

# MissionSite

top unreached locations



SEMMES, AL

CENSUS TRACT: 01097006301

REGION: Gulf Coast Region

ASSOCIATION: Mobile

DISTRICT: 07: Gulf Coast District

COUNTY: Mobile

SITESCAPE: Townscape

DENSITY PATTERN: I1

Alabama Baptist Convention

State Board of Missions

**iMultiply**  
CONGREGATIONAL  
REPRODUCTION

In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

# MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66



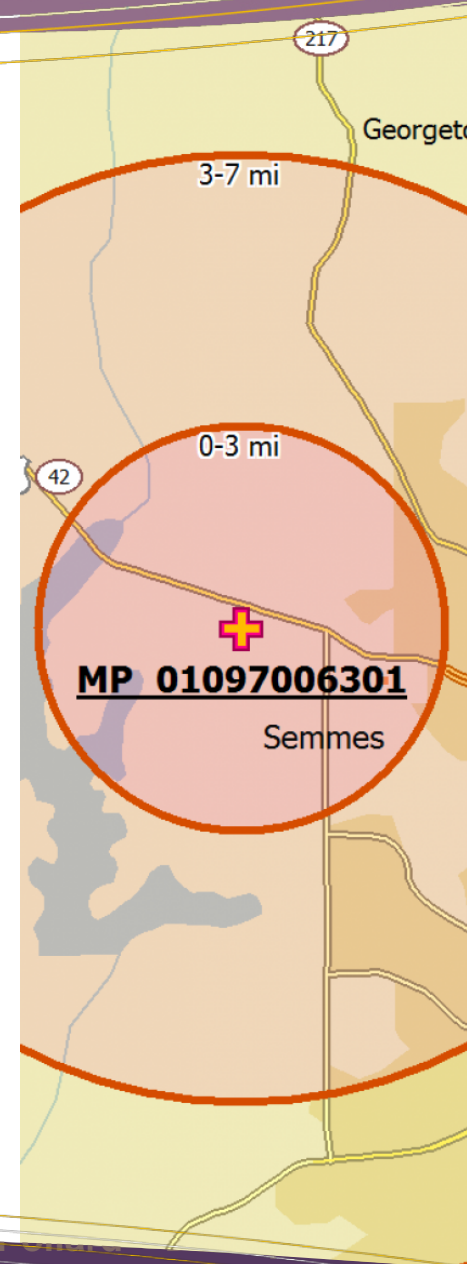
Intercultural Institute  
for Contextual Ministry



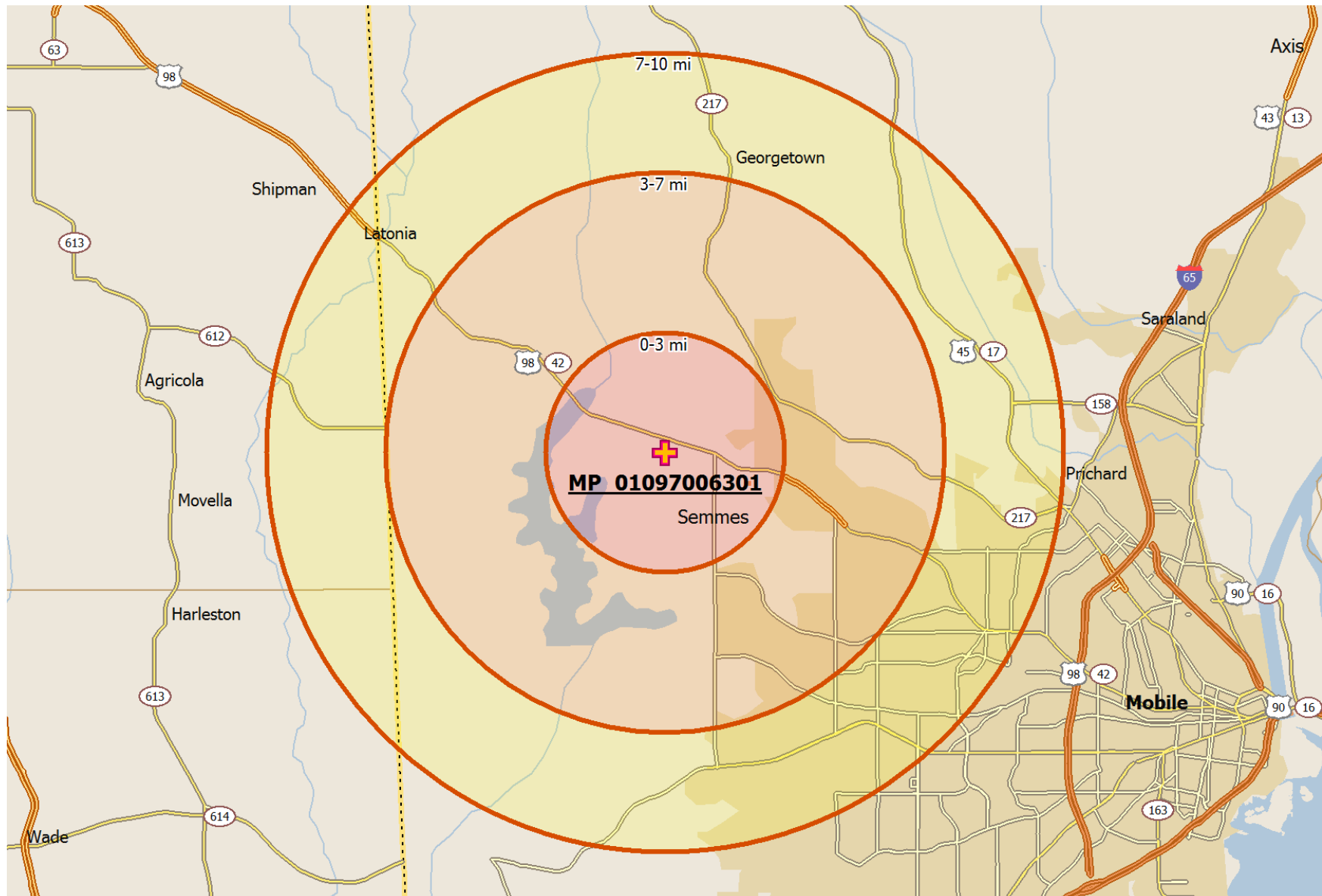
## Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the [MissionalCyclopedia.org](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	36575	Mobile
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	11	10000-50000-100000



# 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	COD E	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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



Intercultural Institute  
for Contextual Ministry

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	8,125	28,876	56,165
2010 Households	2,907	10,543	20,948
2010 Group Quarters Population	32	73	2,385

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	21	27	38
Language Diversity National Index	5	10	25
Foreign Born Diversity National Index	19	64	78
Ancestry Diversity National Index	54	43	41
Racial Diversity National Index	18	34	53

# 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 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	173	5.95%
Mainstay Communities	Established, Diverse Households	1,833	63.05%
Working Communities	Blue-collar, Working Families	476	16.37%
Country Communities	Rural, Agri. & Mining Families	273	9.39%
Aspiring Communities	Young Singles / Aspiring-Multihousing	6	0.21%
Urban Communities	High Density, Inner-city Neighborhoods	146	5.02%



# 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 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

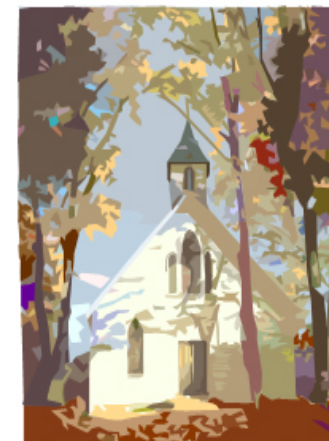
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	108,949	1,882	1.73%
Unreached %	68.52%	64.73%	94.47
Religious But NOT Evangelical HH	31,903	314	0.98%
Religious But NOT Evangelical %	20.06%	10.79%	53.8
Spiritual But NOT Relig or Evang HH	14,612	394	2.7%
Spiritual But NOT Relig or Evang %	9.19%	13.56%	147.56
Not Evangelical, Not Interested HH	63,325	1,174	1.85%
Not Evangelical, Not Interested %	39.82%	40.38%	101.38



# 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	3	2.7%
Active ALSBOM Attenders	20,766	445	2.14%
Active Evangelical Households	28,249	579	2.05%
Active Evangelical Percent	17.77%	19.90%	112.04
Inactive Evangelical Households	21,812	447	2.05%
Inactive Evangelical Percent	13.72%	15.37%	112.04
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSH AVG	IICM CGR
1	The Cornerstone Big Creek	1.51 mi	144	Growing
2	Semmes First	1.93 mi	57	Declining
3	Haven Woods	2.51 mi	244	Plateauing
4	Shalom	3.85 mi	295	Growing
5	Wilmer First	4.00 mi	22	Declining
6	Spice Pond	4.46 mi	687	Declining
7	Crawford	5.20 mi	45	Declining
8	West Jordan	5.45 mi	299	Growing
9	Faith	5.48 mi	37	Declining
10	Indian Springs	5.69 mi	68	Declining
11	Orchard	6.53 mi	130	Declining
12	Shadow Lawn	7.20 mi	254	Declining
13	Smithtown	7.48 mi	69	Declining
14	Trinity	7.51 mi	46	Declining
15		7.56 mi	65	Growing

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Kushla - Bethany Sonrise	7.83 mi	140	Growing
17	New Generation Seven Hills	8.17 mi	102	Growing
18		8.25 mi	120	Growing
19		8.25 mi	210	Declining
20	New Jerusalem	8.32 mi	50	Plateauing
21	West Mobile	8.59 mi	602	Growing
22	Forest Hill	8.66 mi	35	Plateauing
23	Moffett Road	8.79 mi	432	Plateauing
24	Georgetown	8.84 mi	84	Declining
25	Emmanuel	9.14 mi	96	Plateauing
26	New Hope	9.28 mi	44	Declining
27	Highpoint	9.42 mi	198	Growing
28	Myers Memorial	10.39 mi	194	Declining
29	Crossroads	10.42 mi	52	Plateauing
30	College Park	10.54 mi	246	Growing



# 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*

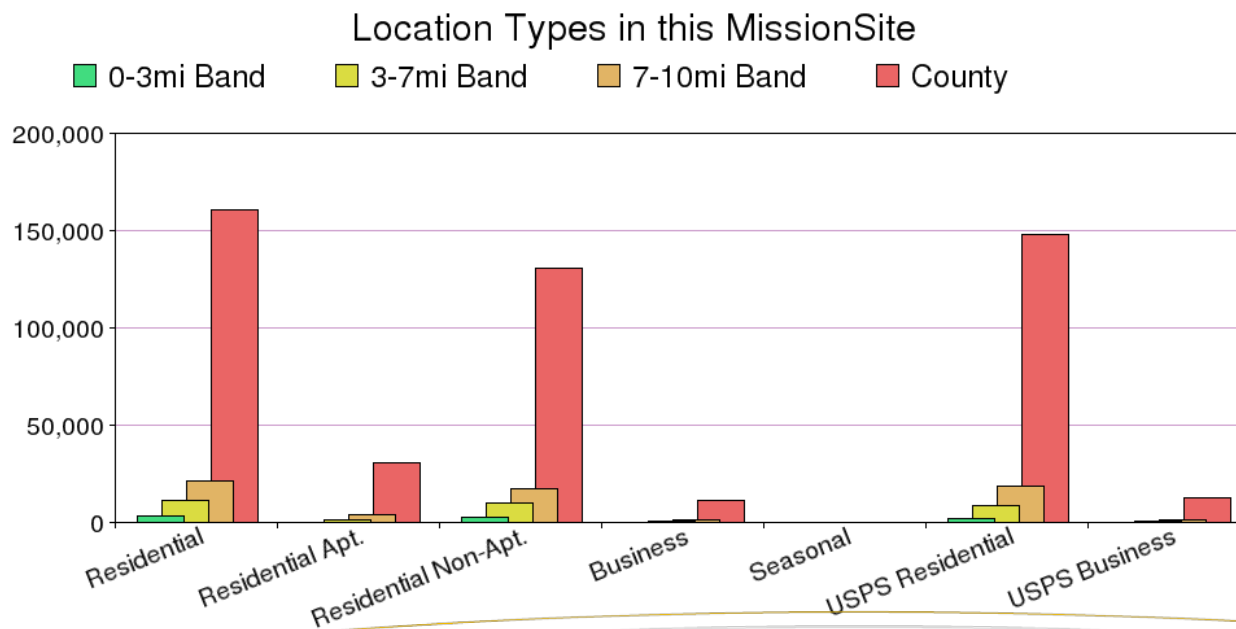
1. The Evangscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

# Current 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 for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	378,643	5,681	1.5%
2000 Population	399,843	7,416	1.85%
2010 Population	414,958	8,125	1.96%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	136,900	1,887	1.38%
2000 Households	150,179	2,580	1.72%
2010 Households	159,010	2,907	1.83%

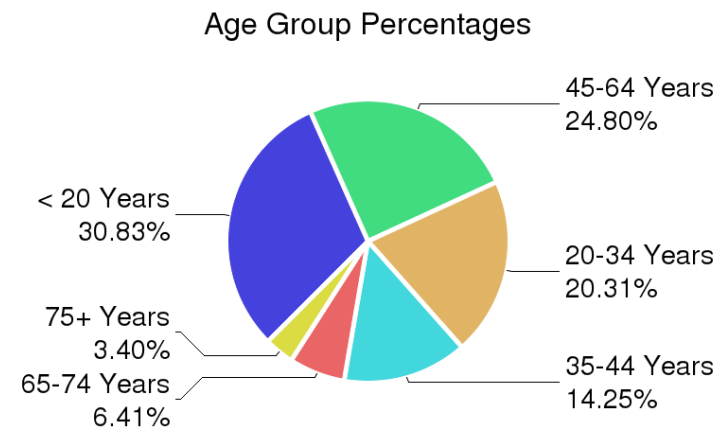


Location Type	0-3mi Band
Residential	3,164
Residential Apt.	213
Residential Non-Apt.	2,951
Business	84
Seasonal	0
USPS Residential	2,053
USPS Business	166

# Current Demographic Summary

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	6.03%	106.91
4-5 Years	2.84%	2.99%	105.28
6-8 Years	4.26%	4.69%	110.09
9-11 Years	4.2%	4.96%	118.1
12-13 Years	2.77%	3.54%	127.8
14-17 Years	5.61%	5.87%	104.63
18-19 Years	2.82%	2.76%	97.87
0-5 Years	8.48%	9.02%	106.37
6-12 Years	9.85%	11.41%	115.84
13-19 Years	9.82%	10.41%	106.01
< 20 Years	28.15%	30.84%	109.56
20-34 Years	20.87%	20.32%	97.36
35-44 Years	12.34%	14.25%	115.48
45-64 Years	25.37%	24.81%	97.79
65-74 Years	7.33%	6.41%	87.45
75+ Years	5.95%	3.4%	57.14
Median Age	36	33	93.43
Median Age (Male)	34	34	99.59
Median Age (Female)	37	34	90.13





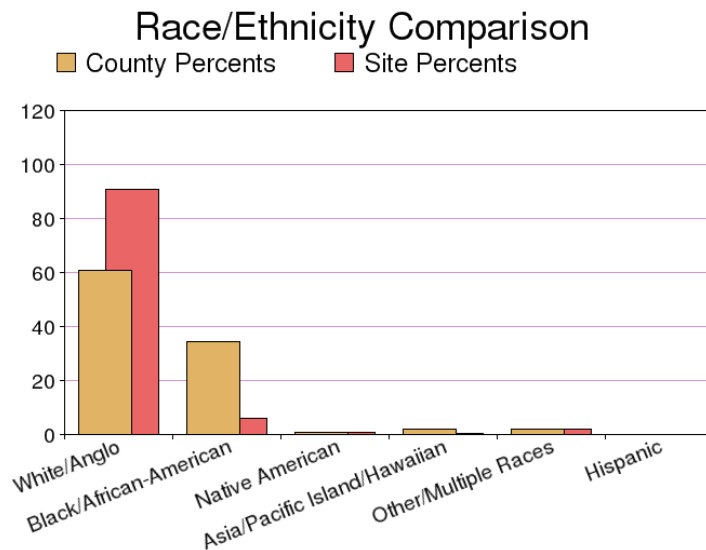
# Current Demographic Summary

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.89%	90.67%	148.9
Black, African-American	34.22%	6.12%	17.87
Native American	0.65%	0.66%	102.56
Asian	2.04%	0.46%	22.28
Pacific Island, Hawaiian	0.06%	0.09%	148.34
Other/Multiple Races	2.13%	2.01%	93.97
Hispanic	0%	2.77%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	269,273	5,097	
Less than 9th Grade	4.45%	4.45%	100
No High School Diploma	11.96%	16.24%	73.63
High School Graduate	36.67%	46.62%	78.67
Some College, no degree	20.09%	17.32%	115.97
Associate Degree	7.13%	5.87%	121.54
College Degree	12.88%	6.81%	189.13
Graduate/Prof. degree	6.82%	2.69%	253.56



# Current Demographic Summary

A current year demographic summary of family and non-family households for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	11.51%	6.23%	59.21
\$10,000 to \$19,999	14.11%	14.59%	103.39
\$20,000 to \$29,999	11.52%	12.07%	104.8
\$30,000 to \$49,999	21.61%	24.97%	115.58
\$50,000 to \$59,999	8.36%	11.8%	141.1
\$60,000 to \$69,999	6.81%	9.94%	145.97
\$70,000 to \$79,999	5.96%	6.81%	114.26
\$80,000 to \$89,999	4.77%	4.58%	96.01
\$90,000 to \$99,999	3.13%	2.55%	81.34
\$100,000 to \$124,999	5.73%	3.82%	66.64
\$125,000 to \$149,999	2.66%	1.96%	73.62
\$150,000 to \$199,999	1.96%	0.31%	15.77
\$200,000 to \$249,999	0.58%	0.03%	5.88
\$250,000 or more	1.29%	0.31%	24.05
Median Household	40,934	43,608	106.53
Average Household	55,556	49,811	89.66
Per Capita Household	21,806	17,825	81.74
Family/Non-Family Household Income			
Median Family Income	49,929	49,343	98.83
Average Family Income	65,093	54,845	84.26
Median Non-Family Income	24,963	26,562	106.41
Average Non-Family Income	35,120	31,051	88.41



# Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	68.18%	77.06%	113.02
Families with Children	34.85%	40.28%	115.58
Families without Children	33.33%	36.77%	110.34
Non-Family Households			
% Non-Family Households	31.82%	22.94%	72.11
Non-Families with Children	0.39	0.24	62.26
Non-Families without Children	31.43	22.7	72.23
Housing Units			Index
Total Housing Units	184,922	3,285	
Vacant percent	14.01%	11.51%	82.12
Owned percent	59.01%	72.79%	123.34%
Rented Percent	26.97%	15.71%	58.23
Households by Size			Index
Avg household size	2.55	2.78	109.02
Avg family hh size	3.21	3.27	101.87
Avg non-family hh size	1.13	1.15	101.77
Households By Count of Persons			Percent
One	44,731	594	1.33%
Two	47,363	864	1.82%
Three or Four	50,565	1,097	2.17%
Five+	16,351	352	2.15%

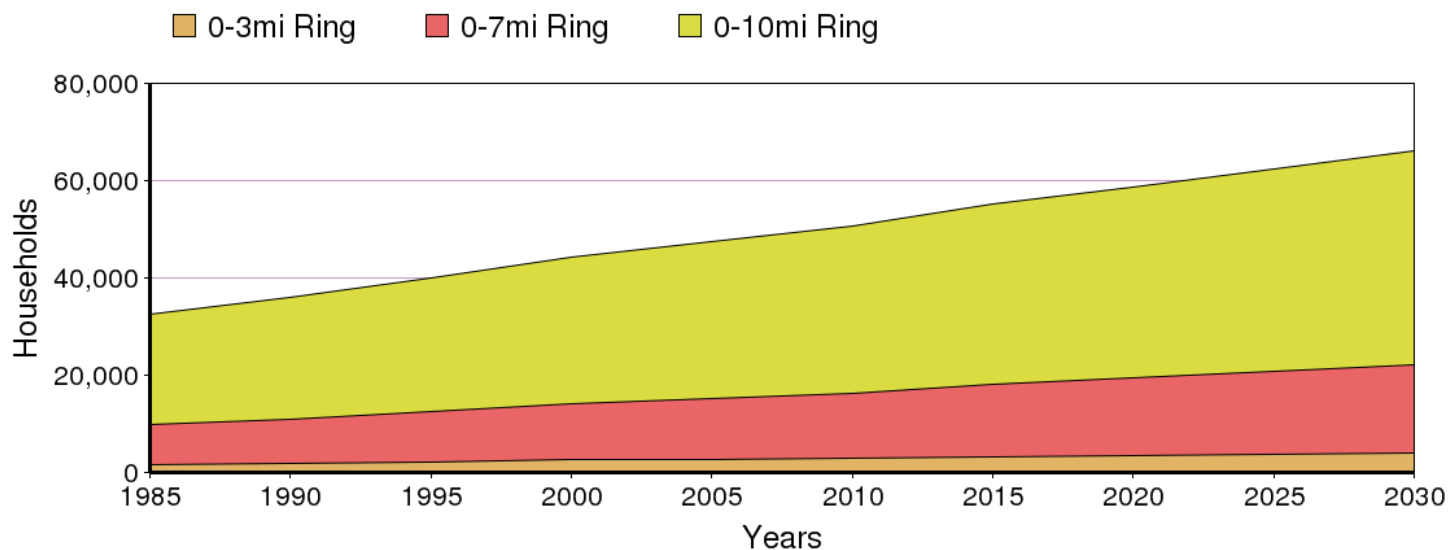
# Projected Demographic Summary

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 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	378,643	5,681	1.5%
2000 Population	399,843	7,416	1.85%
2010 Population	414,958	8,125	1.96%
2015 Population	431,103	8,722	2.02%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	136,900	1,887	1.38%
2000 Households	150,179	2,580	1.72%
2010 Households	159,010	2,907	1.83%
2015 Households	167,788	3,192	1.9%

Household Change from 1985 to 2030





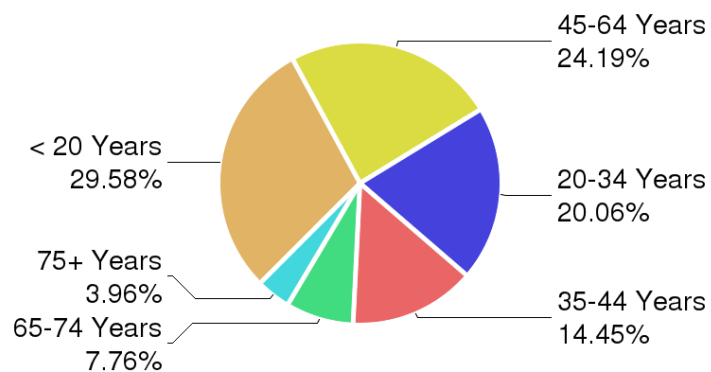
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.03%	5.62%	93.2
4-5 Years	2.99%	2.87%	95.99
6-8 Years	4.69%	4.44%	94.67
9-11 Years	4.96%	4.83%	97.38
12-13 Years	3.54%	3.52%	99.44
14-17 Years	5.87%	5.74%	97.79
18-19 Years	2.76%	2.57%	93.12
0-5 Years	9.02%	8.48%	94.01
6-12 Years	11.41%	11.01%	96.49
13-19 Years	10.41%	10.09%	96.93
< 20 Years	30.84%	29.58%	95.91
20-34 Years	20.32%	20.06%	98.72
35-44 Years	14.25%	14.45%	101.4
45-64 Years	24.81%	24.19%	97.5
65-74 Years	6.41%	7.76%	121.06
75+ Years	3.4%	3.96%	116.47
Median Age	36	34	96.28
Median Age (Male)	34	35	101.35
Median Age (Female)	37	35	94.56

Projected Age Group Percentages



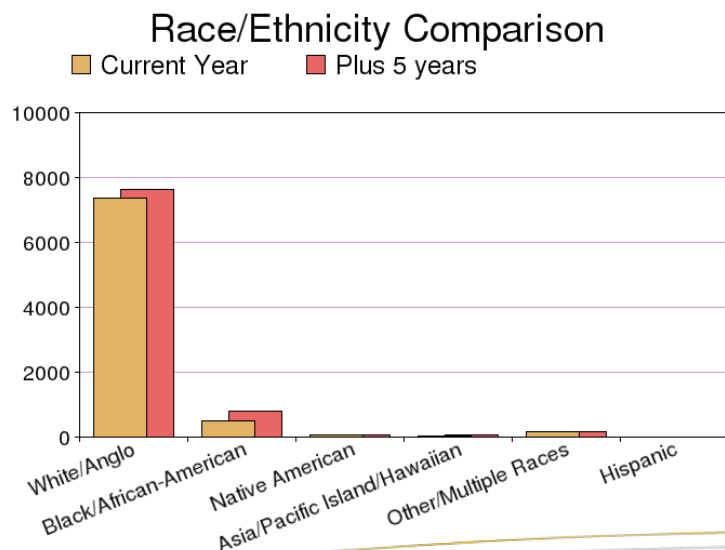
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	90.67%	87.69%	96.71
Black, African-American	6.12%	9.03%	147.7
Native American	0.66%	0.66%	100.06
Asian	0.46%	0.7%	153.58
Pacific Island, Hawaiian	0.09%	0.11%	133.08
Other/Multiple Races	2.01%	1.79%	89.15
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,097	5,572	
Less than 9th Grade	4.45%	3.63%	81.4
No High School Diploma	16.24%	13.59%	83.63
High School Graduate	46.62%	49.17%	105.49
Some College, no degree	17.32%	17.16%	99.04
Associate Degree	5.87%	6.73%	114.73
College Degree	6.81%	6.91%	101.49
Graduate/Prof. degree	2.69%	2.82%	104.83



# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.23%	5.61%	90.07
\$10,000 to \$19,999	14.59%	13.75%	94.29
\$20,000 to \$29,999	12.07%	11.15%	92.37
\$30,000 to \$49,999	24.97%	23.97%	95.96
\$50,000 to \$59,999	11.8%	11.56%	97.97
\$60,000 to \$69,999	9.94%	10.34%	103.99
\$70,000 to \$79,999	6.81%	7.36%	97.05
\$80,000 to \$89,999	4.58%	5.33%	106.14
\$90,000 to \$99,999	2.55%	2.85%	111.99
\$100,000 to \$249,999	3.82%	4.7%	123.07
\$125,000 to \$149,999	1.96%	2.26%	115.04
\$150,000 to \$199,999	0.31%	0.38%	121.43
\$200,000 to \$249,999	0.03%	0.06%	182.14
\$250,000 or more	0.31%	0.38%	121.43
Median Household	43,608	46,271	106.11
Average Household	49,811	52,583	105.57
Per Capita Household	17,825	19,248	107.98

Family/Non-Family Household Income			
Median Family Income	49,343	51,916	105.21
Average Family Income	54,845	58,113	105.96
Median Non-Family Income	26,562	29,920	112.64
Average Non-Family Income	31,051	34,110	109.85

# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	77.06%	75.25%	97.66
Families with Children	40.28	37.75	93.72
Families without Children	36.77	38.57	104.87
Non-Family Households			
% Non-Family Households	22.94%	24.75%	107.87
Non-Families with Children	0.24	0.25	107.87
Non-Families without Children	22.7	24.5	107.91
Housing Units			
Total Housing Units	3,285	3,608	109.83%
Vacant percent	11.51%	11.5%	99.96
Owned percent	72.79%	72.34%	99.39
Rented Percent	15.71%	16.13%	102.69
Households by Size			
Avg household size	2.78	2.72	97.84%
Avg family hh size	3.27	3.27	100%
Avg non-family hh size	1.15	1.06	92.17%
Households By Count of Persons			
One	594	709	119.36%
Two	864	957	110.76%
Three or Four	1,097	1,161	105.83%
Five+	352	365	103.69%



# 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:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	0	347	1,461
Northern Europe	0	21	90
Western Europe	0	52	179
Southern Europe	0	0	32
Eastern Europe	0	43	21
Other Europe	0	0	0
Eastern Asia	0	25	147
So. Central Asia	0	6	229
SE Asia	0	31	318
Western Asia	0	6	33
Other Asia	0	0	2

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	8	19
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	5	12
Western Africa	0	0	19
Other Africa	0	0	31
Oceania	0	8	6
Caribbean	0	15	44
Central Amer.	0	115	156
South America	0	5	65
North America	0	7	58
Born at sea	0	0	0



# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	0	32,133	42,370
Spanish	0	582	840
Other Indo-Euro language	0	334	754
French (incl. Patois, Cajun)	0	154	145
French Creole	0	0	32
Italian	0	2	41
Portuguese	0	5	12
German	0	105	206
Yiddish	0	0	4
Other West Germanic	0	0	13
A Scandinavian Language	0	10	16
Greek	0	11	34
Russian	0	4	9
Polish	0	7	9
Serbo-Croatian	0	12	0
Other Slavic Language	0	0	12
Armenian	0	0	0
Persian	0	0	12
Gujarathi	0	24	0
Hindi	0	0	67
Urdu	0	0	67

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	29	193
Japanese	0	11	27
Korean	0	0	27
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	175
Other Asian	0	0	11
Tagalog	0	0	97
Other Pacific Is	0	0	0
Other languages	0	7	61
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	7	40
Hebrew	0	0	9
African languages	0	0	12
Other unspecified	0	0	0



Intercultural Institute  
for Contextual Ministry

# Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	0	23,126	35,055
Arab	0	4	90
Armenian	0	9	0
Austrian	0	58	41
British	0	71	80
Canadian	0	0	41
Croatian	0	14	0
Czech	0	0	0
Czechoslovak	0	14	42
Danish	0	11	15
Dutch	0	126	253
English	0	2,073	3,422
European	0	168	292
Finnish	0	8	28
French (not Basque)	0	481	939
French Canadian	0	113	192
German	0	1,345	2,836
Greek	0	100	120
Hungarian	0	14	56
Iranian	0	0	5

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	0	2,260	2,949
Italian	0	225	748
Lithuanian	0	12	16
Norwegian	0	107	190
Polish	0	93	280
Portuguese	0	0	48
Romanian	0	15	0
Russian	0	16	43
Scandinavian	0	0	12
Scotch-Irish	0	469	863
Scottish	0	331	648
Slovak	0	30	25
Subsaharan African	0	85	473
Swedish	0	67	135
Swiss	0	10	75
Ukrainian	0	11	24
US/American	0	8,759	7,372
Welsh	0	85	130
West Indian	0	53	75
Yugoslavian	0	0	14
Other	0	5,889	12,484



Intercultural Institute  
for Contextual Ministry

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

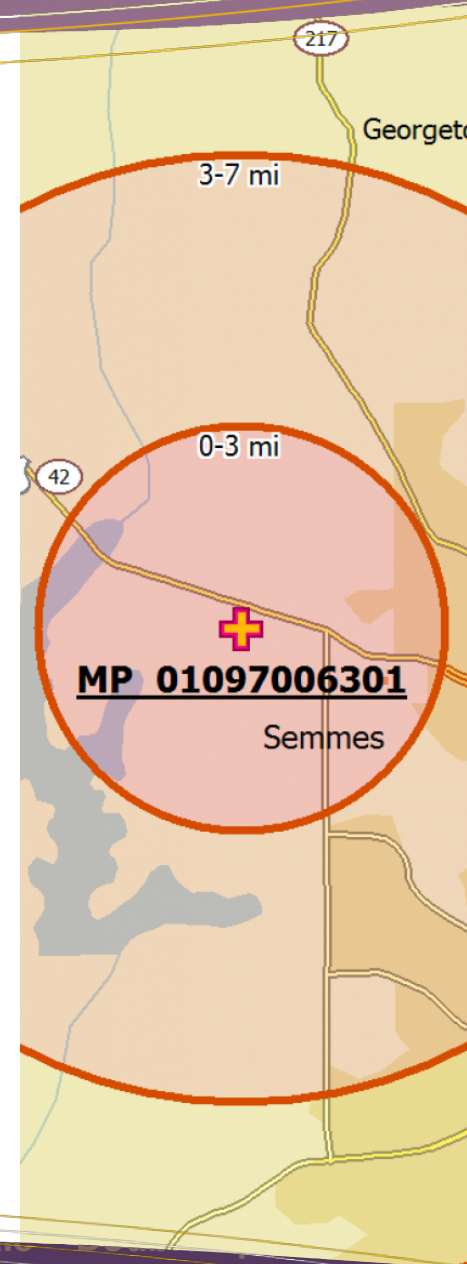
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelescape 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 Evangelescape 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,907	100%	1,880	100%
<b>AFFLUENT SUBURBIA</b>	10	0.34%	7	0.37%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	10	0.34%	7	0.37%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	163	5.61%	109	5.8%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	163	5.61%	109	5.8%
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>	1,808	62.19%	1,161	61.76%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	628	21.6%	409	21.76%
Urban Optimists	0	0%	0	0%
Family Convenience	1,180	40.59%	752	40%
Mid-Market Enterprise	0	0%	0	0%

# Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,907	100%	1,880	100%
BLUE COLLAR BACKBONE	2	0.07%	1	0.05%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	2	0.07%	1	0.05%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	25	0.86%	16	0.85%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	22	0.76%	14	0.74%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	3	0.1%	2	0.11%
Mature America	0	0%	0	0%
METRO FRINGE	474	16.31%	325	17.29%
Steadfast Conservative	471	16.2%	323	17.18%
Moderate Conventionalists	3	0.1%	2	0.11%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



Intercultural Institute  
for Contextual Ministry

# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,907	100%	1,880	100%
REMOTE AMERICA	265	9.12%	155	8.24%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	265	9.12%	155	8.24%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	6	0.21%	4	0.21%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	6	0.21%	4	0.21%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	8	0.28%	5	0.27%
Industrious Country Living	8	0.28%	5	0.27%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,907	100%	1,880	100%
STRUGGLING SOCIETIES	19	0.65%	11	0.59%
Rugged Southern Style	19	0.65%	11	0.59%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	127	4.37%	86	4.57%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	127	4.37%	86	4.57%
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%



# Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

## *Issues for Your Consideration*

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?



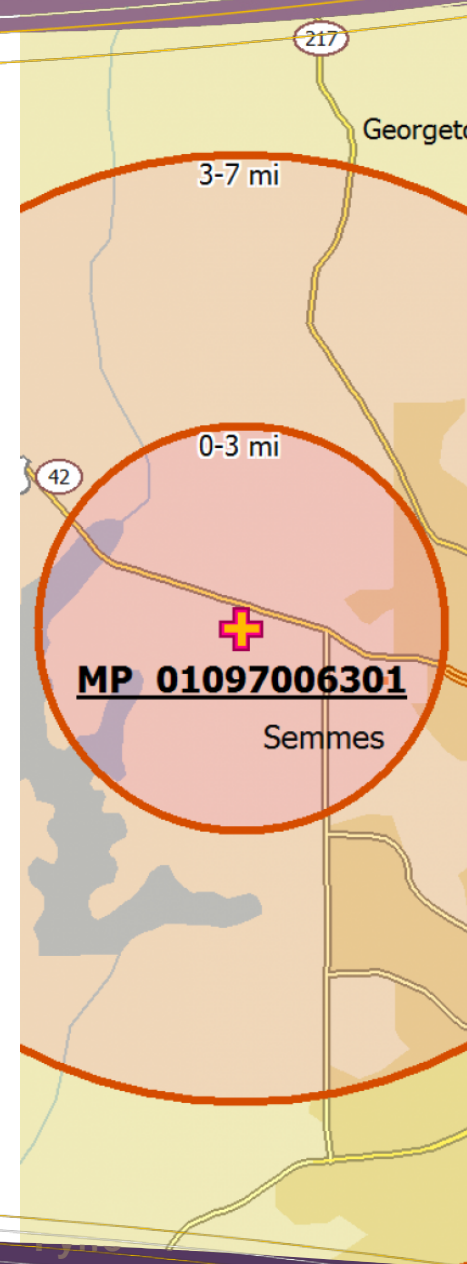
## Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

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

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

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



# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	84%	82%	78%
Use Comp. for Internet/E-mail	69%	66%	62%
Internet Use: E-Mail	56%	55%	52%
Use Comp. for Word Processing	45%	43%	40%
Use Comp. for Comp. Games	44%	42%	39%
Use Comp. for Shopping	41%	40%	37%
Use Comp. for Digital Camera	38%	37%	35%
Photo Editing			
Use Comp. for Banking	37%	36%	34%
Use Comp. for Education	36%	35%	33%
Internet Use: News/ Weather	31%	31%	29%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	30%	31%	29%
HH Owns DVD Player	29%	29%	29%
Use Comp. for News/Info./Data	24%	24%	24%
Service			
Use Comp. for Accounting	18%	17%	15%
PC-Network-HH Has One	17%	18%	19%
Use Comp. for Filing/DB Mngmnt	15%	13%	12%
Use Comp. for Personal Financial	14%	14%	14%
Mngmnt			
Internet Use: Shopping: Gathered	13%	13%	13%
Info. for Shopping			
Internet Use: Shopping: Made A	13%	12%	12%
Purchase			
Internet Use: Sports	11%	11%	10%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	70%	69%	69%
Dining Out (Not Fast Food)	62%	60%	58%
Reading Books	52%	52%	53%
Card Games	45%	44%	42%
Go To A Beach/Lake	40%	39%	37%
Gardening	38%	36%	33%
Board Games	37%	36%	34%
Cooking for Fun	36%	36%	36%
Visit Zoo	23%	22%	20%
Going To Bars/Nightclubs/Dancing	21%	20%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	67%
Gen./Fam. Practitioner	46%	44%	41%
Dentist	27%	26%	27%
Backache	24%	23%	22%
None Of These	20%	20%	20%
Eye Dr.	20%	20%	20%
Hypertension/High Blood Pressure	18%	18%	18%
Overweight (30 Pounds Or More)	18%	16%	14%
High Cholesterol	17%	17%	17%
Acid Reflux Disease (GERD)	15%	15%	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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.03%	26.07%	28.29%
Live Theater	18.93%	18.35%	20.17%
Live Theater Most Often	15.88%	15.13%	16.42%
Rock/Pop Concerts Most Often	12.25%	13.19%	15.25%
Comedy Club	9.53%	10.42%	10.49%
Country Concerts Most Often	9.45%	8.92%	7.04%
Movies: Comedy	42.4%	41.27%	40.89%
Movies: Action/Adventure	38.66%	38.97%	39.16%
Movies: Fam.	20.64%	21.11%	20.93%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	19.37%	19.5%	20.48%
Movies: Drama	16.25%	17.61%	20.18%
Movies: Mystery	14.29%	15.07%	16.28%
MLB Baseball Reg. Season	9.41%	9.12%	9.05%
NFL Football Reg. Season	7.9%	7.56%	7.14%
College Football Reg. Season	7.34%	6.65%	6.47%
College Basketball Reg. Season	5.04%	4.7%	4.79%
Auto Racing Events	4.14%	3.98%	3.28%
NBA Basketball Reg. Season	3.72%	3.66%	3.77%



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	39.99%	39.64%	40.13%
Swimming	37.77%	37.27%	35%
Freshwater Fishing	24.03%	23.15%	19.7%
Bowling	23.17%	22.95%	22.82%
Billiards/Pool	21.88%	21.36%	20.89%
Camping Trips	19.73%	18.25%	15.42%
Weight Training	17.55%	16.89%	16.68%
Hunting	15.21%	12.97%	9.78%
Basketball	15.16%	15.13%	15.76%
Golf	14.91%	13.93%	13.57%
Using Cardio Machine	13.74%	13.85%	14.11%
Jogging/Running	13.2%	13.26%	15.26%
Mountain/Road Biking	12.92%	12.52%	12.67%
Target Shooting	11.72%	10.9%	9.25%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	11%	11.83%	12%
Football	10.37%	10.75%	11.28%
Stationary Cycling	10.08%	10.52%	11.37%
Backpacking/Hiking	9.62%	9.73%	9.67%
Saltwater Fishing	9.56%	9.36%	8.23%
Volleyball	9.14%	8.73%	8.44%
Softball	8.81%	8.85%	8.62%
Motorcycling	8.33%	7.72%	6.48%
Power Boating	8.04%	7.9%	7.19%
Aerobics	7.74%	8.06%	9.63%
Horseback Riding	7.57%	7%	6.15%
Archery	7.05%	5.81%	4.69%
Canoeing/Kayaking	6.85%	6.68%	6.17%
Tennis	6.42%	6.22%	7.04%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Soccer	6.05%	6.28%	6.97%
Yoga	5.4%	5.79%	6.78%
Roller Skating	4.81%	4.84%	5.51%
Snorkeling	4.55%	4.61%	4.58%
Ice Skating	4.39%	4.3%	4.67%
Snowmobiling	4.32%	3.96%	3.46%
Fly Fishing	4.21%	4.5%	4.28%
Water Skiing	4.07%	3.94%	3.9%
Downhill & X-Country	4.03%	4.07%	4.05%
Skiing			
Jet Skiing	3.86%	3.98%	4.26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.24%	3.57%	4.08%
Snowboarding	2.97%	2.99%	3.23%
Rock Climbing	2.83%	2.96%	3.22%
Skateboarding	2.76%	2.84%	2.83%
Auto Racing	2.67%	2.93%	2.69%
Hockey	2.36%	2.53%	3.03%
Martial Arts	2.33%	2.42%	2.84%
Rowing	2.26%	2.67%	2.56%
Sailing	2.19%	2.54%	2.72%
Surfing & Windsurfing	2.14%	2.47%	2.54%



## 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.

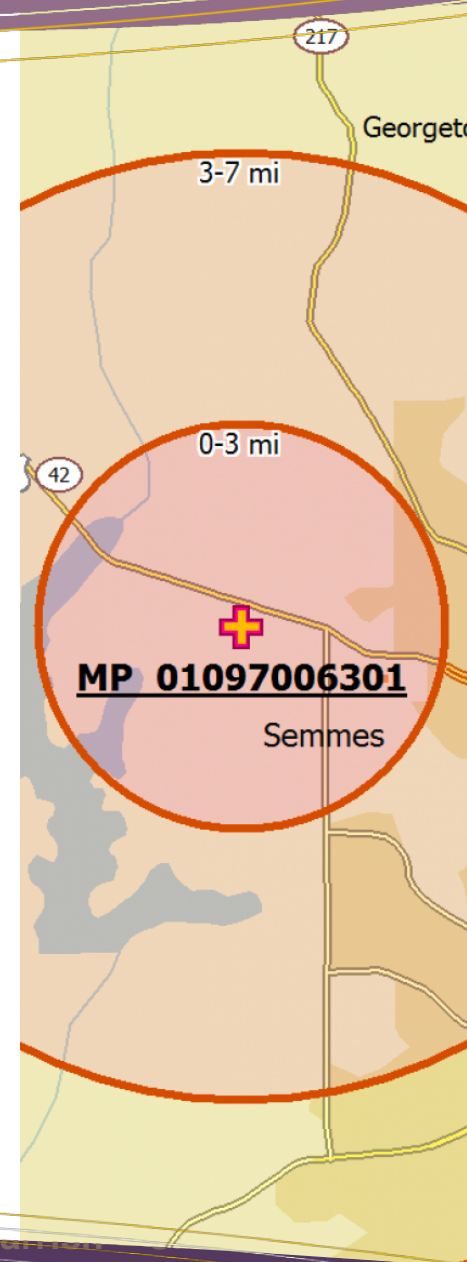
### BIBLICAL BARRIERS

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.

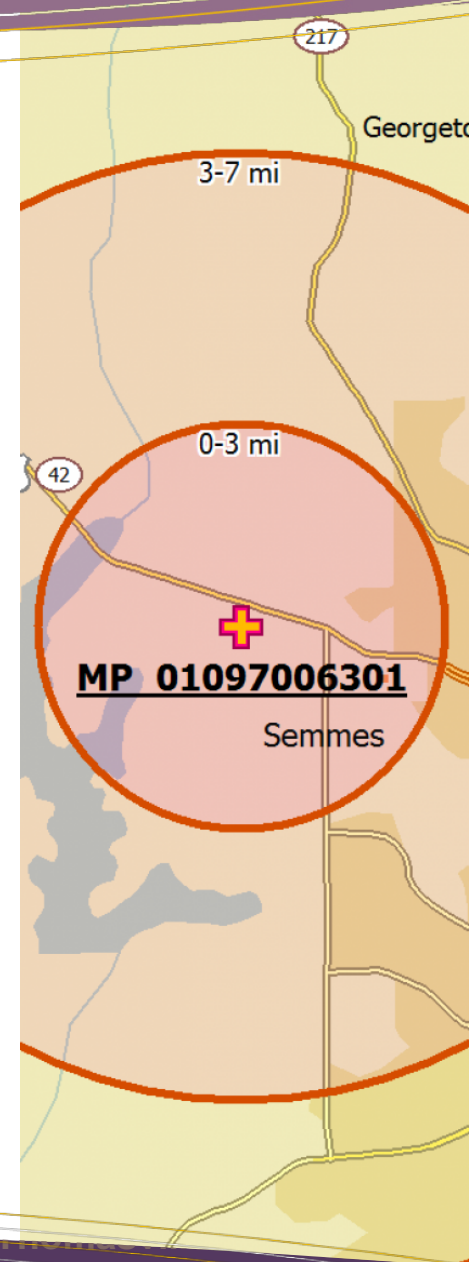
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.



Intercultural Institute  
for Contextual Ministry



# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	49%	49%
Find It Difficult To Say No To My Kids	43%	41%	40%
Woman's Place Is In The Home	37%	35%	35%
Speak My Mind Even If It Upsets People	33%	34%	34%
Like To Do Unconventional Things	32%	32%	29%
Like Control Over People And Resources	31%	31%	33%
Prefer To Have Few Possessions As Possible	28%	29%	32%
Don't Judge People/Way They Live Life	27%	28%	29%
If Won Lottery Would Never Work Again	26%	26%	27%
Money Is Best Measure Of Success	25%	25%	25%
Too Much Sponsorship In Arts/Sports	22%	22%	23%
Friends More Important Than My Fam.	21%	22%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	20%	20%
Marijuana Should Be Legalized	18%	19%	20%
Rarely Sit Down to a Meal Together At Home	18%	17%	16%
I Am A Workaholic	17%	18%	20%
Like To Pursue Challenge/Novelty/Change	14%	15%	17%
Only Work Current Job for The Money	13%	13%	14%
We Should Strive for Equality for All	12%	12%	14%
On Whole People Get What They Deserve	9%	10%	11%
Happy With My Standard Of Living	9%	9%	12%
Indulge My Kids With The Little Extras	9%	9%	10%
Little I Can Do To Change My Life	8%	8%	8%
Willing To Give Up Time With Fam. To Advance	5%	5%	5%



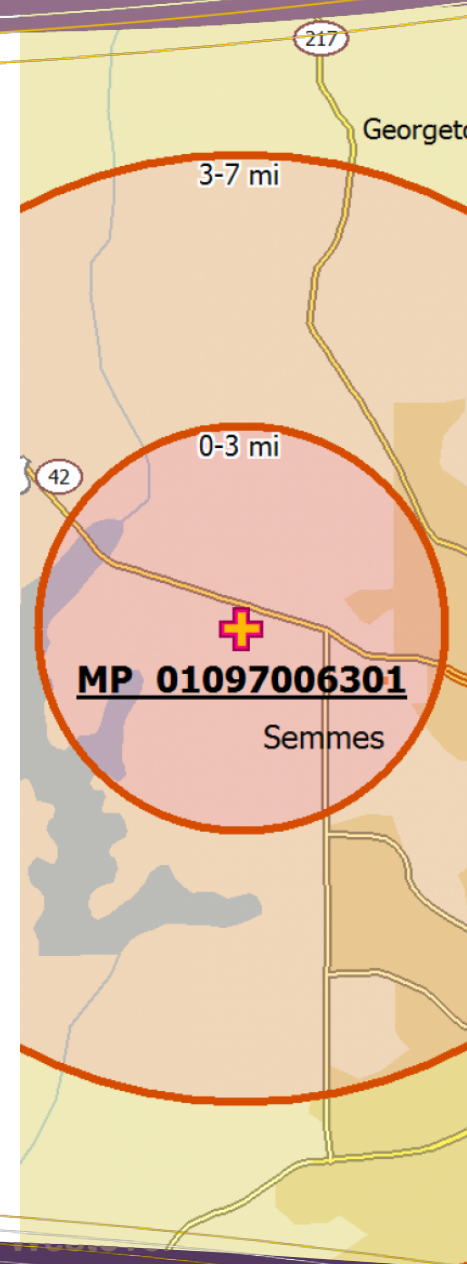
Intercultural Institute  
for Contextual Ministry



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

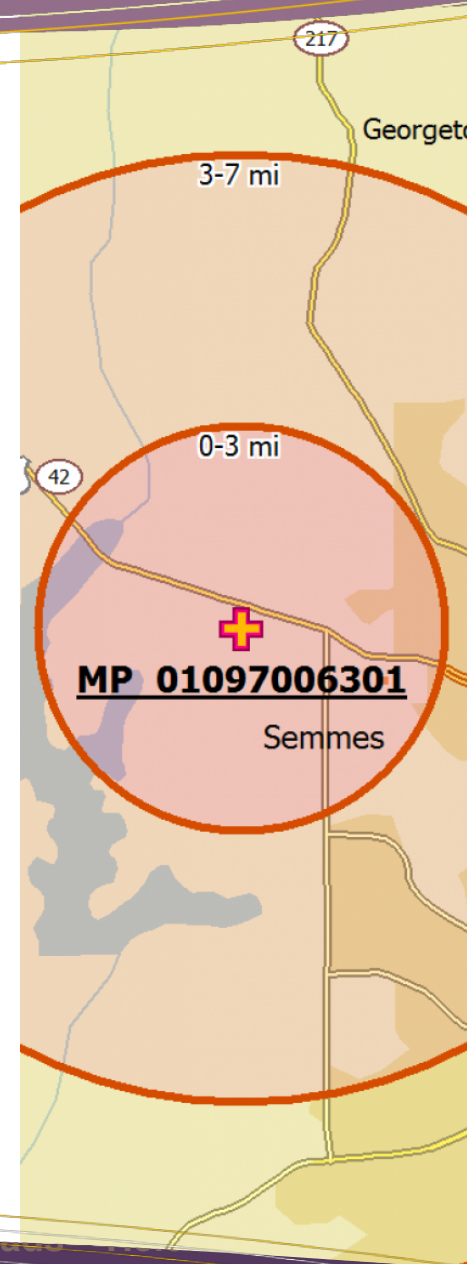
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	69%	67%	65%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	36%	36%	38%
Prefer Work Part Of Team Than Alone	33%	33%	34%
Important Feel Respected By My Peers	31%	31%	32%
Prefer To Have Few Possessions As Possible	28%	29%	32%
Important To Juggle Various Tasks	27%	28%	30%
Good At Fixing Things	26%	26%	27%
People Have To Take Me As They Find Me	25%	24%	24%
Have Keen Sense Of Adventure	25%	25%	27%
Worried About Pollution Caused By Cars	20%	20%	20%
Like To Just Enjoy Life	19%	20%	21%

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

## 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 - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	89.43%	88.43%	86.24%
Restaurant-Visit Any			
Fam. Restaurants/Steak	86.46%	85.6%	83%
Houses-Visit Any			
McDonald's	62.83%	61.48%	58.39%
Burger King	38.57%	38.01%	37.5%
Applebee's	35.07%	34.64%	31.76%
Subway	34.85%	33.79%	31.78%
Taco Bell	32.77%	33.18%	30.6%
Wendy's	32.2%	31.85%	31.3%
Arby's	29.77%	27.49%	24.19%
Kentucky Fried Chicken (KFC)	29.01%	28.46%	28.5%
Pizza Hut	23.92%	23.32%	22.27%
Dairy Queen	21.15%	19.68%	17.15%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	20.58%	20.94%	20.86%
Cracker Barrel	18.43%	18.01%	15.99%
Chick-Fil-A	15.99%	16.64%	15.78%
Red Lobster	15.82%	16.24%	16.37%
Outback Steakhouse	14.43%	14.92%	15.06%
Sonic	14.43%	15.7%	14.67%
Golden Corral	13.13%	12.96%	12.5%
Chili's Grill and Bar	12.99%	14.19%	14.17%
IHOP (International House Of Pancakes)	12.83%	13.61%	14.26%
Ruby Tuesday	12.66%	13.06%	12.62%
Domino's Pizza	12.2%	12.99%	13.81%
Hardee's	11.96%	11.73%	10.43%



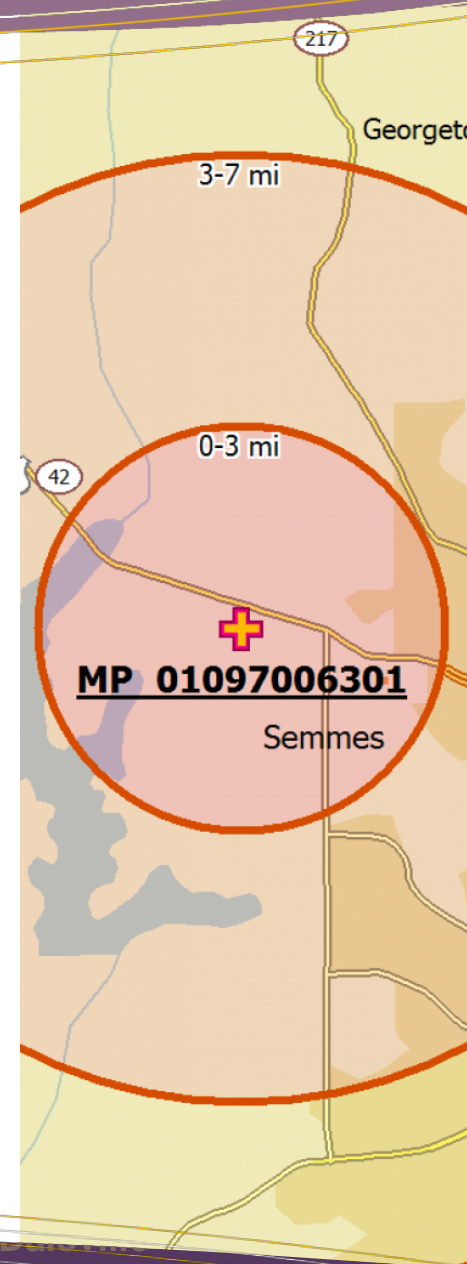


## Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!





# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	49.91%	47.4%	46.47%
Recycled products	37.53%	35.4%	34%
Worked as volunteer (non political)	18.76%	17.2%	16.46%
Engaged in fund raising	11.63%	10.84%	11.42%
Religious club member	8.37%	8.05%	7.86%
Wrote to elected offcl about publ bus	7.13%	6.68%	6.4%

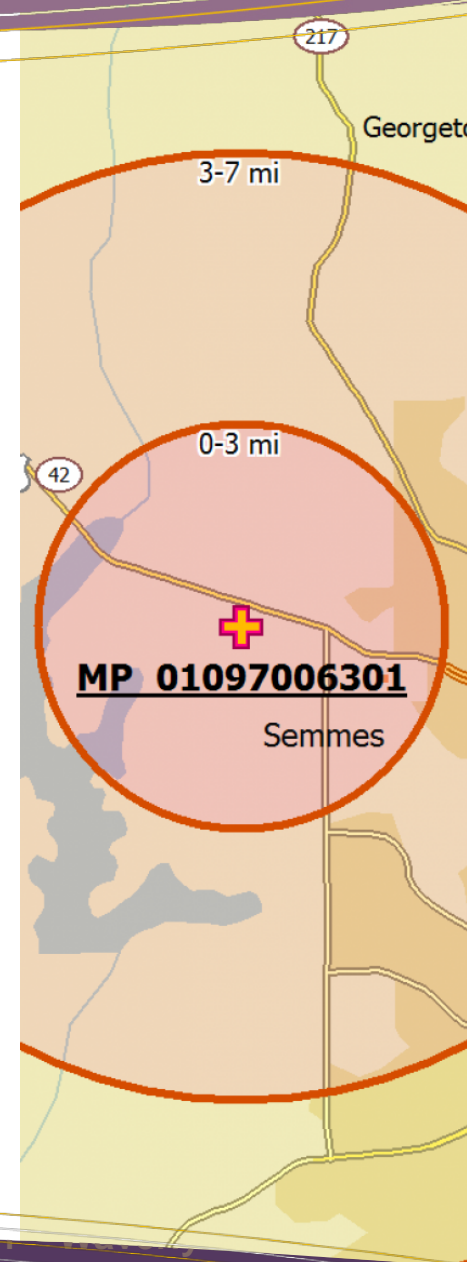
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Charitable Organization	6.26%	5.53%	5.41%
Wrote to editor of mag or newspaper	6.2%	5.91%	5.79%
Union member	6.01%	5.56%	5.33%
Addressed a public meeting	5.33%	4.81%	4.68%
Church Board	5.16%	4.94%	5.23%
Fraternal order member	5.12%	4.74%	4.62%



## Communication Media Content

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

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



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	16.73%	16.76%	17.08%
Children's Books	13.63%	13.16%	13.46%
Mystery	11.83%	11.95%	11.92%
Cookbooks	10.7%	10.41%	10.18%
Religious (not Bibles)	9.61%	9.77%	9.74%
Romance	7.65%	7.46%	7.47%
History	7.02%	7.07%	7.02%
Personal/Business	6.99%	6.4%	6.76%
Self-help			
Biography	5.69%	5.95%	6.44%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	68.74%	67.12%	67.76%
Gen. Editorial	42.72%	43.61%	45.91%
Womens	41.14%	41.2%	42.22%
Service	38.08%	37.5%	35.47%
Mens	17.29%	17.96%	18.72%
Fishing/Hunting	15.68%	14.75%	12.88%
Business/Finance	15.66%	15.46%	17.12%
Automotive	14.12%	13.8%	13.13%
Parenthood	13.17%	13.72%	13.74%



# Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	58.03%	56.59%	55.19%
Classified	36.79%	36.26%	34.8%
Sport	34.42%	32.87%	32.41%
Editorial Page	32.95%	32.2%	30.45%
Comics	29.49%	28.86%	27.27%
Business/Finance	29.44%	28.33%	28.43%
Movie Listings & Reviews	25.23%	24.54%	25.36%
Food/Cooking	25.16%	25.13%	24.7%
TV/Radio Listings	25.07%	24.01%	23.29%
Home/Gardening	23.72%	21.95%	21.09%
Travel	20.03%	18.82%	19.13%
Science/Technology	17.46%	16.91%	17%
Fashion	13.26%	13.3%	14.56%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	31.07%	29.08%	22.99%
Adult Contemporary	20.2%	18.96%	17.17%
CHR Contemp Hit Radio	17%	17.69%	18.13%
Rock	15.44%	14.25%	12.68%
News/Talk	12.35%	11.31%	11.27%
Oldies	11.62%	11.19%	10.84%
Classic Rock	11.49%	10.68%	9.66%
Alternative	9.3%	8.93%	8.96%
Urban Contemporary	8.17%	10.18%	16.5%
Soft Contemporary	7.79%	7.24%	6.88%
Variety	7.06%	7.07%	8.26%
Religious	7.02%	6.93%	6.55%
Classic Hits	5.4%	5.49%	4.76%
All News	3.85%	3.96%	5.29%
Sports	3.59%	3.08%	3.56%
All Talk	3.57%	3.73%	4.16%
Jazz	3.5%	3.72%	5.2%
Classical	2.93%	2.72%	3.17%



# Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	66.49%	65.47%	64.34%
Satellite Dish	57.17%	56.3%	53.63%
Soapnet	51.5%	51.27%	51.27%
Other Video-On-Demand	41.39%	40.86%	40.03%
Sci-Fi Channel	39.39%	38.4%	36.86%
MSNBC	36.13%	35.01%	34.05%
Adult Pay Per View TV	35.63%	34.81%	32.3%
Nickelodeon	34.5%	32.76%	30.1%
Adult Swim	33.18%	30.68%	29.05%
TV Info From Sunday TV Magazine	30.19%	29.94%	29.27%
Nick At Nite	30.03%	28.82%	26.65%
Subscribe Digital Cable	29.09%	27.16%	28.19%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	28.54%	27.97%	27.25%
Hallmark Channel	27.07%	25.86%	25.39%
Comedy Central	27.02%	28.3%	30.41%
TV Info From Monthly Cable Guide	25.76%	26.02%	25.27%
USA Network	25.19%	24.81%	24.25%
BET (Black Entertainment TV)	24.2%	23.6%	23.88%
TCM (Turner Classic Movies)	24.17%	24.83%	24.81%
The Golf Channel	23.34%	22.64%	22.6%
Lifetime	23.16%	22.94%	22.17%
ABC Fam.	23.01%	23.01%	24.09%
Video-On-Demand Movies	22.66%	23.27%	22.16%
Encore	22.3%	21.09%	20.23%



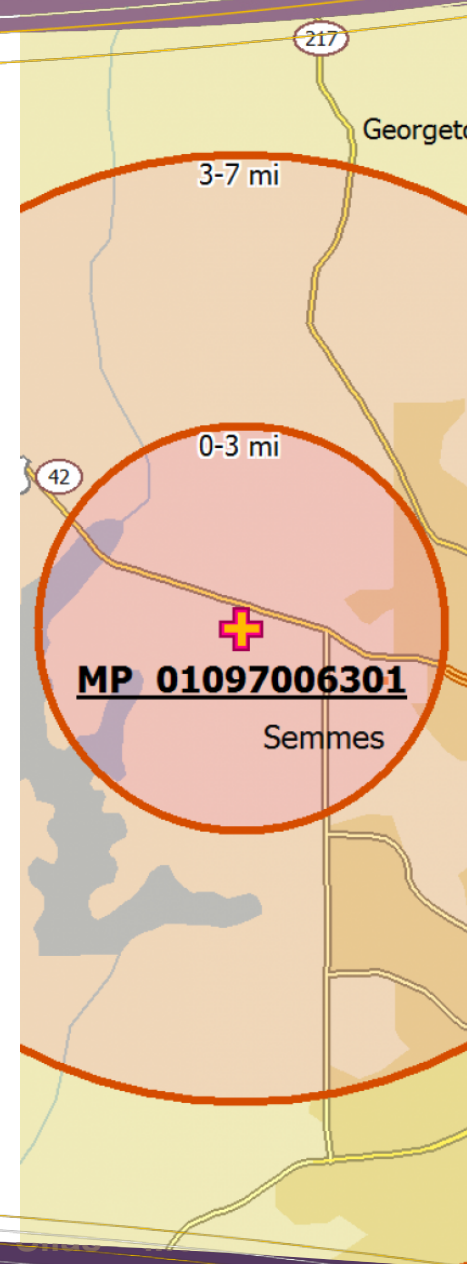


## Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	19.81%	19.67%	19.85%
Medium Users (4-6)	11.54%	10.85%	10.38%
Light Users (1-3)	21.49%	20.92%	21.09%
Quintiles (20%)			
Newspaper I (Heavy)	1.61%	1.79%	1.36%
Newspaper II	1.65%	1.59%	1.61%
Newspaper III	2.23%	2%	2.38%
Newspaper IV	1.1%	1.11%	0.75%
Newspaper V (Light)	1.39%	1.21%	1.03%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.62%	21.71%	22.01%
Magazines II	10.24%	10.2%	9.99%
Magazines III	11.29%	11.72%	11.6%
Magazines IV	11.73%	12.17%	12.78%
Magazines V (Light)	0.55%	0.67%	0.74%
Outdoor I (Heavy)	5.62%	5.82%	6.62%
Outdoor II	1.69%	2.09%	2.62%
Outdoor III	2.64%	2.94%	3.57%
Outdoor IV	15.37%	15.68%	15.96%
Outdoor V (Light)	25.7%	24.91%	23.87%
Yellow Pages I (Heavy)	15.21%	15.01%	15.05%
Yellow Pages II	5.04%	5.29%	6.19%
Yellow Pages III	3.6%	4.26%	5.66%
Yellow Pages IV	22.42%	23.1%	23.22%
Yellow Pages V (Light)	2.19%	2.58%	3.32%

# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.56%	3.56%	3.93%
Drive Time III (Medium)	0.86%	0.79%	0.91%
Radio IV & V (Light)	1.75%	1.89%	2.43%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.04%	10.79%	10.72%
Radio III (Medium)	6.48%	5.99%	5.5%
Radio IV & V (Light)	3.14%	3.68%	3.79%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.5%	14.29%	14.25%
Cable III (Medium)	3.81%	3.83%	4.45%
Cable IV & V (Light)	30.02%	31.3%	32.79%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.74%	3.32%	4.18%
Prime Time III (Medium)	2.33%	2.42%	2.13%
Prime Time IV & V (Light)	9.94%	10.75%	10.37%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.94%	40.53%	41.03%
Fringe III (Medium)	54.19%	53.04%	52.92%
Fringe IV (Light)	58.7%	58.22%	57.02%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.63%	12.26%	13.74%
All Day III (Medium)	24.18%	24%	24.08%
All Day IV (Light)	11.28%	12.04%	14.66%



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org).

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.04%	12.11%	12.36%
6:00am - 10:00am	12.3%	12.86%	15.38%
10:00am - 3:00pm	3.87%	4.82%	7.41%
3:00pm - 7:00pm	14.53%	14.18%	14.59%
7:00pm - Midnight	10.93%	11.56%	12.23%
Midnight - 6:00am	3.9%	4.32%	5.12%
Weekend Radio			
Listeners			
Dayparts [summary]	17.56%	17.04%	15.71%
6:00am - 10:00am	3.25%	3.52%	3.93%
10:00am-3:00pm	3.34%	3.73%	5.09%
3:00pm - 7:00pm	7.52%	7.59%	7.46%
7:00pm - Midnight	10.57%	10.26%	10.33%
Midnight - 6:00am	9.17%	9.75%	10.62%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.1%	9.56%	9.07%
Saturday: 8:00-11:00pm	8.74%	8.72%	8.75%
Sunday: 7:00-11:00pm	10.9%	10.57%	10.46%
9:00am-1:00pm	30.03%	28.82%	26.65%
9:00am-4:00pm	34.02%	32.83%	30.67%
4:00pm-7:00pm	29.01%	29.05%	30.01%
11:00pm-1:00am	43.62%	42.49%	41.76%
AVG Prime time	2.02%	2.25%	2.82%
Mon-Sun			



# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16.03%	16.73%	17.44%
7-9am	21.35%	21.74%	23.2%
9am-12noon	26.94%	25.19%	22.55%
12noon-4pm	7.08%	7.64%	8.12%
4-6pm	48.2%	47.12%	48.27%
6-7pm	22.41%	21.13%	19.48%
7-7:30pm	0.99%	1.23%	1.57%
7:30-8pm	11.89%	11.82%	11.4%
8-11pm	10.1%	9.56%	9.07%
11pm-12am	36.13%	35.01%	34.05%
11pm-1am	43.62%	42.49%	41.76%
1-6am	29.36%	30.31%	30.75%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	18.48%	18.48%	19.13%
Sat: 10am-1pm	8.69%	8.25%	8.97%
Sat: 1-4pm	25.95%	25.75%	25.31%
Sat: 4-6pm	6.82%	6.92%	7.65%
Sat: 6-7pm	2.29%	2.01%	2.12%
Sat: 7-8pm	0.94%	0.98%	1.09%
Sat: 8-11pm	8.74%	8.72%	8.75%
Sat: 11pm-1am	4.27%	4.44%	5.35%
Sat: 1am-7pm	25.19%	24.81%	24.25%
Sun: 7-10am	2.11%	2.23%	2.34%
Sun: 10am-1pm	8.94%	8.09%	7.18%
Sun: 1-4pm	6.79%	6.96%	6.74%
Sun: 4-7pm	16.79%	15.88%	14.74%
Sun: 7-11pm	10.9%	10.57%	10.46%
Sun: 11pm-1am	5.94%	6.16%	6.15%
Sun: 1-7am	25.11%	24.08%	22.97%





# 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?



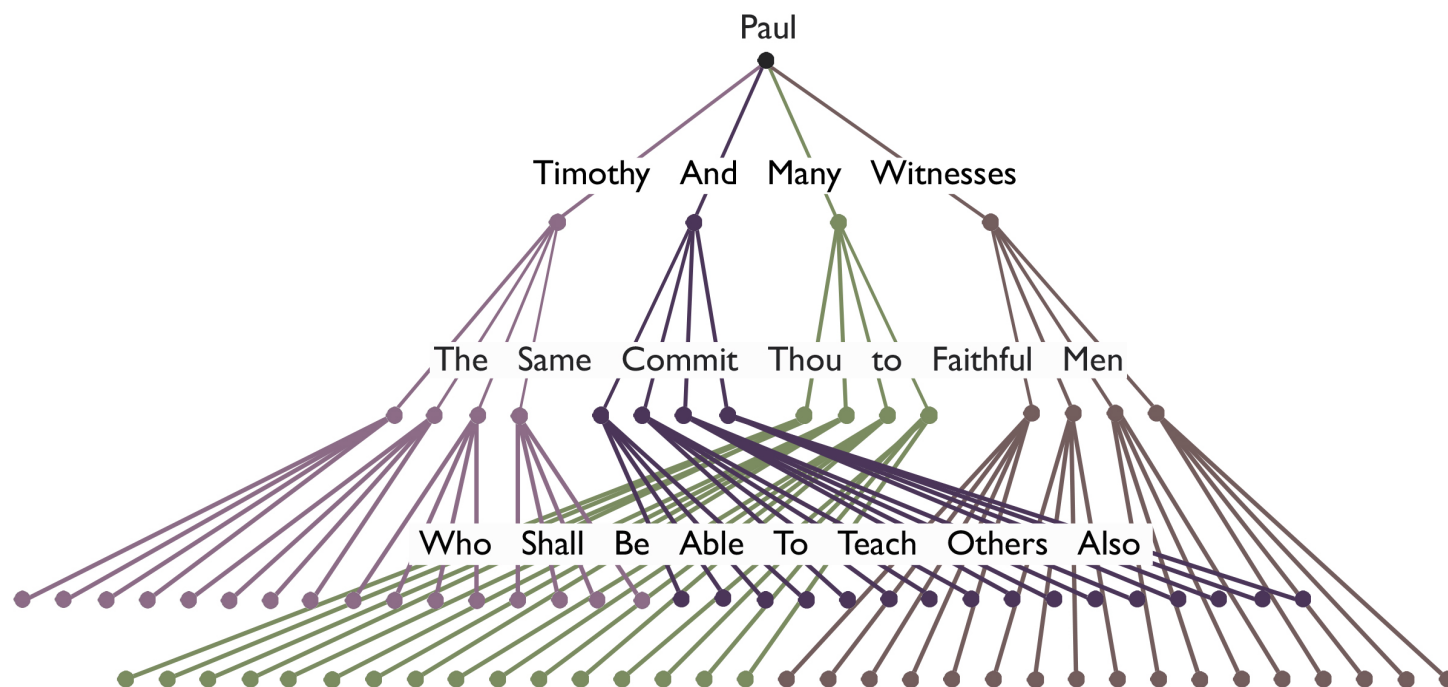
Intercultural Institute  
for Contextual Ministry

# 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*

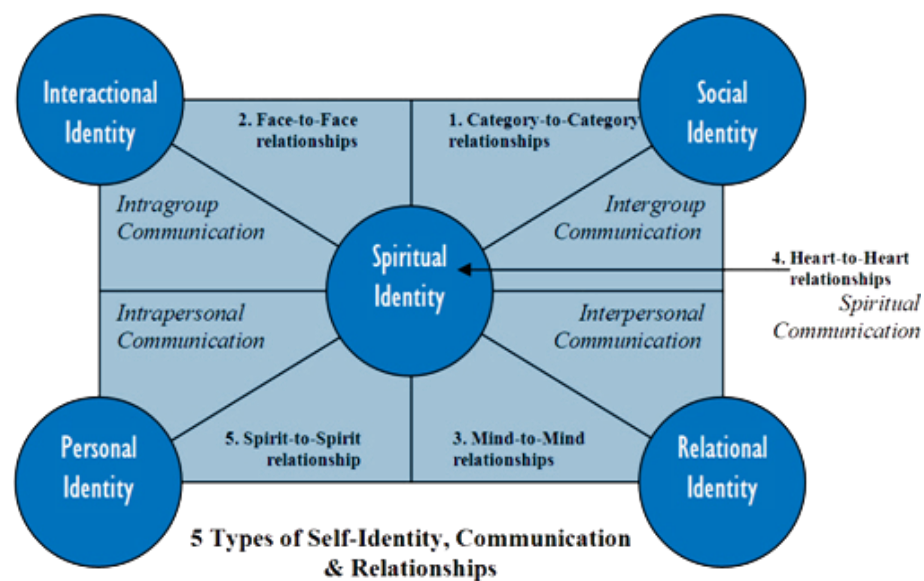


# Establishing Redemptive Relationships

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.



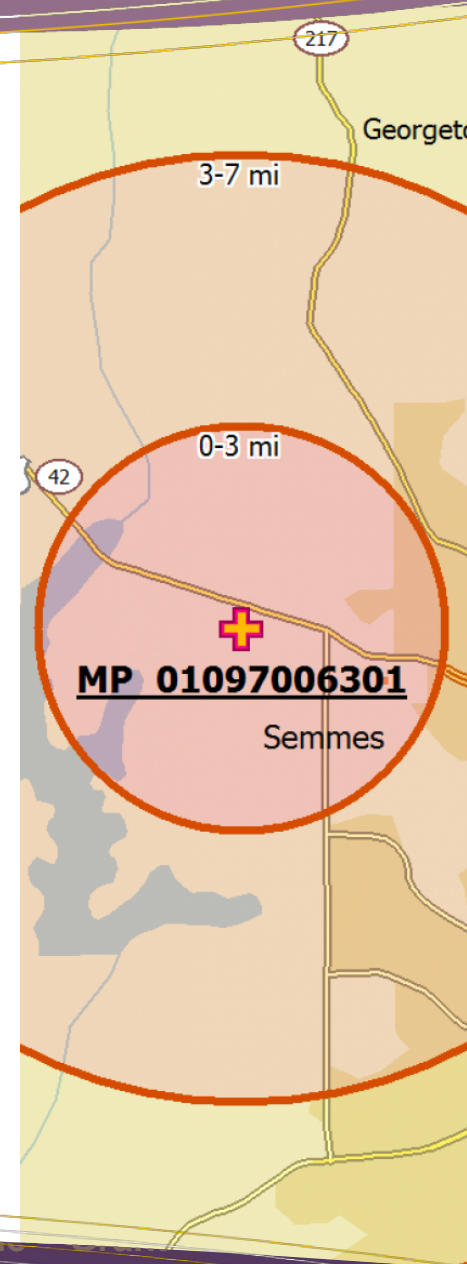


## Your MissionSite and the Missional Suite

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	The Cornerstone	PO Box 103 Semmes, AL 36575	1.51 mi	144	Growing
2	Big Creek	11366 Moffett Rd Wilmer, AL 36587	1.93 mi	57	Declining
3	Semmes First	4070 Wulff Rd E Semmes, AL 36575	2.51 mi	244	Plateauing
4	Haven Woods	7050 Lott Rd Semmes, AL 36575	3.85 mi	295	Growing
5	Shalom	8151F Rosemary Rd Mobile, AL 36613	4.00 mi	22	Growing
6	Wilmer First	PO Box 126 Wilmer, AL 36587	4.46 mi	687	Declining
7	Spice Pond	PO Box 1667 Semmes, AL 36575	5.20 mi	45	Declining
8	Crawford	3000 Sun Valley Dr Mobile, AL 36618	5.45 mi	299	Declining
9	West Jordan	335 Eliza Jordan Rd S Mobile, AL 36608	5.48 mi	37	Growing
10	Faith	8410 Jack Williams Rd Wilmer, AL 36587	5.69 mi	68	Declining
11	Indian Springs	4241 Lott Rd Eight Mile, AL 36613	6.53 mi	130	Declining
12	Orchard	6960 Overlook Rd Mobile, AL 36618	7.20 mi	254	Declining
13	Shadow Lawn	1401 Dogwood Trl Eight Mile, AL 36613	7.48 mi	69	Declining
14	Smithtown	6970 Smithtown Rd Eight Mile, AL 36613	7.51 mi	46	Declining
15	Trinity	13685 Tanner Williams Rd Wilmer, AL 36587	7.56 mi	65	Growing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Kushla - Bethany	6145 Highway 45 Eight Mile, AL 36613	7.83 mi	140	Growing
17	Sonrise	140 Snow Rd S Mobile, AL 36608	8.17 mi	102	Growing
18	New Generation	1350 Cody Rd N Mobile, AL 36608	8.25 mi	120	Growing
19	Seven Hills	8950 Airport Blvd Mobile, AL 36608	8.25 mi	210	Declining
20	New Jerusalem	7220 1st St Mobile, AL 36608	8.32 mi	50	Plateauing
21	West Mobile	7501 Airport Blvd Mobile, AL 36608	8.59 mi	602	Growing
22	Forest Hill	P O Box 180114 Mobile, AL 36618	8.66 mi	35	Plateauing
23	Moffett Road	5555 Moffett Rd Mobile, AL 36618	8.79 mi	432	Plateauing
24	Georgetown	10950 Lott Rd Churchula, AL 36521	8.84 mi	84	Declining
25	Emmanuel	5601 Zeigler Blvd Mobile, AL 36608	9.14 mi	96	Plateauing
26	New Hope	6390 Old Shell Rd Mobile, AL 36608	9.28 mi	44	Declining
27	Highpoint	2421 Lott Rd Eight Mile, AL 36613	9.42 mi	198	Growing
28	Myers Memorial	307 S Shelton Beach Rd Mobile, AL 36613	10.39 mi	194	Declining
29	Crossroads	9260 Cottage Hill Rd Mobile, AL 36695	10.42 mi	52	Plateauing
30	College Park	5860 College Pkwy Mobile, AL 36613	10.54 mi	246	Growing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Hillcrest	1204 Hillcrest Rd Mobile, AL 36695	10.56 mi	70	Declining
32	Airport Boulevard	6301 Airport Blvd Mobile, AL 36608	10.59 mi	118	Plateauing
33	Snow Road First	2370 Snow Rd N Semmes, AL 36575	10.63 mi	126	Growing
34	International	5651 Cottage Hill Rd. Mobile, AL 36609	10.63 mi	55	Growing
35	Churchula	PO Box 81 Churchula, AL 36521	10.89 mi	32	Declining
36	Azalea City Fellowship	274 Jackson Dr Mobile, AL 36609	11.07 mi	0	Plateauing
37	Spring Hill	2 McGregor Ave S Mobile, AL 36608	11.08 mi	1,067	Plateauing
38	Woodridge	2700 Schillinger Rd S Mobile, AL 36695	11.29 mi	505	Growing
39	Dayspring	2200 Cody Rd S Mobile, AL 36695	11.30 mi	880	Growing
40	Lafitte	PO BOX 777 Saraland, AL 36571	11.40 mi	211	Declining
41	North Mobile First	1251 Industrial Pkwy Saraland, AL 36571	11.98 mi	1,227	Declining
42	West Chickasaw	452 Thompson Blvd Chickasaw, AL 36611	12.17 mi	68	Plateauing
43	Anchor of Hope Community	2370 Hillcrest Rd Ste G, PMB 236 Mobile, AL 36695	12.19 mi	31	Growing
44	New Liberty Park	654 Rice St Mobile, AL 36607	12.24 mi	30	Growing
45	Dauphin Way	3661 Dauphin St Mobile, AL 36608	12.26 mi	884	Growing



6 Watroak Court  
North Augusta, SC 29841

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

In Partnership with:



Alabama Baptist Convention  
**State Board of Missions**

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

## CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)

Office: 803-279-5828

Web: [www.iicm.net](http://www.iicm.net)

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

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

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

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

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

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

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