MissionSite
top unreached locations

OPELIKA, AL

CENSUS TRACT: 01081041700
REGION: South Central Region
ASSOCIATION: Tuskegee Lee
DISTRICT: 04: Eastern Black Belt District
COUNTY: Lee
SITESCAPE: Townscape
DENSITY PATTERN: I3

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
State Board of Missions

MissionSite (TM)
Table of Contents

Intercultural Institute
for Contextual Ministry

Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1900	Tuskegee Lee
3	District	04	Eastern Black Belt District
4	County Location	01081	Lee
5	Zipcode	36804	Lee
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	I3	50000-50000-50000

Intercultural Institute
for Contextual Ministry

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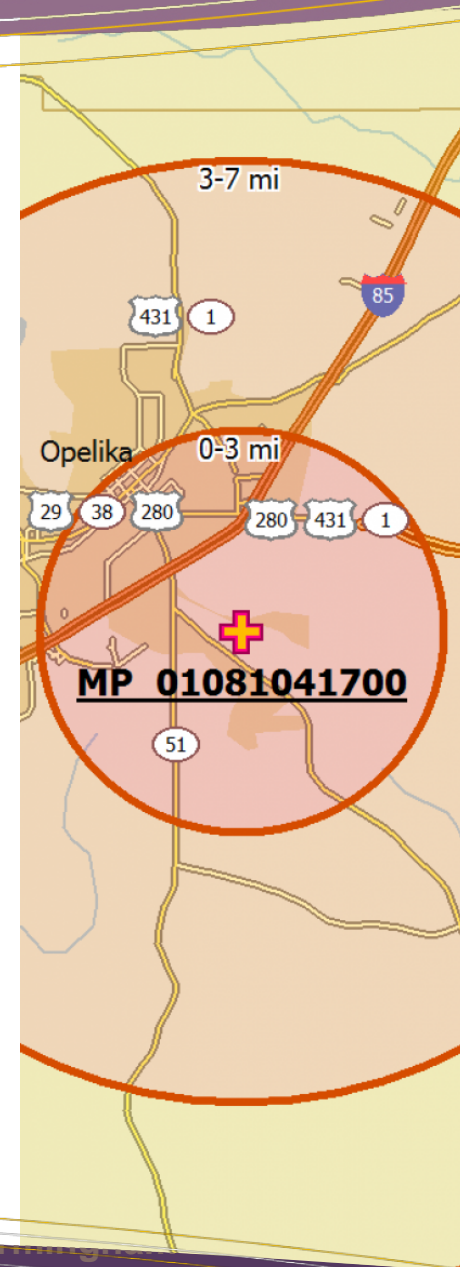
Site Location Summary - Urbanicity

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	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 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

Intercultural Institute
for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	7,368	32,112	47,594
2010 Households	2,840	13,097	20,633
2010 Group Quarters Population	13	740	3,139

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	28	34
Language Diversity National Index	11	24	37
Foreign Born Diversity National Index	36	87	53
Ancestry Diversity National Index	10	46	51
Racial Diversity National Index	66	40	50

Intercultural Institute
for Contextual Ministry

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	1	True
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	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Intercultural Institute for Contextual Ministry

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	28	0.99%
Mainstay Communities	Established, Diverse Households	338	11.9%
Working Communities	Blue-collar, Working Families	358	12.61%
Country Communities	Rural, Agri. & Mining Families	432	15.21%
Aspiring Communities	Young Singles / Aspiring-Multihousing	608	21.41%
Urban Communities	High Density, Inner-city Neighborhoods	1,078	37.96%

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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	40,029	1,933	4.83%
Unreached %	69.09%	68.07%	98.53
Religious But NOT Evangelical HH	12,440	677	5.44%
Religious But NOT Evangelical %	21.47%	23.83%	110.97
Spiritual But NOT Relig or Evang HH	5,831	171	2.93%
Spiritual But NOT Relig or Evang %	10.06%	6.01%	59.68
Not Evangelical, Not Interested HH	21,916	1,113	5.08%
Not Evangelical, Not Interested %	37.83%	39.19%	103.61

Intercultural Institute *for Contextual Ministry*

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	37	2	5.41%
Active ALSBOM Attenders	7,306	152	2.08%
Active Evangelical Households	8,421	427	5.07%
Active Evangelical Percent	14.54%	15.05%	103.52
Inactive Evangelical Households	9,487	481	5.07%
Inactive Evangelical Percent	16.38%	16.94%	103.46
# New Churches Needed	0	0	0%

Intercultural Institute
for Contextual Ministry

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	Chewacla	0.97 mi	31	Growing	16	Wallace Chapel	7.96 mi	37	Plateauing
2	Union Grove	1.57 mi	121	Growing	17	Parkway	7.98 mi	488	Plateauing
3	Opelika First	3.37 mi	1,350	Growing	18	Journey Church	8.13 mi	70	Plateauing
4	Central	3.86 mi	140	Growing	19	Pleasant Grove	8.48 mi	68	Plateauing
5	Providence	4.34 mi	360	Plateauing	20	Auburn First	8.68 mi	361	Plateauing
6	Liberty	4.48 mi	73	Declining	21	Concord	9.51 mi	201	Plateauing
7	Ridge Road	4.97 mi	37	Growing	22	Grace Heritage	9.93 mi	70	Growing
8	Pepperell	5.03 mi	199	Declining	23	Farmville	10.06 mi	225	Plateauing
9	Northside	5.48 mi	31	Growing	24	Cornerstone	10.19 mi	69	Growing
10	Airview	5.64 mi	100	Declining	25	Rocky Mount	10.88 mi	69	Declining
11	Salem First	5.73 mi	17	Growing	26	Beulah	11.00 mi	97	Growing
12	East View	5.76 mi	19	Growing	27	Johnson Chapel	11.09 mi	69	Declining
13	Purpose	5.98 mi	45	Growing	28	West Auburn	11.29 mi	47	Growing
14	Lakeview	6.65 mi	1,253	Plateauing	29	Grace	11.88 mi	64	Growing
15	North Ridge	6.73 mi	96	Growing	30	Cusseta	12.10 mi	20	Plateauing

Intercultural Institute
for Contextual Ministry

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	87,146	4,996	5.73%
2000 Population	115,092	6,492	5.64%
2010 Population	138,427	7,368	5.32%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	33,098	1,768	5.34%
2000 Households	45,702	2,402	5.26%
2010 Households	57,938	2,840	4.9%

Location Types in this MissionSite

Legend: 0-3mi Band, 3-7mi Band, 7-10mi Band, County
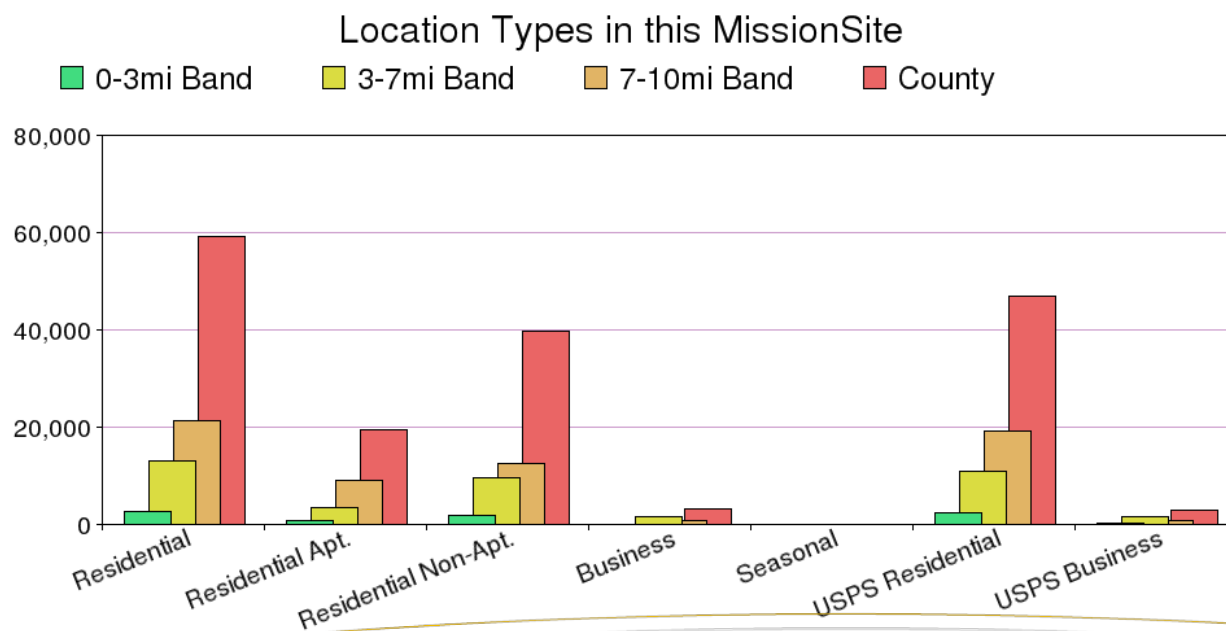
Location Type	0-3mi Band
Residential	2,734
Residential Apt.	818
Residential Non-Apt.	1,916
Business	128
Seasonal	0
USPS Residential	2,489
USPS Business	143

Intercultural Institute for Contextual Ministry

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.66%	7.51%	132.69
4-5 Years	2.43%	2.93%	120.58
6-8 Years	3.47%	4.41%	127.09
9-11 Years	3.48%	4.38%	125.86
12-13 Years	2.34%	3.15%	134.62
14-17 Years	6.18%	5.17%	83.66
18-19 Years	3.29%	2.35%	71.43
0-5 Years	8.09%	10.44%	129.05
6-12 Years	8.13%	10.4%	127.92
13-19 Years	10.64%	9.07%	85.24
< 20 Years	26.86%	29.91%	111.36
20-34 Years	31.2%	23.7%	75.96
35-44 Years	11.5%	13.12%	114.09
45-64 Years	20.97%	24.36%	116.17
65-74 Years	5.5%	5.43%	98.73
75+ Years	3.99%	3.46%	86.72
Median Age	29	32	111.7
Median Age (Male)	28	30	107.45
Median Age (Female)	29	35	118
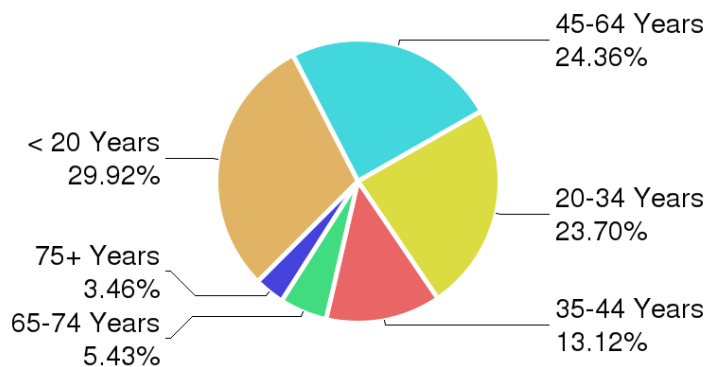
Intercultural Institute for Contextual Ministry

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	72.46%	54.36%	75.01
Black, African-American	23.48%	42.21%	179.78
Native American	0.27%	0.27%	100.2
Asian	1.96%	2.1%	107.06
Pacific Island, Hawaiian	0.02%	0.03%	156.56
Other/Multiple Races	1.81%	1.03%	57.09
Hispanic	0%	1.34%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,792	4,694	
Less than 9th Grade	4.85%	6.18%	78.43
No High School Diploma	8.91%	12.65%	70.38
High School Graduate	26.56%	37.28%	71.25
Some College, no degree	20.04%	19.26%	104.06
Associate Degree	6.9%	6.54%	105.47
College Degree	18.24%	10.14%	179.84
Graduate/Prof. degree	14.51%	7.95%	182.6

Race/Ethnicity Comparison

■ County Percents ■ Site Percents
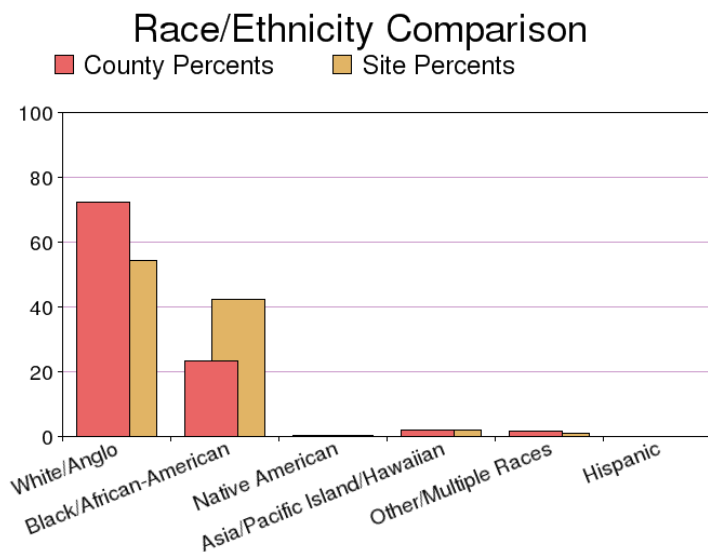
Intercultural Institute for Contextual Ministry

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	13.84%	7.36%	54.09
$10,000 to $19,999	15.89%	13.8%	86.87
$20,000 to $29,999	12.33%	18.73%	151.9
$30,000 to $49,999	15.76%	20.7%	131.39
$50,000 to $59,999	8.01%	9.51%	118.71
$60,000 to $69,999	7.82%	8.17%	104.5
$70,000 to $79,999	5.63%	5.7%	101.38
$80,000 to $89,999	4.13%	4.01%	97.11
$90,000 to $99,999	2.91%	2.78%	95.65
$100,000 to $124,999	6.02%	4.96%	82.44
$125,000 to $149,999	3.45%	2.11%	61.2
$150,000 to $199,999	2.4%	0.88%	36.74
$200,000 to $249,999	0.6%	0.28%	46.63
$250,000 or more	1.22%	0.99%	81.02
Median Household	39,134	40,539	103.59
Average Household	58,439	51,463	88.06
Per Capita Household	25,156	19,838	78.86
Family/Non-Family Household Income			
Median Family Income	59,692	48,413	81.1
Average Family Income	75,835	57,680	76.06
Median Non-Family Income	20,144	25,796	128.06
Average Non-Family Income	33,998	28,987	85.26

Intercultural Institute
for Contextual Ministry

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	58.42%	73.24%	125.37
Families with Children	33.15%	46.06%	138.92
Families without Children	25.27%	27.18%	107.58
Non-Family Households			
% Non-Family Households	41.58%	26.76%	64.36
Non-Families with Children	0.02	0.04	170.01
Non-Families without Children	41.56	26.73	64.31
Housing Units			Index
Total Housing Units	64,735	3,224	
Vacant percent	10.5%	11.91%	113.44
Owned percent	56.9%	66.94%	117.65%
Rented Percent	32.61%	21.15%	64.88
Households by Size			Index
Avg household size	2.32	2.59	111.64
Avg family hh size	3.03	3.11	102.64
Avg non-family hh size	1.32	1.15	87.12
Households By Count of Persons			Percent
One	18,979	669	3.52%
Two	18,104	875	4.83%
Three or Four	16,879	1,020	6.04%
Five+	3,976	277	6.97%

Intercultural Institute
for Contextual Ministry

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	87,146	4,996	5.73%
2000 Population	115,092	6,492	5.64%
2010 Population	138,427	7,368	5.32%
2015 Population	151,145	7,423	4.91%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	33,098	1,768	5.34%
2000 Households	45,702	2,402	5.26%
2010 Households	57,938	2,840	4.9%
2015 Households	63,671	2,853	4.48%

Household Change from 1985 to 2030
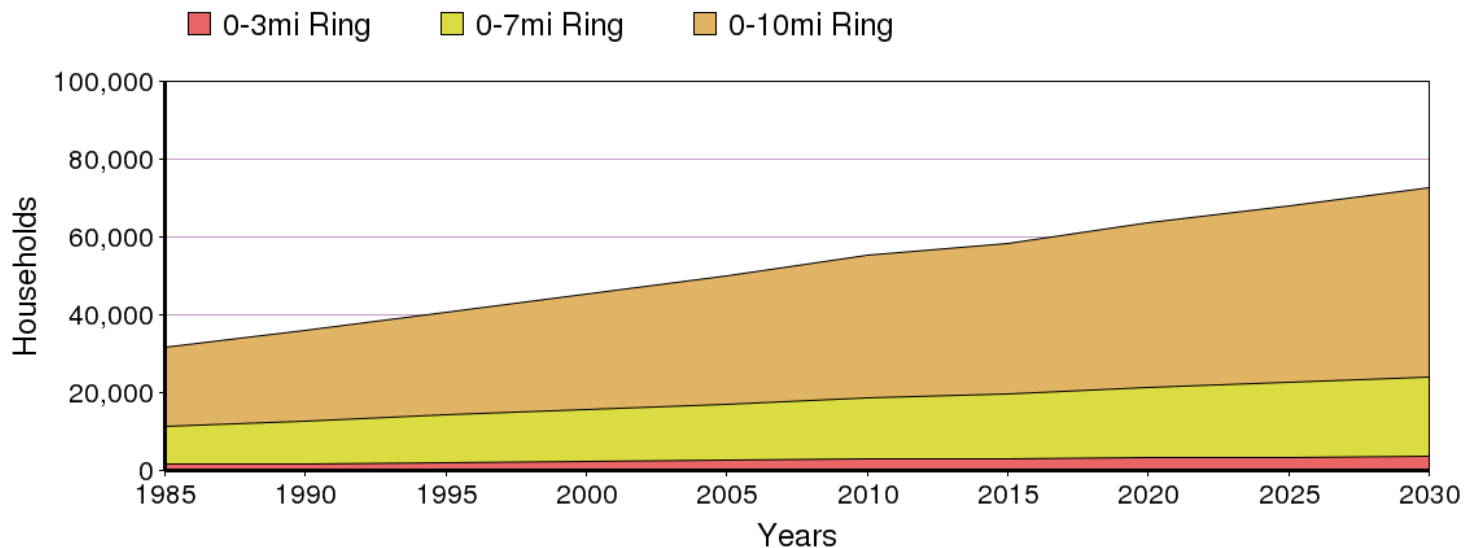
Projected Demographic Summary

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

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

Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.51%	8.51%	113.32
4-5 Years	2.93%	3.19%	108.87
6-8 Years	4.41%	4.74%	107.48
9-11 Years	4.38%	4.34%	99.09
12-13 Years	3.15%	2.68%	85.08
14-17 Years	5.17%	3.37%	65.18
18-19 Years	2.35%	1.23%	52.34
0-5 Years	10.44%	11.71%	112.16
6-12 Years	10.4%	10.49%	100.87
13-19 Years	9.07%	5.86%	64.61
< 20 Years	29.91%	28.06%	93.81
20-34 Years	23.7%	28.09%	118.52
35-44 Years	13.12%	10.83%	82.55
45-64 Years	24.36%	23.31%	95.69
65-74 Years	5.43%	6.21%	114.36
75+ Years	3.46%	3.56%	102.89
Median Age	29	32	112.39
Median Age (Male)	28	32	113.13
Median Age (Female)	29	33	112.54

Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	54.36%	54.61%	100.47
Black, African-American	42.21%	42.56%	100.82
Native American	0.27%	0.3%	109.18
Asian	2.1%	2.17%	103.1
Pacific Island, Hawaiian	0.03%	0.03%	99.26
Other/Multiple Races	1.03%	0.31%	30.04
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,694	5,116	
Less than 9th Grade	6.18%	5.47%	88.59
No High School Diploma	12.65%	11.04%	87.27
High School Graduate	37.28%	38.39%	102.97
Some College, no degree	19.26%	19.45%	100.99
Associate Degree	6.54%	6.7%	102.51
College Degree	10.14%	10.75%	106.02
Graduate/Prof. degree	7.95%	8.19%	103.07
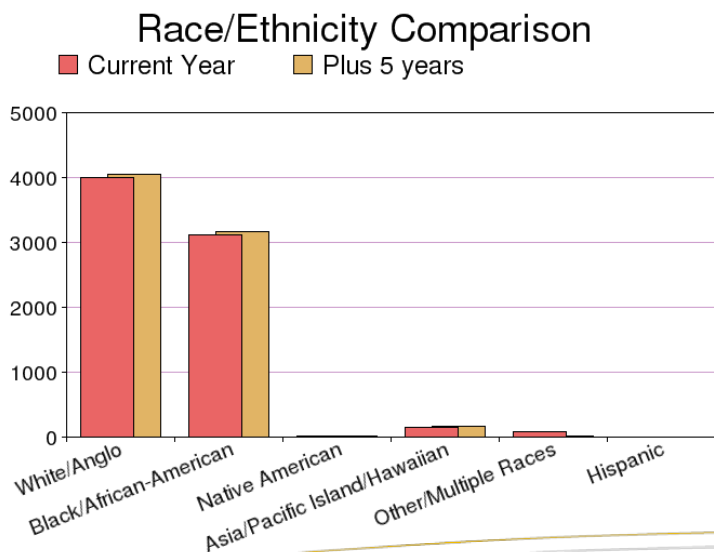
Race/Ethnicity Comparison

Legend: Current Year, Plus 5 years

Intercultural Institute for Contextual Ministry

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	7.36%	5.96%	80.97
$10,000 to $19,999	13.8%	13.63%	98.78
$20,000 to $29,999	18.73%	18.33%	97.86
$30,000 to $49,999	20.7%	19.73%	95.31
$50,000 to $59,999	9.51%	9.78%	102.86
$60,000 to $69,999	8.17%	8.97%	109.84
$70,000 to $79,999	5.7%	6.1%	105.07
$80,000 to $89,999	4.01%	4.21%	103.04
$90,000 to $99,999	2.78%	2.77%	99.54
$100,000 to $249,999	4.96%	5.57%	112.25
$125,000 to $149,999	2.11%	2.7%	127.75
$150,000 to $199,999	0.88%	0.98%	111.49
$200,000 to $249,999	0.28%	0.32%	111.99
$250,000 or more	0.99%	1.16%	117.32
Median Household	40,539	43,219	106.61
Average Household	51,463	57,180	111.11
Per Capita Household	19,838	21,978	110.79
Family/Non-Family Household Income			
Median Family Income	48,413	50,956	105.25
Average Family Income	57,680	63,749	110.52
Median Non-Family Income	25,796	27,205	105.46
Average Non-Family Income	28,987	32,366	111.66

Intercultural Institute
for Contextual Ministry

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	73.24%	73.12%	99.83
Families with Children	46.06	46.9	101.83
Families without Children	27.18	27.27	100.32
Non-Family Households			
% Non-Family Households	26.76%	26.88%	100.46
Non-Families with Children	0.04	0	100.46
Non-Families without Children	26.73	26.88	100.59
Housing Units			
Total Housing Units	3,224	3,236	100.37%
Vacant percent	11.91%	11.84%	99.37
Owned percent	66.94%	67.31%	100.55
Rented Percent	21.15%	20.86%	98.61
Households by Size			
Avg household size	2.59	2.60	100.39%
Avg family hh size	3.11	3.15	101.29%
Avg non-family hh size	1.15	1.09	94.78%
Households By Count of Persons			
One	669	689	102.99%
Two	875	850	97.14%
Three or Four	1,020	1,025	100.49%
Five+	277	289	104.33%

Intercultural Institute
for Contextual Ministry

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	29	458	2,009
Northern Europe	0	40	76
Western Europe	1	40	174
Southern Europe	0	0	28
Eastern Europe	0	0	83
Other Europe	0	0	0
Eastern Asia	16	84	648
So. Central Asia	0	35	283
SE Asia	12	77	80
Western Asia	0	10	91
Other Asia	0	0	17

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	46
Middle Africa	0	0	0
Northern Africa	0	17	38
Southern Africa	0	0	33
Western Africa	0	16	63
Other Africa	0	0	10
Oceania	0	0	7
Caribbean	0	33	86
Central Amer.	0	89	94
South America	0	8	120
North America	0	9	32
Born at sea	0	0	0

Intercultural Institute for Contextual Ministry

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	4,388	24,995	37,846
Spanish	76	426	1,012
Other Indo-Euro language	40	179	762
French (incl. Patois, Cajun)	34	68	278
French Creole	0	7	0
Italian	6	6	43
Portuguese	0	0	12
German	0	43	207
Yiddish	0	0	8
Other West Germanic	0	7	6
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	6	13
Polish	0	0	25
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	20
Hindi	0	0	28
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	15
Asian/PI languages	0	0	0
Chinese	15	77	467
Japanese	0	7	58
Korean	12	70	125
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	6	6
Laotian	15	106	0
Vietnamese	0	13	55
Other Asian	0	0	190
Tagalog	0	0	42
Other Pacific Is	0	0	60
Other languages	0	41	194
Navajo	0	0	0
Other Native N. American	0	0	11
Hungarian	0	0	23
Arabic	0	25	48
Hebrew	0	0	5
African languages	0	16	107
Other unspecified	0	0	0

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	3,729	20,754	32,670
Arab	0	67	141
Armenian	0	0	18
Austrian	0	0	29
British	2	248	306
Canadian	4	15	38
Croatian	0	18	6
Czech	0	25	16
Czechoslovak	0	7	34
Danish	0	4	86
Dutch	10	124	185
English	314	1,819	3,539
European	14	266	885
Finnish	33	64	4
French (not Basque)	39	222	735
French Canadian	0	44	123
German	140	994	2,804
Greek	0	0	135
Hungarian	0	11	67
Iranian	0	0	18

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	190	1,234	3,252
Italian	19	248	986
Lithuanian	0	13	68
Norwegian	4	120	160
Polish	16	92	372
Portuguese	0	0	13
Romanian	0	0	10
Russian	0	13	86
Scandinavian	0	20	17
Scotch-Irish	69	616	1,211
Scottish	74	386	1,006
Slovak	0	10	17
Subsaharan African	43	316	394
Swedish	0	27	228
Swiss	2	22	79
Ukrainian	0	3	13
US/American	641	3,830	4,362
Welsh	8	47	94
West Indian	6	27	133
Yugoslavian	0	0	0
Other	2,101	9,801	11,000

Intercultural Institute
for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

1. The 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?

Intercultural Institute *for Contextual Ministry*

Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

Unreached Households by Lifestyle Segment

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

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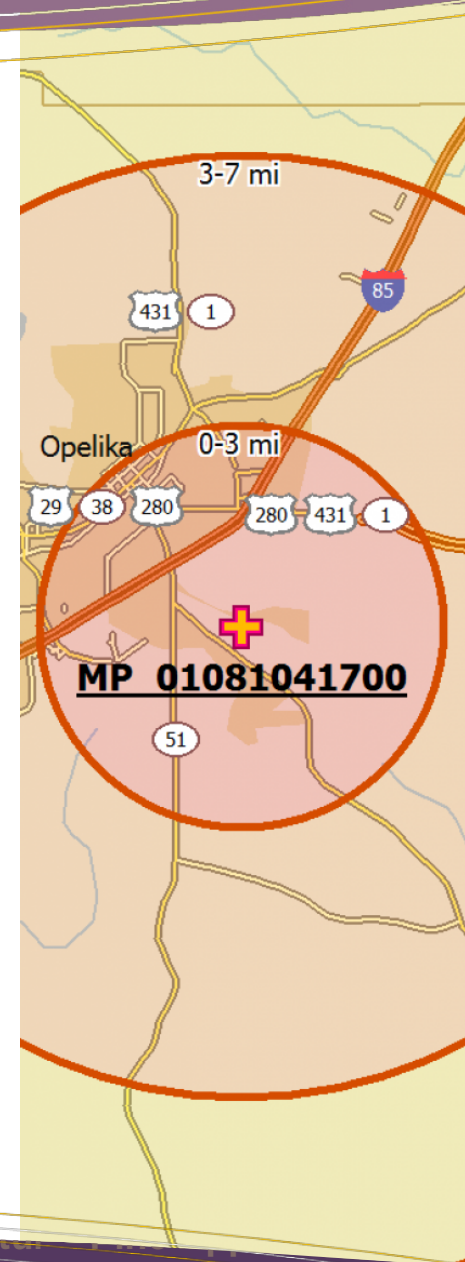
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	2,840	100%	1,935	100%
AFFLUENT SUBURBIA	17	0.6%	12	0.62%
America's Wealthiest	0	0%	0	0%
Dream Weavers	1	0.04%	1	0.05%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	16	0.56%	11	0.57%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	11	0.39%	8	0.41%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	11	0.39%	8	0.41%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	132	4.65%	84	4.34%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	22	0.77%	14	0.72%
Urban Optimists	0	0%	0	0%
Family Convenience	110	3.87%	70	3.62%
Mid-Market Enterprise	0	0%	0	0%

Intercultural Institute
for Contextual Ministry

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	2,840	100%	1,935	100%
BLUE COLLAR BACKBONE	101	3.56%	68	3.51%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	101	3.56%	68	3.51%
AMER. DIVERSITY	206	7.25%	133	6.87%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	206	7.25%	133	6.87%
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	257	9.05%	176	9.1%
Steadfast Conservative	241	8.49%	165	8.53%
Moderate Conventionalists	16	0.56%	11	0.57%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Intercultural Institute
for Contextual Ministry

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,840	100%	1,935	100%
REMOTE AMERICA	425	14.96%	249	12.87%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	425	14.96%	249	12.87%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	608	21.41%	451	23.31%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	603	21.23%	447	23.1%
Stable Careers	5	0.18%	4	0.21%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	7	0.25%	5	0.26%
Industrious Country Living	6	0.21%	4	0.21%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	1	0.04%	1	0.05%
Hinterland Fam.	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,840	100%	1,935	100%
STRUGGLING SOCIETIES	510	17.96%	343	17.73%
Rugged Southern Style	29	1.02%	17	0.88%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	481	16.94%	326	16.85%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	568	20%	406	20.98%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	436	15.35%	305	15.76%
Urban Diversity	0	0%	0	0%
New Generation Activists	1	0.04%	1	0.05%
Getting By	131	4.61%	100	5.17%
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%

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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).
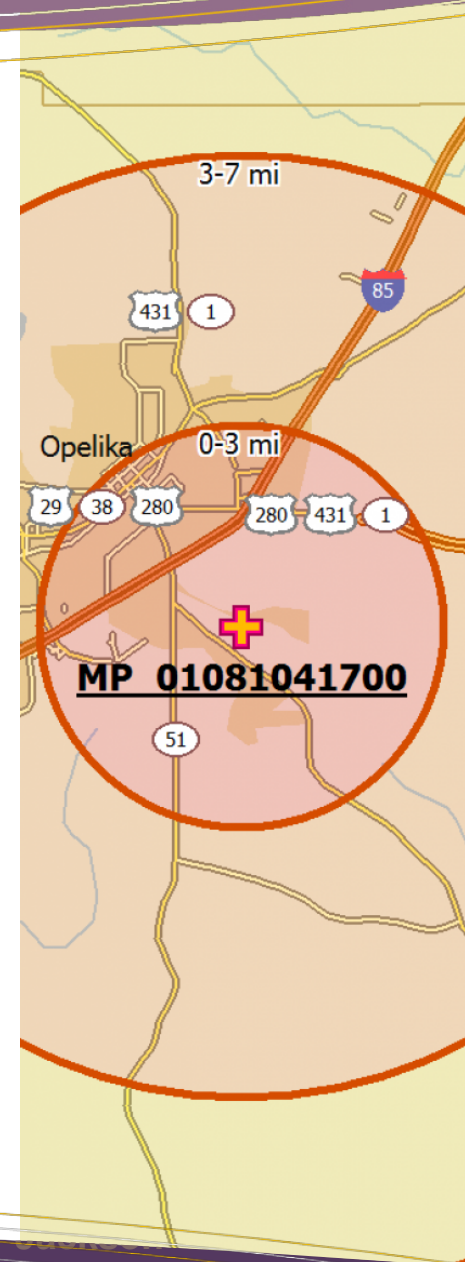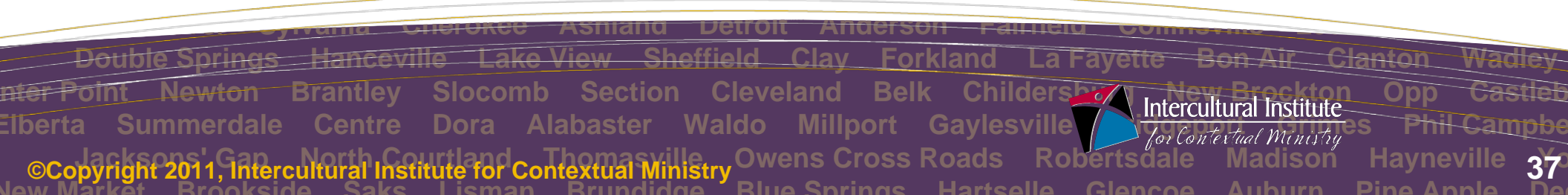
Potential Cultural Bridges

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	69%	73%	78%
Use Comp. for Internet/E-mail	47%	56%	64%
Internet Use: E-Mail	39%	48%	56%
Use Comp. for Comp. Games	33%	38%	34%
Use Comp. for Education	30%	32%	39%
Use Comp. for Word Processing	27%	36%	33%
HH Owns DVD Player	26%	28%	33%
Use Comp. for Shopping	26%	33%	33%
Use Comp. for Banking	25%	30%	30%
Internet Use: Banking	23%	25%	26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Digital Camera Photo Editing	22%	30%	30%
Internet Use: News/ Weather	21%	27%	38%
PC-Network-HH Has One	17%	19%	17%
Use Comp. for News/Info./Data Service	16%	22%	24%
Use Comp. for Accounting	12%	14%	12%
Use Comp. for Filing/DB Mngmnt	11%	12%	11%
Use Comp. for Personal Financial Mngmnt	11%	14%	15%
HH Owns Video/Webcam	10%	11%	8%
Internet Use: Research/ Education	9%	12%	20%
Internet Use: Shopping: Gathered Info. for Shopping	9%	13%	11%

Intercultural Institute
for Contextual Ministry

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	67%	68%	71%
Reading Books	49%	53%	54%
Dining Out (Not Fast Food)	47%	55%	55%
Card Games	38%	41%	41%
Cooking for Fun	35%	36%	42%
Go To A Beach/Lake	29%	35%	31%
Board Games	29%	31%	33%
Gardening	26%	31%	28%
Visit Zoo	17%	19%	24%
Going To Bars/Nightclubs/Dancing	16%	19%	18%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	66%	65%
Gen./Fam. Practitioner	34%	37%	39%
Backache	23%	22%	20%
Dentist	22%	26%	27%
Hypertension/High Blood Pressure	20%	19%	16%
Eye Dr.	19%	21%	20%
None Of These	18%	20%	23%
High Cholesterol	17%	17%	15%
Acid Reflux Disease (GERD)	15%	14%	15%
Any Arthritis	14%	14%	12%
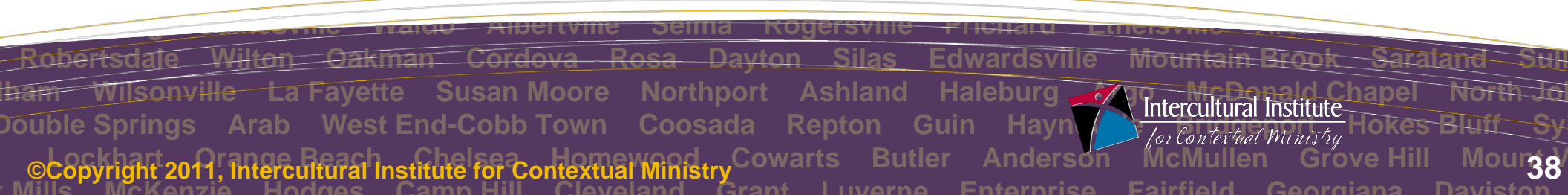
Intercultural Institute
for Contextual Ministry

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	24.95%	28.69%	26.71%
Live Theater	15.84%	21.05%	20.18%
Rock/Pop Concerts Most Often	13.2%	15.71%	15.21%
Live Theater Most Often	12.69%	16.93%	16.8%
Comedy Club	10%	10.07%	7.94%
Dance Performance	8.98%	9.16%	8.06%
Movies: Comedy	39.35%	40.78%	38.54%
Movies: Action/Adventure	38.28%	38.21%	36.08%
Movies: Drama	22.74%	21.79%	18.6%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	20.92%	20.54%	21.79%
Movies: Mystery	19.12%	17.78%	15.29%
Movies: Romantic Comedy	18.96%	20.9%	23.41%
MLB Baseball Reg. Season	4.58%	7.47%	6.73%
College Football Reg. Season	4.29%	6.75%	6.61%
NFL Football Reg. Season	4.17%	6.71%	5.77%
College Basketball Reg. Season	3.4%	4.58%	4.98%
NBA Basketball Reg. Season	2.41%	3.63%	3.04%
Auto Racing Events	1.82%	2.6%	1.99%

Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 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	34.71%	39.64%	35.86%
Swimming	26.97%	31.94%	40.38%
Bowling	21.28%	22.07%	21.36%
Billiards/Pool	18.73%	19.12%	20.27%
Basketball	17.68%	16.13%	17.05%
Freshwater Fishing	17.32%	16.02%	13.81%
Jogging/Running	15.58%	15.71%	14.37%
Football	13.88%	11.53%	13.07%
Weight Training	13.78%	16%	14.1%
Baseball	12.37%	11.55%	17.79%
Using Cardio Machine	10.33%	13.67%	12.86%
Aerobics	10.27%	10.89%	9.15%
Camping Trips	10.01%	12.68%	14.16%
Stationary Cycling	10.01%	11.85%	10.71%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Golf	9.04%	13.48%	15.91%
Volleyball	8.87%	9.02%	14.88%
Mountain/Road Biking	8.81%	11.5%	17.83%
Softball	7.85%	7.68%	8.51%
Saltwater Fishing	7.32%	7.1%	5.67%
Target Shooting	7.3%	7.81%	6.67%
Hunting	7.26%	7.51%	6.28%
Soccer	7.22%	6.89%	8.92%
Backpacking/Hiking	6.46%	8.98%	8.7%
Tennis	6.31%	6.94%	9.37%
Yoga	6%	6.83%	6.68%
Roller Skating	5.95%	5.65%	7%
Horseback Riding	5.29%	4.93%	4.44%
Motorcycling	5.26%	5.72%	5.42%

Intercultural Institute
for Contextual Ministry

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
Power Boating	5.05%	7.28%	8.84%
Ice Skating	4.96%	5.17%	7.18%
Fly Fishing	4.68%	4.25%	3.41%
Canoeing/Kayaking	4.64%	6.4%	5.15%
Racquetball	4.41%	4.1%	5.45%
Archery	3.88%	3.91%	3.33%
Snorkeling	3.74%	4.61%	9.92%
Jet Skiing	3.68%	4.45%	6.22%
Downhill & X-Country Skiing	3.46%	4.48%	12.01%
Hockey	3.4%	3.49%	5.08%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	3.28%	4.16%	6.03%
Skateboarding	3.27%	3.1%	4.64%
Snowmobiling	3.05%	3.35%	5%
Snowboarding	2.9%	3.3%	5.29%
Martial Arts	2.77%	3.15%	2.67%
Sailing	2.7%	3.17%	4.98%
Rock Climbing	2.68%	3.2%	3.15%
Auto Racing	2.52%	2.85%	2.43%
Surfing & Windsurfing	2.38%	2.6%	4.39%
Rowing	2.18%	2.55%	2.12%

Intercultural Institute
for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry
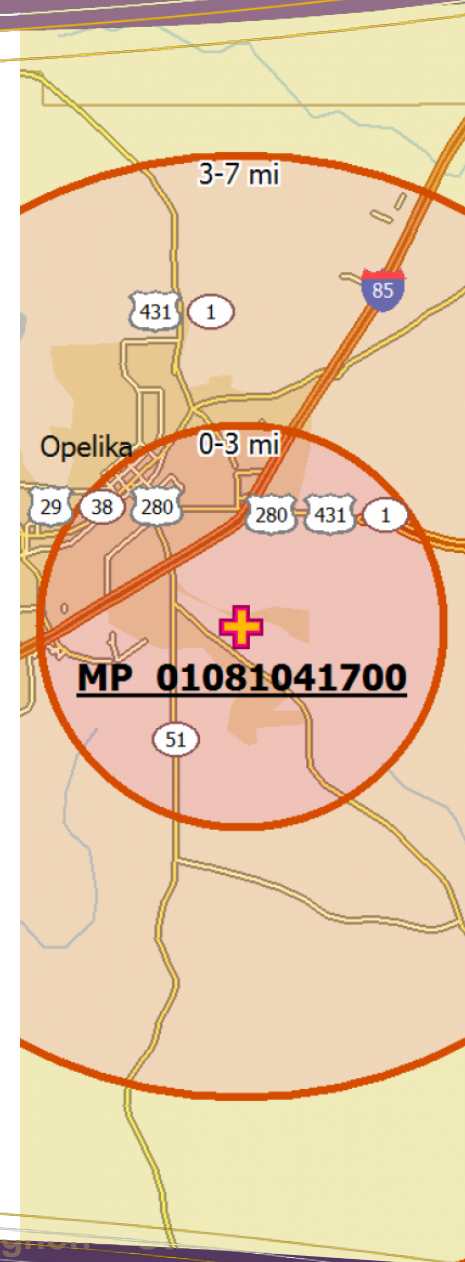
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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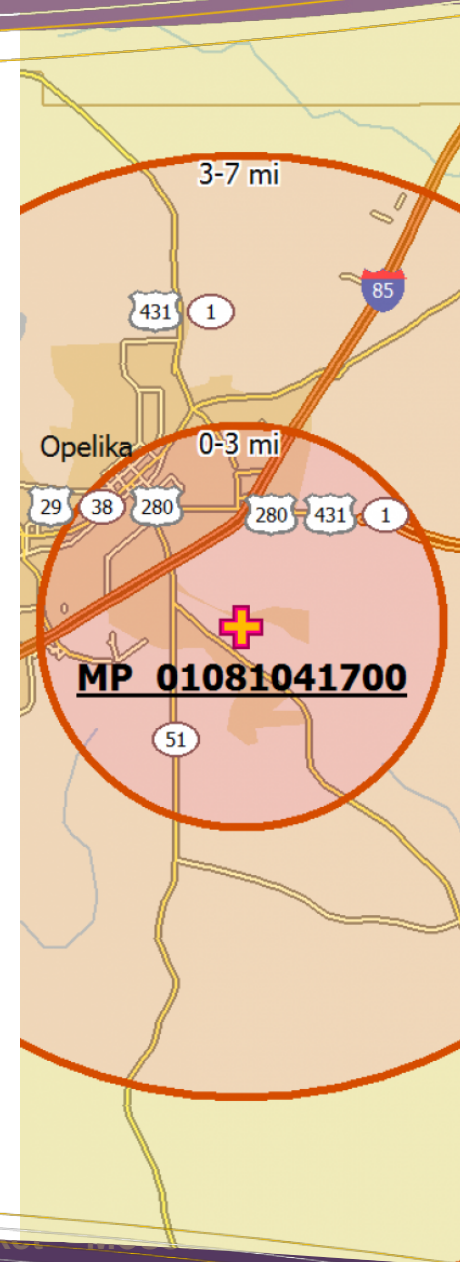
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 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.
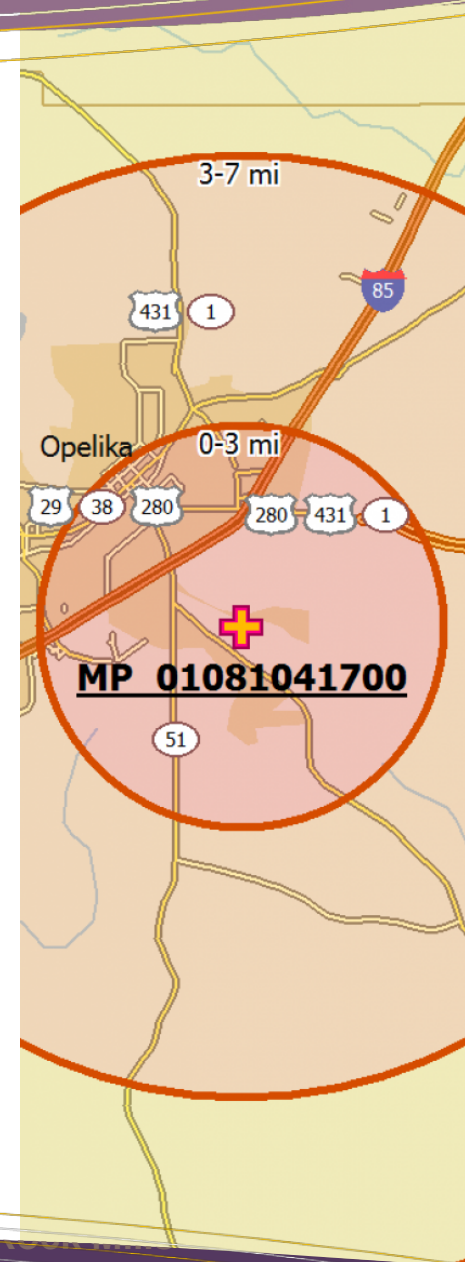
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	50%	43%
Like Control Over People And Resources	39%	35%	29%
Speak My Mind Even If It Upsets People	38%	36%	32%
Find It Difficult To Say No To My Kids	36%	37%	42%
Woman's Place Is In The Home	35%	33%	29%
Don't Judge People/Way They Live Life	31%	30%	31%
Too Much Sponsorship In Arts/Sports	29%	25%	24%
Like To Do Unconventional Things	29%	28%	24%
Prefer To Have Few Possessions As Possible	26%	32%	34%
Money Is Best Measure Of Success	25%	25%	23%
I Am A Workaholic	25%	20%	17%
If Won Lottery Would Never Work Again	23%	26%	25%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	20%	17%
Marijuana Should Be Legalized	19%	20%	18%
Friends More Important Than My Fam.	19%	23%	22%
We Should Strive for Equality for All	18%	15%	12%
Like To Pursue Challenge/Novelty/Change	17%	18%	16%
Rarely Sit Down to a Meal Together At Home	17%	16%	13%
Only Work Current Job for The Money	16%	14%	12%
On Whole People Get What They Deserve	12%	11%	11%
Happy With My Standard Of Living	12%	13%	17%
Very Happy With My Life As It Is	10%	9%	6%
Indulge My Kids With The Little Extras	9%	9%	9%
I Am A Perfectionist	9%	8%	8%

Intercultural Institute
for Contextual Ministry

Potential Cultural Themes

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

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

Intercultural Institute
for Contextual Ministry

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
You Should Seize Opportunities In Life	57%	56%	52%
Important To Respect Customs And Beliefs	56%	60%	60%
Like To Understand About Nature	38%	38%	34%
Prefer Work Part Of Team Than Alone	37%	35%	31%
Important To Juggle Various Tasks	34%	31%	25%
Important Feel Respected By My Peers	33%	33%	29%
Good At Fixing Things	29%	27%	38%
Have Keen Sense Of Adventure	27%	26%	28%
Prefer To Have Few Possessions As Possible	26%	32%	34%
People Have To Take Me As They Find Me	23%	24%	23%
Consider Myself Interested In The Arts	21%	20%	17%
Provide My Kids With The Little Extras	20%	15%	13%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	20%	18%	14%
Like To Just Enjoy Life	18%	21%	19%
Real Men Don't Cry	16%	16%	15%
Try Not To Worry About The Future	16%	15%	13%
Worried About Pollution Caused By Cars	16%	18%	28%
Is An Important Part Of Who I Am	15%	15%	12%
Enjoy Spending Time With My Fam.	13%	13%	10%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	3%
Decor Particular Interest To Me	4%	4%	10%

Intercultural Institute for Contextual Ministry
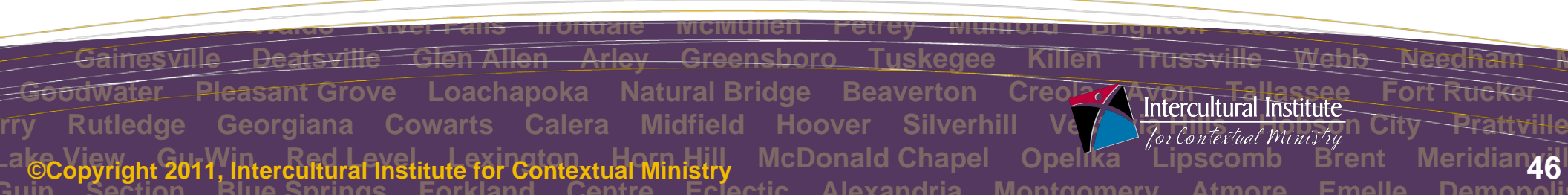
Potential Shared Places

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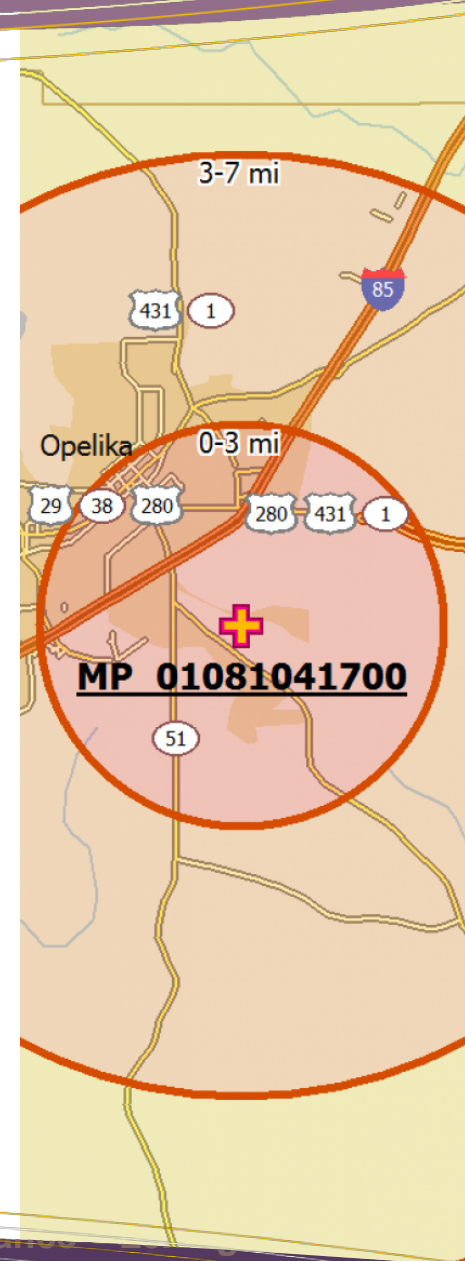
Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 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	86.28%	85.58%	79.67%
Fam. Restaurants/Steak Houses-Visit Any	76.91%	79.95%	80.98%
McDonald's	57.07%	56.57%	51.37%
Burger King	39.81%	38.61%	35.69%
Kentucky Fried Chicken (KFC)	35.69%	30.79%	27.69%
Wendy's	31.69%	31.5%	26.34%
Subway	29.81%	30.57%	27.8%
Taco Bell	28.68%	27.93%	26.03%
Applebee's	27.56%	29.91%	31.9%
Pizza Hut	24.72%	22.03%	19.62%
Arby's	21.45%	22.15%	18.57%
Olive Garden	18.34%	20.78%	17.88%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.06%	17.99%	14.65%
Domino's Pizza	17.52%	15.31%	14.3%
Dairy Queen	17.47%	17.19%	14.94%
Golden Corral	16.16%	12.16%	10.4%
Sonic	15.97%	13.3%	14.97%
Chick-Fil-A	15.4%	14.65%	13.74%
IHOP (International House Of Pancakes)	15.06%	14.65%	12.49%
Popeyes	15.01%	10.9%	8.44%
Cracker Barrel	13.74%	14.32%	13.91%
TGI Friday's	13.12%	13.83%	11.43%
Ruby Tuesday	12.73%	12.25%	10.01%
Outback Steakhouse	12.69%	15.31%	12.68%

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!

49

Intercultural Institute
for Contextual Ministry
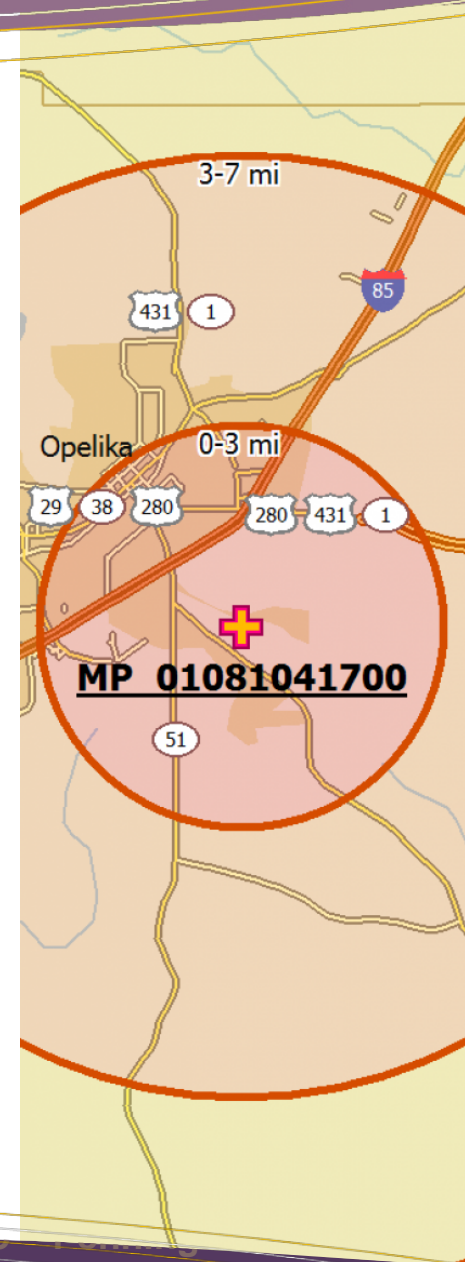
Potential Shared Projects

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	38.54%	45.28%	41.72%
Recycled products	22.88%	31.88%	31.17%
Worked as volunteer (non political)	11.51%	15.93%	15.96%
Engaged in fund raising	9.88%	11.46%	10.73%
Religious club member	7.37%	7.8%	7.45%
Church Board	6.07%	5.66%	4.62%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Union member	4.37%	5.07%	4.41%
Took active part in local civic issue	4.32%	5.13%	4.92%
Wrote to editor of mag or newspaper	4.19%	5.43%	5.28%
Charitable Organization	4.09%	5.14%	5.22%
Wrote to elected offcl about publ bus	3.99%	5.65%	5.41%
Fraternal order member	3.93%	4.62%	4.29%

Intercultural Institute
for Contextual Ministry
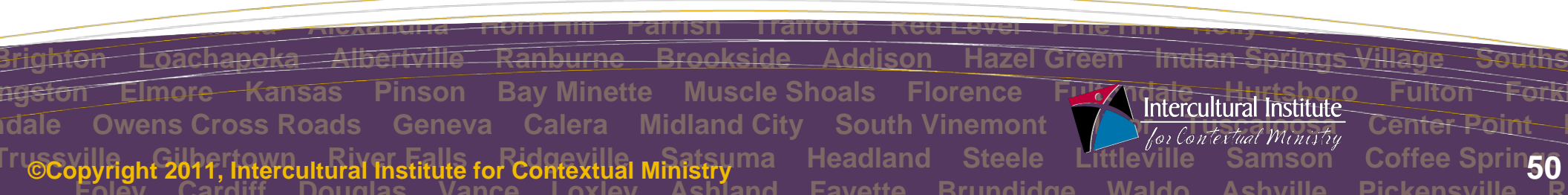
Communication Media Content

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

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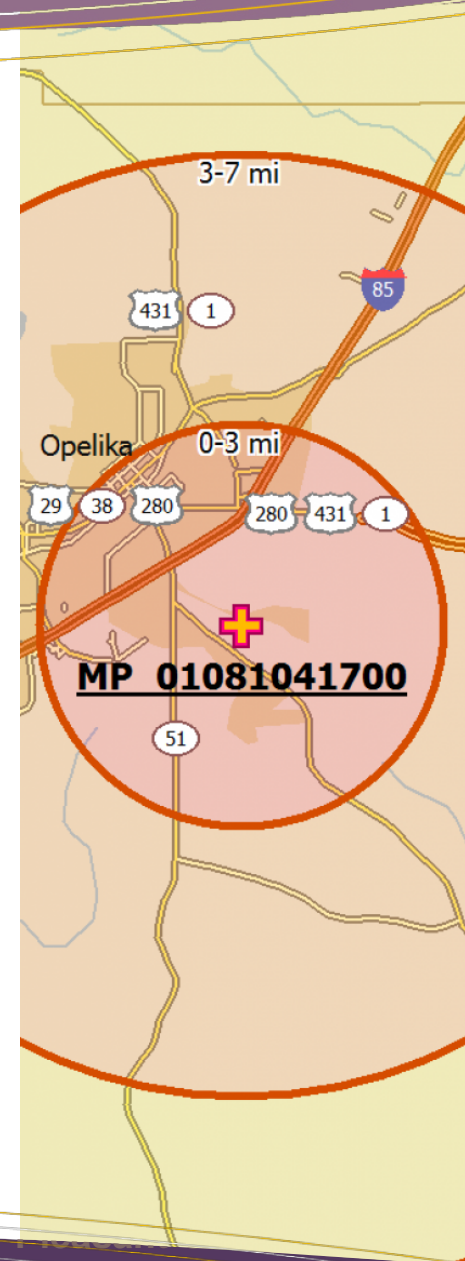
Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	12.38%	16.32%	16.42%
Children's Books	12.01%	13.26%	12.89%
Religious (not Bibles)	9.58%	9.31%	8.64%
Mystery	8.76%	11.09%	11.42%
Cookbooks	8.41%	9.93%	9.6%
Romance	6.97%	7.18%	7.2%
Personal/Business Self-help	5.21%	6.82%	6.47%
History	5.12%	6.49%	6.2%
Biography	4.99%	6.55%	6.23%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	63.06%	67.71%	64.34%
Gen. Editorial	49.05%	48.57%	47.58%
Womens	43.45%	43.37%	43.48%
Service	29.68%	33.48%	33.38%
Mens	17.69%	18.44%	20.05%
Music	17.68%	14.8%	15.6%
Business/Finance	16.73%	19.24%	17.76%
Parenthood	14.22%	13.95%	13.13%
Health	13.67%	13.34%	13.12%

Intercultural Institute
for Contextual Ministry

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	47.08%	52.49%	52.83%
Classified	33.5%	32.82%	33.64%
Sport	28.73%	31.24%	31.45%
Editorial Page	24.66%	28.47%	28.82%
Comics	23.11%	25.62%	26.64%
Movie Listings & Reviews	21.98%	25.19%	26.68%
Business/Finance	21.81%	27.83%	27.58%
TV/Radio Listings	21.43%	23.07%	22.3%
Food/Cooking	21.26%	24.13%	23.63%
Home/Gardening	17.46%	20.43%	18.68%
Travel	15.02%	18.87%	18.07%
Fashion	14.75%	15.12%	14.51%
Science/Technology	12.51%	16.64%	16.83%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	34.74%	24.19%	19.99%
CHR Contemp Hit Radio	17%	18.04%	18.74%
Country	15.98%	16.55%	18.94%
Adult Contemporary	11.1%	15.11%	15.84%
Variety	9.38%	9.31%	8.85%
Jazz	9.06%	7.29%	5.7%
Oldies	8.91%	10.68%	9.63%
Rock	7.28%	10.37%	11.67%
Gospel	7.18%	4.75%	3.79%
News/Talk	5.63%	10.82%	10.21%
All News	5.55%	6.17%	4.95%
Religious	5.43%	6.18%	6.02%
Classic Rock	4.99%	8.23%	9.7%
Soft Contemporary	4.62%	6.25%	6.15%
Alternative	4.15%	8.16%	8.65%
Hispanic	4.04%	3.25%	4.01%
All Talk	2.72%	3.93%	3.95%
Sports	2.69%	3.91%	3.61%

Intercultural Institute
for Contextual Ministry

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	59.85%	62.4%	60.77%
Soapnet	49.2%	51.54%	49.45%
Satellite Dish	47.35%	51.66%	48.11%
Other Video-On-Demand	42.67%	40.82%	34.85%
Sci-Fi Channel	33.71%	35.42%	29.61%
MSNBC	32.14%	33%	30.14%
Subscribe Digital Cable	31.02%	31.65%	25.84%
Adult Pay Per View TV	30.25%	32.59%	27.86%
TV Info From Sunday TV Magazine	27.55%	28.96%	27.66%
Nickelodeon	26.05%	27.37%	27.68%
TV Info From Newspapers	25.57%	26.63%	27.14%
Nick At Nite	24.34%	24.63%	22.04%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Comedy Central	23.56%	31%	33.78%
TCM (Turner Classic Movies)	23.23%	24.66%	24.02%
Hallmark Channel	22.42%	24.72%	23.59%
TV Info From Monthly Cable Guide	22.41%	23.53%	21.87%
BET (Black Entertainment TV)	21.31%	24.34%	22.86%
TV Info From Other	21.01%	21.24%	19.28%
Adult Swim	20.65%	24.37%	23.74%
USA Network	20.39%	23.92%	20.32%
ESPN2	20.28%	23.45%	20.7%
ABC Fam.	20.22%	24.12%	22.12%
Lifetime	19.94%	21.14%	19.89%
The Golf Channel	19.32%	23%	20.91%

Intercultural Institute
for Contextual Ministry

Communication Media Usage

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

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

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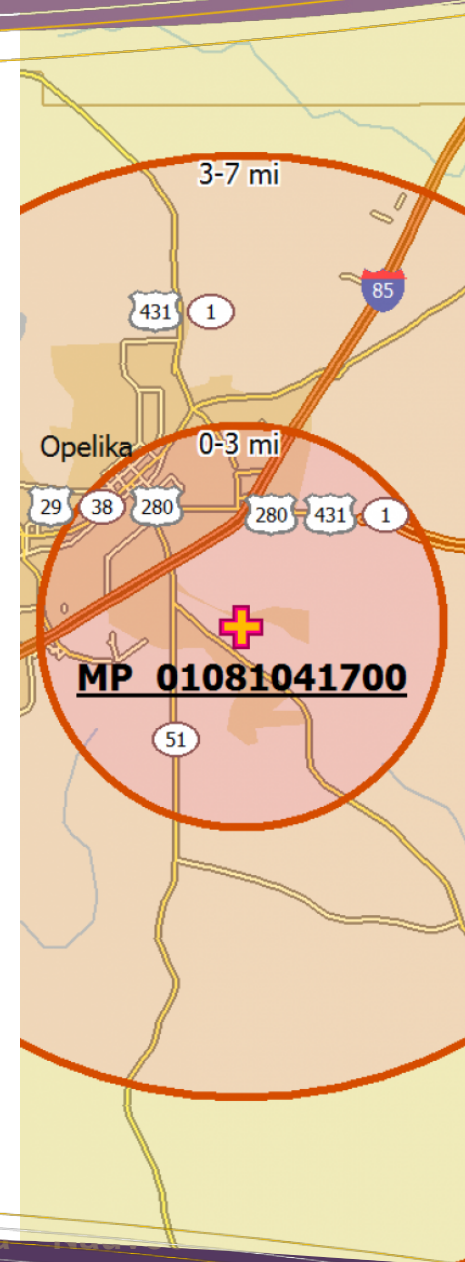
Potential Print Media Usage:

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+)	15.18%	18.96%	19.79%
Medium Users (4-6)	7.74%	10.03%	9.68%
Light Users (1-3)	18.33%	19.92%	20.2%
Quintiles (20%)			
Newspaper I (Heavy)	1.15%	1.38%	1%
Newspaper II	1.67%	1.56%	1.27%
Newspaper III	2.52%	2.15%	1.75%
Newspaper IV	0.53%	0.37%	0.29%
Newspaper V (Light)	0.95%	0.98%	2.39%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	23.06%	20.92%	20.31%
Magazines II	10.4%	9.62%	7.41%
Magazines III	11.53%	10.64%	11.72%
Magazines IV	15.05%	12.71%	12.05%
Magazines V (Light)	0.92%	1.01%	0.68%
Outdoor I (Heavy)	8%	7.42%	5.48%
Outdoor II	4.45%	3.75%	3.52%
Outdoor III	5.49%	4.28%	3.1%
Outdoor IV	16.45%	15.91%	14.19%
Outdoor V (Light)	22.79%	23.53%	22.32%
Yellow Pages I (Heavy)	16.95%	15.41%	12.34%
Yellow Pages II	7.99%	7.04%	5.59%
Yellow Pages III	8.56%	7.16%	7.58%
Yellow Pages IV	24.62%	22.22%	20.83%
Yellow Pages V (Light)	4.82%	3.86%	4.35%

Intercultural Institute
for Contextual Ministry

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)	3.5%	3.07%	3.99%
Drive Time III (Medium)	1.2%	0.89%	2.25%
Radio IV & V (Light)	2.99%	2.61%	1.87%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	12.16%	10.81%	8.73%
Radio III (Medium)	4.55%	4.38%	5.22%
Radio IV & V (Light)	4.68%	4%	3.35%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	11.41%	13.61%	11.29%
Cable III (Medium)	5.09%	4.34%	4.28%
Cable IV & V (Light)	36.32%	34.03%	28.04%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.36%	3.69%	4.67%
Prime Time III (Medium)	1.52%	1.72%	1.39%
Prime Time IV & V (Light)	11.67%	9.57%	8.73%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	37.97%	38.95%	38.47%
Fringe III (Medium)	54.51%	52.59%	46.24%
Fringe IV (Light)	56.33%	54.82%	51.54%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.89%	14.37%	10.31%
All Day III (Medium)	24.26%	23.78%	20.98%
All Day IV (Light)	19.06%	16.87%	17.62%

Intercultural Institute
for Contextual Ministry

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]	10.91%	12.29%	9.84%
6:00am - 10:00am	14.53%	16.76%	17.88%
10:00am - 3:00pm	11.62%	9.87%	8.52%
3:00pm - 7:00pm	16.1%	15.31%	16.62%
7:00pm - Midnight	10.7%	13.05%	10.25%
Midnight - 6:00am	7.39%	7.09%	5.33%
Weekend Radio Listeners			
Dayparts [summary]	15.11%	15.7%	17.07%
6:00am - 10:00am	3.19%	4.04%	3.66%
10:00am-3:00pm	4.89%	5.8%	9.73%
3:00pm - 7:00pm	7.72%	8.26%	6.98%
7:00pm - Midnight	10.44%	10.37%	8.9%
Midnight - 6:00am	13.18%	13.4%	10.53%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.72%	8.15%	12.29%
Saturday: 8:00-11:00pm	9.15%	9.19%	7.42%
Sunday: 7:00-11:00pm	8.86%	9.67%	9.61%
9:00am-1:00pm	24.34%	24.63%	22.04%
9:00am-4:00pm	28.52%	28.5%	25.11%
4:00pm-7:00pm	29.34%	30.81%	25.76%
11:00pm-1:00am	42.02%	41.64%	38.31%
AVG Prime time Mon-Sun	4.82%	3.89%	2.81%

Intercultural Institute
for Contextual Ministry

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	15.56%	17.29%	18.23%
7-9am	20.28%	23.45%	20.7%
9am-12noon	18.7%	19.39%	17.97%
12noon-4pm	9.82%	9.11%	7.14%
4-6pm	44.74%	48.71%	44.04%
6-7pm	17.41%	18.37%	18.75%
7-7:30pm	1.53%	1.65%	1.47%
7:30-8pm	11.71%	10.95%	9.38%
8-11pm	5.72%	8.15%	12.29%
11pm-12am	32.14%	33%	30.14%
11pm-1am	42.02%	41.64%	38.31%
1-6am	27.62%	32.56%	27.78%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.36%	18.9%	16.35%
Sat: 10am-1pm	10.06%	9.62%	9.55%
Sat: 1-4pm	23.15%	24.65%	25.49%
Sat: 4-6pm	7.58%	7.09%	6.12%
Sat: 6-7pm	1.62%	2.14%	1.67%
Sat: 7-8pm	0.9%	1.37%	1.06%
Sat: 8-11pm	9.15%	9.19%	7.42%
Sat: 11pm-1am	6.53%	6.08%	4.79%
Sat: 1am-7pm	20.39%	23.92%	20.32%
Sun: 7-10am	2.27%	2.31%	2.1%
Sun: 10am-1pm	5.63%	6.26%	5.73%
Sun: 1-4pm	5.57%	6.21%	5.36%
Sun: 4-7pm	11.95%	13.08%	12.67%
Sun: 7-11pm	8.86%	9.67%	9.61%
Sun: 11pm-1am	5.87%	5.31%	4.97%
Sun: 1-7am	20.03%	21.62%	19.81%

Intercultural Institute for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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

62

Intercultural Institute
for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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

5 Types of Self-Identity, Communication & Relationships

Intercultural Institute
for Contextual Ministry

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
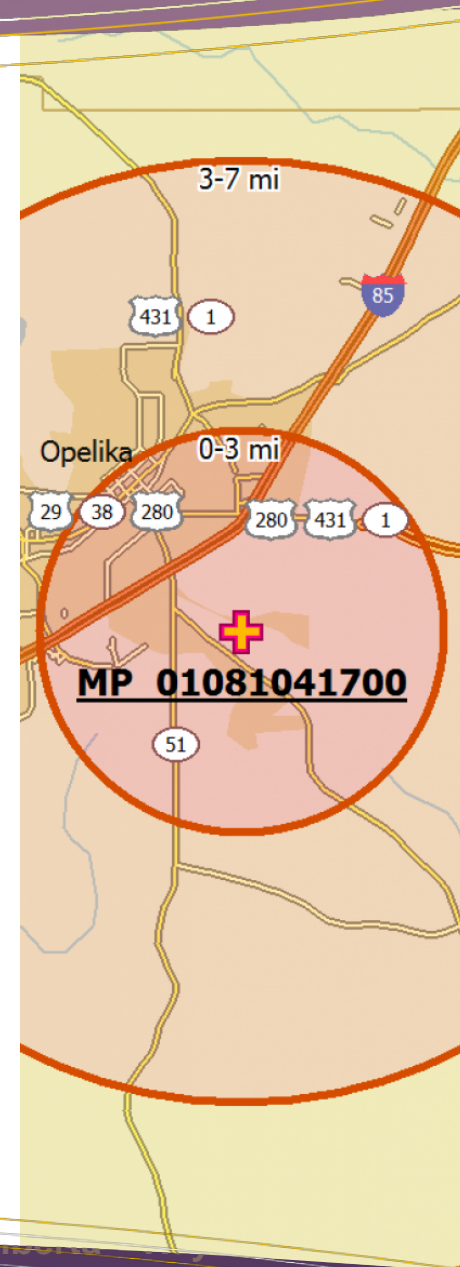
Notes and Sources

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.

Intercultural Institute
for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Chewacla	1401 Chewacla Rd Opelika, AL 36804	0.97 mi	31	Growing
2	Union Grove	4009 Lee Road 391 Opelika, AL 36804	1.57 mi	121	Growing
3	Opelika First	PO Box 329 Opelika, AL 36803	3.37 mi	1,350	Growing
4	Central	1611 2nd Ave Opelika, AL 36801	3.86 mi	140	Growing
5	Providence	2807 Lee Road 166 Opelika, AL 36804	4.34 mi	360	Plateauing
6	Liberty	2701 W Point Pkwy Opelika, AL 36804	4.48 mi	73	Declining
7	Ridge Road	5465 Lee Road 390 Opelika, AL 36804	4.97 mi	37	Growing
8	Pepperell	2702 2nd Ave Opelika, AL 36801	5.03 mi	199	Declining
9	Northside	3001 Lafayette Pkwy Opelika, AL 36801	5.48 mi	31	Growing
10	Airview	2301 Airport Rd Opelika, AL 36801	5.64 mi	100	Declining
11	Salem First	PO Box 96 Salem, AL 36874	5.73 mi	17	Growing
12	East View	1208 Spring Dr Opelika, AL 36801	5.76 mi	19	Growing
13	Purpose	PO Box 4193 Opelika, AL 36803	5.98 mi	45	Growing
14	Lakeview	1600 E Glenn Ave Auburn, AL 36830	6.65 mi	1,253	Plateauing
15	North Ridge	89 Lee Rd 91 Auburn, AL 36830	6.73 mi	96	Growing

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Wallace Chapel	7444 US Highway 29 N Cusseta, AL 36852	7.96 mi	37	Plateauing
17	Parkway	766 E University Dr Auburn, AL 36830	7.98 mi	488	Plateauing
18	Journey Church	555 Old Stage Rd Suite 2B Auburn, AL 36830	8.13 mi	70	Plateauing
19	Pleasant Grove	5805 Lee Road 401 Salem, AL 36874	8.48 mi	68	Plateauing
20	Auburn First	128 E Glenn Ave Auburn, AL 36830	8.68 mi	361	Plateauing
21	Concord	321 Lee Road 251 Salem, AL 36874	9.51 mi	201	Plateauing
22	Grace Heritage	PO Box 1510 Auburn, AL 36831	9.93 mi	70	Growing
23	Farmville	3607 Al Highway 147 N Auburn, AL 36830	10.06 mi	225	Plateauing
24	Cornerstone	9785 US Highway 29 N Cusseta, AL 36852	10.19 mi	69	Growing
25	Rocky Mount	115 Lee Road 804 Valley, AL 36854	10.88 mi	69	Declining
26	Beulah	5500 Lee Road 270 Valley, AL 36854	11.00 mi	97	Growing
27	Johnson Chapel	3122 County Road 388 Valley, AL 36854	11.09 mi	69	Declining
28	West Auburn	536 Webster Rd Auburn, AL 36832	11.29 mi	47	Growing
29	Grace	2344 US Highway 29 Valley, AL 36854	11.88 mi	64	Growing
30	Cusseta	PO Box 122 Cusseta, AL 36852	12.10 mi	20	Plateauing

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Shiloh	5125 US Highway 80 W Opelika, AL 36804	12.36 mi	58	Declining
32	Lamb	1593 Lee Road 242 Smiths Station, AL 36877	12.97 mi	130	Declining
33	High Hope	227 Lee Road 673 Auburn, AL 36832	13.09 mi	9	Growing
34	Crawford	4503 US Highway 80 W Phenix City, AL 36870	13.72 mi	147	Plateauing
35	Blanton	2777 Lee Road 380 Valley, AL 36854	14.12 mi	38	Declining
36	Smiths Station	PO Box 189 Smiths Station, AL 36877	14.59 mi	347	Plateauing
37	Victory	3945 54th Ave SW Lanett, AL 36863	14.60 mi	82	Growing
38	Society Hill	16155 US Hwy. 80 W Opelika, AL 36804	14.85 mi	36	Declining
39	Fairview	600 River Rd Valley, AL 36854	15.01 mi	152	Declining
40	Fairfax First	510 Denson St Valley, AL 36854	15.15 mi	208	Declining
41	Loachapoka	PO Box 68 Loachapoka, AL 36865	15.16 mi	22	Declining
42	Philadelphia	7807 Lee Road 246 Smiths Station, AL 36877	15.46 mi	315	Plateauing
43	River View	PO Box 8178 Valley, AL 36872	15.77 mi	53	Declining
44	Midway	7190 20th Avenue Valley, AL 36854	16.08 mi	31	Declining
45	Huguley	3838 42nd St SW Lanett, AL 36863	16.36 mi	23	Declining

Intercultural Institute
for Contextual Ministry

Intercultural Institute
for Contextual Ministry

6 Wateroak Court
North Augusta, SC 29841

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

In Partnership with:

Alabama Baptist Convention
State Board of Missions
This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

CONTACT US:

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