MissionSite
top unreached locations

TUSCALOOSA, AL

CENSUS TRACT: 01125012503
REGION: North Central Region
ASSOCIATION: Tuscaloosa
DISTRICT: 09: West Central District
COUNTY: Tuscaloosa
SITESCAPE: Townscape
DENSITY PATTERN: E3

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
State Board of Missions

MissionSite (TM)
## Table of Contents

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Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1890	Tuscaloosa
3	District	09	West Central District
4	County Location	01125	Tuscaloosa
5	Zipcode	35405	Tuscaloosa
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
9	Sitescape Density Pattern	E3	50000-100000-50000

Tuscaloosa
3-7 mi
0-3 mi
MP 01125012503

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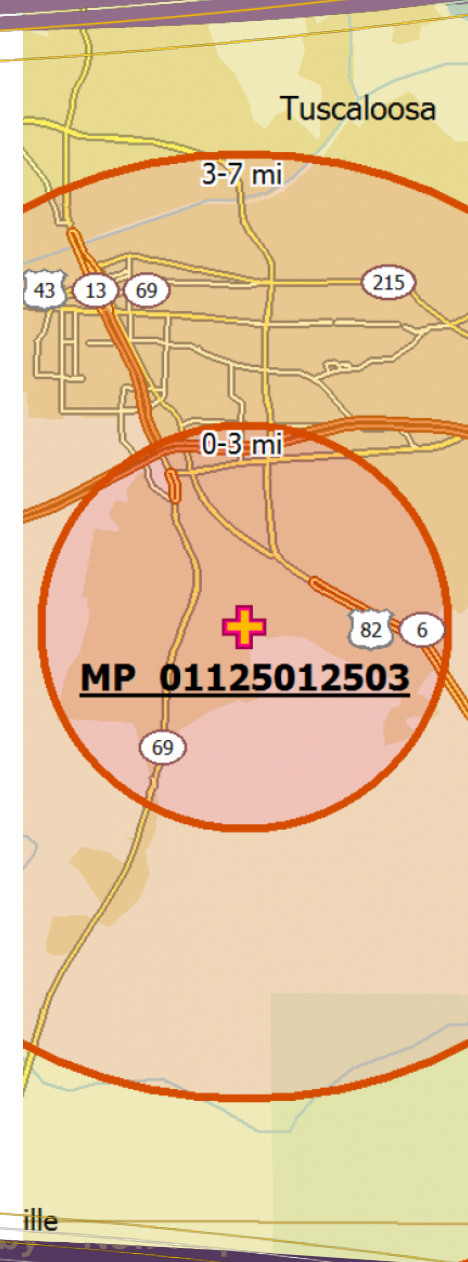
Site Location Summary - Map of the Site Location
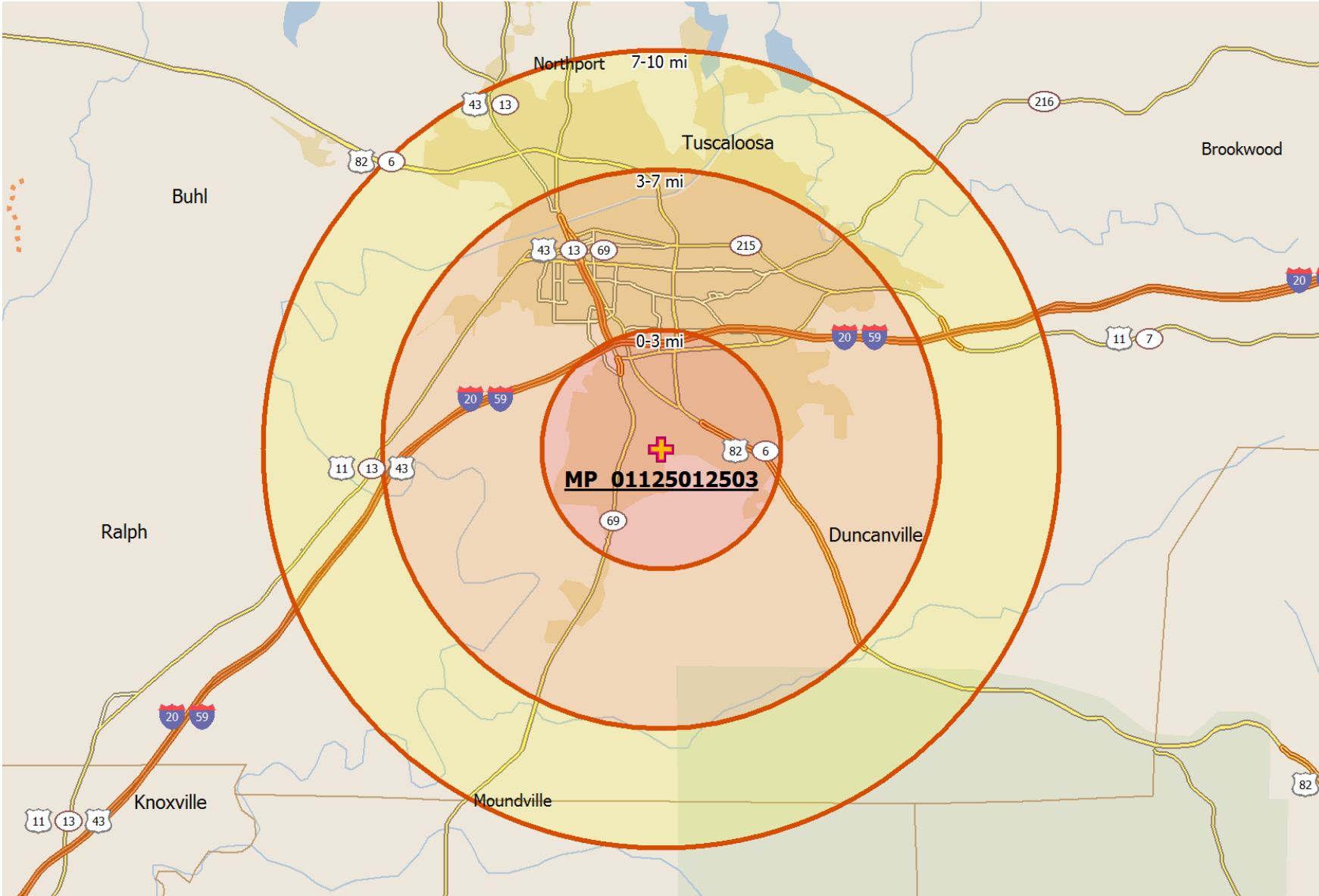
Site Location Summary - Urbanicity

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	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area 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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	20,271	80,850	33,915
2010 Households	7,993	32,352	13,934
2010 Group Quarters Population	32	9,288	701

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	29	42	29
Language Diversity National Index	21	23	26
Foreign Born Diversity National Index	23	67	59
Ancestry Diversity National Index	24	18	47
Racial Diversity National Index	62	65	45

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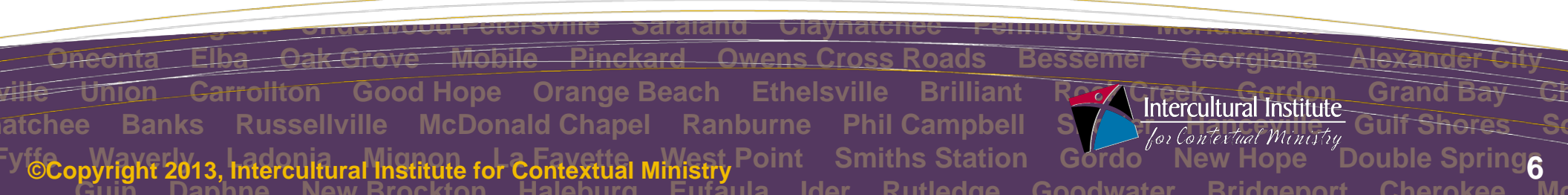
Site Location Summary - County Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,451	30.66%
Mainstay Communities	Established, Diverse Households	326	4.08%
Working Communities	Blue-collar, Working Families	295	3.69%
Country Communities	Rural, Agri. & Mining Families	182	2.28%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,952	24.42%
Urban Communities	High Density, Inner-city Neighborhoods	2,785	34.84%

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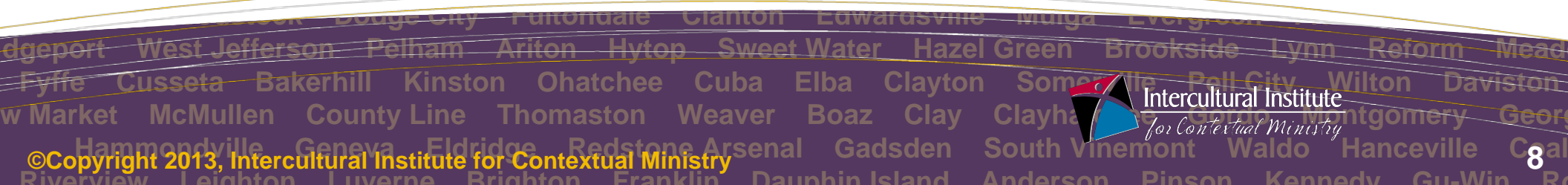
Using the Site Location Summary

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.

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?

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	50,724	5,622	11.08%
Unreached %	68.79%	70.34%	102.25
Religious But NOT Evangelical HH	14,666	1,906	12.99%
Religious But NOT Evangelical %	19.89%	23.84%	119.87
Spiritual But NOT Relig or Evang HH	7,233	635	8.78%
Spiritual But NOT Relig or Evang %	9.81%	7.95%	81.01
Not Evangelical, Not Interested HH	29,189	3,111	10.66%
Not Evangelical, Not Interested %	39.59%	38.92%	98.32

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Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of ALSBOM Churches	114	7	6.14%
Active ALSBOM Attenders	15,996	1,216	7.6%
Active Evangelical Households	14,427	1,485	10.29%
Active Evangelical Percent	19.57%	18.58%	94.96
Inactive Evangelical Households	8,583	884	10.3%
Inactive Evangelical Percent	11.64%	11.06%	95
# New Churches Needed	0	0	0%
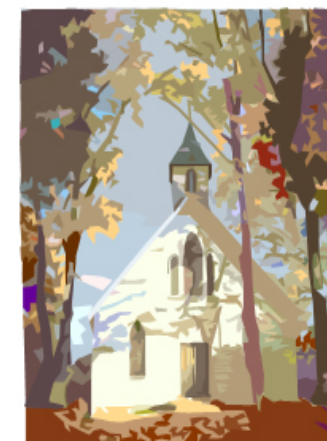
Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Safe Harbor	1.35 mi	55	Growing	16	Rosedale	4.51 mi	142	Declining
2	Gilgal	1.39 mi	188	Growing	17	New Eastern Hills	4.62 mi	49	Plateauing
3	Valley View	1.48 mi	555	Plateauing	18	Forest Lake	4.77 mi	216	Plateauing
4	East McFarland	1.62 mi	173	Growing	19	Temple	4.83 mi	67	Declining
5	Taylorville	1.73 mi	149	Growing	20	Woodland Park	4.91 mi	47	Growing
6	Little Sandy	2.36 mi	81	Growing	21	The Lighthouse	5.20 mi	100	Declining
7	Southridge Community	2.85 mi	15	Declining	22	Faith	5.24 mi	23	Declining
8	South Highlands	3.18 mi	146	Declining	23	Big Sandy	5.25 mi	125	Plateauing
9	Woodland Forrest	3.32 mi	0	Plateauing	24	Mt. Zion	5.44 mi	64	Growing
10	Skyland Boulevard	3.48 mi	254	Plateauing	25	Alberta Spanish Mission	5.60 mi	39	Growing
11	Hargrove Road	3.79 mi	47	Growing	26	Alberta	5.63 mi	255	Plateauing
12	Ridgecrest	3.85 mi	303	Plateauing	27	Hopewell	5.74 mi	144	Plateauing
13	Crestline	4.00 mi	103	Growing	28	Philippine Globe	5.74 mi	15	Growing
14	Oak Grove	4.12 mi	75	Declining	29	Calvary	5.78 mi	1,296	Plateauing
15	Circlewood	4.24 mi	542	Plateauing	30	Tuscaloosa's Eastview Church	5.79 mi	55	Declining

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Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.

2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.
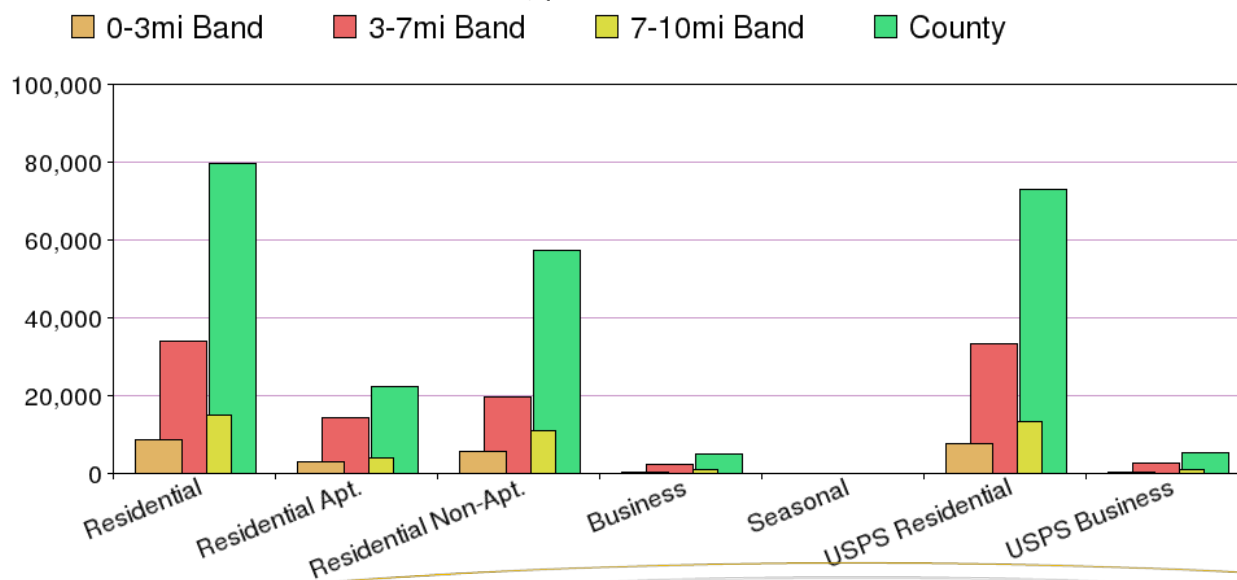
Current Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	150,513	10,904	7.24%
2000 Population	164,875	15,695	9.52%
2010 Population	186,550	20,271	10.87%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	55,346	3,963	7.16%
2000 Households	64,517	6,069	9.41%
2010 Households	73,734	7,993	10.84%

Location Types in this MissionSite

Location Type	0-3mi Band
Residential	8,800
Residential Apt.	3,032
Residential Non-Apt.	5,768
Business	477
Seasonal	0
USPS Residential	7,661
USPS Business	476

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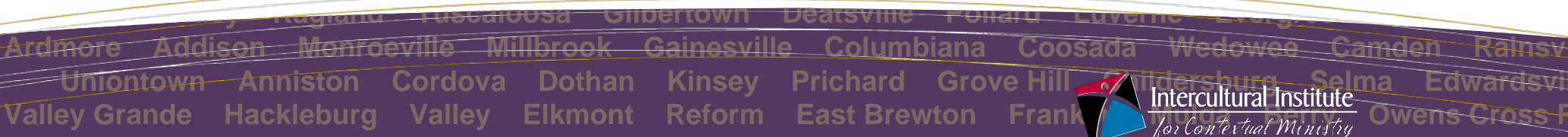
Current Demographic Summary

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

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

Age Group Percentages

- 45-64 Years 24.06%
- < 20 Years 29.65%
- 75+ Years 3.65%
- 65-74 Years 5.28%
- 20-34 Years 23.79%
- 35-44 Years 13.57%
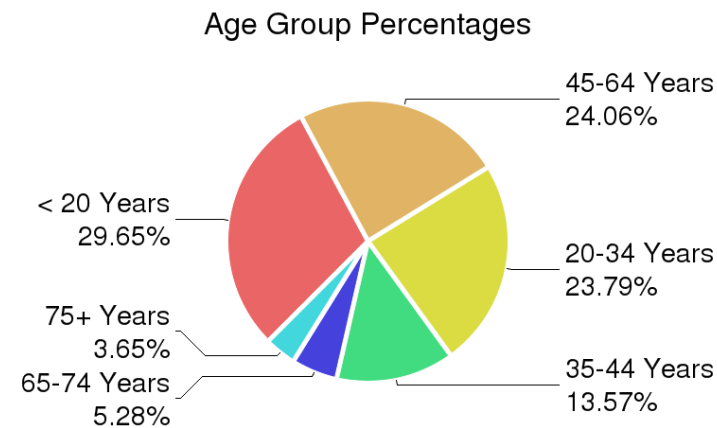
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.21%	5.99%	114.97
4-5 Years	2.54%	2.88%	113.39
6-8 Years	3.77%	4.53%	120.16
9-11 Years	3.7%	4.41%	119.19
12-13 Years	2.42%	2.96%	122.31
14-17 Years	5.82%	5.87%	100.86
18-19 Years	3.08%	3.02%	98.05
0-5 Years	7.75%	8.87%	114.45
6-12 Years	8.67%	10.43%	120.3
13-19 Years	10.11%	10.36%	102.47
< 20 Years	26.53%	29.66%	111.8
20-34 Years	27.01%	23.8%	88.12
35-44 Years	11.68%	13.57%	116.18
45-64 Years	23.07%	24.07%	104.33
65-74 Years	6.33%	5.28%	83.41
75+ Years	5.37%	3.65%	67.97
Median Age	32	33	104.41
Median Age (Male)	31	32	103.46
Median Age (Female)	33	34	104.52

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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 0-3 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.
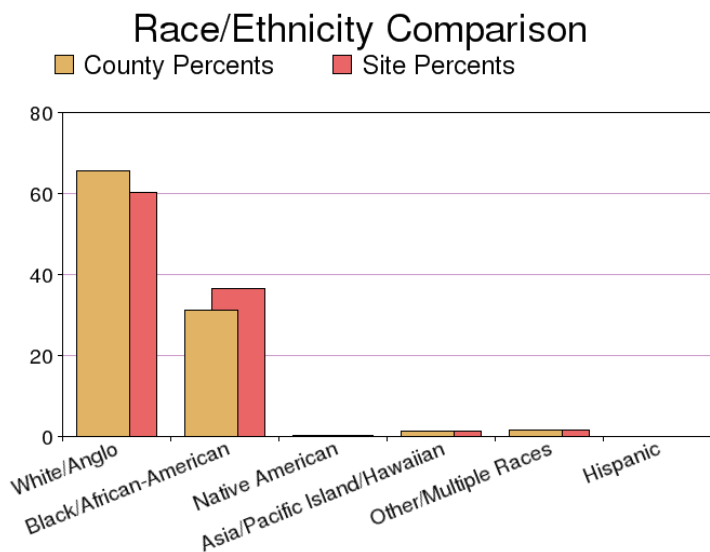
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	65.73%	60.37%	91.85
Black, African-American	31.16%	36.58%	117.39
Native American	0.24%	0.2%	82.72
Asian	1.26%	1.34%	106.65
Pacific Island, Hawaiian	0.05%	0%	10.83
Other/Multiple Races	1.57%	1.5%	95.83
Hispanic	0%	2.07%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	115,345	12,684	
Less than 9th Grade	4.54%	2.64%	171.81
No High School Diploma	10.5%	7.1%	148
High School Graduate	32.21%	29.28%	110.02
Some College, no degree	19.89%	22.88%	86.92
Associate Degree	6.08%	7.5%	81.12
College Degree	16.04%	20.6%	77.85
Graduate/Prof. degree	10.74%	10%	107.36

Race/Ethnicity Comparison

Legend: County Percents, Site Percents

Categories: White/Anglo, Black/African-American, Native American, Asia/Pacific Island/Hawaiian, Other/Multiple Races, Hispanic

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Current Demographic Summary

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

For each category both county and 0-3 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	13.52%	8.31%	56.14
$10,000 to $19,999	12.33%	7.91%	64.13
$20,000 to $29,999	10.94%	9.68%	88.55
$30,000 to $49,999	19.11%	19.04%	99.65
$50,000 to $59,999	8.04%	8.78%	109.26
$60,000 to $69,999	7.26%	9.33%	128.49
$70,000 to $79,999	6.02%	7.22%	119.94
$80,000 to $89,999	4.75%	5.67%	119.43
$90,000 to $99,999	3.18%	3.83%	120.53
$100,000 to $124,999	7.74%	11.03%	142.57
$125,000 to $149,999	2.68%	4.24%	158.34
$150,000 to $199,999	2.23%	2.97%	132.82
$200,000 to $249,999	0.57%	0.81%	143.11
$250,000 or more	1.65%	1.15%	69.85
Median Household	42,868	57,753	134.72
Average Household	58,840	66,465	112.96
Per Capita Household	24,569	26,208	106.67
Family/Non-Family Household Income			
Median Family Income	60,197	67,886	112.77
Average Family Income	76,172	76,810	100.84
Median Non-Family Income	22,208	34,154	153.79
Average Non-Family Income	32,094	37,560	117.03

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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 0-3 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	60.68%	66.56%	109.69
Families with Children	28.56%	34.82%	121.91
Families without Children	32.12%	31.74%	98.82
Non-Family Households			
% Non-Family Households	39.32%	33.44%	85.05
Non-Families with Children	0.02	0	0
Non-Families without Children	39.3	33.44	85.1
Housing Units			Index
Total Housing Units	85,943	9,469	
Vacant percent	14.21%	15.59%	109.73
Owned percent	53.73%	56.57%	105.29%
Rented Percent	32.06%	27.85%	86.86
Households by Size			Index
Avg household size	2.39	2.53	105.86
Avg family hh size	3.15	3.19	101.27
Avg non-family hh size	1.23	1.21	98.37
Households By Count of Persons			Percent
One	23,069	2,253	9.77%
Two	22,980	2,279	9.92%
Three or Four	22,176	2,838	12.8%
Five+	5,509	623	11.31%

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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 0-3 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	150,513	10,904	7.24%
2000 Population	164,875	15,695	9.52%
2010 Population	186,550	20,271	10.87%
2015 Population	199,108	24,840	12.48%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	55,346	3,963	7.16%
2000 Households	64,517	6,069	9.41%
2010 Households	73,734	7,993	10.84%
2015 Households	79,660	9,915	12.45%

Household Change from 1985 to 2030
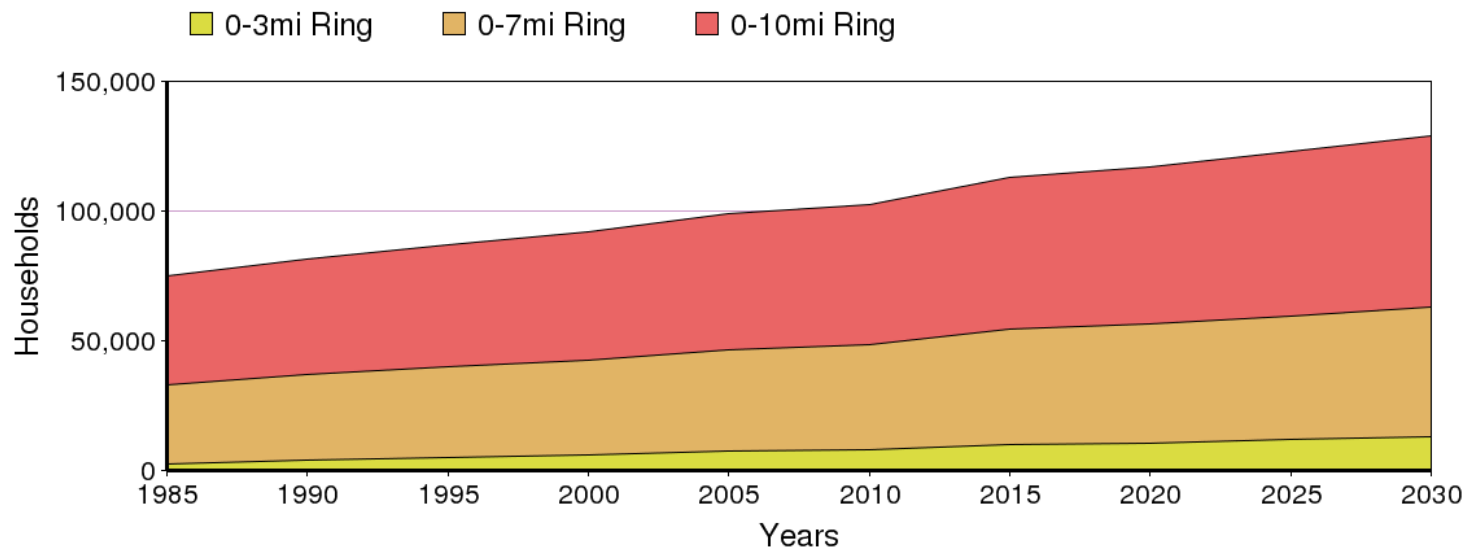
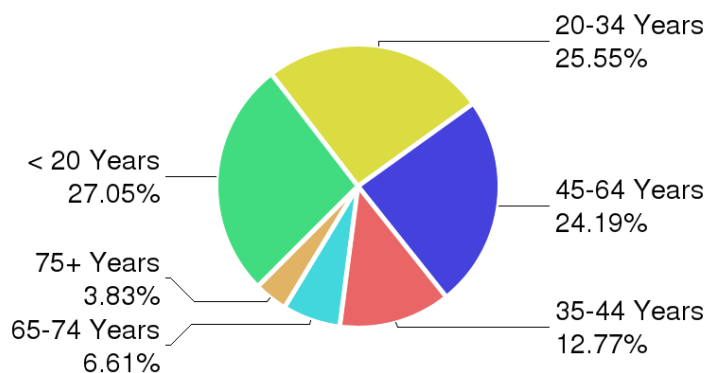Intercultural Institute
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Projected Demographic Summary

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.

Projected Age Group Percentages

- 20-34 Years 25.55%
- 45-64 Years 24.19%
- 35-44 Years 12.77%
- 65-74 Years 6.61%
- 75+ Years 3.83%
- < 20 Years 27.05%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.99%	5.81%	96.99
4-5 Years	2.88%	2.75%	95.49
6-8 Years	4.53%	4.35%	96.03
9-11 Years	4.41%	4.31%	97.73
12-13 Years	2.96%	2.85%	96.28
14-17 Years	5.87%	4.89%	83.3
18-19 Years	3.02%	2.1%	69.54
0-5 Years	8.87%	8.55%	96.39
6-12 Years	10.43%	10.09%	96.74
13-19 Years	10.36%	8.4%	81.08
< 20 Years	29.66%	27.04%	91.17
20-34 Years	23.8%	25.54%	107.31
35-44 Years	13.57%	12.77%	94.1
45-64 Years	24.07%	24.19%	100.5
65-74 Years	5.28%	6.61%	125.19
75+ Years	3.65%	3.83%	104.93
Median Age	32	35	108.66
Median Age (Male)	31	33	107.91
Median Age (Female)	33	36	108.5

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Projected Demographic Summary

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

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

Race/Ethnicity Comparison
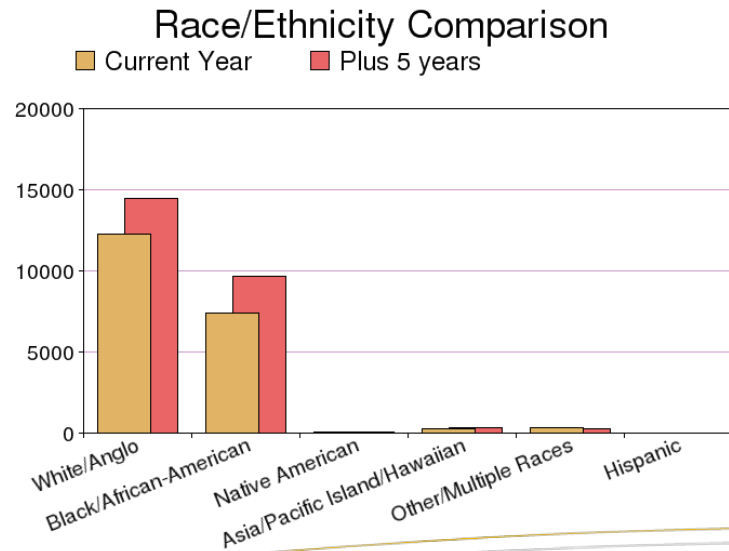
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	60.37%	58.29%	96.55
Black, African-American	36.58%	38.94%	106.46
Native American	0.2%	0.2%	102.01
Asian	1.34%	1.42%	105.61
Pacific Island, Hawaiian	0%	0.02%	326.43
Other/Multiple Races	1.5%	1.13%	75.18
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,684	16,966	
Less than 9th Grade	2.64%	2.06%	78.11
No High School Diploma	7.1%	5.84%	82.24
High School Graduate	29.28%	31.07%	106.1
Some College, no degree	22.88%	22.15%	96.81
Associate Degree	7.5%	7.64%	101.96
College Degree	20.6%	21.05%	102.2
Graduate/Prof. degree	10%	10.19%	101.8

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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	8.31%	7.45%	89.72
$10,000 to $19,999	7.91%	7%	88.52
$20,000 to $29,999	9.68%	8.8%	90.93
$30,000 to $49,999	19.04%	17.63%	92.59
$50,000 to $59,999	8.78%	8.51%	96.92
$60,000 to $69,999	9.33%	9.62%	103.09
$70,000 to $79,999	7.22%	7.52%	90.67
$80,000 to $89,999	5.67%	6.08%	94.67
$90,000 to $99,999	3.83%	3.67%	95.9
$100,000 to $249,999	11.03%	12.44%	112.7
$125,000 to $149,999	4.24%	4.64%	109.39
$150,000 to $199,999	2.97%	3.55%	119.73
$200,000 to $249,999	0.81%	1.05%	128.98
$250,000 or more	1.15%	1.48%	128.81
Median Household	57,753	62,188	107.68
Average Household	66,465	72,501	109.08
Per Capita Household	26,208	28,940	110.42
Family/Non-Family Household Income			
Median Family Income	67,886	72,614	106.96
Average Family Income	76,810	85,880	111.81
Median Non-Family Income	34,154	39,842	116.65
Average Non-Family Income	37,560	40,646	108.22

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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 0-3 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	66.56%	64.88%	97.48
Families with Children	34.82	31.74	91.16
Families without Children	31.74	36.81	115.98
Non-Family Households			
% Non-Family Households	33.44%	35.12%	105.01
Non-Families with Children	0	0.02	105.01
Non-Families without Children	33.44	35.1	104.95
Housing Units			
Total Housing Units	9,469	11,666	123.2%
Vacant percent	15.59%	15.01%	96.29
Owned percent	56.57%	58.89%	104.09
Rented Percent	27.85%	26.1%	93.73
Households by Size			
Avg household size	2.53	2.50	98.81%
Avg family hh size	3.19	3.14	98.43%
Avg non-family hh size	1.21	1.32	109.09%
Households By Count of Persons			
One	2,253	2,921	129.65%
Two	2,279	2,831	124.22%
Three or Four	2,838	3,412	120.23%
Five+	623	749	120.22%

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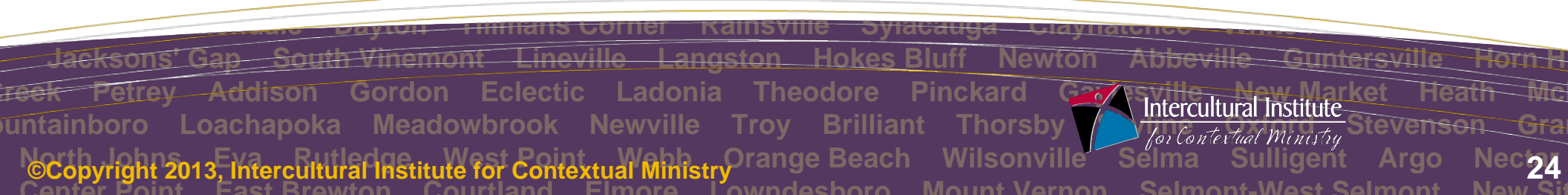
Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	367	1,663	850
Northern Europe	15	106	91
Western Europe	220	100	159
Southern Europe	0	15	0
Eastern Europe	44	58	8
Other Europe	0	0	0
Eastern Asia	0	514	147
So. Central Asia	34	120	37
SE Asia	44	53	60
Western Asia	0	83	67
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	23	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	75	44
Central Amer.	0	257	202
South America	0	185	23
North America	10	74	12
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	0-3 MILES	3-7 MILES	7-10 MILES
English only	15,415	67,769	27,541
Spanish	140	1,873	650
Other Indo-Euro language	539	802	475
French (incl. Patois, Cajun)	192	179	118
French Creole	0	0	0
Italian	0	25	9
Portuguese	0	0	0
German	327	300	261
Yiddish	0	0	0
Other West Germanic	0	6	4
A Scandinavian Language	0	0	4
Greek	0	51	0
Russian	20	19	0
Polish	0	0	15
Serbo-Croatian	0	16	0
Other Slavic Language	0	12	0
Armenian	0	0	0
Persian	0	12	0
Gujarathi	0	0	44
Hindi	0	60	0
Urdu	0	27	18

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	48	2
Asian/PI languages	0	0	0
Chinese	0	300	155
Japanese	0	97	35
Korean	0	98	82
Mon-Khmer, Cambodian	0	0	3
Miao, Hmong	0	0	0
Thai	11	0	0
Laotian	0	0	0
Vietnamese	30	28	14
Other Asian	23	53	0
Tagalog	12	22	19
Other Pacific Is	0	0	0
Other languages	9	151	67
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	97	38
Hebrew	0	14	0
African languages	0	40	9
Other unspecified	9	0	20

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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	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	12,996	52,742	21,546
Arab	6	143	51
Armenian	8	0	0
Austrian	9	43	0
British	28	340	138
Canadian	10	7	5
Croatian	0	0	9
Czech	0	37	49
Czechoslovak	0	41	31
Danish	0	34	8
Dutch	151	356	162
English	1,310	3,737	2,669
European	153	765	469
Finnish	9	0	0
French (not Basque)	258	712	365
French Canadian	0	68	51
German	935	2,700	1,598
Greek	0	115	23
Hungarian	82	8	24
Iranian	0	49	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	521	3,784	1,737
Italian	117	606	270
Lithuanian	9	26	0
Norwegian	55	204	145
Polish	81	250	93
Portuguese	16	0	4
Romanian	0	29	7
Russian	26	103	32
Scandinavian	0	11	34
Scotch-Irish	187	1,531	711
Scottish	90	949	514
Slovak	0	33	0
Subsaharan African	253	735	298
Swedish	29	122	66
Swiss	13	17	0
Ukrainian	0	0	0
US/American	2,320	5,796	4,928
Welsh	8	250	84
West Indian	0	88	84
Yugoslavian	21	16	6
Other	6,292	29,039	6,880

Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?

2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?

3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Using the Demographic Indicators

Issues for Your Consideration - continued

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?

5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?

6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

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Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangelscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.

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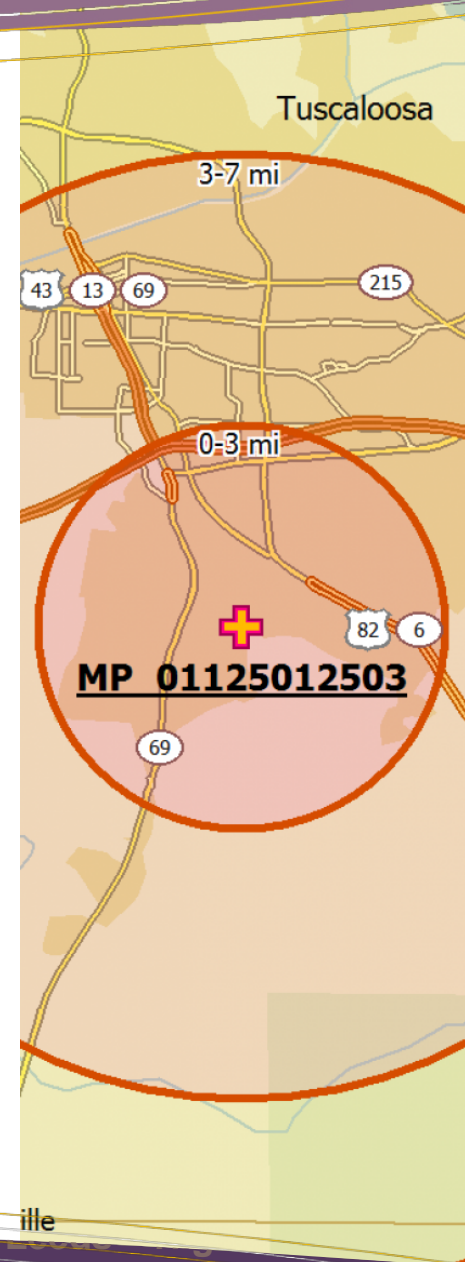
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,993	100%	5,622	100%
AFFLUENT SUBURBIA	1,886	23.6%	1,285	22.86%
America's Wealthiest	0	0%	0	0%
Dream Weavers	266	3.33%	190	3.38%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	208	2.6%	140	2.49%
Small Town Success	116	1.45%	80	1.42%
New Suburbia Fam.	1,296	16.21%	875	15.56%
UPSCALE AMERICA	565	7.07%	399	7.1%
Status Conscious Consumers	3	0.04%	2	0.04%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	316	3.95%	212	3.77%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	246	3.08%	185	3.29%
SM TWN SUCCESS	300	3.75%	194	3.45%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	213	2.66%	139	2.47%
Urban Optimists	0	0%	0	0%
Family Convenience	87	1.09%	55	0.98%
Mid-Market Enterprise	0	0%	0	0%
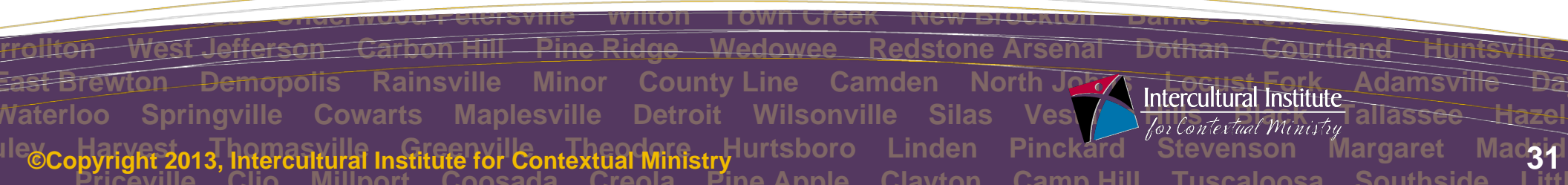
Unreached Households by Lifestyle Segment

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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,993	100%	5,622	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	26	0.33%	17	0.3%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	26	0.33%	17	0.3%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	295	3.69%	200	3.56%
Steadfast Conservative	119	1.49%	82	1.46%
Moderate Conventionalists	170	2.13%	114	2.03%
Southern Blues	0	0%	0	0%
Urban Grit	6	0.08%	4	0.07%
Grass-Roots Living	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,993	100%	5,622	100%
REMOTE AMERICA	157	1.96%	92	1.64%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	157	1.96%	92	1.64%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,952	24.42%	1,460	25.97%
Young Cosmopolitans	362	4.53%	283	5.03%
Minority Metro Communities	1,582	19.79%	1,172	20.85%
Stable Careers	2	0.03%	1	0.02%
Aspiring Hispania	6	0.08%	4	0.07%
RURAL VILLAGES & FARMS	25	0.31%	16	0.28%
Industrious Country Living	13	0.16%	9	0.16%
America's Farmland	0	0%	0	0%
Comfy Country Living	12	0.15%	7	0.12%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	7,993	100%	5,622	100%
STRUGGLING SOCIETIES	532	6.66%	360	6.4%
Rugged Southern Style	4	0.05%	2	0.04%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	528	6.61%	358	6.37%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2,253	28.19%	1,599	28.44%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	27	0.34%	17	0.3%
Af. Amer. Neighborhoods	1,827	22.86%	1,278	22.73%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	399	4.99%	304	5.41%
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 0-3 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?

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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).
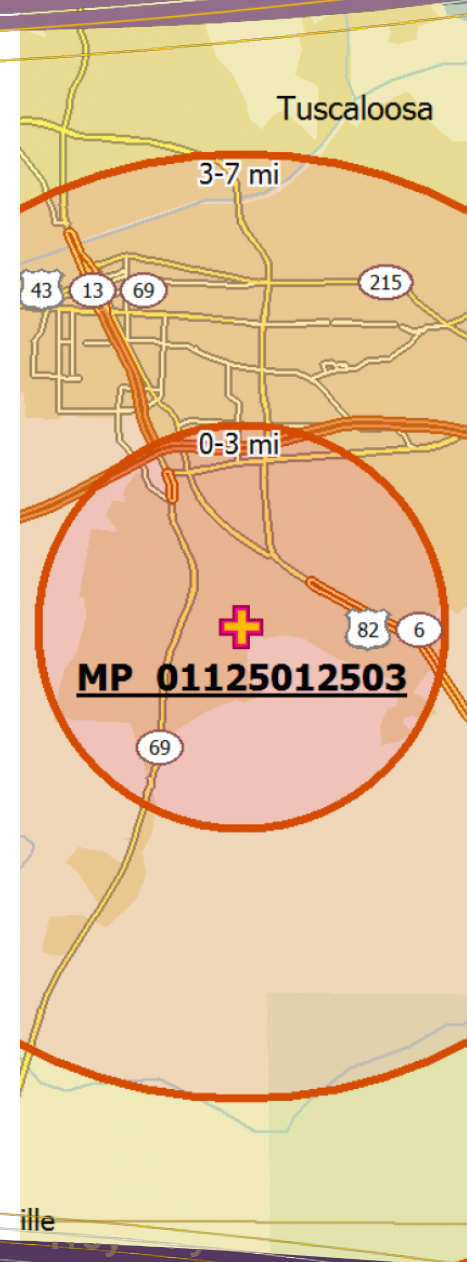
Potential Cultural Bridges

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	73%	71%	72%
Use Comp. for Internet/E-mail	56%	53%	54%
Internet Use: E-Mail	47%	46%	47%
Use Comp. for Word Processing	38%	31%	33%
Use Comp. for Comp. Games	36%	33%	34%
Use Comp. for Shopping	34%	30%	31%
Use Comp. for Education	33%	31%	32%
Use Comp. for Banking	32%	27%	28%
Use Comp. for Digital Camera Photo Editing	31%	28%	29%
HH Owns DVD Player	30%	27%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	26%	24%	25%
Internet Use: News/ Weather	26%	27%	27%
Use Comp. for News/Info./Data Service	24%	22%	22%
PC-Network-HH Has One	21%	17%	18%
Use Comp. for Personal Financial Mngmnt	16%	12%	13%
Use Comp. for Accounting	14%	12%	12%
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	13%	11%	12%
Internet Use: Research/ Education	12%	13%	13%
Internet Use: Read Magazines/ Newspapers	11%	10%	10%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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%	68%
Reading Books	54%	53%	54%
Dining Out (Not Fast Food)	53%	52%	53%
Card Games	41%	40%	40%
Cooking for Fun	36%	37%	37%
Go To A Beach/Lake	34%	31%	32%
Board Games	30%	30%	31%
Gardening	27%	26%	27%
Visit Museum	20%	19%	20%
Going To Bars/Nightclubs/Dancing	20%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	66%	66%
Gen./Fam. Practitioner	36%	36%	36%
Dentist	26%	24%	25%
Backache	21%	22%	22%
None Of These	21%	20%	20%
Eye Dr.	20%	19%	20%
Hypertension/High Blood Pressure	18%	19%	19%
High Cholesterol	17%	16%	17%
Acid Reflux Disease (GERD)	14%	14%	14%
OB/GYN	13%	11%	11%

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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 - 0-3 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	29.42%	27.87%	28.25%
Live Theater	21.76%	20.17%	20.76%
Live Theater Most Often	17.03%	16.01%	16.61%
Rock/Pop Concerts Most Often	16.57%	15.76%	15.89%
Comedy Club	12.02%	10.01%	10.01%
Dance Performance	10.95%	9.95%	9.74%
Movies: Comedy	42.64%	39.23%	39.29%
Movies: Action/Adventure	40.88%	38.43%	38.47%
Movies: Drama	24.79%	23.02%	22.98%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	22.62%	21.36%	21.28%
Movies: Fam.	22.56%	20.62%	20.64%
Movies: Mystery	18.99%	19.73%	19.13%
MLB Baseball Reg. Season	8.45%	6.14%	6.68%
NFL Football Reg. Season	7.34%	5.34%	5.78%
College Football Reg. Season	7.32%	5.6%	6.14%
College Basketball Reg. Season	5.28%	4.41%	4.54%
NBA Basketball Reg. Season	4.4%	3.03%	3.24%
NHL Hockey Reg. Season	3.21%	2.16%	2.34%

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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 - 0-3 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	40.31%	36.63%	37.54%
Swimming	29.87%	29.5%	30.16%
Bowling	23.59%	21.12%	21.18%
Jogging/Running	18.96%	16.64%	16.39%
Billiards/Pool	18.89%	20.25%	19.86%
Basketball	17.97%	17.75%	17.26%
Weight Training	16.93%	14.78%	15.09%
Using Cardio Machine	14.64%	12.38%	12.73%
Freshwater Fishing	14.15%	14.46%	14.83%
Golf	13.23%	12.86%	13.16%
Baseball	12.5%	12.41%	12.11%
Football	12.41%	13.62%	12.98%
Stationary Cycling	12.24%	10.74%	11.22%
Aerobics	12.15%	10.09%	10.19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Mountain/Road Biking	11.68%	12.9%	12.87%
Camping Trips	9.9%	10.16%	10.91%
Volleyball	8.55%	9.29%	8.91%
Backpacking/Hiking	8.23%	8.34%	8.6%
Softball	8.12%	7.72%	7.59%
Tennis	8.05%	7.64%	7.56%
Soccer	7.77%	7.74%	7.55%
Yoga	7.35%	7.08%	7.14%
Saltwater Fishing	6.82%	6.23%	6.36%
Roller Skating	6.6%	6.29%	6.12%
Target Shooting	6.51%	6.69%	6.85%
Power Boating	5.84%	6.42%	6.67%
Ice Skating	5.54%	6.07%	5.92%
Hunting	5.2%	6.07%	6.4%

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Motorcycling	5.09%	4.84%	5.02%
Canoeing/Kayaking	4.93%	4.62%	5.06%
Jet Skiing	4.76%	4.74%	4.63%
Downhill & X-Country Skiing	4.66%	5.13%	5.09%
Racquetball	4.58%	4.24%	4.12%
Horseback Riding	4.47%	4.62%	4.69%
Snorkeling	4.29%	5.23%	5.03%
Water Skiing	4.09%	4.17%	4.14%
Fly Fishing	3.84%	3.89%	4.02%
Hockey	3.73%	3.63%	3.59%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Martial Arts	3.49%	2.98%	2.99%
Rock Climbing	3.45%	3.63%	3.6%
Skateboarding	3.23%	3.44%	3.31%
Archery	3.23%	3.58%	3.68%
Snowboarding	3.22%	3.72%	3.64%
Snowmobiling	2.83%	3.4%	3.34%
Sailing	2.82%	3.15%	3.15%
Auto Racing	2.64%	2.9%	2.88%
Surfing & Windsurfing	2.5%	2.93%	2.86%
Rowing	2.5%	2.21%	2.29%

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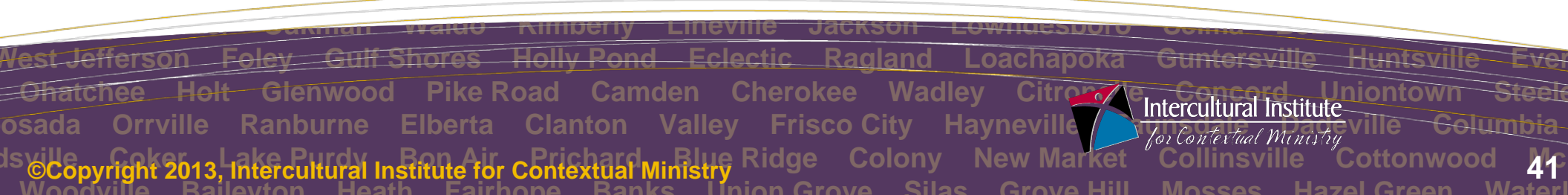
Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

BIBLICAL BARRIERS
The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

ECCLESIAL BARRIERS
Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by refering t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

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

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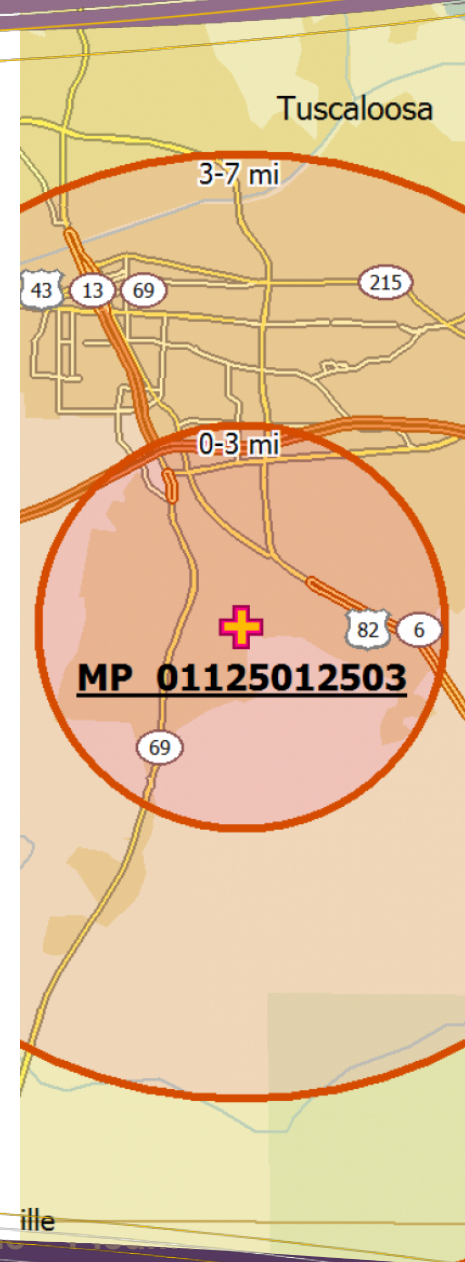
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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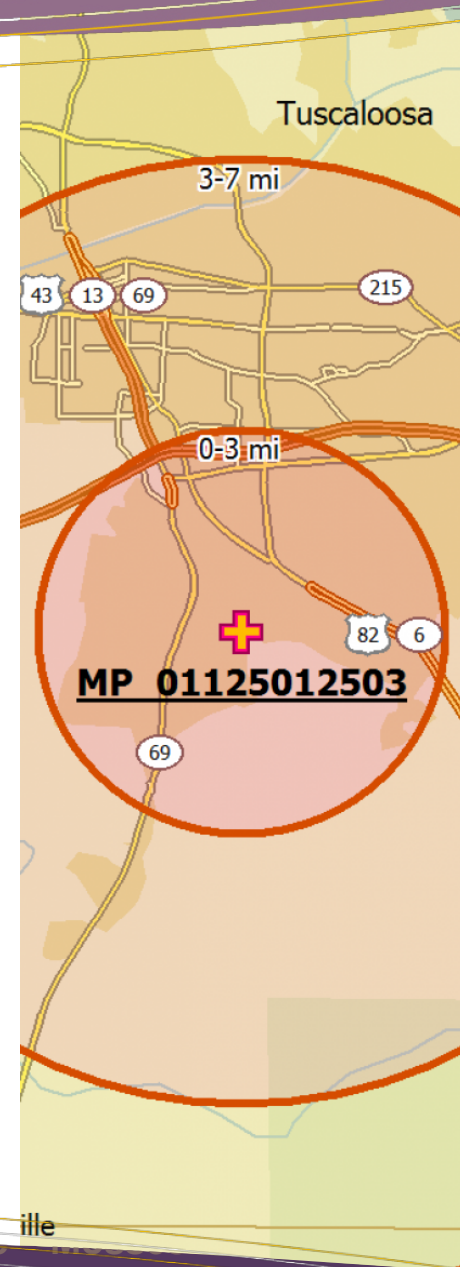
Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	51%
Find It Difficult To Say No To My Kids	37%	38%	37%
Like Control Over People And Resources	37%	36%	35%
Speak My Mind Even If It Upsets People	36%	37%	37%
Woman's Place Is In The Home	34%	32%	32%
Prefer To Have Few Possessions As Possible	32%	32%	32%
Don't Judge People/Way They Live Life	30%	32%	31%
Too Much Sponsorship In Arts/Sports	26%	27%	26%
If Won Lottery Would Never Work Again	26%	26%	27%
Like To Do Unconventional Things	26%	26%	26%
Money Is Best Measure Of Success	24%	24%	24%
I Am A Workaholic	23%	24%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Friends More Important Than My Fam.	23%	23%	24%
Marijuana Should Be Legalized	21%	20%	20%
Like to Stand Out In A Crowd	21%	22%	22%
Like To Pursue Challenge/Novelty/Change	18%	17%	18%
We Should Strive for Equality for All	17%	17%	17%
Only Work Current Job for The Money	15%	14%	14%
Rarely Sit Down to a Meal Together At Home	15%	15%	16%
Happy With My Standard Of Living	13%	15%	15%
On Whole People Get What They Deserve	11%	12%	12%
I Am A Perfectionist	10%	11%	10%
Indulge My Kids With The Little Extras	10%	9%	9%
Very Happy With My Life As It Is	10%	9%	9%

Potential Cultural Themes

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

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

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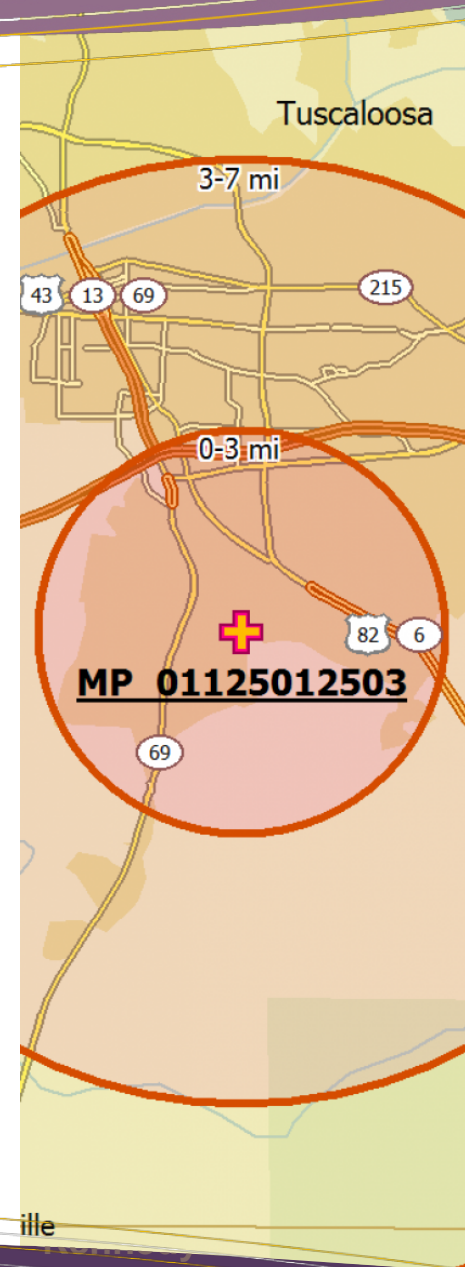
45
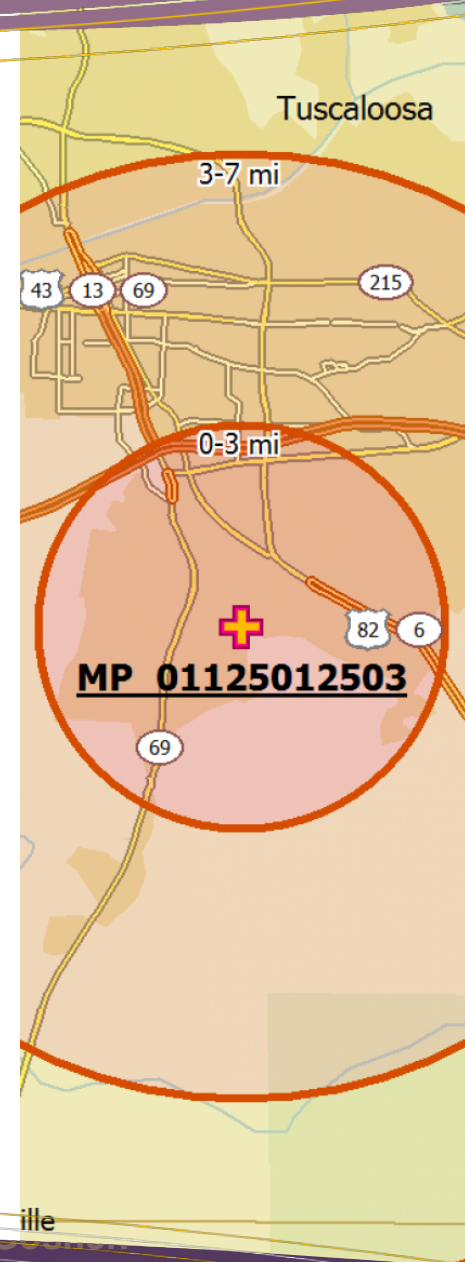
Potential Cultural Themes:

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	62%	57%	58%
You Should Seize Opportunities In Life	56%	56%	56%
Like To Understand About Nature	39%	39%	39%
Prefer Work Part Of Team Than Alone	37%	37%	36%
Important Feel Respected By My Peers	33%	33%	33%
Prefer To Have Few Possessions As Possible	32%	32%	32%
Important To Juggle Various Tasks	32%	32%	31%
Good At Fixing Things	30%	32%	31%
Have Keen Sense Of Adventure	28%	28%	28%
People Have To Take Me As They Find Me	25%	22%	22%
Like To Just Enjoy Life	21%	20%	20%
Consider Myself Interested In The Arts	21%	21%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	21%	22%	21%
Looking for New Ideas To Improve Home	18%	18%	17%
Provide My Kids With The Little Extras	18%	19%	18%
Real Men Don't Cry	17%	16%	16%
Try Not To Worry About The Future	16%	16%	15%
Is An Important Part Of Who I Am	15%	14%	15%
Enjoy Spending Time With My Fam.	12%	12%	12%
Children Should Be Allowed To Express Themselves	7%	7%	7%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	4%	5%	5%

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.
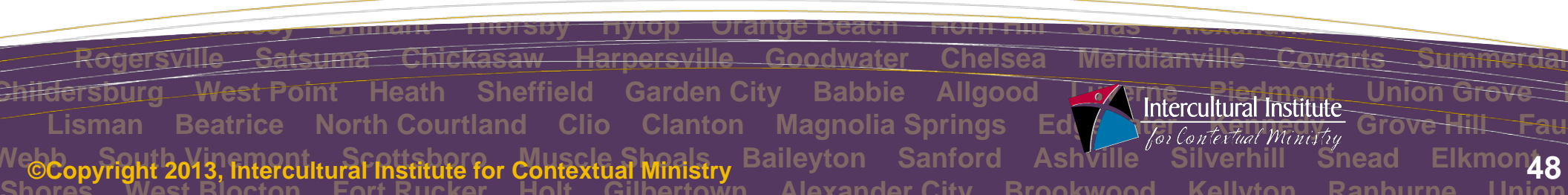
Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In Restaurant-Visit Any	84.72%	82.86%	83.48%
Fam. Restaurants/Steak Houses-Visit Any	78.54%	75.65%	76.94%
McDonald's	55.38%	54.23%	54.61%
Burger King	37.97%	36.62%	36.79%
Wendy's	32.44%	28.88%	29.38%
Kentucky Fried Chicken (KFC)	31.76%	31.57%	30.93%
Subway	30.21%	29.45%	29.85%
Applebee's	27.84%	28.55%	28.94%
Taco Bell	27%	25.33%	25.75%
Pizza Hut	22.35%	21.82%	21.73%
Arby's	21.84%	20.1%	20.5%
Olive Garden	21.78%	18.59%	19.14%

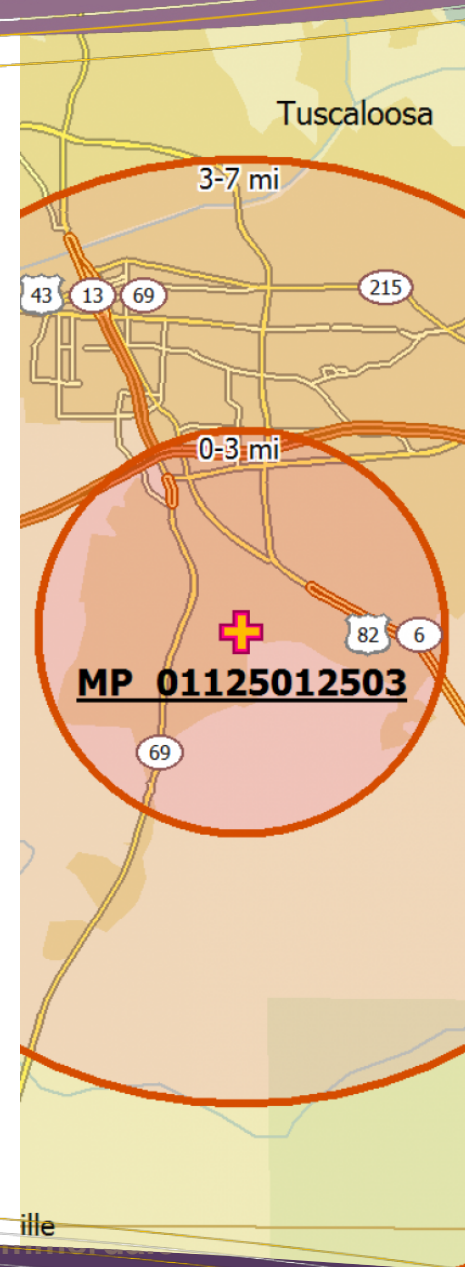| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	17.74%	16.99%	17.13%
Chick-Fil-A	17.59%	13.84%	14.01%
IHOP (International House Of Pancakes)	16.35%	14.85%	14.96%
Outback Steakhouse	15.83%	13.17%	13.78%
TGI Friday's	15.73%	13.93%	13.73%
Domino's Pizza	15.62%	15.9%	15.68%
Starbucks	15.52%	12.5%	12.87%
Chili's Grill and Bar	15.14%	12.96%	13.32%
Dairy Queen	14.52%	16.15%	16.53%
Popeyes	14.34%	13.21%	12.49%
Sonic	14.32%	13.49%	13.57%
Dunkin' Donuts	13.61%	12.24%	12.25%

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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!

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	44.77%	40.43%	41.95%
Recycled products	30.48%	26.79%	28.53%
Worked as volunteer (non political)	15.07%	13.72%	14.46%
Engaged in fund raising	12.26%	10.45%	10.79%
Religious club member	8.15%	7.5%	7.59%
Church Board	6.39%	5.37%	5.36%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.73%	4.81%	5.1%
Wrote to editor of mag or newspaper	5.16%	5.03%	5.21%
Took active part in local civic issue	5.13%	4.94%	5.01%
Charitable Organization	5.01%	4.75%	4.93%
Union member	4.95%	4.27%	4.47%
Addressed a public meeting	4.76%	4.27%	4.44%

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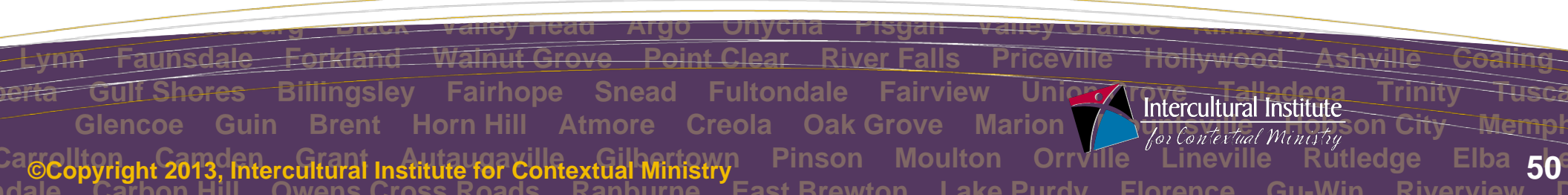
Communication Media Content

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.

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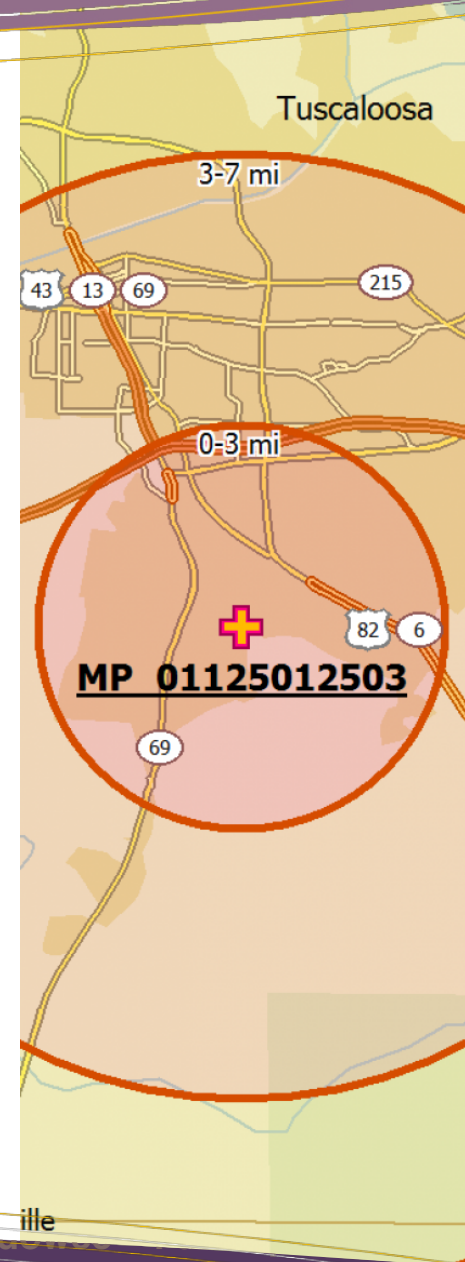
Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 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	16.86%	14.72%	15.44%
Children's Books	14.37%	12.48%	12.72%
Mystery	10.82%	10.23%	10.55%
Religious (not Bibles)	10.25%	9.14%	9.13%
Cookbooks	9.12%	9.1%	9.4%
Romance	7.94%	7.11%	7.09%
Personal/Business Self-help	7.66%	6.17%	6.34%
Biography	6.92%	5.9%	6.15%
History	6.86%	5.67%	6.01%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	68.71%	65.68%	66.45%
Gen. Editorial	50.41%	49.45%	49.46%
Womens	46.14%	45.02%	44.7%
Service	32.45%	31.54%	32.41%
Business/Finance	21.19%	18.41%	18.96%
Mens	19.27%	19.23%	19.26%
Music	16.83%	18.24%	17.23%
Sports	15.47%	15.58%	15.65%
Parenthood	14.61%	14.72%	14.51%

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	51.91%	49.67%	50.78%
Classified	32.12%	34.27%	33.82%
Sport	31.94%	30.28%	30.74%
Business/Finance	28.22%	25.16%	26.18%
Editorial Page	26.29%	25.87%	26.72%
Movie Listings & Reviews	25.9%	24.69%	24.96%
Food/Cooking	23.46%	22.45%	23.06%
Comics	23.37%	24.82%	25.23%
TV/Radio Listings	22.01%	21.53%	22.03%
Home/Gardening	20.45%	17.74%	18.53%
Travel	19.84%	16.89%	17.57%
Fashion	17.23%	15.01%	15.09%
Science/Technology	16.15%	14.7%	15.29%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	32.19%	30.79%	28.47%
CHR Contemp Hit Radio	18.28%	18.2%	18.11%
Adult Contemporary	14.15%	14.14%	14.73%
Country	12.95%	15.09%	15.6%
News/Talk	10.24%	7.9%	8.84%
Variety	10.15%	8.92%	8.98%
Oldies	9.68%	9.3%	9.72%
Jazz	9.45%	7.64%	7.49%
Rock	8.47%	9%	9.48%
Alternative	7.9%	6.81%	7.33%
All News	7.68%	5.25%	5.67%
Soft Contemporary	6.94%	5.6%	5.88%
Classic Rock	6.85%	7.09%	7.62%
Religious	6.16%	5.19%	5.41%
Gospel	6.01%	6%	5.57%
Sports	4.69%	3.2%	3.45%
All Talk	4.53%	3.4%	3.62%
Classical	3.33%	2.79%	3.03%

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	62.79%	59.69%	60.64%
Satellite Dish	52.34%	46.75%	48.38%
Soapnet	51.59%	48.49%	49.24%
Other Video-On-Demand	40.81%	42.72%	42.46%
Sci-Fi Channel	34.86%	31.67%	32.66%
Subscribe Digital Cable	33.63%	29.97%	29.84%
MSNBC	32.74%	31.86%	32.45%
Comedy Central	31.71%	30.95%	31.68%
TV Info From Sunday TV Magazine	29.55%	26.13%	26.94%
Adult Pay Per View TV	29.38%	28.08%	29.13%
TV Info From Newspapers	27.35%	25.08%	25.33%
Nickelodeon	26.85%	25.15%	25.74%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	26%	22.92%	23.61%
ABC Fam.	25.41%	23.67%	24.25%
ESPN2	25.21%	23.92%	24.09%
TCM (Turner Classic Movies)	24.79%	23.35%	24.08%
BET (Black Entertainment TV)	24.13%	24.54%	24.71%
Nick At Nite	24.12%	23.58%	23.87%
TV Info From Monthly Cable Guide	23.99%	22.89%	23.16%
Adult Swim	23.88%	23.74%	24.45%
USA Network	23.51%	20.62%	21.5%
The Golf Channel	23.33%	21.11%	21.83%
TV Info From Other	22.74%	20.53%	20.75%
ESPN Classic	21.9%	21.08%	21.63%

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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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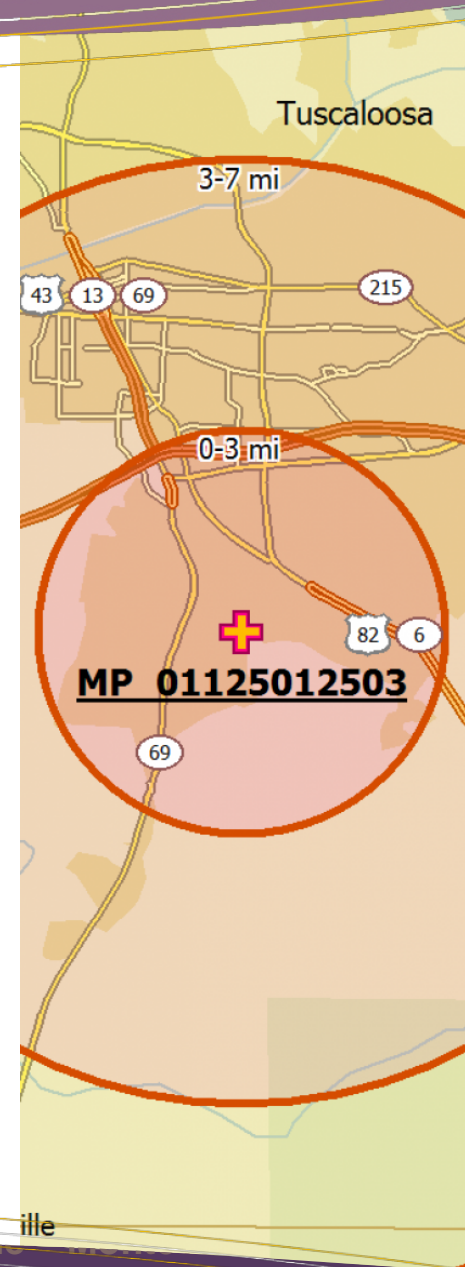
Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 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+)	18.95%	17.91%	18.43%
Medium Users (4-6)	9.9%	8.88%	9.27%
Light Users (1-3)	20.88%	19.53%	19.71%
Quintiles (20%)			
Newspaper I (Heavy)	1.04%	1.09%	1.21%
Newspaper II	1.72%	1.72%	1.69%
Newspaper III	3.1%	2.2%	2.14%
Newspaper IV	0.34%	0.4%	0.39%
Newspaper V (Light)	0.84%	1.31%	1.3%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	23.59%	22.29%	21.89%
Magazines II	10.85%	9.28%	9.24%
Magazines III	11.65%	11.94%	11.64%
Magazines IV	14.7%	12.88%	12.77%
Magazines V (Light)	0.87%	0.68%	0.68%
Outdoor I (Heavy)	7.92%	7.16%	7.3%
Outdoor II	3.88%	4.13%	4.03%
Outdoor III	5.13%	4.7%	4.55%
Outdoor IV	15.9%	15.6%	15.65%
Outdoor V (Light)	22.68%	23.01%	23.49%
Yellow Pages I (Heavy)	15.27%	15.06%	15.24%
Yellow Pages II	8.01%	7.33%	7.37%
Yellow Pages III	7.7%	9.49%	9%
Yellow Pages IV	22.23%	23.35%	23.19%
Yellow Pages V (Light)	4.34%	4.47%	4.37%

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.86%	4.82%	4.53%
Drive Time III (Medium)	1.12%	1.13%	1.05%
Radio IV & V (Light)	3.47%	2.84%	2.89%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	11.94%	10.38%	10.22%
Radio III (Medium)	4.96%	4.11%	4.21%
Radio IV & V (Light)	4.53%	3.9%	3.9%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	13.96%	11.47%	11.96%
Cable III (Medium)	4.96%	5.65%	5.39%
Cable IV & V (Light)	35.42%	34.47%	34.35%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.34%	5.66%	5.33%
Prime Time III (Medium)	1.61%	1.45%	1.51%
Prime Time IV & V (Light)	11.13%	11.96%	11.38%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.26%	39.27%	39.41%
Fringe III (Medium)	51.7%	51.5%	51.78%
Fringe IV (Light)	53.68%	53.14%	53.54%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	17.12%	14.69%	14.58%
All Day III (Medium)	23.72%	23.17%	23.28%
All Day IV (Light)	19.04%	19.87%	19.15%
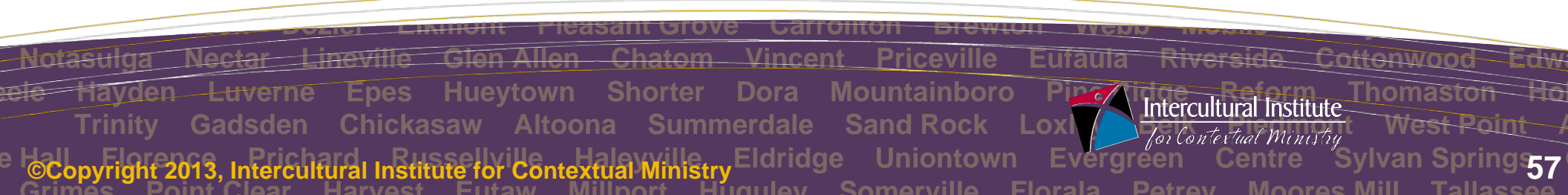
Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	11.98%	10.89%	11.1%
6:00am - 10:00am	19.77%	16.95%	17.2%
10:00am - 3:00pm	12.43%	13.51%	12.48%
3:00pm - 7:00pm	15.85%	16.02%	15.77%
7:00pm - Midnight	12.94%	10.98%	11.68%
Midnight - 6:00am	7.32%	7.68%	7.51%
Weekend Radio Listeners			
Dayparts [summary]	14.83%	14.79%	14.87%
6:00am - 10:00am	3.63%	3.67%	3.7%
10:00am-3:00pm	7.71%	7.61%	7.33%
3:00pm - 7:00pm	8.29%	8.67%	8.32%
7:00pm - Midnight	10.63%	10.6%	10.53%
Midnight - 6:00am	13.5%	13.76%	13.6%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.18%	8.66%	8.61%
Saturday: 8:00-11:00pm	9.28%	8.02%	8.22%
Sunday: 7:00-11:00pm	9.75%	10.63%	10.51%
9:00am-1:00pm	24.12%	23.58%	23.87%
9:00am-4:00pm	28.23%	27.35%	27.65%
4:00pm-7:00pm	31.88%	28.54%	28.98%
11:00pm-1:00am	41.68%	41.68%	41.89%
AVG Prime time Mon-Sun	4.83%	4.43%	4.3%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.13%	17.48%	17.67%
7-9am	25.21%	23.92%	24.09%
9am-12noon	18.57%	17.54%	18.08%
12noon-4pm	9.66%	9.82%	9.57%
4-6pm	52.62%	45.8%	46.88%
6-7pm	17.57%	17.2%	17.39%
7-7:30pm	2.22%	1.65%	1.76%
7:30-8pm	10.88%	10.7%	10.63%
8-11pm	8.18%	8.66%	8.61%
11pm-12am	32.74%	31.86%	32.45%
11pm-1am	41.68%	41.68%	41.89%
1-6am	32.1%	30.48%	31.34%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.33%	17.62%	18.06%
Sat: 10am-1pm	10.8%	9.68%	9.36%
Sat: 1-4pm	25.05%	23.16%	23.66%
Sat: 4-6pm	8.68%	7.58%	7.41%
Sat: 6-7pm	1.88%	1.52%	1.64%
Sat: 7-8pm	1.33%	1.01%	1.11%
Sat: 8-11pm	9.28%	8.02%	8.22%
Sat: 11pm-1am	7.31%	6.07%	6.06%
Sat: 1am-7pm	23.51%	20.62%	21.5%
Sun: 7-10am	2.31%	2.35%	2.37%
Sun: 10am-1pm	5.8%	6%	6.23%
Sun: 1-4pm	6.17%	5.25%	5.43%
Sun: 4-7pm	13.44%	13.56%	13.56%
Sun: 7-11pm	9.75%	10.63%	10.51%
Sun: 11pm-1am	6.03%	6.27%	6.03%
Sun: 1-7am	21.7%	21.11%	21.32%

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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.

Using the Shared Places, Projects, Media Content and Usage

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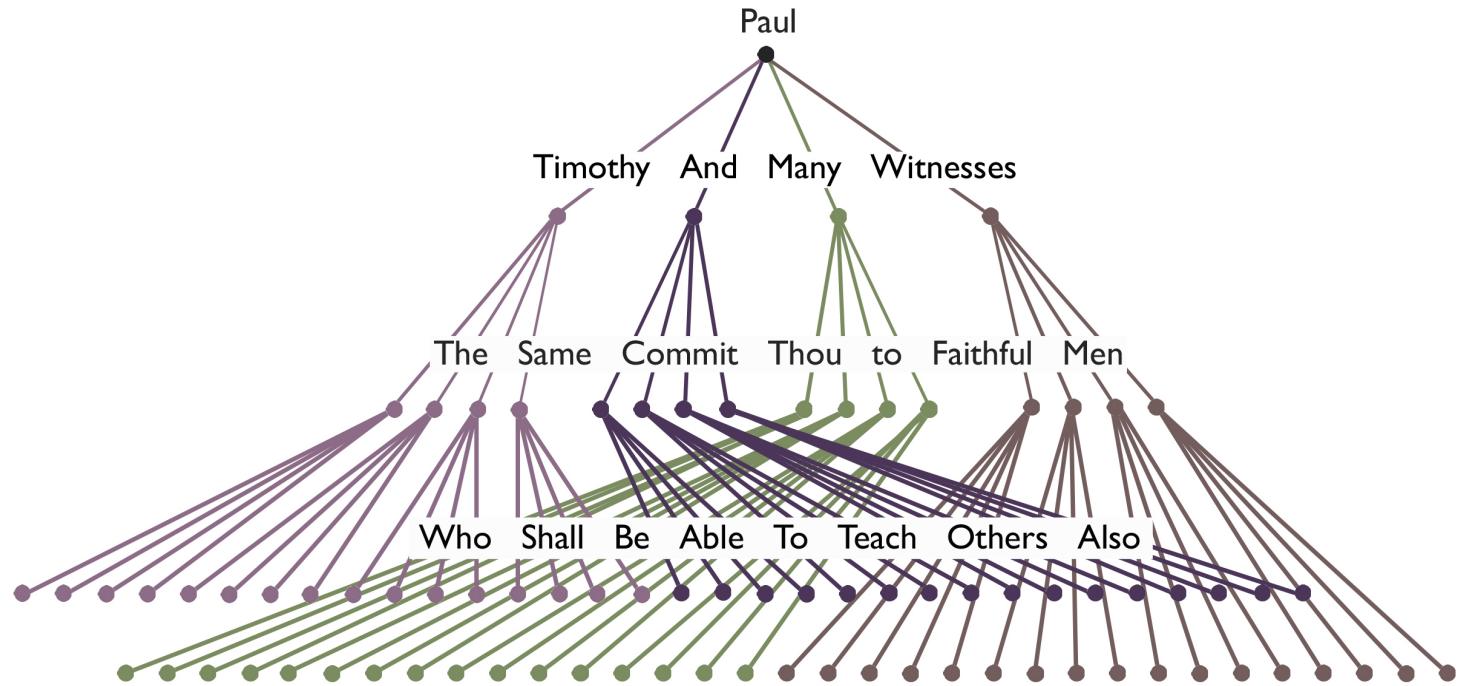
Issues for Your Consideration

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.

2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.

3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?

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

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

Paul

Timothy   And   Many   Witnesses

The   Same   Commit   Thou   to   Faithful   Men

Who   Shall   Be   Able   To   Teach   Others   Also

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Establishing Redemptive Relationships

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

Communication Steps

1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

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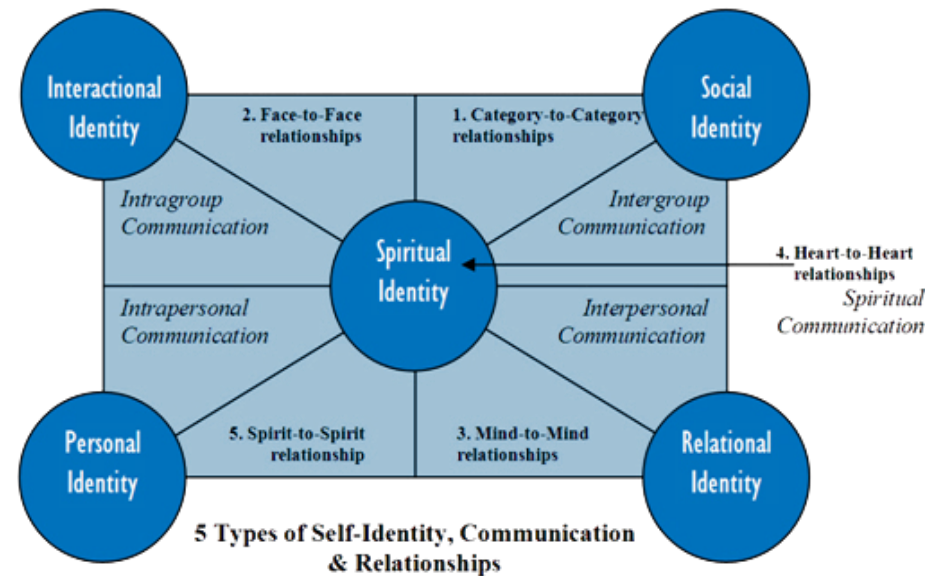
Your MissionSite and the Missional Suite

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

Additional help regarding this MissionSite location may be obtained at www.iicm.net.
IICM provides access to a number of resources:

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

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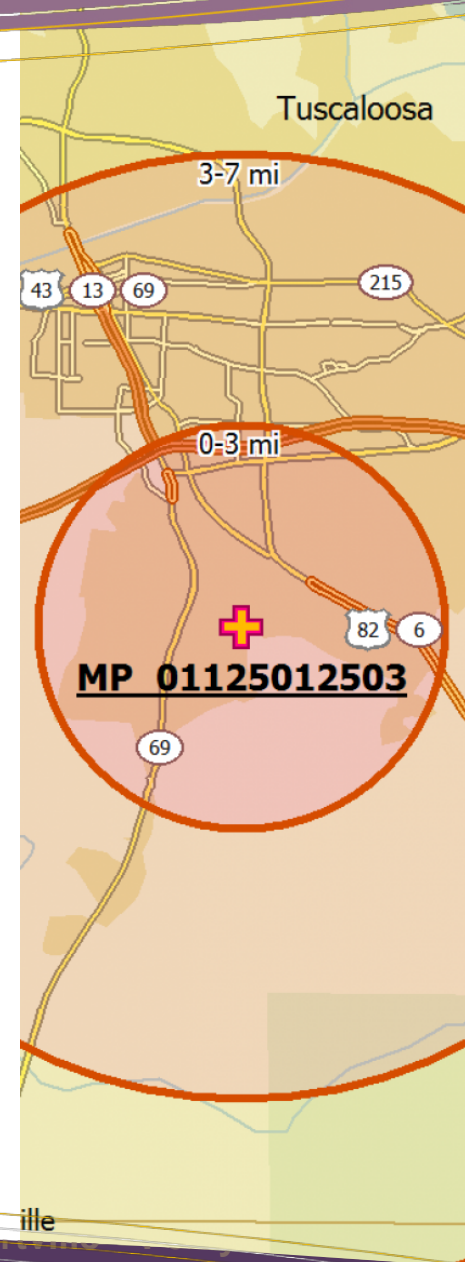
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Safe Harbor	6901 Highway 82 E Tuscaloosa, AL 35405	1.35 mi	55	Growing
2	Gilgal	3000 Bear Creek Rd E Duncanville, AL 35456	1.39 mi	188	Growing
3	Valley View	8820 Highway 69 S Tuscaloosa, AL 35405	1.48 mi	555	Plateauing
4	East McFarland	6007 McFarland Blvd E Tuscaloosa, AL 35405	1.62 mi	173	Growing
5	Taylorville	7201 Moundville Ln Tuscaloosa, AL 35405	1.73 mi	149	Growing
6	Little Sandy	13281 Barbour Loop Tuscaloosa, AL 35405	2.36 mi	81	Growing
7	Southridge Community	11373 Highway 82 E Duncanville, AL 35456	2.85 mi	15	Declining
8	South Highlands	128 39th Street East Tuscaloosa, AL 35405	3.18 mi	146	Declining
9	Woodland Forrest	6701 Hargrove Rd E Tuscaloosa, AL 35405	3.32 mi	0	Plateauing
10	Skyland Boulevard	3320 Skyland Blvd E Tuscaloosa, AL 35405	3.48 mi	254	Plateauing
11	Hargrove Road	3004 Hargrove Rd E Tuscaloosa, AL 35405	3.79 mi	47	Growing
12	Ridgecrest	912 31st St E Tuscaloosa, AL 35405	3.85 mi	303	Plateauing
13	Crestline	13949 Highway 69 S Tuscaloosa, AL 35405	4.00 mi	103	Growing
14	Oak Grove	14415 South Rosser Road Tuscaloosa, AL 35405	4.12 mi	75	Declining
15	Circlewood	2201 Loop Rd Tuscaloosa, AL 35405	4.24 mi	542	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Rosedale	2424 28th St Tuscaloosa, AL 35401	4.51 mi	142	Declining
17	New Eastern Hills	113 25th Ave E Tuscaloosa, AL 35404	4.62 mi	49	Plateauing
18	Forest Lake	107 18th St Tuscaloosa, AL 35401	4.77 mi	216	Plateauing
19	Temple	2206 17th St E Tuscaloosa, AL 35404	4.83 mi	67	Declining
20	Woodland Park	4620 Pelham Heights Rd Tuscaloosa, AL 35404	4.91 mi	47	Growing
21	The Lighthouse	720 14th Street Tuscaloosa, AL 35401	5.20 mi	100	Declining
22	Faith	PO Box 864 Cottondale, AL 35453	5.24 mi	23	Declining
23	Big Sandy	14611 Old Greensboro Rd Tuscaloosa, AL 35405	5.25 mi	125	Plateauing
24	Mt. Zion	8180 Hargrove Rd E Cottondale, AL 35453	5.44 mi	64	Growing
25	Alberta Spanish Mission	2210 University Blvd E Tuscaloosa, AL 35404	5.60 mi	39	Growing
26	Alberta	2210 University Blvd E Tuscaloosa, AL 35404	5.63 mi	255	Plateauing
27	Hopewell	3800 University Blvd E Tuscaloosa, AL 35404	5.74 mi	144	Plateauing
28	Philippine Globe	175 Big Barn Rd Brent, AL 35034	5.74 mi	15	Growing
29	Calvary	1121 Paul Bryant Dr. Tuscaloosa, AL 35401	5.78 mi	1,296	Plateauing
30	Tuscaloosa's Eastview Church	PO Box 70246 Tuscaloosa, AL 35407	5.79 mi	55	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Duncanville	12103 Highway 82 E Duncanville, AL 35456	5.97 mi	137	Plateauing
32	Praise	2920 Clements Rd Cottondale, AL 35453	5.97 mi	14	Growing
33	Pilgrim Rest	PO Box 40722 Tuscaloosa, AL 35404	5.99 mi	105	Growing
34	Good Shepherd	PO Box 1456 Tuscaloosa, AL 35403	6.00 mi	55	Plateauing
35	Tuscaloosa First	721 Greensboro Ave Tuscaloosa, AL 35401	6.14 mi	1,682	Plateauing
36	FBC Spanish Mission	721 Greensboro Ave Tuscaloosa, AL 35401	6.14 mi	8	Growing
37	FBC Chinese Mission	721 Greensboro Ave Tuscaloosa, AL 35401	6.14 mi	40	Growing
38	Cottondale	PO Box 309 Cottondale, AL 35453	6.21 mi	277	Plateauing
39	Unity	6622 Unity Rd Tuscaloosa, AL 35401	6.29 mi	87	Declining
40	New Haven	1809 59th Ave E Cottondale, AL 35453	6.29 mi	50	Declining
41	Open Door	1761 McFarland Blvd N Tuscaloosa, AL 35406	7.25 mi	299	Declining
42	Northport	1004 Main Ave Northport, AL 35476	7.41 mi	461	Plateauing
43	North River Church	1081 Fairfax Park Tuscaloosa, AL 35406	7.95 mi	160	Growing
44	Wildwood	PO Box 595 Cottondale, AL 35453	7.97 mi	83	Growing
45	Holt	3101 Alabama Ave NE Tuscaloosa, AL 35404	8.02 mi	188	Plateauing

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

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