MissionSite
top unreached locations

MOBILE, AL

CENSUS TRACT: 01097003606
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)
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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	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	K	100000-250000-100000

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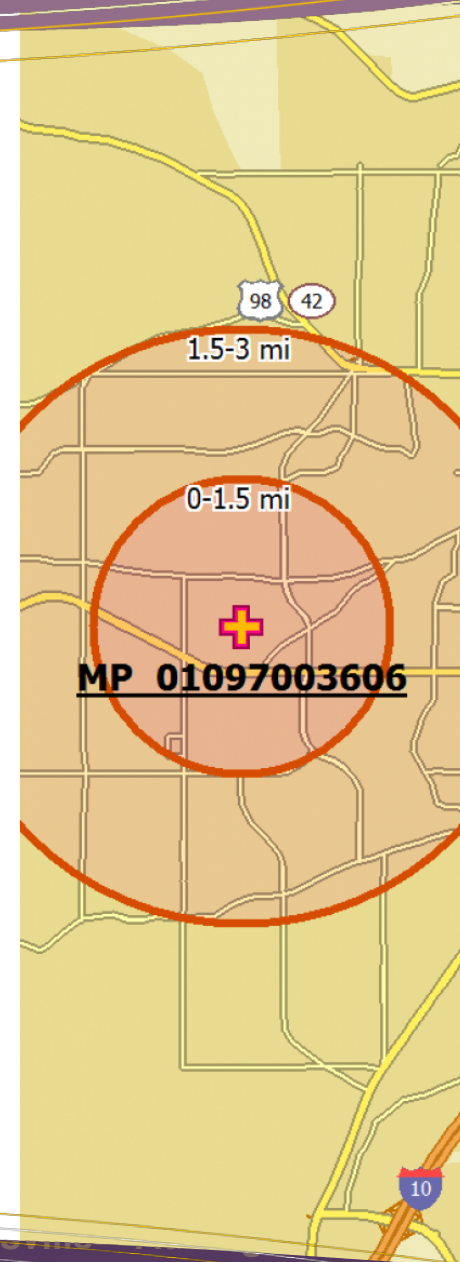
Site Location Summary - Map of the Site Location
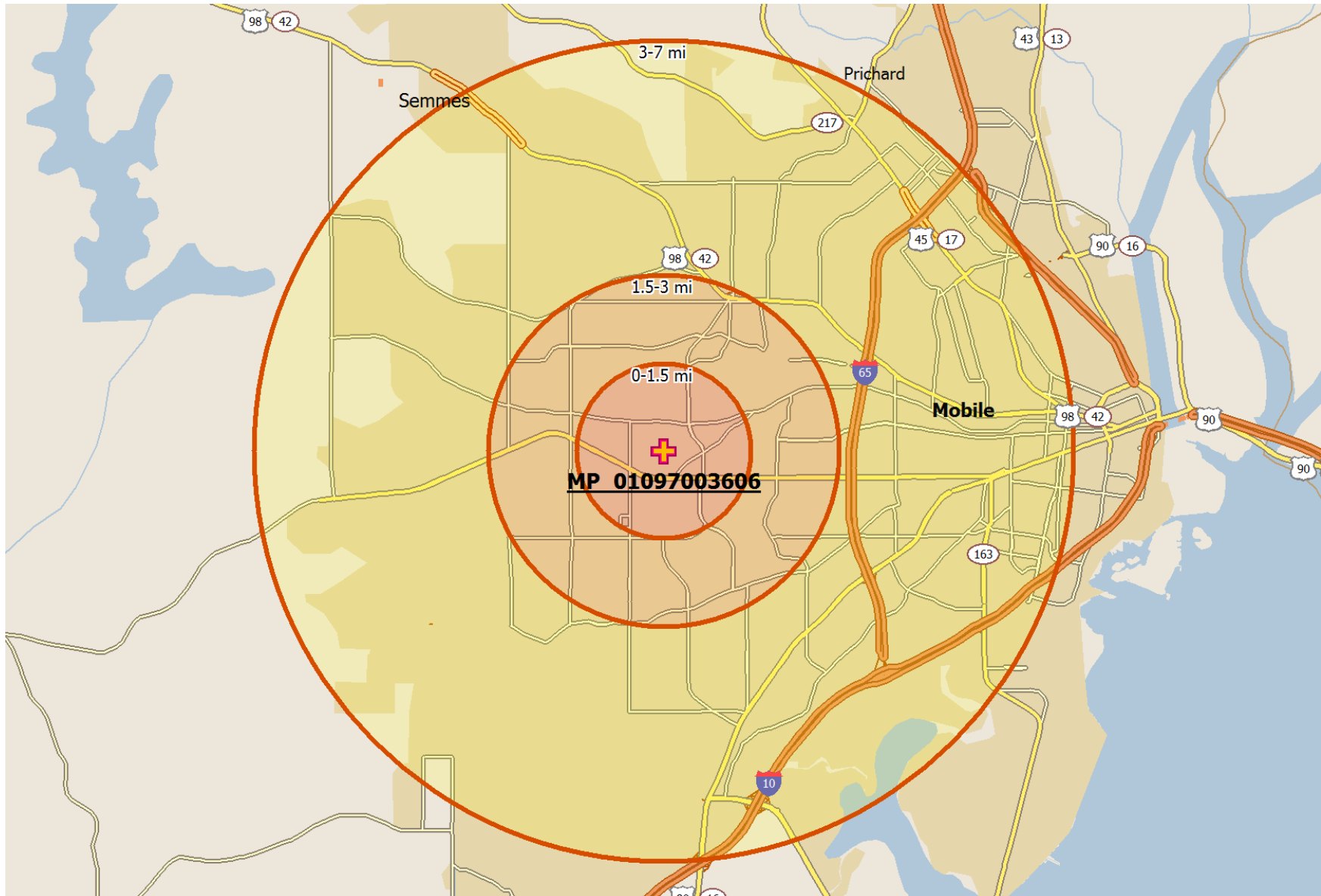
Site Location Summary - Urbanicity

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	18,914	49,751	164,013
2010 Households	7,852	20,426	63,568
2010 Group Quarters Population	1,911	1,327	2,718

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	60	54	45
Language Diversity National Index	40	15	13
Foreign Born Diversity National Index	79	98	64
Ancestry Diversity National Index	46	14	16
Racial Diversity National Index	57	65	61

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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	2,466	31.41%
Mainstay Communities	Established, Diverse Households	222	2.83%
Working Communities	Blue-collar, Working Families	1,349	17.18%
Country Communities	Rural, Agri. & Mining Families	61	0.78%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,926	37.26%
Urban Communities	High Density, Inner-city Neighborhoods	827	10.53%

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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	5,703	5.23%
Unreached %	68.52%	72.63%	106
Religious But NOT Evangelical HH	31,903	1,313	4.12%
Religious But NOT Evangelical %	20.06%	16.72%	83.36
Spiritual But NOT Relig or Evang HH	14,612	1,051	7.19%
Spiritual But NOT Relig or Evang %	9.19%	13.39%	145.67
Not Evangelical, Not Interested HH	63,325	3,344	5.28%
Not Evangelical, Not Interested %	39.82%	42.59%	106.94
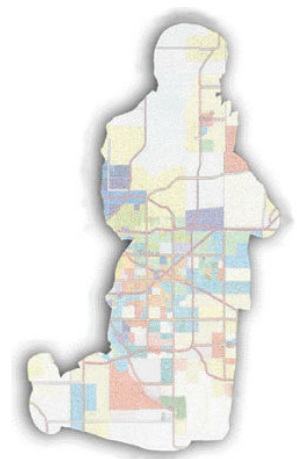
Spirituality Indicators - Churchscape

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	12	10.81%
Active ALSBOM Attenders	20,766	4,301	20.71%
Active Evangelical Households	28,249	4,677	16.56%
Active Evangelical Percent	17.77%	16.54%	93.1
Inactive Evangelical Households	21,812	3,611	16.56%
Inactive Evangelical Percent	13.72%	12.77%	93.1
# New Churches Needed	0	2	0%

Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	New Hope	0.57 mi	44	Declining	16	Forest Hill	3.17 mi	35	Plateauing
2	Airport Boulevard	0.79 mi	118	Plateauing	17	Anchor of Hope Community	3.22 mi	31	Growing
3	Hillcrest	1.27 mi	70	Declining	18	Dauphin Way	3.43 mi	884	Growing
4	International	1.36 mi	55	Growing	19	Faith	3.53 mi	89	Growing
5	Azalea City Fellowship	1.41 mi	0	Plateauing	20	Snow Road First	3.97 mi	126	Growing
6	New Generation	1.59 mi	120	Growing	21	Woodridge	4.01 mi	505	Growing
7	New Jerusalem	1.62 mi	50	Plateauing	22	Seven Hills	4.02 mi	210	Declining
8	West Mobile	1.93 mi	602	Growing	23	Sage Avenue	4.33 mi	218	Declining
9	Emmanuel	2.15 mi	96	Plateauing	24	Government Street	4.34 mi	382	Plateauing
10	Spring Hill	2.65 mi	1,067	Plateauing	25	Sonrise	4.51 mi	102	Growing
11	Orchard	2.82 mi	254	Declining	26	New Liberty Park	4.80 mi	30	Growing
12	Cottage Hill	2.87 mi	1,825	Declining	27	Azalea	4.82 mi	99	Declining
13	Moffett Road	3.00 mi	432	Plateauing	28	Springhill Avenue	5.03 mi	88	Growing
14	Ebenezer	3.09 mi	0	Plateauing	29	Crawford	5.16 mi	299	Declining
15	Dayspring	3.10 mi	880	Growing	30	Crossroads	5.18 mi	52	Plateauing

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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	15,851	4.19%
2000 Population	399,843	17,182	4.3%
2010 Population	414,958	18,914	4.56%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	136,900	6,085	4.44%
2000 Households	150,179	7,024	4.68%
2010 Households	159,010	7,852	4.94%

Location Types in this MissionSite
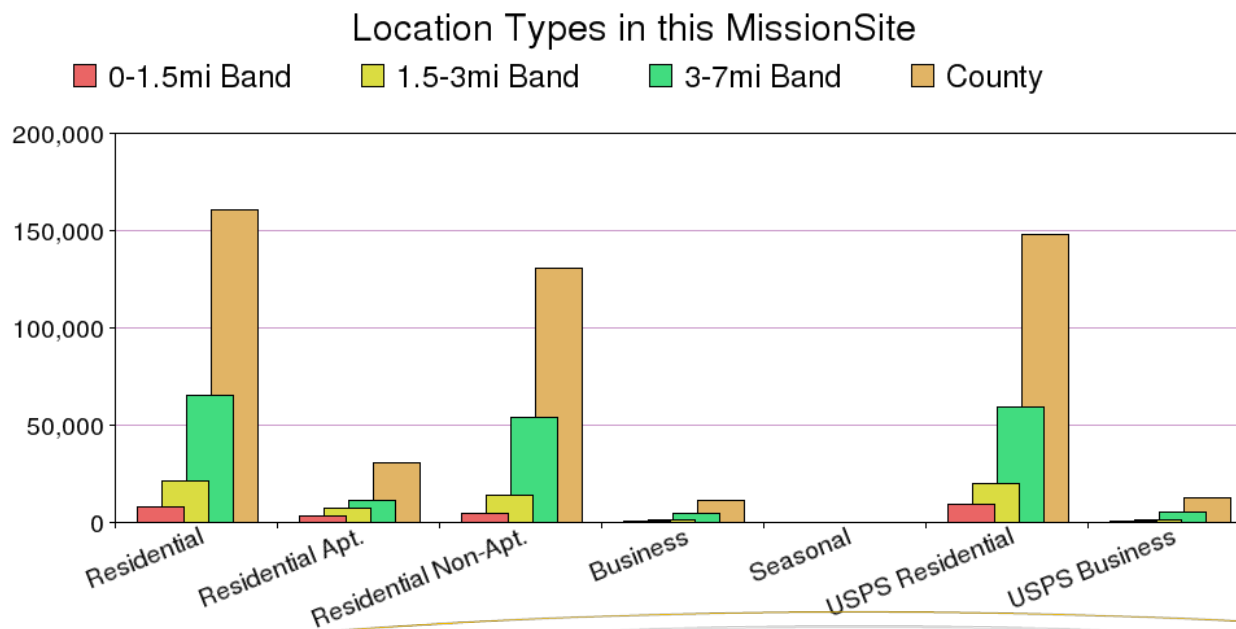
Location Type	0-1.5mi Band
Residential	8,247
Residential Apt.	3,578
Residential Non-Apt.	4,669
Business	614
Seasonal	0
USPS Residential	9,154
USPS Business	804

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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.
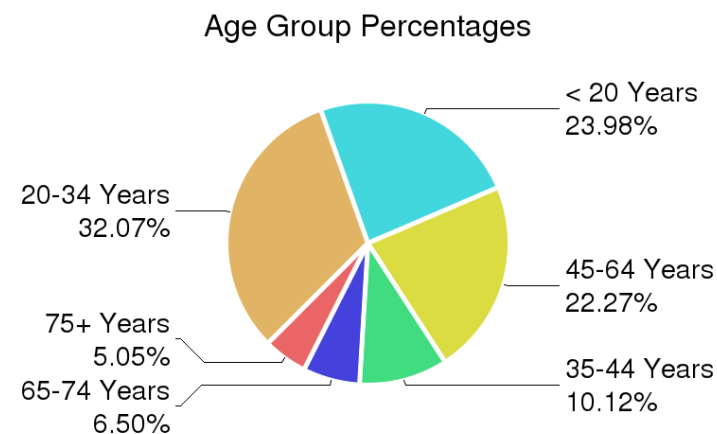
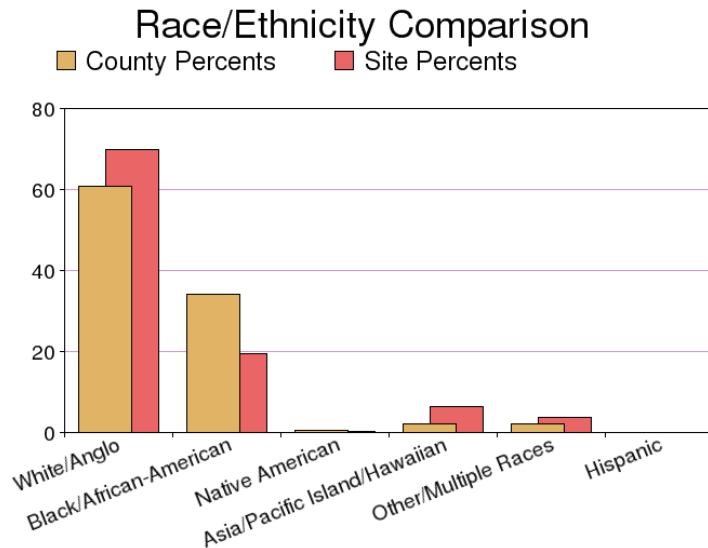| 2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	5.08%	90.07
4-5 Years	2.84%	2.2%	77.46
6-8 Years	4.26%	3.19%	74.88
9-11 Years	4.2%	2.88%	68.57
12-13 Years	2.77%	1.88%	67.87
14-17 Years	5.61%	4.38%	78.07
18-19 Years	2.82%	4.36%	154.61
0-5 Years	8.48%	7.28%	85.85
6-12 Years	9.85%	7.02%	71.27
13-19 Years	9.82%	9.68%	98.57
< 20 Years	28.15%	23.98%	85.19
20-34 Years	20.87%	32.07%	153.67
35-44 Years	12.34%	10.12%	82.01
45-64 Years	25.37%	22.27%	87.78
65-74 Years	7.33%	6.5%	88.68
75+ Years	5.95%	5.05%	84.87
Median Age	36	38	104.81
Median Age (Male)	34	36	106.06
Median Age (Female)	37	39	104.18

Age Group Percentages

- < 20 Years 23.98%
- 45-64 Years 22.27%
- 35-44 Years 10.12%
- 65-74 Years 6.50%
- 75+ Years 5.05%
- 20-34 Years 32.07%

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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.

Race/Ethnicity Comparison

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.89%	69.99%	114.93
Black, African-American	34.22%	19.49%	56.95
Native American	0.65%	0.2%	31
Asian	2.04%	6.25%	306.03
Pacific Island, Hawaiian	0.06%	0.21%	364.14
Other/Multiple Races	2.13%	3.86%	180.78
Hispanic	0%	4.78%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	269,273	11,474	
Less than 9th Grade	4.45%	1.39%	319.37
No High School Diploma	11.96%	4.85%	246.85
High School Graduate	36.67%	22.73%	161.34
Some College, no degree	20.09%	25.63%	78.38
Associate Degree	7.13%	6.99%	102
College Degree	12.88%	22.36%	57.58
Graduate/Prof. degree	6.82%	16.04%	42.48

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%	9.68%	92.05
$10,000 to $19,999	14.11%	11.79%	83.59
$20,000 to $29,999	11.52%	11.09%	96.28
$30,000 to $49,999	21.61%	17.1%	79.16
$50,000 to $59,999	8.36%	8.35%	99.91
$60,000 to $69,999	6.81%	6.48%	95.18
$70,000 to $79,999	5.96%	6%	100.62
$80,000 to $89,999	4.77%	5.35%	112.25
$90,000 to $99,999	3.13%	3.97%	126.98
$100,000 to $124,999	5.73%	7.34%	128.03
$125,000 to $149,999	2.66%	4.64%	174.06
$150,000 to $199,999	1.96%	4.06%	206.99
$200,000 to $249,999	0.58%	1.6%	274.37
$250,000 or more	1.29%	2.5%	193.9
Median Household	40,934	50,549	123.49
Average Household	55,556	71,640	128.95
Per Capita Household	21,806	30,208	138.53
Family/Non-Family Household Income			
Median Family Income	49,929	70,864	141.93
Average Family Income	65,093	90,944	139.71
Median Non-Family Income	24,963	34,230	137.12
Average Non-Family Income	35,120	45,146	128.55

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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%	53.4%	78.32
Families with Children	34.85%	24.43%	70.09
Families without Children	33.33%	28.97%	86.93
Non-Family Households			
% Non-Family Households	31.82%	46.6%	146.45
Non-Families with Children	0.39	0.33	85.61
Non-Families without Children	31.43	46.27	147.2
Housing Units			Index
Total Housing Units	184,922	8,978	
Vacant percent	14.01%	12.54%	89.5
Owned percent	59.01%	43.13%	73.08%
Rented Percent	26.97%	44.32%	164.3
Households by Size			Index
Avg household size	2.55	2.17	85.1
Avg family hh size	3.21	2.98	92.83
Avg non-family hh size	1.13	1.23	108.85
Households By Count of Persons			Percent
One	44,731	3,052	6.82%
Two	47,363	2,481	5.24%
Three or Four	50,565	1,850	3.66%
Five+	16,351	469	2.87%

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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	15,851	4.19%
2000 Population	399,843	17,182	4.3%
2010 Population	414,958	18,914	4.56%
2015 Population	431,103	20,302	4.71%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	136,900	6,085	4.44%
2000 Households	150,179	7,024	4.68%
2010 Households	159,010	7,852	4.94%
2015 Households	167,788	8,450	5.04%

Household Change from 1985 to 2030
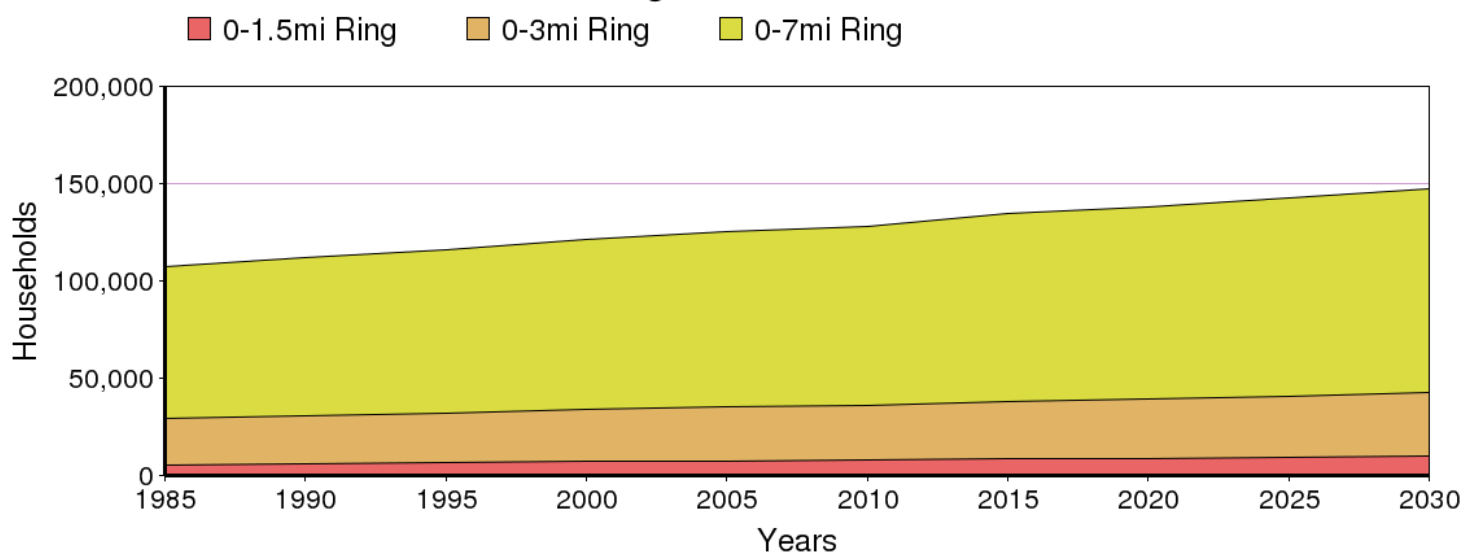
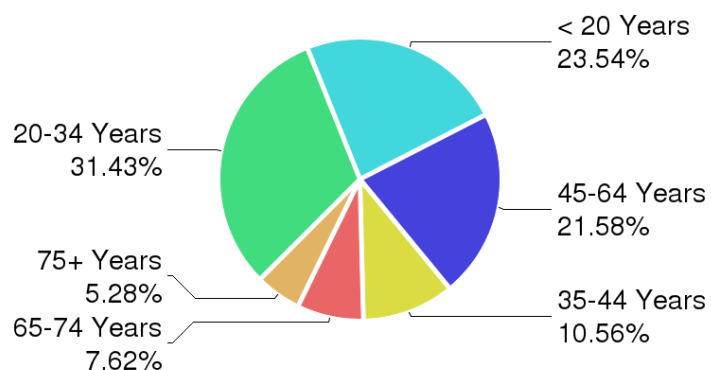Intercultural Institute for Contextual Ministry

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

- < 20 Years 23.54%
- 45-64 Years 21.58%
- 35-44 Years 10.56%
- 65-74 Years 7.62%
- 75+ Years 5.28%
- 20-34 Years 31.43%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.08%	4.79%	94.29
4-5 Years	2.2%	2.07%	94.09
6-8 Years	3.19%	3.1%	97.18
9-11 Years	2.88%	2.87%	99.65
12-13 Years	1.88%	1.92%	102.13
14-17 Years	4.38%	4.71%	107.53
18-19 Years	4.36%	4.07%	93.35
0-5 Years	7.28%	6.87%	94.37
6-12 Years	7.02%	6.93%	98.72
13-19 Years	9.68%	9.75%	100.72
< 20 Years	23.98%	23.55%	98.21
20-34 Years	32.07%	31.44%	98.04
35-44 Years	10.12%	10.56%	104.35
45-64 Years	22.27%	21.59%	96.95
65-74 Years	6.5%	7.62%	117.23
75+ Years	5.05%	5.28%	104.55
Median Age	36	39	107.77
Median Age (Male)	34	37	108.46
Median Age (Female)	37	40	107.96

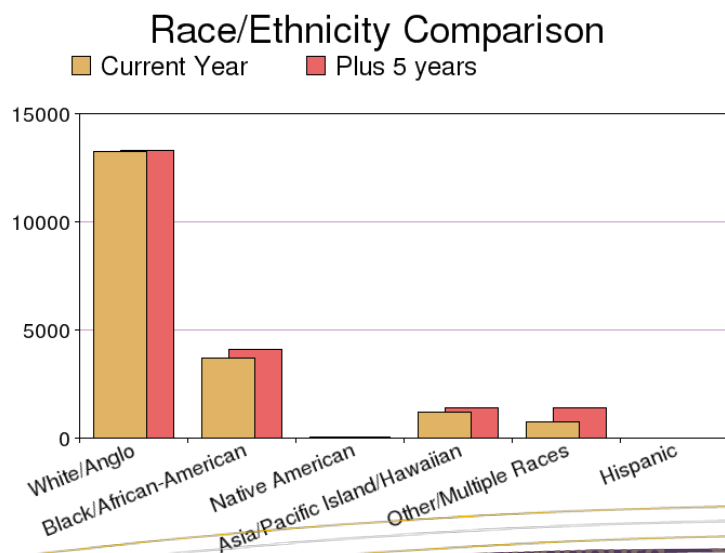Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-1.5 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	69.99%	65.63%	93.78
Black, African-American	19.49%	20.28%	104.08
Native American	0.2%	0.22%	110.32
Asian	6.25%	6.72%	107.5
Pacific Island, Hawaiian	0.21%	0.27%	128.1
Other/Multiple Races	3.86%	6.88%	178.16
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,474	12,407	
Less than 9th Grade	1.39%	1.13%	80.92
No High School Diploma	4.85%	4.09%	84.33
High School Graduate	22.73%	23.94%	105.32
Some College, no degree	25.63%	25.14%	98.08
Associate Degree	6.99%	8.12%	116.23
College Degree	22.36%	21.87%	97.78
Graduate/Prof. degree	16.04%	15.72%	97.96

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	9.68%	8.49%	87.67
$10,000 to $19,999	11.79%	11.02%	93.42
$20,000 to $29,999	11.09%	10.22%	92.18
$30,000 to $49,999	17.1%	16.24%	94.93
$50,000 to $59,999	8.35%	8.2%	98.16
$60,000 to $69,999	6.48%	6.4%	98.76
$70,000 to $79,999	6%	6.41%	97.46
$80,000 to $89,999	5.35%	6%	103.54
$90,000 to $99,999	3.97%	4.07%	102.45
$100,000 to $249,999	7.34%	8.28%	112.93
$125,000 to $149,999	4.64%	5.36%	115.64
$150,000 to $199,999	4.06%	4.64%	114.19
$200,000 to $249,999	1.6%	1.82%	113.57
$250,000 or more	2.5%	2.57%	102.88
Median Household	50,549	54,619	108.05
Average Household	71,640	76,413	106.66
Per Capita Household	30,208	32,393	107.23
Family/Non-Family Household Income			
Median Family Income	70,864	79,089	111.61
Average Family Income	90,944	97,775	107.51
Median Non-Family Income	34,230	38,747	113.2
Average Non-Family Income	45,146	49,108	108.78

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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	53.4%	52.04%	97.44
Families with Children	24.43	23.15	94.76
Families without Children	28.97	29.34	101.26
Non-Family Households			
% Non-Family Households	46.6%	47.96%	102.93
Non-Families with Children	0.33	0.33	102.93
Non-Families without Children	46.27	47.63	102.95
Housing Units			
Total Housing Units	8,978	9,673	107.74%
Vacant percent	12.54%	12.64%	100.81
Owned percent	43.13%	42.37%	98.23
Rented Percent	44.32%	44.99%	101.52
Households by Size			
Avg household size	2.17	2.12	97.7%
Avg family hh size	2.98	2.99	100.34%
Avg non-family hh size	1.23	1.17	95.12%
Households By Count of Persons			
One	3,052	3,461	113.4%
Two	2,481	2,610	105.2%
Three or Four	1,850	1,904	102.92%
Five+	469	476	101.49%

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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.

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	1,172	2,470	3,023
Northern Europe	38	56	178
Western Europe	85	255	339
Southern Europe	29	16	76
Eastern Europe	50	225	188
Other Europe	0	0	8
Eastern Asia	124	292	301
So. Central Asia	318	234	200
SE Asia	240	672	402
Western Asia	41	168	150
Other Asia	8	10	16

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	19	46	20
Middle Africa	0	0	0
Northern Africa	12	8	18
Southern Africa	9	3	5
Western Africa	13	20	14
Other Africa	28	0	32
Oceania	6	9	14
Caribbean	7	39	237
Central Amer.	108	247	437
South America	18	86	229
North America	19	84	159
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	13,752	41,485	140,368
Spanish	409	830	2,923
Other Indo-Euro language	689	1,138	1,930
French (incl. Patois, Cajun)	129	287	565
French Creole	0	0	38
Italian	0	26	87
Portuguese	12	7	32
German	77	252	695
Yiddish	13	0	0
Other West Germanic	0	25	27
A Scandinavian Language	6	2	43
Greek	58	56	166
Russian	9	53	16
Polish	24	26	15
Serbo-Croatian	0	81	74
Other Slavic Language	15	36	0
Armenian	0	0	18
Persian	0	96	31
Gujarathi	0	40	12
Hindi	186	14	68
Urdu	51	74	37

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	63	0
Asian/PI languages	0	0	0
Chinese	233	169	117
Japanese	14	22	40
Korean	12	73	152
Mon-Khmer, Cambodian	0	15	0
Miao, Hmong	0	0	0
Thai	0	6	43
Laotian	0	47	5
Vietnamese	95	608	309
Other Asian	5	48	8
Tagalog	9	42	103
Other Pacific Is	0	0	14
Other languages	76	260	184
Navajo	0	0	0
Other Native N. American	0	11	22
Hungarian	0	0	8
Arabic	62	145	117
Hebrew	9	49	0
African languages	5	55	11
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	12,333	36,225	116,525
Arab	95	331	443
Armenian	0	7	29
Austrian	2	76	125
British	93	168	546
Canadian	11	38	142
Croatian	0	67	36
Czech	0	28	27
Czechoslovak	0	7	75
Danish	10	19	116
Dutch	76	252	696
English	1,424	3,818	7,903
European	185	474	980
Finnish	33	13	37
French (not Basque)	363	965	2,190
French Canadian	117	122	340
German	1,198	2,927	5,762
Greek	98	146	323
Hungarian	22	26	163
Iranian	2	102	45

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,202	3,331	6,750
Italian	430	844	1,633
Lithuanian	0	23	35
Norwegian	68	139	494
Polish	139	229	681
Portuguese	33	8	31
Romanian	0	32	34
Russian	62	93	152
Scandinavian	5	19	61
Scotch-Irish	435	990	2,729
Scottish	231	834	1,525
Slovak	16	43	33
Subsaharan African	180	371	1,269
Swedish	29	147	347
Swiss	51	51	112
Ukrainian	36	29	16
US/American	1,647	5,612	16,849
Welsh	46	133	390
West Indian	25	47	190
Yugoslavian	21	51	138
Other	3,948	13,613	63,081

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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?

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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. 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.
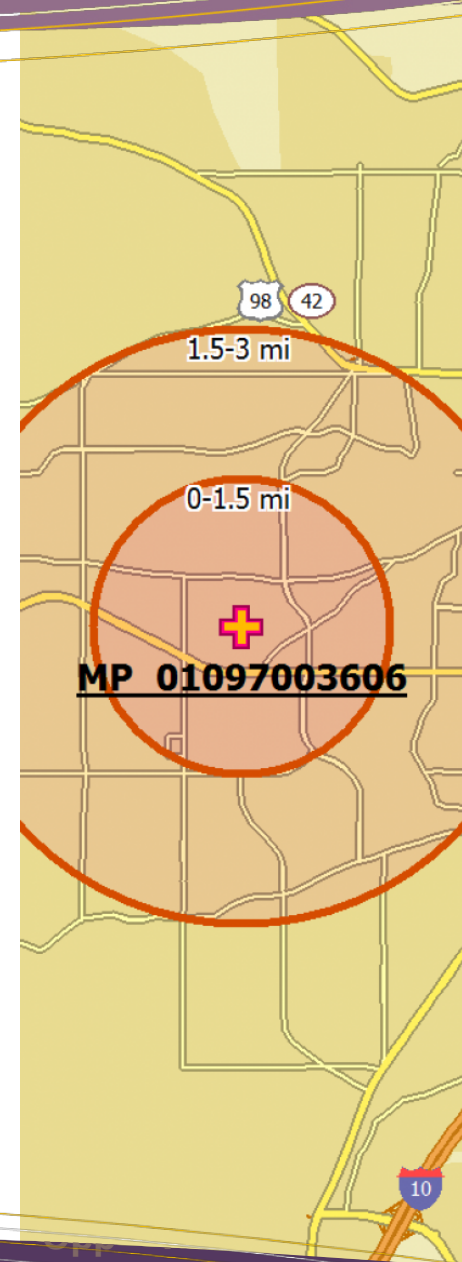
Unreached Households by Lifestyle Segment

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	7,852	100%	5,705	100%
AFFLUENT SUBURBIA	1,119	14.25%	789	13.83%
America's Wealthiest	14	0.18%	11	0.19%
Dream Weavers	538	6.85%	385	6.75%
White Collar Suburbia	1	0.01%	1	0.02%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	537	6.84%	372	6.52%
New Suburbia Fam.	29	0.37%	20	0.35%
UPSCALE AMERICA	1,347	17.15%	926	16.23%
Status Conscious Consumers	299	3.81%	210	3.68%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	888	11.31%	596	10.45%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	160	2.04%	120	2.1%
SM TWN SUCCESS	168	2.14%	115	2.02%
2nd City Homebodies	67	0.85%	48	0.84%
Prime Middle America	74	0.94%	48	0.84%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	27	0.34%	19	0.33%

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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 HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,852	100%	5,705	100%
BLUE COLLAR BACKBONE	12	0.15%	8	0.14%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	3	0.04%	2	0.04%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	9	0.11%	6	0.11%
AMER. DIVERSITY	54	0.69%	39	0.68%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	54	0.69%	39	0.68%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,337	17.03%	916	16.06%
Steadfast Conservative	1,143	14.56%	783	13.72%
Moderate Conventionalists	102	1.3%	69	1.21%
Southern Blues	90	1.15%	63	1.1%
Urban Grit	0	0%	0	0%
Grass-Roots Living	2	0.03%	1	0.02%

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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 HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,852	100%	5,705	100%
REMOTE AMERICA	15	0.19%	9	0.16%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	15	0.19%	9	0.16%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,926	37.26%	2,238	39.23%
Young Cosmopolitans	1,886	24.02%	1,477	25.89%
Minority Metro Communities	569	7.25%	421	7.38%
Stable Careers	471	6%	340	5.96%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	46	0.59%	27	0.47%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	15	0.19%	9	0.16%
Small Town Connections	31	0.39%	18	0.32%
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	7,852	100%	5,705	100%
STRUGGLING SOCIETIES	585	7.45%	470	8.24%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	107	1.36%	73	1.28%
College Town Communities	478	6.09%	397	6.96%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	242	3.08%	168	2.94%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	167	2.13%	117	2.05%
Urban Diversity	0	0%	0	0%
New Generation Activists	75	0.96%	51	0.89%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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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?

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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).

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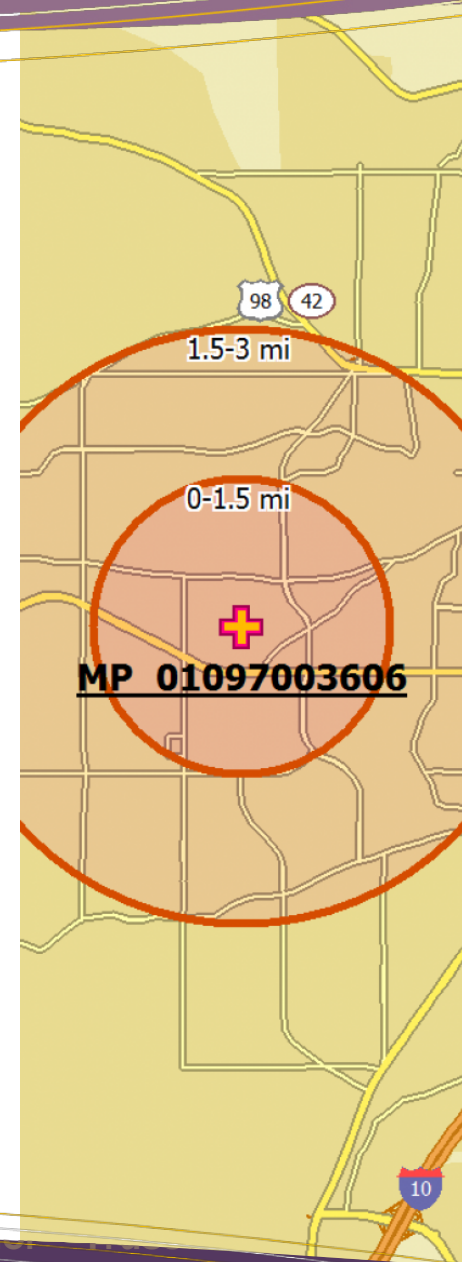
Potential Cultural Bridges

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	80%	78%	73%
Use Comp. for Internet/E-mail	67%	62%	56%
Internet Use: E-Mail	58%	54%	48%
Use Comp. for Word Processing	45%	43%	37%
Use Comp. for Shopping	40%	37%	33%
Use Comp. for Comp. Games	39%	38%	36%
Use Comp. for Banking	38%	35%	31%
Use Comp. for Digital Camera Photo Editing	37%	35%	31%
Internet Use: News/ Weather	35%	31%	27%
Internet Use: Banking	33%	29%	26%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Use Comp. for Education	33%	33%	31%
HH Owns DVD Player	31%	30%	28%
Use Comp. for News/Info./Data Service	28%	26%	23%
PC-Network-HH Has One	21%	21%	19%
Use Comp. for Personal Financial Mngmnt	18%	16%	14%
Internet Use: Shopping: Gathered Info. for Shopping	17%	15%	14%
Internet Use: Research/ Education	16%	14%	12%
Use Comp. for Accounting	15%	15%	13%
Internet Use: Shopping: Made A Purchase	15%	13%	11%
Internet Use: Read Magazines/ Newspapers	15%	13%	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	70%	69%	69%
Dining Out (Not Fast Food)	63%	60%	55%
Reading Books	60%	57%	54%
Card Games	41%	41%	39%
Cooking for Fun	41%	38%	35%
Go To A Beach/Lake	39%	38%	35%
Gardening	33%	32%	29%
Board Games	33%	32%	30%
Going To Bars/Nightclubs/Dancing	26%	23%	20%
Visit Museum	26%	23%	20%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	65%	66%	66%
Gen./Fam. Practitioner	40%	39%	38%
Dentist	31%	30%	27%
None Of These	22%	21%	20%
Eye Dr.	21%	21%	20%
Backache	21%	21%	21%
Hypertension/High Blood Pressure	18%	18%	19%
High Cholesterol	17%	17%	17%
Acid Reflux Disease (GERD)	13%	13%	14%
OB/GYN	13%	12%	12%

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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	34.52%	31.81%	29.1%
Live Theater	25.91%	24.37%	21.92%
Live Theater Most Often	21.2%	19.73%	17.49%
Rock/Pop Concerts Most Often	20.43%	17.87%	15.78%
Dance Performance	11%	10.39%	10.13%
Comedy Club	10.09%	10.62%	10.85%
Movies: Comedy	42.06%	41.57%	41.69%
Movies: Action/Adventure	41.21%	39.92%	39.55%
Movies: Drama	23.65%	22.91%	23.21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	21.9%	22.02%	21.9%
Movies: Mystery	19.56%	18.02%	18.15%
Movies: Fam.	18.87%	20.07%	21.14%
MLB Baseball Reg. Season	11.81%	10.26%	8.6%
NFL Football Reg. Season	8.12%	7.87%	6.81%
College Football Reg. Season	7.92%	7.49%	6.3%
College Basketball Reg. Season	6.47%	5.51%	4.58%
NBA Basketball Reg. Season	5.27%	4.64%	3.87%
NHL Hockey Reg. Season	5.05%	4.21%	3.17%

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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	44.8%	42.73%	39.84%
Swimming	35.65%	33.97%	30.83%
Billiards/Pool	22.46%	19.95%	18.81%
Bowling	21.91%	22.12%	21.22%
Weight Training	19.28%	17.81%	16.13%
Jogging/Running	19.08%	17.31%	16.35%
Using Cardio Machine	17.98%	16.04%	13.65%
Golf	15.8%	14.77%	12.59%
Mountain/Road Biking	15.45%	13.92%	11.82%
Basketball	15.39%	15.37%	15.66%
Freshwater Fishing	14.75%	14.99%	15.02%
Stationary Cycling	14.02%	13.21%	11.91%
Camping Trips	13.61%	13.24%	11.9%
Backpacking/Hiking	12.43%	10.7%	8.74%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Aerobics	11.32%	11.23%	10.77%
Baseball	10.24%	10.96%	11.39%
Yoga	10.14%	8.54%	7.38%
Football	9.97%	10.26%	11.02%
Tennis	9.72%	8.33%	7.16%
Soccer	8.86%	7.76%	6.75%
Softball	8.16%	7.9%	7.91%
Volleyball	7.8%	8.05%	8.16%
Power Boating	7.11%	7.34%	6.72%
Canoeing/Kayaking	7.09%	6.67%	5.69%
Hunting	6.88%	6.79%	6.5%
Target Shooting	6.88%	7.39%	7.24%
Saltwater Fishing	6.76%	6.86%	6.79%
Roller Skating	6.17%	5.92%	5.87%

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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
Ice Skating	5.93%	5.59%	5.12%
Horseback Riding	5.76%	5.22%	4.76%
Downhill & X-Country Skiing	5.43%	5.12%	4.27%
Snorkeling	5.4%	4.96%	4.69%
Jet Skiing	4.95%	4.61%	4.3%
Motorcycling	4.93%	5.32%	5.27%
Water Skiing	4.38%	4.17%	3.66%
Martial Arts	4.1%	3.61%	3%
Rock Climbing	3.82%	3.66%	3.4%
Snowboarding	3.57%	3.39%	3.32%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Racquetball	3.55%	3.92%	4.08%
Fly Fishing	3.52%	3.9%	4.02%
Sailing	3.44%	3.24%	2.91%
Hockey	3.4%	3.46%	3.29%
Archery	3.11%	3.58%	3.64%
Snowmobiling	2.84%	2.99%	3.13%
Surfing & Windsurfing	2.78%	2.63%	2.58%
Auto Racing	2.56%	2.71%	2.63%
Skateboarding	2.45%	2.7%	2.9%
Rowing	2.3%	2.52%	2.43%

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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.
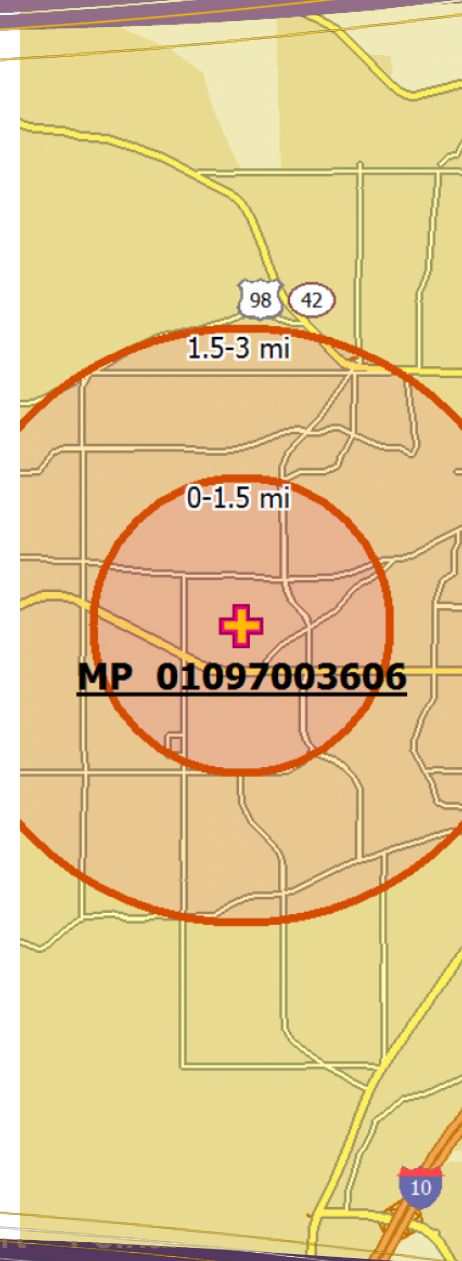
Potential Cultural Barriers -- Introduction (part 2)

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.
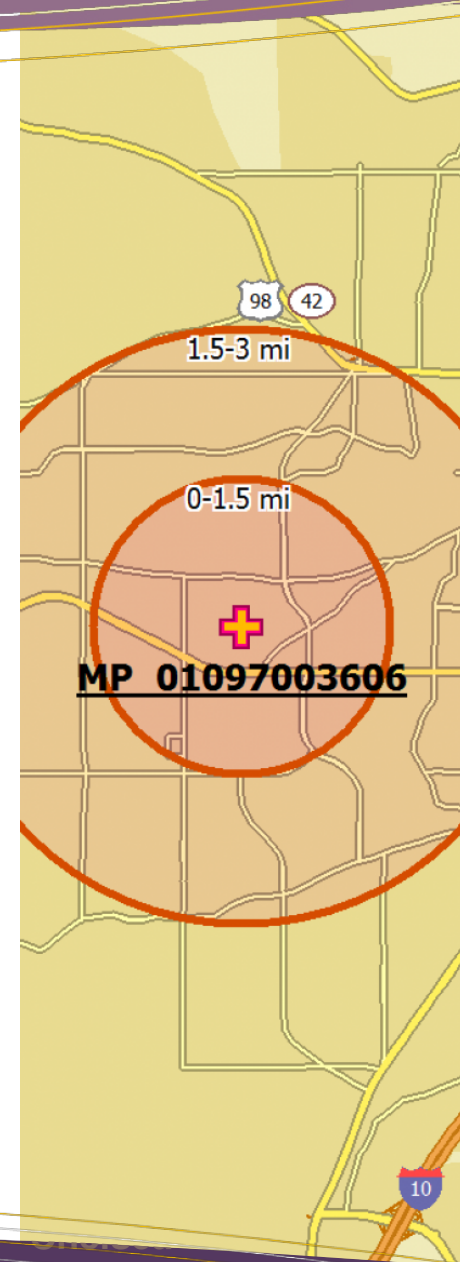
Potential Cultural Barriers:

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.
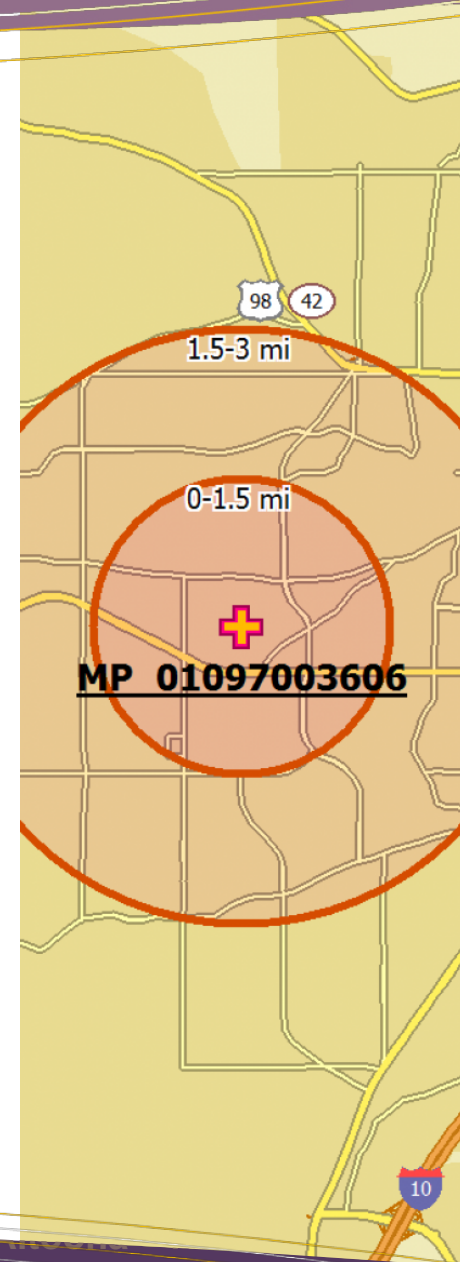
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	48%	49%	51%
Prefer To Have Few Possessions As Possible	43%	39%	34%
Find It Difficult To Say No To My Kids	39%	37%	36%
Speak My Mind Even If It Upsets People	34%	35%	36%
Like Control Over People And Resources	31%	33%	35%
If Won Lottery Would Never Work Again	31%	29%	27%
Woman's Place Is In The Home	31%	32%	33%
Friends More Important Than My Fam.	30%	27%	24%
Don't Judge People/Way They Live Life	29%	29%	30%
Money Is Best Measure Of Success	27%	26%	25%
Like To Do Unconventional Things	24%	26%	27%
Marijuana Should Be Legalized	20%	21%	20%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like to Stand Out In A Crowd	20%	20%	21%
Like To Pursue Challenge/Novelty/Change	20%	19%	18%
I Am A Workaholic	19%	19%	22%
Too Much Sponsorship In Arts/Sports	19%	21%	25%
Happy With My Standard Of Living	18%	15%	14%
Rarely Sit Down to a Meal Together At Home	15%	15%	16%
We Should Strive for Equality for All	14%	14%	16%
On Whole People Get What They Deserve	13%	12%	12%
Only Work Current Job for The Money	12%	13%	14%
Indulge My Kids With The Little Extras	9%	9%	9%
I Am A Perfectionist	8%	8%	8%
Little I Can Do To Change My Life	7%	7%	8%

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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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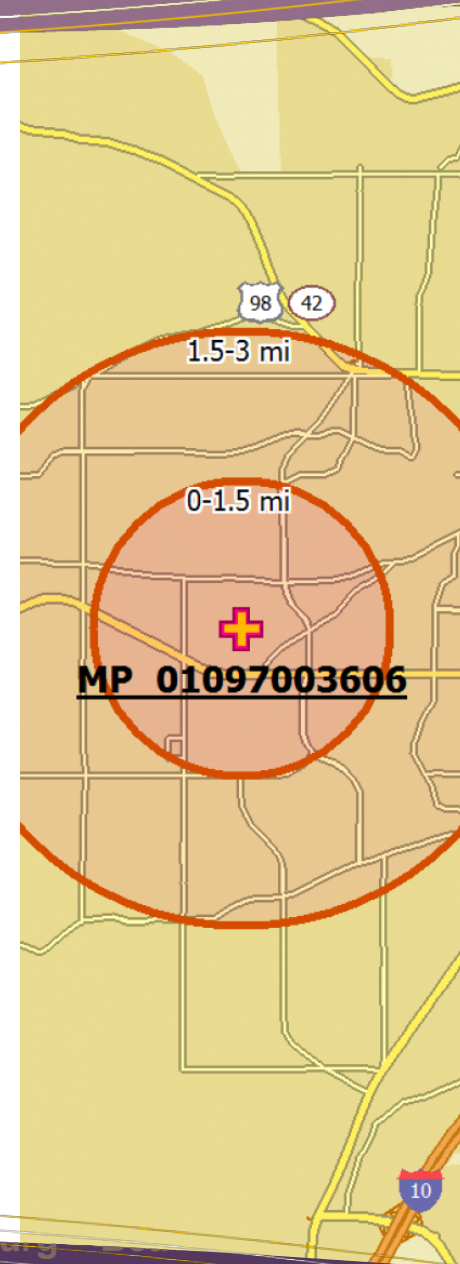
Potential Cultural Themes:

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
Important To Respect Customs And Beliefs	66%	64%	61%
You Should Seize Opportunities In Life	58%	57%	57%
Prefer To Have Few Possessions As Possible	43%	39%	34%
Like To Understand About Nature	39%	39%	39%
Important Feel Respected By My Peers	34%	33%	33%
Prefer Work Part Of Team Than Alone	32%	33%	35%
Important To Juggle Various Tasks	29%	30%	31%
Have Keen Sense Of Adventure	28%	27%	28%
Good At Fixing Things	27%	27%	29%
Like To Just Enjoy Life	25%	24%	22%
Worried About Pollution Caused By Cars	25%	22%	20%
People Have To Take Me As They Find Me	25%	24%	24%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	18%	19%	20%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	15%	15%	16%
Try Not To Worry About The Future	14%	14%	16%
Looking for New Ideas To Improve Home	13%	15%	17%
Enjoy Spending Time With My Fam.	12%	12%	12%
Provide My Kids With The Little Extras	11%	12%	15%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	4%	5%	6%
Decor Particular Interest To Me	3%	4%	4%
Would Like To Set Up Own Business	3%	4%	4%

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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.

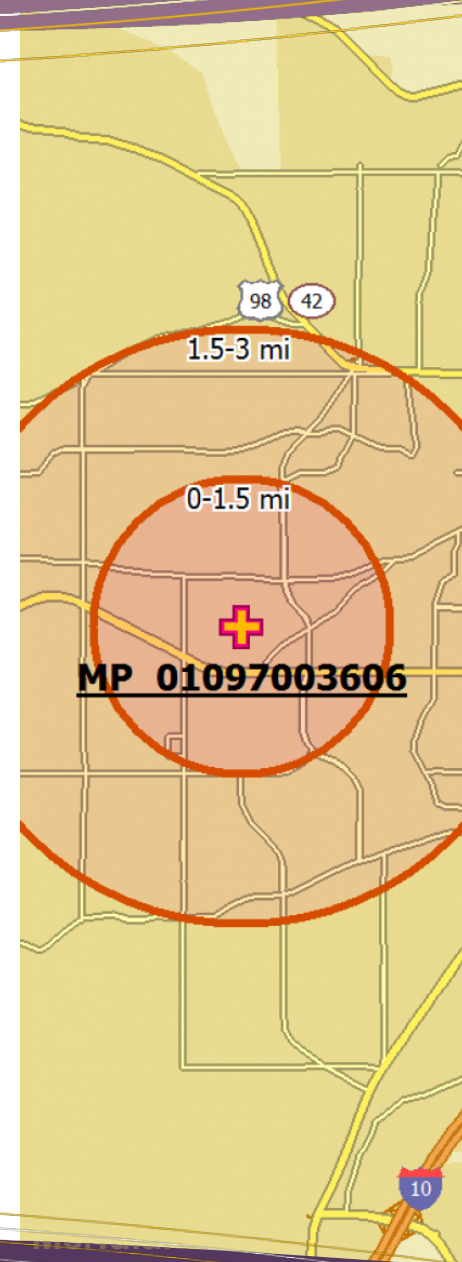| PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In Restaurant-Visit Any	83.64%	84.15%	84.5%
Fam. Restaurants/Steak Houses-Visit Any	82.1%	81.26%	79%
McDonald's	55.15%	55.46%	55.62%
Burger King	34.94%	36.43%	37.43%
Applebee's	30.01%	29.61%	28.32%
Subway	29.59%	29.9%	29.89%
Wendy's	28.92%	30.36%	30.98%
Taco Bell	27.51%	27.55%	27.55%
Kentucky Fried Chicken (KFC)	25.31%	26.81%	29.37%
Arby's	21.42%	21.37%	21.08%
Olive Garden	21.34%	21.54%	20.7%
Pizza Hut	19.28%	20.33%	21.43%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Starbucks	17.48%	15.7%	13.7%
Red Lobster	16.42%	16.93%	17.01%
Outback Steakhouse	16.36%	16.1%	15.27%
Chili's Grill and Bar	15.76%	15.09%	13.72%
IHOP (International House Of Pancakes)	15.37%	15.42%	14.95%
Dairy Queen	14.89%	15.43%	15.68%
TGI Friday's	14.79%	14.23%	13.74%
Domino's Pizza	14.48%	14.51%	14.79%
Cracker Barrel	14.2%	14.04%	12.97%
Chick-Fil-A	14.09%	14.46%	14.36%
Denny's	12.94%	12.23%	11.61%
Quiznos Sub	12.68%	11.34%	10.48%

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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!

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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.

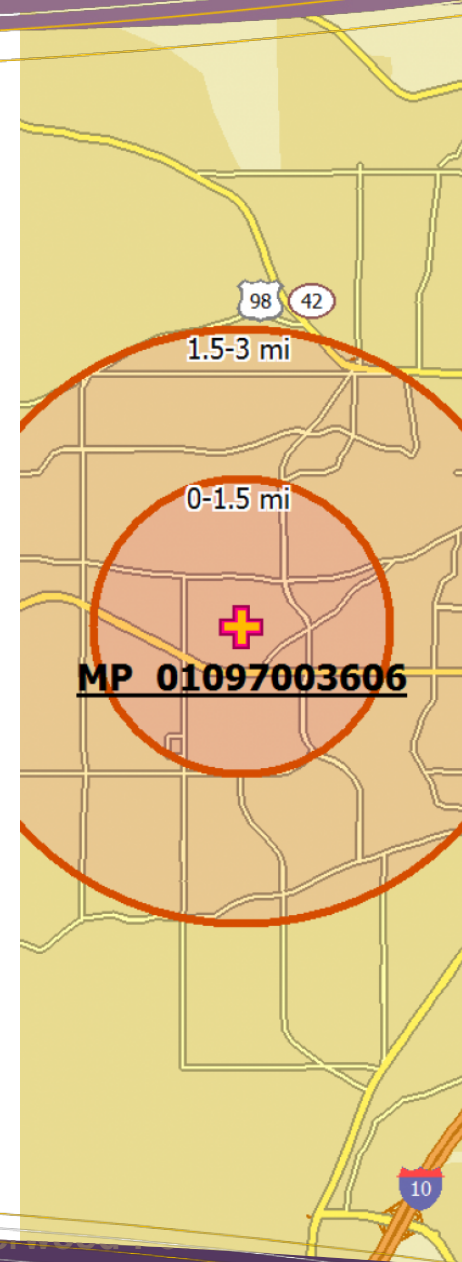| PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	49.01%	48.37%	45.61%
Recycled products	40.05%	37.17%	32.19%
Worked as volunteer (non political)	19.24%	18.09%	15.91%
Engaged in fund raising	12.09%	12.28%	11.7%
Religious club member	7.66%	7.79%	7.64%
Wrote to elected offcl about publ bus	7.06%	6.72%	6.16%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to editor of mag or newspaper	6.89%	6.37%	5.71%
Charitable Organization	6.42%	5.92%	5.26%
Took active part in local civic issue	5.89%	5.6%	5.31%
Union member	5.34%	5.28%	4.83%
Addressed a public meeting	5.12%	4.98%	4.58%
Church Board	4.8%	5.11%	5.28%

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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.

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	20.93%	19.34%	17.09%
Children's Books	13.99%	13.91%	13.46%
Mystery	13.75%	12.83%	11.6%
Cookbooks	11.79%	10.99%	10.05%
Religious (not Bibles)	8.89%	9.17%	9.46%
Personal/Business Self-help	8.64%	7.93%	6.9%
History	8.11%	7.74%	7.05%
Biography	8.06%	7.62%	6.87%
Romance	6.42%	7%	7.38%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	71.27%	70.72%	68.93%
Gen. Editorial	49.83%	49.12%	48.78%
Womens	44.21%	43.56%	43.26%
Service	36.08%	35.44%	33.79%
Business/Finance	22.09%	21.05%	19.25%
Mens	21.3%	20.15%	19.25%
Sports	17.8%	16.79%	15.43%
Music	13.39%	13.4%	14.59%
Health	13.3%	13.33%	13.12%

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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	56.59%	55.56%	53.16%
Sport	33.75%	33.11%	31.84%
Business/Finance	33.05%	31.6%	28.66%
Classified	31.44%	32.02%	32.99%
Editorial Page	30.93%	30.18%	28.46%
Movie Listings & Reviews	29.03%	27.67%	25.8%
Comics	27.55%	26.89%	25.71%
Food/Cooking	26.39%	25.66%	24.04%
TV/Radio Listings	23.49%	23.53%	22.9%
Travel	22.67%	21.39%	19.17%
Home/Gardening	22.25%	21.9%	20.17%
Science/Technology	20.48%	19%	16.62%
Fashion	15.48%	15.73%	15.54%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
CHR Contemp Hit Radio	19.68%	19.07%	18%
Adult Contemporary	19.01%	17.58%	15.71%
Country	16.54%	16.41%	16.01%
News/Talk	15.53%	13.93%	11.26%
Urban Contemporary	14.72%	18.07%	24.11%
Rock	13.37%	12.43%	10.84%
Alternative	12.61%	10.88%	8.92%
Oldies	11.32%	11.35%	10.85%
Classic Rock	10.92%	10.05%	8.52%
Variety	9.47%	9.42%	9.25%
Soft Contemporary	7.2%	7.1%	6.6%
All News	7.06%	7.13%	6.42%
Jazz	6.41%	6.38%	6.62%
Religious	6.29%	6.42%	5.96%
Classical	5.35%	4.48%	3.54%
Sports	5.12%	4.76%	3.97%
All Talk	5.1%	4.95%	4.5%
Classic Hits	4.67%	4.33%	3.85%

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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	65.37%	63.9%	62.22%
Soapnet	51.82%	51.7%	50.84%
Satellite Dish	48.83%	51.88%	51.34%
Comedy Central	40.61%	36.36%	32.02%
Other Video-On-Demand	39.17%	39.01%	41.12%
Sci-Fi Channel	36.59%	35.93%	34.84%
MSNBC	33.76%	33.01%	32.86%
ABC Fam.	31.18%	28.06%	25.38%
Adult Swim	30.38%	27.58%	25.35%
ESPN Classic	30.14%	25.8%	21.54%
Adult Pay Per View TV	28.85%	30.68%	30.69%
TV Info From Sunday TV Magazine	28.43%	29.1%	28.51%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
BET (Black Entertainment TV)	27.81%	25.91%	24.81%
Nickelodeon	27.5%	27.31%	27.36%
Hallmark Channel	27.4%	26.09%	24.85%
ESPN2	27.36%	25.79%	24.75%
Subscribe Digital Cable	27.02%	29.36%	30.06%
TCM (Turner Classic Movies)	26.74%	25.94%	24.79%
TV Info From Newspapers	26.39%	26.52%	26.21%
The Golf Channel	25.97%	24.52%	22.68%
Nick At Nite	25.56%	24.54%	24.15%
USA Network	25.33%	25.12%	23.71%
ESPN News	24.37%	21.54%	18.61%
TV Info From Monthly Cable Guide	24.19%	23.94%	23.95%

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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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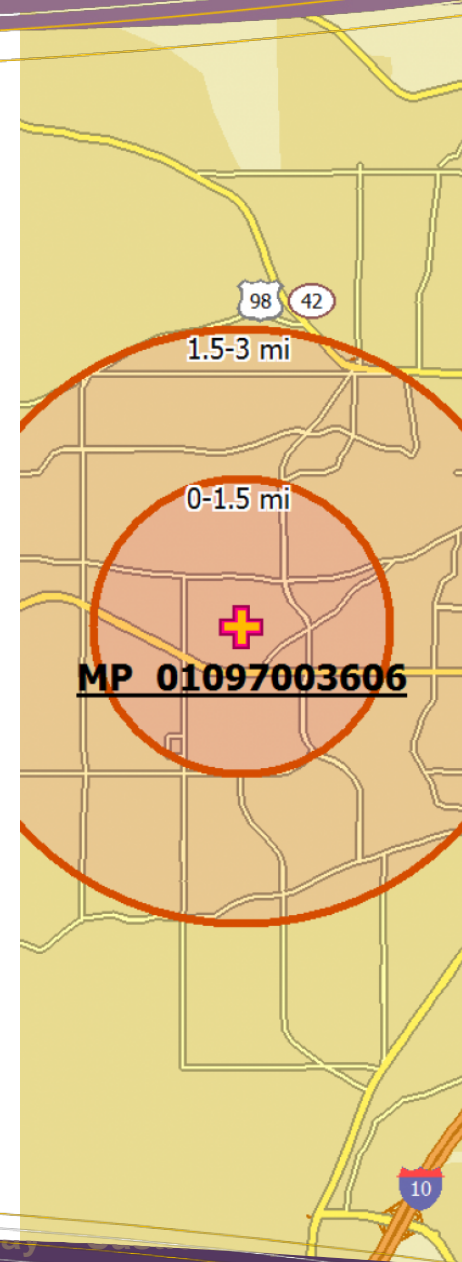
Potential Print Media Usage:

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+)	23.73%	21.79%	19.5%
Medium Users (4-6)	11.51%	11.08%	10.1%
Light Users (1-3)	21.26%	21.25%	20.63%
Quintiles (20%)			
Newspaper I (Heavy)	1.19%	1.31%	1.31%
Newspaper II	1.46%	1.55%	1.64%
Newspaper III	2.49%	2.47%	2.45%
Newspaper IV	0.33%	0.45%	0.52%
Newspaper V (Light)	0.94%	0.97%	1.03%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.24%	20.68%	21.85%
Magazines II	8.61%	9.15%	9.94%
Magazines III	9.94%	10.41%	11.03%
Magazines IV	10.97%	11.99%	13.27%
Magazines V (Light)	0.78%	0.81%	0.8%
Outdoor I (Heavy)	7.9%	7.7%	7.89%
Outdoor II	2.6%	3.02%	3.59%
Outdoor III	3.24%	3.78%	4.51%
Outdoor IV	15.76%	15.55%	15.82%
Outdoor V (Light)	23.59%	23.98%	23.97%
Yellow Pages I (Heavy)	13.89%	14.53%	15.3%
Yellow Pages II	6.57%	6.85%	7.14%
Yellow Pages III	6.71%	6.57%	7.57%
Yellow Pages IV	23.03%	22.18%	22.98%
Yellow Pages V (Light)	3.32%	3.66%	4.29%

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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)	4.14%	3.85%	3.63%
Drive Time III (Medium)	0.76%	0.88%	1.03%
Radio IV & V (Light)	2.44%	2.81%	3.01%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	8.21%	9.33%	10.91%
Radio III (Medium)	4.59%	4.73%	4.83%
Radio IV & V (Light)	3.47%	3.8%	3.99%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	16.63%	15.17%	13.62%
Cable III (Medium)	4.97%	4.55%	4.86%
Cable IV & V (Light)	33.81%	33.22%	34.63%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	5.18%	4.31%	4.21%
Prime Time III (Medium)	2.03%	2.06%	1.76%
Prime Time IV & V (Light)	8.67%	9.09%	10.69%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	42.07%	40.66%	40.25%
Fringe III (Medium)	51.05%	51.35%	52.39%
Fringe IV (Light)	54.52%	54.56%	55.5%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.49%	13.48%	15.61%
All Day III (Medium)	23.53%	23.45%	24.08%
All Day IV (Light)	15.37%	15.89%	17.74%

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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]	13.7%	12.9%	12.18%
6:00am - 10:00am	21.66%	19.66%	17.81%
10:00am - 3:00pm	9.27%	9.18%	10.76%
3:00pm - 7:00pm	13.08%	14.18%	16.02%
7:00pm - Midnight	15.18%	14.41%	13.53%
Midnight - 6:00am	6.33%	6.4%	7.12%
Weekend Radio Listeners			
Dayparts [summary]	13.68%	14.45%	15.19%
6:00am - 10:00am	5.56%	4.75%	4.1%
10:00am-3:00pm	8.19%	7.17%	6.26%
3:00pm - 7:00pm	6.55%	7.2%	8.17%
7:00pm - Midnight	9.56%	9.86%	10.63%
Midnight - 6:00am	11.56%	12.17%	13.07%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	9.97%	9.03%	8.34%
Saturday: 8:00-11:00pm	8.14%	8.55%	8.76%
Sunday: 7:00-11:00pm	11.54%	10.38%	10.02%
9:00am-1:00pm	25.56%	24.54%	24.15%
9:00am-4:00pm	29.64%	28.43%	27.9%
4:00pm-7:00pm	29.96%	30.51%	30.57%
11:00pm-1:00am	41.54%	40.62%	40.89%
AVG Prime time Mon-Sun	3.14%	3.37%	3.95%

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	20.3%	18.92%	18.42%
7-9am	27.36%	25.79%	24.75%
9am-12noon	21.17%	20.09%	18.96%
12noon-4pm	8.47%	8.34%	8.94%
4-6pm	51.89%	50.73%	49.07%
6-7pm	18.23%	17.92%	17.72%
7-7:30pm	1.98%	1.86%	1.68%
7:30-8pm	11.76%	10.76%	10.62%
8-11pm	9.97%	9.03%	8.34%
11pm-12am	33.76%	33.01%	32.86%
11pm-1am	41.54%	40.62%	40.89%
1-6am	33.43%	33.07%	32.19%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	21.71%	20.63%	19.37%
Sat: 10am-1pm	8.85%	8.96%	9.49%
Sat: 1-4pm	25.28%	25.22%	24.67%
Sat: 4-6pm	8.11%	7.73%	7.79%
Sat: 6-7pm	2.4%	2.29%	2.06%
Sat: 7-8pm	1.27%	1.36%	1.3%
Sat: 8-11pm	8.14%	8.55%	8.76%
Sat: 11pm-1am	5.77%	5.98%	6.29%
Sat: 1am-7pm	25.33%	25.12%	23.71%
Sun: 7-10am	2.27%	2.26%	2.21%
Sun: 10am-1pm	6.22%	6.32%	6.17%
Sun: 1-4pm	6.83%	6.45%	6.05%
Sun: 4-7pm	14.44%	13.75%	13.32%
Sun: 7-11pm	11.54%	10.38%	10.02%
Sun: 11pm-1am	6.15%	5.54%	5.73%
Sun: 1-7am	23.88%	22.55%	21.55%

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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

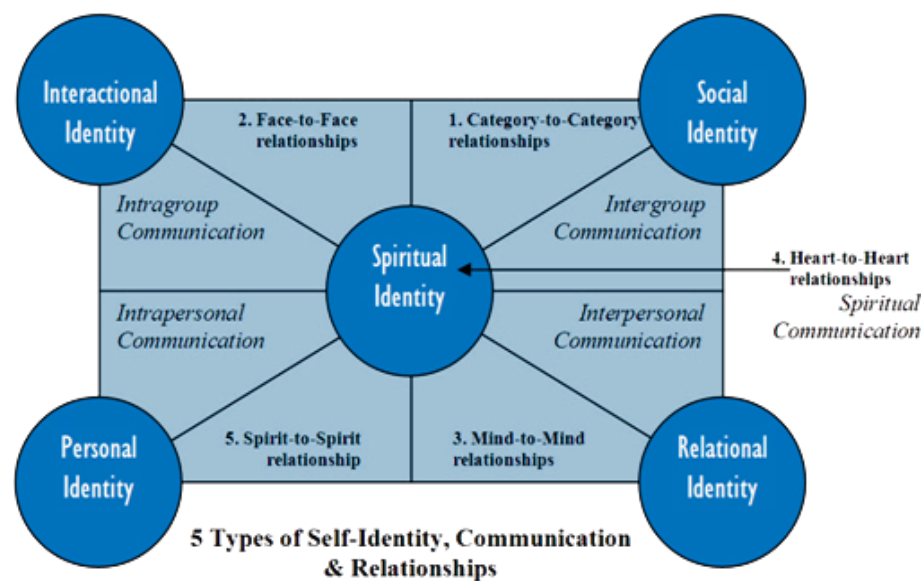Intercultural Institute *for Contextual Ministry*
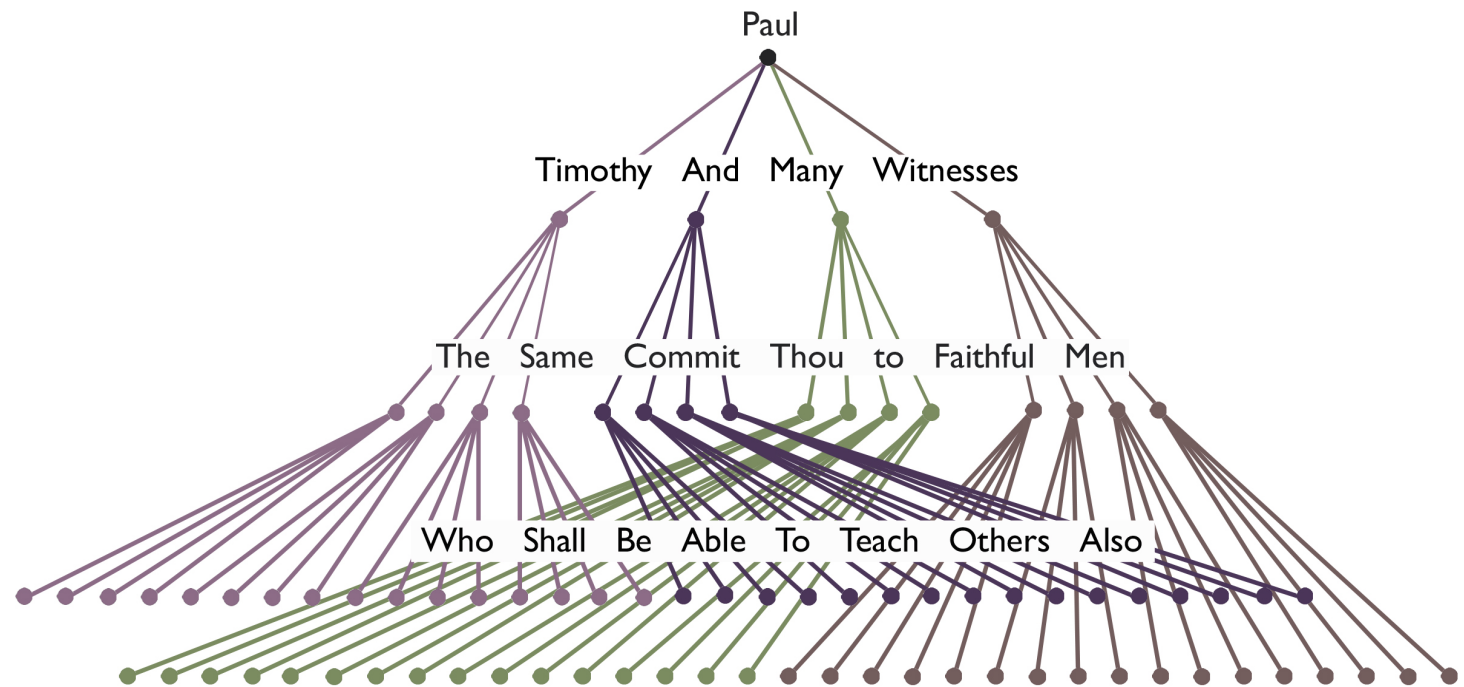
Establishing Redemptive Relationships

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

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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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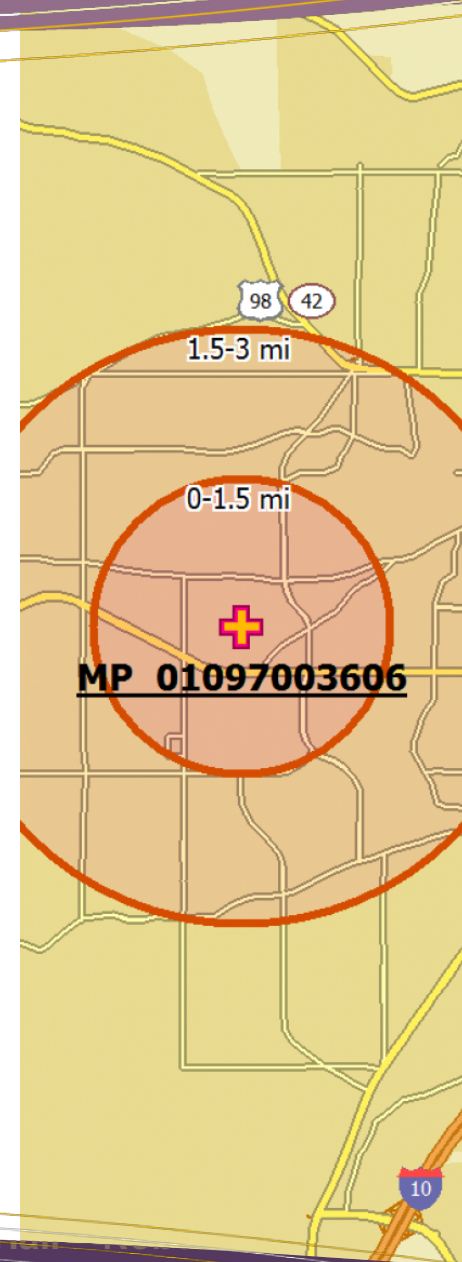
Notes and Sources

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.

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	New Hope	6390 Old Shell Rd Mobile, AL 36608	0.57 mi	44	Declining
2	Airport Boulevard	6301 Airport Blvd Mobile, AL 36608	0.79 mi	118	Plateauing
3	Hillcrest	1204 Hillcrest Rd Mobile, AL 36695	1.27 mi	70	Declining
4	International	5651 Cottage Hill Rd. Mobile, AL 36609	1.36 mi	55	Growing
5	Azalea City Fellowship	274 Jackson Dr Mobile, AL 36609	1.41 mi	0	Plateauing
6	New Generation	1350 Cody Rd N Mobile, AL 36608	1.59 mi	120	Growing
7	New Jerusalem	7220 1st St Mobile, AL 36608	1.62 mi	50	Plateauing
8	West Mobile	7501 Airport Blvd Mobile, AL 36608	1.93 mi	602	Growing
9	Emmanuel	5601 Zeigler Blvd Mobile, AL 36608	2.15 mi	96	Plateauing
10	Spring Hill	2 McGregor Ave S Mobile, AL 36608	2.65 mi	1,067	Plateauing
11	Orchard	6960 Overlook Rd Mobile, AL 36618	2.82 mi	254	Declining
12	Cottage Hill	PO Box 9129 Mobile, AL 36691	2.87 mi	1,825	Declining
13	Moffett Road	5555 Moffett Rd Mobile, AL 36618	3.00 mi	432	Plateauing
14	Ebenezer	5051 Ebenezer Dr Mobile, AL 36609	3.09 mi	0	Plateauing
15	Dayspring	2200 Cody Rd S Mobile, AL 36695	3.10 mi	880	Growing

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Forest Hill	P O Box 180114 Mobile, AL 36618	3.17 mi	35	Plateauing
17	Anchor of Hope Community	2370 Hillcrest Rd Ste G, PMB 236 Mobile, AL 36695	3.22 mi	31	Growing
18	Dauphin Way	3661 Dauphin St Mobile, AL 36608	3.43 mi	884	Growing
19	Faith	P.O. Box 851208 Mobile, AL 36685	3.53 mi	89	Growing
20	Snow Road First	2370 Snow Rd N Semmes, AL 36575	3.97 mi	126	Growing
21	Woodridge	2700 Schillinger Rd S Mobile, AL 36695	4.01 mi	505	Growing
22	Seven Hills	8950 Airport Blvd Mobile, AL 36608	4.02 mi	210	Declining
23	Sage Avenue	150 S Sage Ave Mobile, AL 36606	4.33 mi	218	Declining
24	Government Street	3401 Government Blvd Mobile, AL 36693	4.34 mi	382	Plateauing
25	Sonrise	140 Snow Rd S Mobile, AL 36608	4.51 mi	102	Growing
26	New Liberty Park	654 Rice St Mobile, AL 36607	4.80 mi	30	Growing
27	Azalea	4050 Halls Mill Rd Mobile, AL 36693	4.82 mi	99	Declining
28	Springhill Avenue	2651 Spring Hill Ave Mobile, AL 36607	5.03 mi	88	Growing
29	Crawford	3000 Sun Valley Dr Mobile, AL 36618	5.16 mi	299	Declining
30	Crossroads	9260 Cottage Hill Rd Mobile, AL 36695	5.18 mi	52	Plateauing

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Zion	P.O. Box 6200 Mobile, AL 36660	5.33 mi	76	Declining
32	Crosspoint	256 Dogwood Dr Mobile, AL 36609	5.56 mi	75	Plateauing
33	West Jordan	335 Eliza Jordan Rd S Mobile, AL 36608	5.56 mi	37	Growing
34	Providence	2155 Dauphin St Mobile, AL 36606	5.58 mi	6	Declining
35	Manor	1604 Navco Rd Mobile, AL 36605	5.79 mi	177	Declining
36	Central	998 Dauphin Island Pkwy Mobile, AL 36605	5.89 mi	58	Plateauing
37	Navco	1719 Navco Rd Mobile, AL 36605	5.94 mi	53	Declining
38	Highpoint	2421 Lott Rd Eight Mile, AL 36613	6.05 mi	198	Growing
39	New Home	1226 Neely Ave Prichard, AL 36610	6.23 mi	0	Plateauing
40	Tillman's Corner First	5660 Three Notch Rd Mobile, AL 36619	6.43 mi	879	Declining
41	Indian Springs	4241 Lott Rd Eight Mile, AL 36613	6.45 mi	130	Declining
42	Dawes First	3941 Dawes Rd Mobile, AL 36695	6.55 mi	177	Declining
43	Fulton Road	1800 Dauphin Island Pkwy Mobile, AL 36605	6.70 mi	195	Plateauing
44	Myers Memorial	307 S Shelton Beach Rd Mobile, AL 36613	6.82 mi	194	Declining
45	Cypress Shores	4327 Higgins Rd Mobile, AL 36619	6.88 mi	168	Declining

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