woodridge	2700 Schillinger Rd S Mobile, AL 36695	5.98 mi	505	Growing
38	Cypress Shores	4327 Higgins Rd Mobile, AL 36619	6.19 mi	168	Declining
39	West Chickasaw	452 Thompson Blvd Chickasaw, AL 36611	6.33 mi	68	Plateauing
40	Berean	3709 Alba Club Rd Mobile, AL 36605	6.36 mi	46	Declining
41	Riverside	3130 Dauphin Island Pkwy Mobile, AL 36605	6.38 mi	140	Declining
42	Calvary	2105 Boykin Blvd Mobile, AL 36605	6.61 mi	19	Declining
43	Tillman's Corner First	5660 Three Notch Rd Mobile, AL 36619	6.62 mi	879	Declining
44	Crawford	3000 Sun Valley Dr Mobile, AL 36618	6.73 mi	299	Declining
45	Seven Hills	8950 Airport Blvd Mobile, AL 36608	6.75 mi	210	Declining



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

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

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