

# MissionSite

top unreached locations



**BIRMINGHAM, AL**

**CENSUS TRACT: 01073000100**

**REGION: North Central Region**

**ASSOCIATION: Birmingham**

**DISTRICT: 11: Birmingham Metro District**

**COUNTY: Jefferson**

**SITESCAPE: Suburbscape**

**DENSITY PATTERN: K**



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



Alabama Baptist Convention  
State Board of Missions

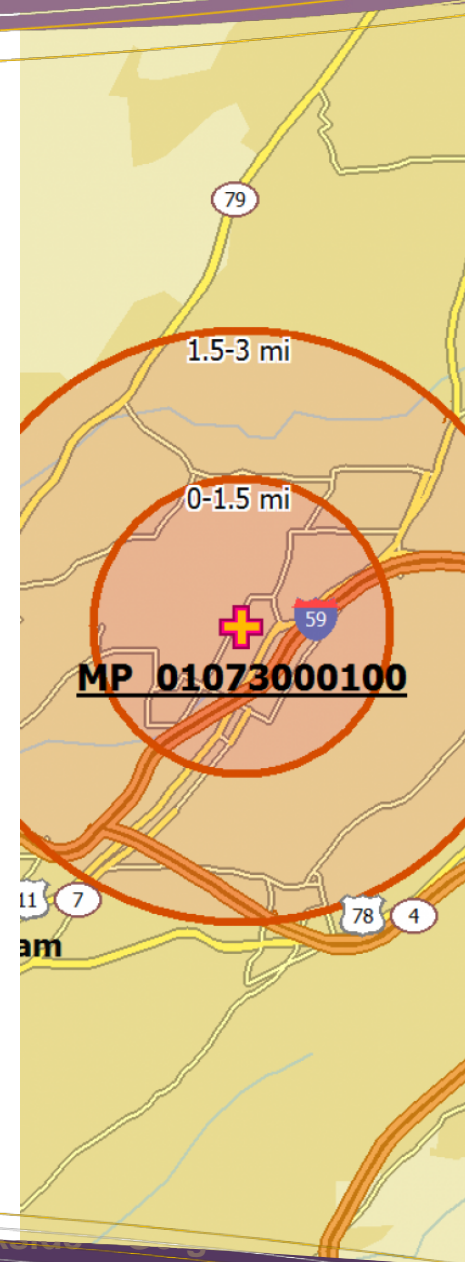
# MissionSite (TM) Table of Contents

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

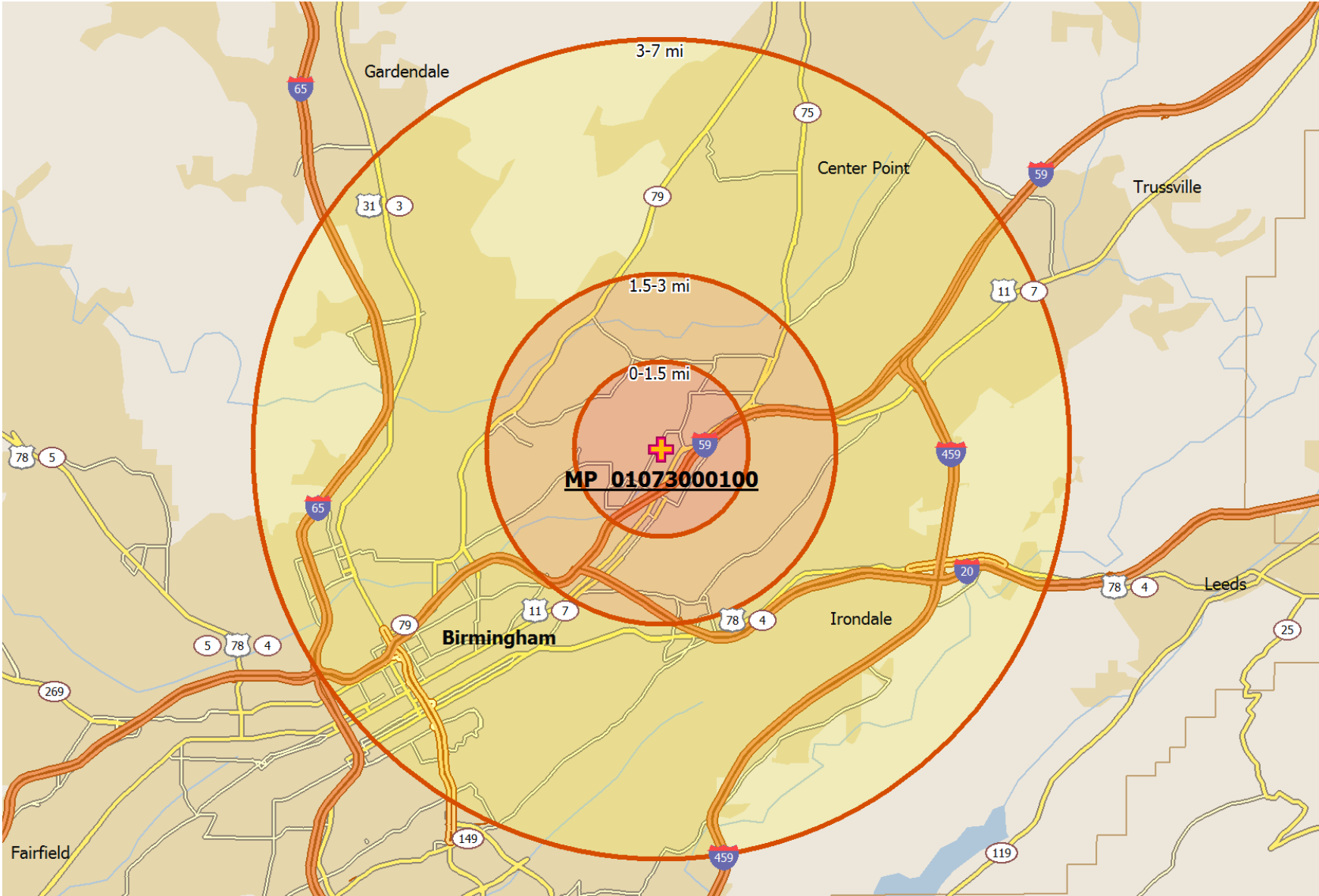
## Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35206	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.2	Medium Suburbs
8	Sitescape Subgroup	3.24	Medium suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	50000-250000-250000



# Site Location Summary - Map of the Site Location



Irondale, Mulga, Midfield, Douglas, Rogersville, Guntown, Cahoon, ...  
Orville, Westover, Redstone Arsenal, Paint Rock, Chatom, Beaverton, Piedmont, Ohatchee, Pike Road  
Bookside, Beatrice, Sumiton, Butler, Gordon, Florala, Camp Hill, Bessemer, Rock Mills, Lineville, Madrid, Cla  
Newton, Kellyton, Pine Hill, Hytop, Blue Springs, Reece City, Riverview, ...  
McMullen, Meadowbrook, Franklin, Geneva, Centre, Daleville, Prattville, County Line, Vincent, Blue Rid  
Columbia, Collinsville, Cedar Bluff, Marion, Hollywood, Ladonia, Ider, Athens, Kimberly, Slocomb, Res

# 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	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale Codes	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	15,463	28,665	155,489
2010 Households	5,923	11,580	64,634
2010 Group Quarters Population	606	333	5,432

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	47	53	53
Language Diversity National Index	16	22	30
Foreign Born Diversity National Index	15	83	74
Ancestry Diversity National Index	8	23	19
Racial Diversity National Index	63	65	68



# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	29	0.49%
Mainstay Communities	Established, Diverse Households	17	0.29%
Working Communities	Blue-collar, Working Families	474	8%
Country Communities	Rural, Agri. & Mining Families	3	0.05%
Aspiring Communities	Young Singles / Aspiring-Multihousing	432	7.29%
Urban Communities	High Density, Inner-city Neighborhoods	4,966	83.84%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

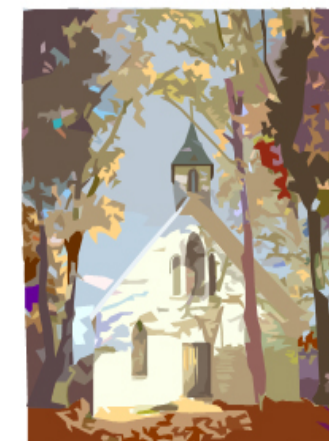
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	4,160	2.2%
Unreached %	70.04%	70.23%	100.27
Religious But NOT Evangelical HH	59,062	1,830	3.1%
Religious But NOT Evangelical %	21.91%	30.9%	141.03
Spiritual But NOT Relig or Evang HH	23,159	161	0.69%
Spiritual But NOT Relig or Evang %	8.59%	2.71%	31.57
Not Evangelical, Not Interested HH	108,094	2,223	2.06%
Not Evangelical, Not Interested %	40.09%	37.53%	93.6



# 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of ALSBOM Churches	258	17	6.59%
Active ALSBOM Attenders	47,650	2,330	4.89%
Active Evangelical Households	60,770	3,888	6.4%
Active Evangelical Percent	22.54%	22.21%	98.54
Inactive Evangelical Households	20,000	1,279	6.4%
Inactive Evangelical Percent	7.42%	7.31%	98.54
# 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 Lake Highland	0.47 mi	58	Growing	16 Plainview	2.88 mi	38	Declining
2 Spirit of Faith	0.81 mi	14	Plateauing	17 Crestway	2.97 mi	233	Declining
3 Agape Missionary	0.94 mi	0	Plateauing	18 Robinwood	3.05 mi	42	Declining
4 Lakewood	1.02 mi	118	Declining	19 Central Missionary	3.09 mi	65	Declining
5 The River Church Birmingham	1.13 mi	44	Growing	20 Central	3.09 mi	101	Declining
6 Friendship	1.24 mi	30	Plateauing	21 Roebuck Plaza First	3.27 mi	72	Growing
7 East Lake Full Gospel	1.39 mi	87	Growing	22 Springdale	3.38 mi	98	Declining
8 South Roebuck	1.51 mi	272	Plateauing	23 Pineview	3.49 mi	51	Declining
9 Mount Calvary	1.87 mi	79	Declining	24 Carson Road	3.69 mi	63	Declining
10 Mt. Mariah	2.28 mi	0	Plateauing	25 Rose Hill	3.71 mi	27	Growing
11 Ruffner Valley	2.30 mi	60	Declining	26 Christ for the Nations	3.76 mi	0	Plateauing
12 Eastside	2.35 mi	277	Declining	27 Del Rio	3.77 mi	28	Declining
13 Huffman	2.44 mi	735	Declining	28 McElwain	3.88 mi	318	Plateauing
14 Tarrant First	2.53 mi	69	Declining	29 Pawnee Missionary	4.03 mi	59	Growing
15 Irondale First	2.80 mi	216	Plateauing	30 Winewood Baptist Christian Fellowship	4.07 mi	94	Declining

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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



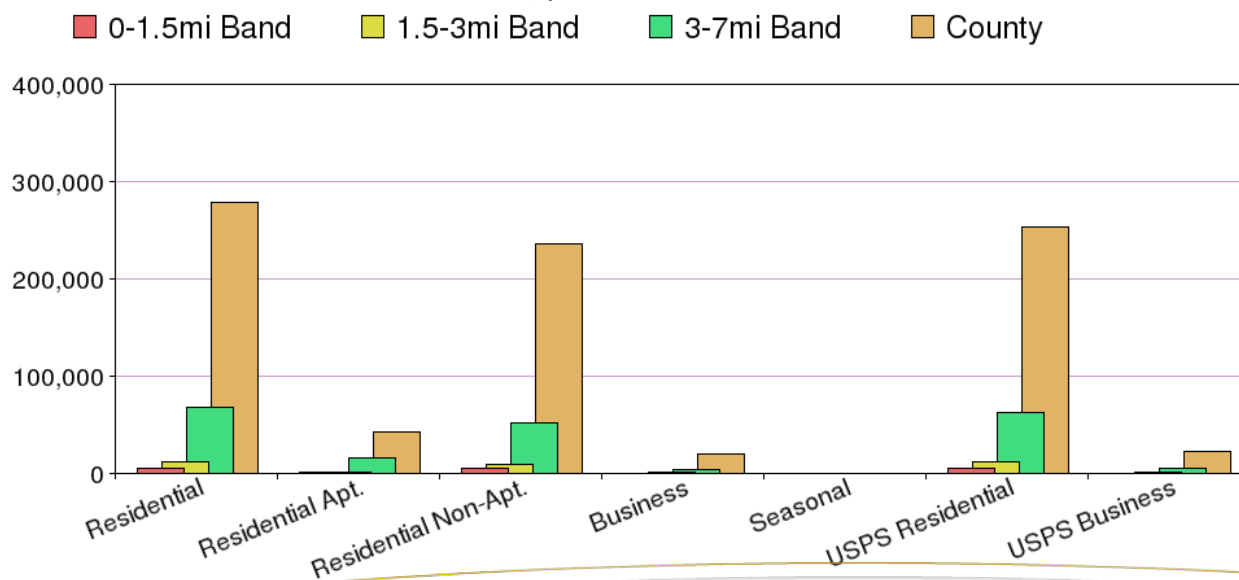
# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	651,526	18,392	2.82%
2000 Population	662,047	18,243	2.76%
2010 Population	666,792	15,463	2.32%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	7,819	3.11%
2000 Households	263,265	6,892	2.62%
2010 Households	269,609	5,923	2.2%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	5,817
Residential Apt.	950
Residential Non-Apt.	4,867
Business	349
Seasonal	0
USPS Residential	5,862
USPS Business	399

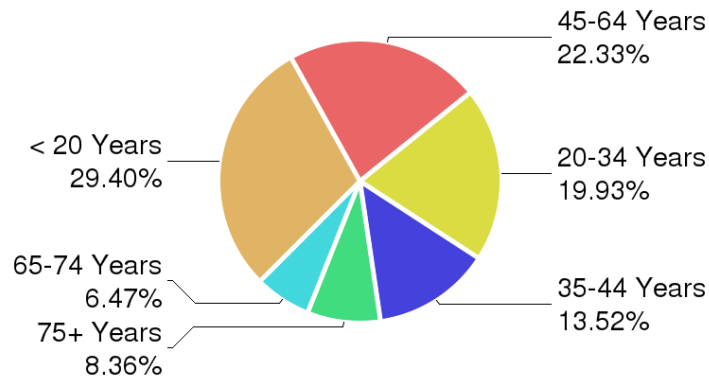
# Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.86%	103.17
4-5 Years	2.7%	2.96%	109.63
6-8 Years	3.98%	4.55%	114.32
9-11 Years	3.86%	4.42%	114.51
12-13 Years	2.52%	3.05%	121.03
14-17 Years	5.08%	5.78%	113.78
18-19 Years	2.53%	2.77%	109.49
0-5 Years	8.38%	8.82%	105.25
6-12 Years	9.1%	10.5%	115.38
13-19 Years	8.87%	10.08%	113.64
< 20 Years	26.35%	29.4%	111.57
20-34 Years	20.74%	19.93%	96.09
35-44 Years	12.98%	13.52%	104.16
45-64 Years	25.86%	22.33%	86.35
65-74 Years	7.12%	6.47%	90.87
75+ Years	6.94%	8.36%	120.46
Median Age	37	37	99.14
Median Age (Male)	35	33	94.75
Median Age (Female)	39	39	100.69

Age Group Percentages



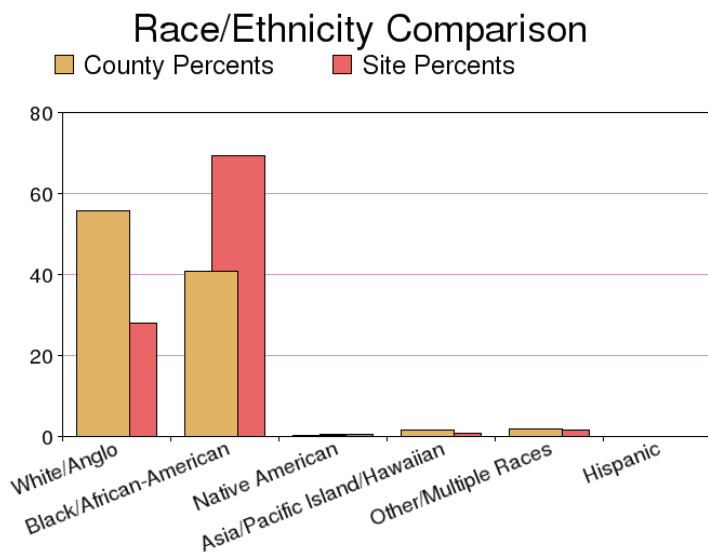


# Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	27.88%	50.11
Black, African-American	40.69%	69.26%	170.21
Native American	0.36%	0.41%	112.72
Asian	1.49%	0.66%	44.18
Pacific Island, Hawaiian	0.08%	0.19%	233.51
Other/Multiple Races	1.74%	1.6%	91.95
Hispanic	0%	2.72%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	10,020	
Less than 9th Grade	3.46%	3.86%	89.61
No High School Diploma	8.86%	11.23%	78.91
High School Graduate	28.96%	36.17%	80.06
Some College, no degree	22.64%	24.21%	93.51
Associate Degree	7.22%	8.22%	87.8
College Degree	17.82%	11.56%	154.23
Graduate/Prof. degree	11.04%	4.75%	232.41

# Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	8.23%	11.46%	178.31
\$10,000 to \$19,999	13.29%	20.48%	154.05
\$20,000 to \$29,999	12.05%	18.44%	153.03
\$30,000 to \$49,999	20.54%	24.09%	117.27
\$50,000 to \$59,999	8.47%	7.14%	84.28
\$60,000 to \$69,999	6.88%	5.89%	85.68
\$70,000 to \$79,999	5.9%	3.63%	61.49
\$80,000 to \$89,999	4.74%	2.38%	50.24
\$90,000 to \$99,999	3.22%	1.3%	40.42
\$100,000 to \$124,999	6.59%	1.59%	24.09
\$125,000 to \$149,999	3.44%	1.47%	42.68
\$150,000 to \$199,999	3.44%	1.1%	31.9
\$200,000 to \$249,999	1.12%	0.14%	12.02
\$250,000 or more	2.08%	0.89%	42.93
Median Household	45,427	30,898	68.02
Average Household	68,011	45,911	67.51
Per Capita Household	28,213	17,921	63.52
Family/Non-Family Household Income			
Median Family Income	58,390	37,630	64.45
Average Family Income	83,931	56,388	67.18
Median Non-Family Income	28,382	20,730	73.04
Average Non-Family Income	39,159	26,732	68.27



# Current Demographic Summary

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	64.44%	63.23%	98.12
Families with Children	32.53%	35.32%	108.57
Families without Children	31.91%	27.91%	87.46
<b>Non-Family Households</b>			
% Non-Family Households	35.56%	36.77%	103.41
Non-Families with Children	0.19	0.41	211.31
Non-Families without Children	35.37	36.37	102.83
<b>Housing Units</b>			
			Index
Total Housing Units	313,876	7,021	
Vacant percent	14.1%	15.64%	110.89
Owned percent	58.37%	57.36%	98.26%
Rented Percent	27.52%	27%	98.12
<b>Households by Size</b>			
			Index
Avg household size	2.41	2.51	104.15
Avg family hh size	3.12	3.27	104.81
Avg non-family hh size	1.13	1.20	106.19
<b>Households By Count of Persons</b>			
			Percent
One	84,836	1,921	2.26%
Two	81,467	1,620	1.99%
Three or Four	80,946	1,732	2.14%
Five+	22,360	649	2.9%

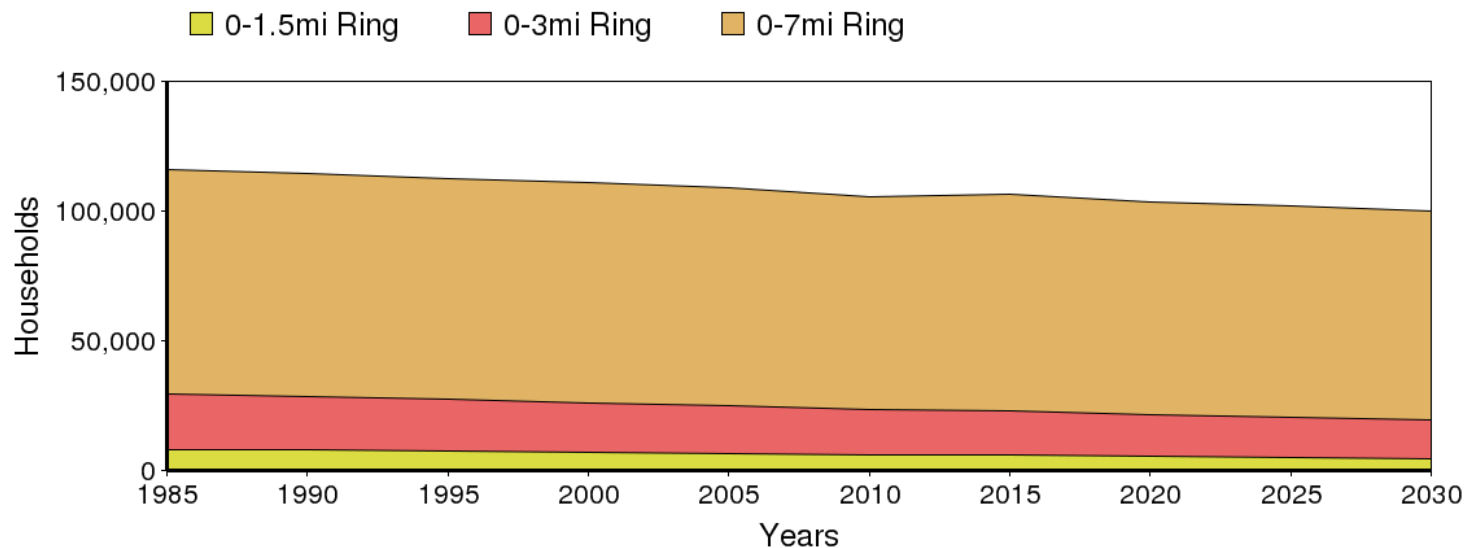
# Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	18,392	2.82%
2000 Population	662,047	18,243	2.76%
2010 Population	666,792	15,463	2.32%
2015 Population	675,554	15,112	2.24%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	7,819	3.11%
2000 Households	263,265	6,892	2.62%
2010 Households	269,609	5,923	2.2%
2015 Households	277,141	5,858	2.11%

Household Change from 1985 to 2030



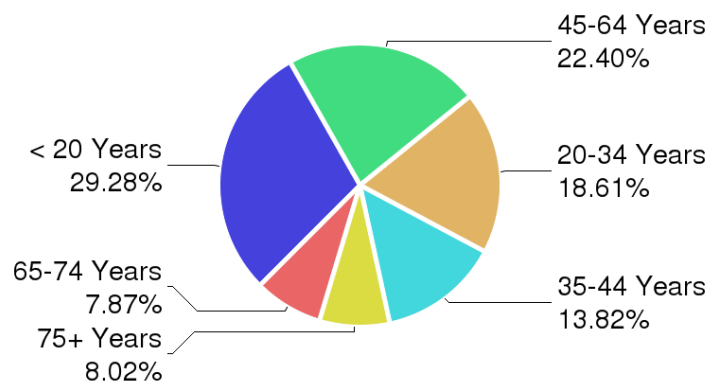
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.86%	5.93%	101.19
4-5 Years	2.96%	3.06%	103.38
6-8 Years	4.55%	4.66%	102.42
9-11 Years	4.42%	4.47%	101.13
12-13 Years	3.05%	3.07%	100.66
14-17 Years	5.78%	5.51%	95.33
18-19 Years	2.77%	2.57%	92.78
0-5 Years	8.82%	8.99%	101.93
6-12 Years	10.5%	10.66%	101.52
13-19 Years	10.08%	9.62%	95.44
< 20 Years	29.4%	29.27%	99.56
20-34 Years	19.93%	18.6%	93.33
35-44 Years	13.52%	13.82%	102.22
45-64 Years	22.33%	22.39%	100.27
65-74 Years	6.47%	7.87%	121.64
75+ Years	8.36%	8.02%	95.93
Median Age	37	38	101.48
Median Age (Male)	35	35	98.64
Median Age (Female)	39	40	103.11

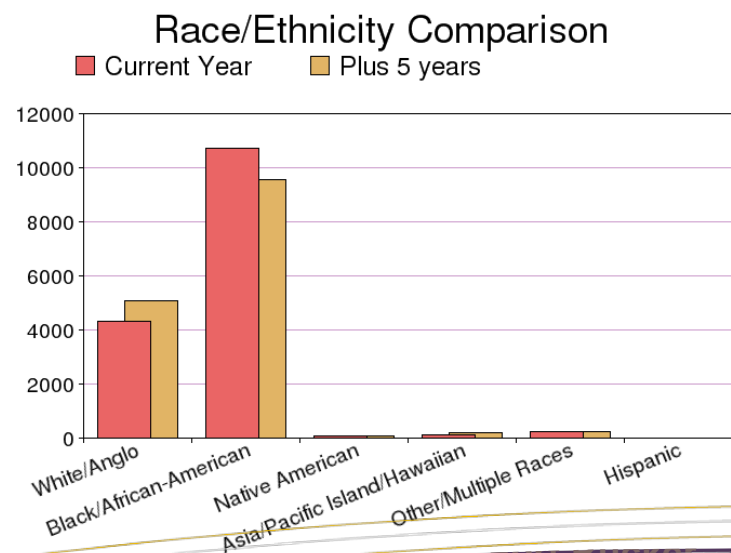
Projected Age Group Percentages



# Projected Demographic Summary

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	27.88%	33.53%	120.27
Black, African-American	69.26%	63.17%	91.22
Native American	0.41%	0.46%	113.69
Asian	0.66%	1.03%	155.49
Pacific Island, Hawaiian	0.19%	0.26%	136.43
Other/Multiple Races	1.6%	1.55%	96.94
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	10,020	9,844	
Less than 9th Grade	3.86%	2.95%	76.28
No High School Diploma	11.23%	8.93%	79.53
High School Graduate	36.17%	36.4%	100.64
Some College, no degree	24.21%	24.24%	100.11
Associate Degree	8.22%	9.16%	111.42
College Degree	11.56%	12.58%	108.82
Graduate/Prof. degree	4.75%	5.75%	121.03

# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	11.46%	10.24%	89.35
\$10,000 to \$19,999	20.48%	20.42%	99.69
\$20,000 to \$29,999	18.44%	17.87%	96.94
\$30,000 to \$49,999	24.09%	23.52%	97.64
\$50,000 to \$59,999	7.14%	7.6%	106.37
\$60,000 to \$69,999	5.89%	6.09%	103.43
\$70,000 to \$79,999	3.63%	3.96%	104.87
\$80,000 to \$89,999	2.38%	2.59%	108.28
\$90,000 to \$99,999	1.3%	1.42%	108.99
\$100,000 to \$249,999	1.59%	1.88%	118.32
\$125,000 to \$149,999	1.47%	1.86%	126.68
\$150,000 to \$199,999	1.1%	1.3%	118.22
\$200,000 to \$249,999	0.14%	0.17%	126.39
\$250,000 or more	0.89%	1.01%	112.56
Median Household	30,898	32,328	104.63
Average Household	45,911	50,173	109.28
Per Capita Household	17,921	19,828	110.64
<b>Family/Non-Family Household Income</b>			
Median Family Income	37,630	40,315	107.14
Average Family Income	56,388	61,461	109
Median Non-Family Income	20,730	21,618	104.28
Average Non-Family Income	26,732	28,813	107.78

# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	63.23%	62.09%	98.19
Families with Children	35.32	34.45	97.53
Families without Children	27.91	26.37	94.5
<b>Non-Family Households</b>			
% Non-Family Households	36.77%	37.91%	103.11
Non-Families with Children	0.41	0.31	103.11
Non-Families without Children	36.37	37.61	103.41
<b>Housing Units</b>			
Total Housing Units	7,021	6,953	99.03%
Vacant percent	15.64%	15.75%	100.7
Owned percent	57.36%	57.14%	99.62
Rented Percent	27%	27.11%	100.39
<b>Households by Size</b>			
Avg household size	2.51	2.47	98.41%
Avg family hh size	3.27	3.29	100.61%
Avg non-family hh size	1.20	1.14	95%
<b>Households By Count of Persons</b>			
One	1,921	1,979	103.02%
Two	1,620	1,587	97.96%
Three or Four	1,732	1,668	96.3%
Five+	649	624	96.15%



# Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	107	873	3,634
Northern Europe	8	13	201
Western Europe	19	21	293
Southern Europe	0	0	46
Eastern Europe	0	23	267
Other Europe	0	0	0
Eastern Asia	0	15	475
So. Central Asia	10	41	243
SE Asia	14	10	305
Western Asia	0	4	70
Other Asia	0	0	1

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	7	128
Middle Africa	0	8	1
Northern Africa	0	11	15
Southern Africa	0	0	39
Western Africa	0	8	112
Other Africa	0	6	9
Oceania	0	0	13
Caribbean	0	49	166
Central Amer.	49	623	903
South America	0	26	183
North America	7	8	164
Born at sea	0	0	0

# Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	16,859	24,939	142,445
Spanish	245	1,032	3,429
Other Indo-Euro language	96	141	2,155
French (incl. Patois, Cajun)	39	40	768
French Creole	0	0	23
Italian	0	8	46
Portuguese	0	0	43
German	39	60	564
Yiddish	0	0	16
Other West Germanic	0	0	35
A Scandinavian Language	0	0	0
Greek	2	7	71
Russian	0	6	136
Polish	0	6	23
Serbo-Croatian	0	0	3
Other Slavic Language	0	7	43
Armenian	0	0	10
Persian	0	0	53
Gujarathi	0	4	45
Hindi	0	0	108
Urdu	0	0	26

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	6	3	90
Asian/PI languages	0	0	0
Chinese	0	34	406
Japanese	0	9	68
Korean	0	11	59
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	13
Laotian	0	0	9
Vietnamese	46	0	200
Other Asian	0	0	73
Tagalog	0	5	94
Other Pacific Is	0	0	6
Other languages	0	20	476
Navajo	0	0	26
Other Native N. American	0	0	18
Hungarian	0	6	0
Arabic	0	6	99
Hebrew	0	0	85
African languages	0	4	242
Other unspecified	0	4	6

# Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	14,576	22,081	118,477
Arab	30	34	355
Armenian	0	3	5
Austrian	0	4	148
British	30	15	855
Canadian	11	8	90
Croatian	0	0	0
Czech	0	4	133
Czechoslovak	15	9	35
Danish	3	3	60
Dutch	24	135	864
English	664	872	12,089
European	90	61	1,209
Finnish	0	3	35
French (not Basque)	60	120	1,448
French Canadian	11	25	276
German	249	640	6,254
Greek	4	16	348
Hungarian	0	6	94
Iranian	0	0	69

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	395	893	7,498
Italian	117	196	2,231
Lithuanian	0	0	139
Norwegian	15	28	448
Polish	34	57	605
Portuguese	3	6	93
Romanian	0	4	48
Russian	16	18	406
Scandinavian	6	5	78
Scotch-Irish	205	386	3,431
Scottish	113	192	2,425
Slovak	3	4	62
Subsaharan African	163	397	1,729
Swedish	0	14	214
Swiss	0	3	129
Ukrainian	0	0	52
US/American	890	2,102	16,420
Welsh	44	46	552
West Indian	0	44	174
Yugoslavian	0	5	19
Other	11,381	15,721	57,360



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

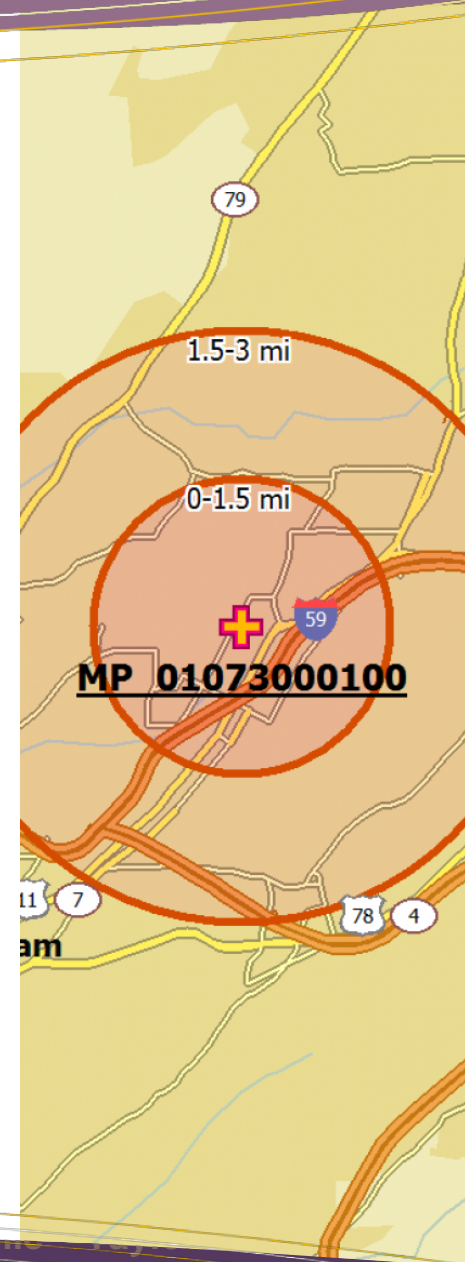
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscope 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 Evangeliscope report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at [MissionalCulturescape.org](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,923	100%	4,160	100%
<b>AFFLUENT SUBURBIA</b>	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	29	0.49%	20	0.48%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	21	0.35%	14	0.34%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	8	0.14%	6	0.14%
<b>SM TWN SUCCESS</b>	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,923	100%	4,160	100%
<b>BLUE COLLAR BACKBONE</b>	29	0.49%	19	0.46%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	2	0.03%	1	0.02%
Lower Income Essentials	27	0.46%	18	0.43%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	17	0.29%	11	0.26%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	17	0.29%	11	0.26%
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%
<b>METRO FRINGE</b>	445	7.51%	305	7.33%
Steadfast Conservative	439	7.41%	301	7.24%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	6	0.1%	4	0.1%





# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,923	100%	4,160	100%
REMOTE AMERICA	3	0.05%	2	0.05%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	3	0.05%	2	0.05%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	432	7.29%	320	7.69%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	432	7.29%	320	7.69%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,923	100%	4,160	100%
<b>STRUGGLING SOCIETIES</b>	951	16.06%	645	15.5%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	951	16.06%	645	15.5%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	4,015	67.79%	2,838	68.22%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	3,517	59.38%	2,460	59.13%
Urban Diversity	0	0%	0	0%
New Generation Activists	13	0.22%	9	0.22%
Getting By	485	8.19%	369	8.87%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

## *Issues for Your Consideration*

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



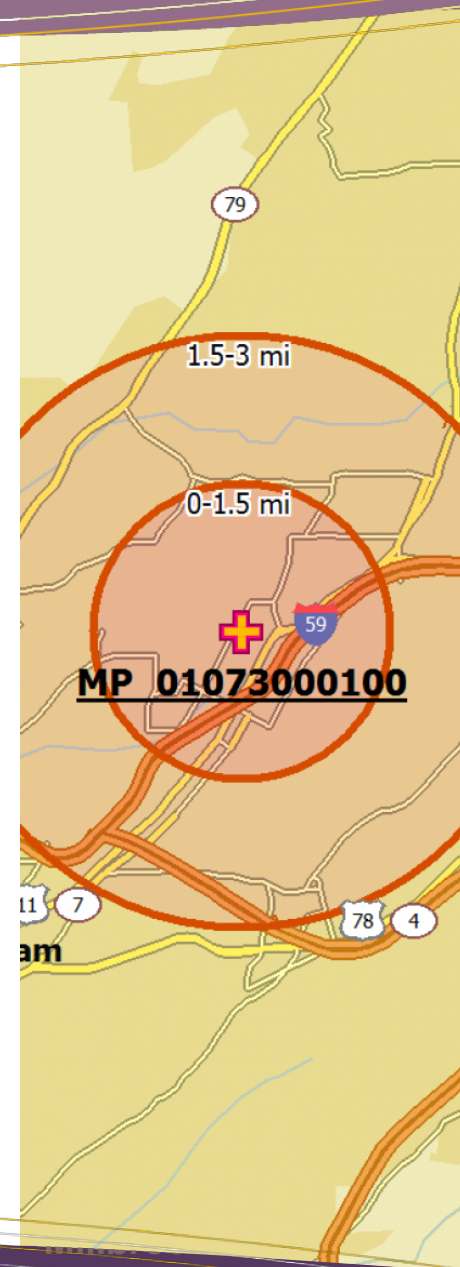
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	55%	63%	72%
Use Comp. for Internet/E-mail	34%	41%	54%
Internet Use: E-Mail	29%	35%	46%
Use Comp. for Comp. Games	24%	29%	35%
Use Comp. for Education	24%	26%	31%
HH Owns DVD Player	20%	23%	28%
Use Comp. for Word Processing	20%	25%	35%
Use Comp. for Digital Camera	19%	22%	29%
Photo Editing			
Use Comp. for Banking	18%	21%	28%
Use Comp. for Shopping	18%	22%	31%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Use Comp. for News/Info./Data Service	14%	16%	22%
Internet Use: Banking	14%	17%	24%
Internet Use: News/ Weather	13%	18%	26%
PC-Network-HH Has One	12%	13%	19%
Use Comp. for Filing/DB Mngmnt	10%	10%	12%
Internet Use: Shopping: Gathered Info. for Shopping	8%	10%	13%
Internet Use: Play/ Download	8%	9%	9%
Online Games			
Internet Use: Research/ Education	8%	10%	12%
Use Comp. for Personal Financial Mngmnt	7%	9%	14%
Use Comp. for Accounting	7%	9%	13%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	69%	68%	68%
Reading Books	47%	49%	54%
Dining Out (Not Fast Food)	40%	45%	53%
Card Games	32%	37%	40%
Cooking for Fun	32%	33%	36%
Go To A Beach/Lake	23%	26%	33%
Board Games	21%	26%	30%
Gardening	19%	24%	29%
Going To	16%	17%	19%
Bars/Nightclubs/Dancing			
Photography	14%	15%	18%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	62%	64%	66%
Gen./Fam. Practitioner	30%	33%	36%
Backache	21%	22%	22%
Dentist	20%	22%	27%
Hypertension/High Blood Pressure	19%	20%	20%
None Of These	18%	19%	20%
Eye Dr.	17%	19%	21%
High Cholesterol	14%	16%	18%
Acid Reflux Disease (GERD)	13%	14%	14%
Any Arthritis	13%	14%	14%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	24.41%	24.92%	28.88%
Live Theater	18.29%	18.15%	22.52%
Live Theater Most Often	13.83%	13.85%	17.86%
Rock/Pop Concerts Most Often	12.43%	13.3%	15.25%
Dance Performance	12.35%	11.23%	11.11%
Comedy Club	11.36%	10.77%	10.87%
Movies: Comedy	40.65%	39.71%	40.75%
Movies: Action/Adventure	36.8%	37.85%	39.76%
Movies: Drama	25.45%	23.35%	24.17%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	22.81%	21.09%	21.69%
Movies: Fam.	21%	20.97%	20.76%
Movies: Horror	19.03%	16.85%	13.79%
MLB Baseball Reg. Season	4.87%	4.95%	7.5%
NFL Football Reg. Season	3.28%	4.15%	6.28%
College Football Reg. Season	3.25%	3.82%	6.05%
College Basketball Reg. Season	3.11%	3.07%	4.29%
NBA Basketball Reg. Season	1.8%	2.34%	3.85%
Bowling	1.78%	1.78%	1.46%

# Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	32.99%	35.22%	39.66%
Bowling	20.46%	20.96%	21.17%
Swimming	19.04%	22.66%	28.81%
Jogging/Running	17.48%	16.63%	17.09%
Basketball	17.35%	16.94%	16.12%
Billiards/Pool	16.02%	16.65%	17.43%
Football	14.13%	12.66%	11.19%
Baseball	13.18%	12.47%	11.16%
Freshwater Fishing	12.49%	14.2%	14.1%
Weight Training	11.59%	12.56%	16.28%
Aerobics	11.44%	11.06%	11.65%
Stationary Cycling	9.16%	9.87%	12.08%
Volleyball	8.33%	8.9%	8.5%
Using Cardio Machine	7.95%	9.73%	13.67%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Softball	7.9%	8.04%	7.72%
Roller Skating	6.96%	6.53%	5.98%
Mountain/Road Biking	6.92%	8.57%	11.54%
Golf	6.3%	8.23%	12.53%
Yoga	5.89%	6.26%	7.66%
Target Shooting	5.78%	6.93%	6.66%
Tennis	5.63%	5.97%	7.58%
Soccer	5.46%	6.45%	7.23%
Racquetball	5.15%	4.8%	4.31%
Camping Trips	4.91%	8.34%	10.45%
Saltwater Fishing	4.77%	5.94%	6.64%
Ice Skating	4.25%	4.83%	5.8%
Backpacking/Hiking	3.77%	6.02%	8.79%
Fly Fishing	3.72%	4.01%	4.08%

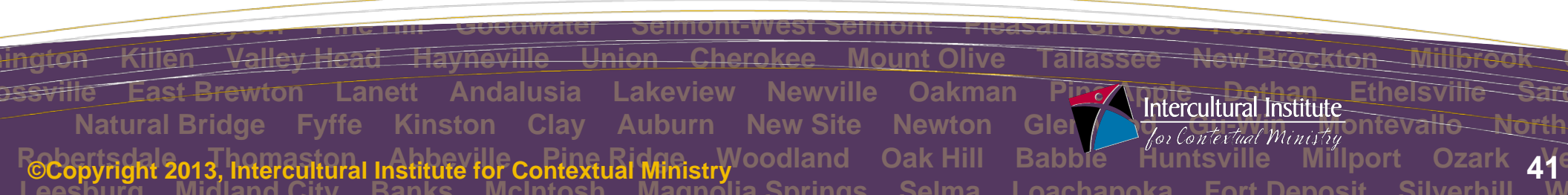


# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Power Boating	3.43%	4.68%	6.48%
Motorcycling	3.34%	4.26%	4.81%
Archery	3.29%	3.55%	3.52%
Hockey	3.21%	3.62%	3.78%
Horseback Riding	3.16%	4%	4.6%
Hunting	2.96%	5.2%	6.03%
Skateboarding	2.91%	3.29%	3.37%
Jet Skiing	2.83%	3.37%	4.29%
Rock Climbing	2.8%	3.12%	3.32%
Snowboarding	2.69%	2.89%	3.35%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snorkeling	2.68%	3.27%	4.76%
Downhill & X-Country Skiing	2.5%	3.13%	5.01%
Snowmobiling	2.4%	2.86%	3.25%
Water Skiing	2.38%	3%	3.85%
Canoeing/Kayaking	2.28%	3.84%	5.69%
Auto Racing	2.2%	3.06%	2.88%
Martial Arts	1.96%	2.71%	3.46%
Surfing & Windsurfing	1.73%	2.16%	2.69%
Sailing	1.64%	2.11%	3.17%
Rowing	1.48%	2.03%	2.66%



## Potential Cultural Barriers -- Introduction (part 1)

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

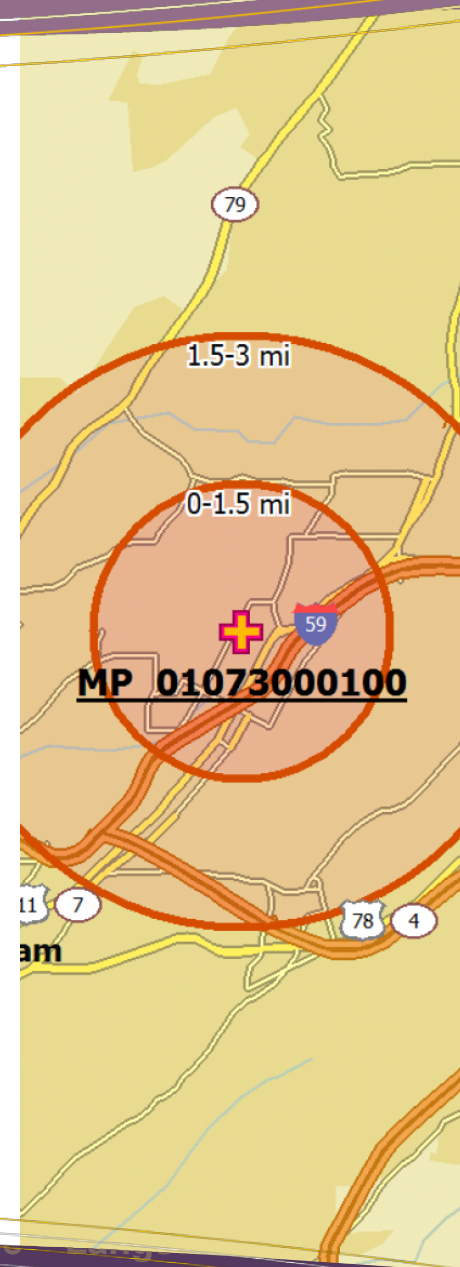
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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



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

### CULTURAL BARRIERS OF UNDERSTANDING

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

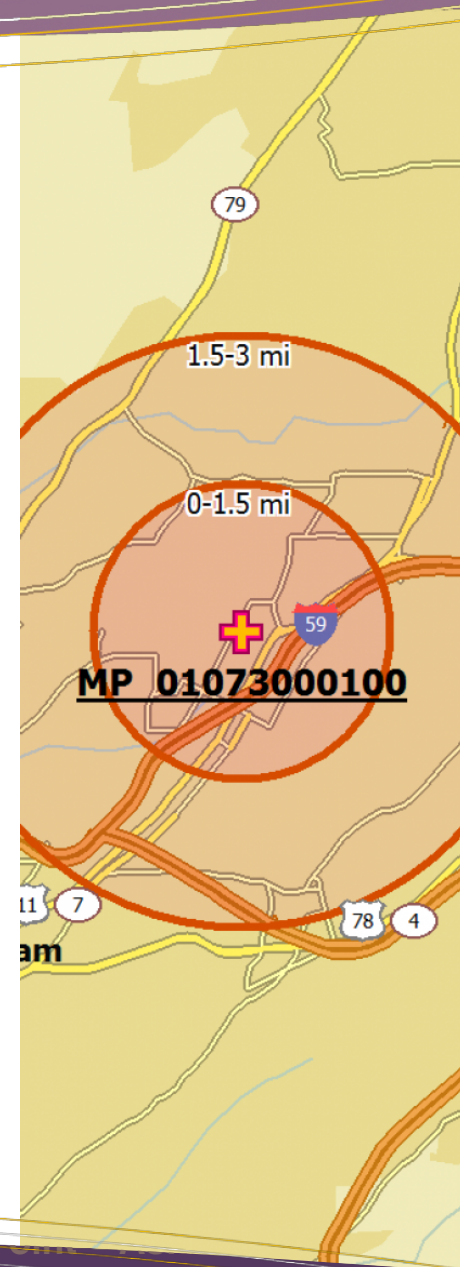
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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

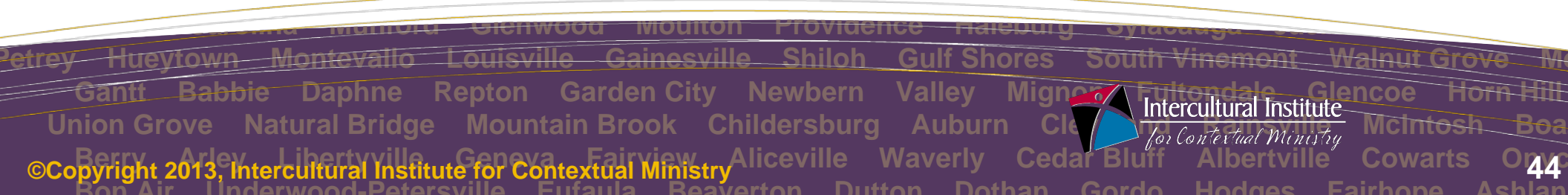


# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	53%	53%	52%
Like Control Over People And Resources	42%	40%	36%
Speak My Mind Even If It Upsets People	38%	38%	37%
Woman's Place Is In The Home	33%	33%	33%
Don't Judge People/Way They Live Life	33%	31%	30%
Too Much Sponsorship In Arts/Sports	32%	30%	26%
Find It Difficult To Say No To My Kids	30%	33%	36%
I Am A Workaholic	30%	26%	22%
Prefer To Have Few Possessions As Possible	26%	28%	34%
Like To Do Unconventional Things	24%	26%	27%
Like to Stand Out In A Crowd	23%	22%	21%
Money Is Best Measure Of Success	23%	24%	25%

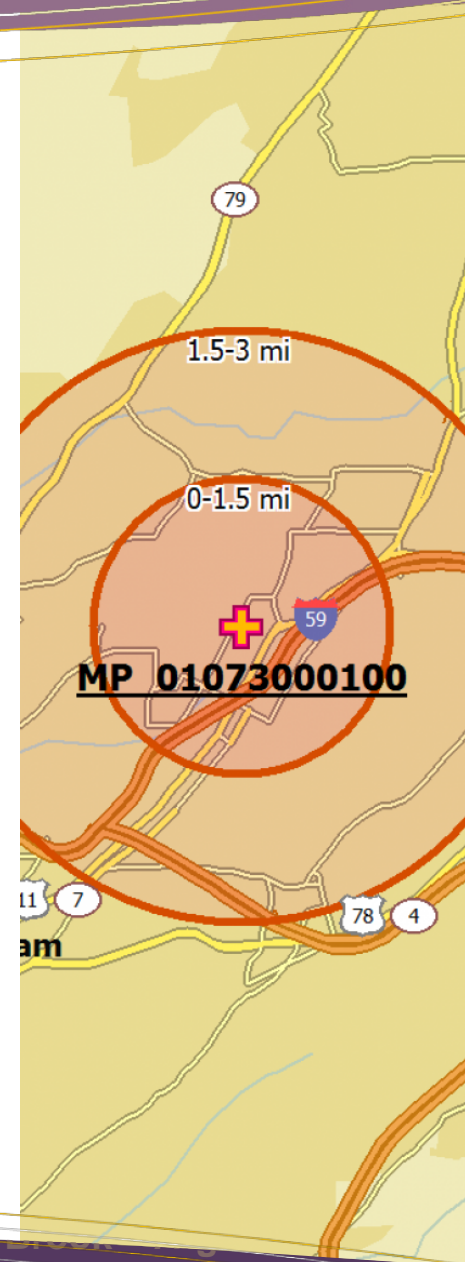
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
If Won Lottery Would Never Work Again	21%	22%	28%
We Should Strive for Equality for All	21%	18%	16%
Marijuana Should Be Legalized	21%	20%	21%
Friends More Important Than My Fam.	20%	22%	25%
Like To Pursue Challenge/Novelty/Change	19%	18%	19%
Only Work Current Job for The Money	18%	17%	15%
Very Happy With My Life As It Is	15%	13%	9%
On Whole People Get What They Deserve	15%	13%	12%
Rarely Sit Down to a Meal Together At Home	14%	15%	16%
Happy With My Standard Of Living	13%	13%	14%
I Am A Perfectionist	12%	11%	10%
More Important Do Duty Than Enjoy Life	12%	10%	7%



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

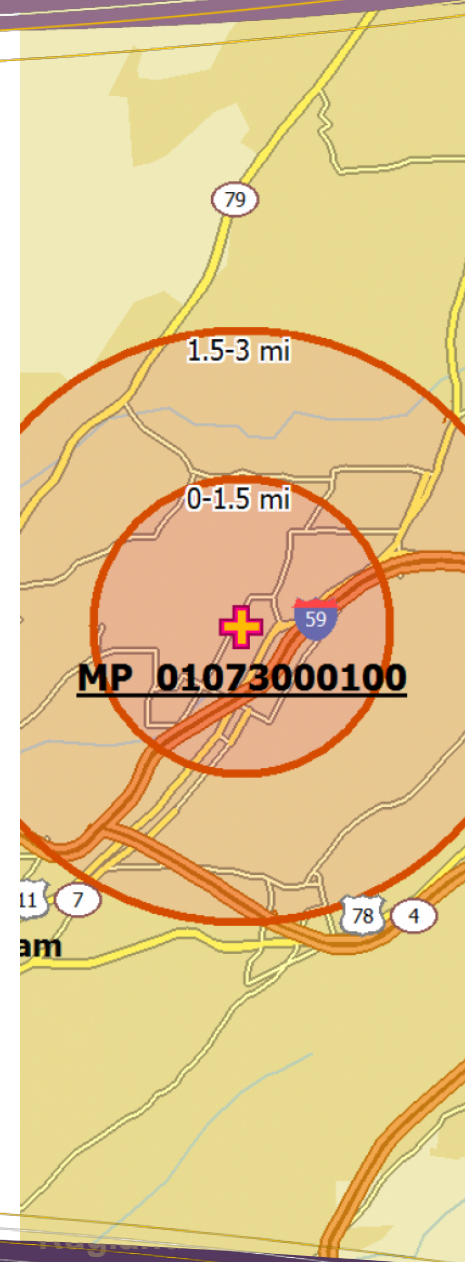
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	56%	56%	58%
Important To Respect Customs And Beliefs	49%	52%	59%
Like To Understand About Nature	41%	39%	39%
Prefer Work Part Of Team Than Alone	40%	38%	36%
Important To Juggle Various Tasks	36%	35%	33%
Good At Fixing Things	34%	32%	29%
Important Feel Respected By My Peers	34%	35%	35%
Have Keen Sense Of Adventure	30%	29%	28%
Prefer To Have Few Possessions As Possible	26%	28%	34%
Provide My Kids With The Little Extras	26%	22%	17%
Consider Myself Interested In The Arts	24%	23%	21%
People Have To Take Me As They Find Me	21%	21%	24%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Looking for New Ideas To Improve Home	21%	20%	18%
Like To Just Enjoy Life	20%	20%	22%
Try Not To Worry About The Future	19%	18%	16%
Is An Important Part Of Who I Am	18%	17%	15%
Real Men Don't Cry	16%	16%	17%
Worried About Pollution Caused By Cars	16%	17%	19%
Enjoy Spending Time With My Fam.	12%	13%	13%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Feel Very Alone In The World	8%	7%	6%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	6%	5%	5%
Decor Particular Interest To Me	4%	4%	4%

## Potential Shared Places

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



# Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	80.56%	83.05%	83.8%
Restaurant-Visit Any			
Fam. Restaurants/Steak	67.21%	72.3%	77.27%
Houses-Visit Any			
McDonald's	50.82%	53.17%	54.34%
Burger King	39.34%	39.84%	37.56%
Kentucky Fried Chicken (KFC)	33.98%	33.88%	30.84%
Wendy's	29.96%	29.99%	29.98%
Subway	24.6%	27.09%	28.91%
Pizza Hut	21.92%	23.48%	21.93%
Taco Bell	21.6%	24.39%	26.1%
Applebee's	19.18%	22.87%	26.35%
Popeyes	19.01%	15.82%	12.51%
Olive Garden	17.76%	18.28%	19.82%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	16.54%	17.86%	17.69%
Domino's Pizza	16.06%	16.16%	15.3%
Church's Fried Chicken	15.63%	13.07%	9.29%
Arby's	15.58%	19.02%	20.43%
Dunkin' Donuts	15.42%	13.83%	12.94%
Golden Corral	14.69%	14.72%	12.46%
IHOP (International House Of Pancakes)	14.25%	14.87%	15.37%
TGI Friday's	13.44%	13.35%	14.35%
Sonic	12.66%	13.43%	12.58%
Chick-Fil-A	12.39%	13.31%	14.4%
Dairy Queen	11.99%	14.7%	15.67%
White Castle	11.97%	9.84%	7.34%

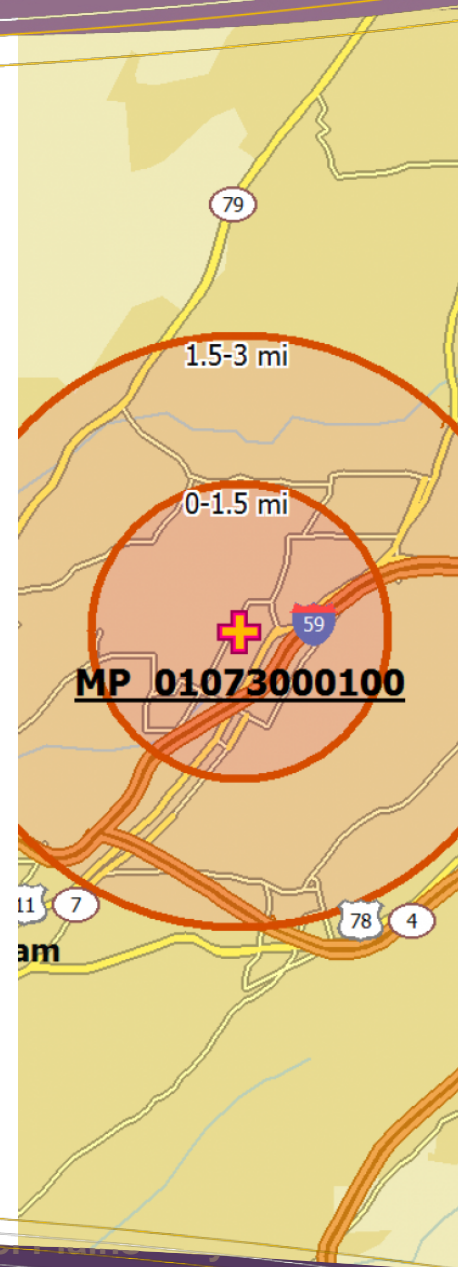


## Potential Shared Projects

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

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

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



# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

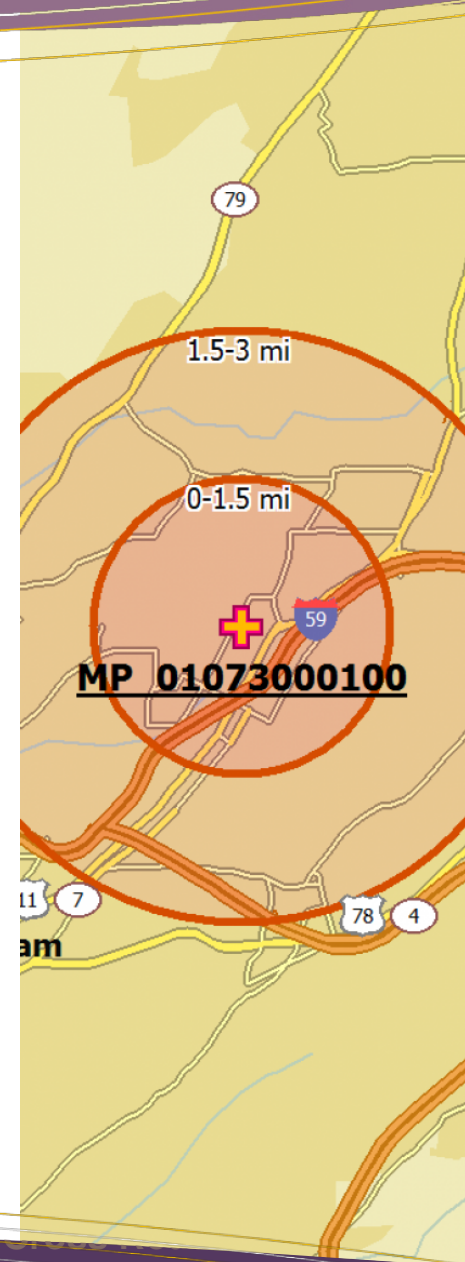
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	37.52%	40.45%	45.36%
Recycled products	17.61%	22.63%	31.09%
Engaged in fund raising	12.4%	11.59%	11.6%
Worked as volunteer (non political)	9.43%	11.33%	15.24%
Religious club member	6.89%	7.3%	7.81%
Church Board	6.17%	6.1%	5.78%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Took active part in local civic issue	4.81%	4.91%	5.46%
Wrote to elected offcl about publ bus	4.47%	4.58%	5.81%
Charitable Organization	4.44%	4.62%	5.4%
Fraternal order member	4.19%	4.35%	4.39%
Wrote to editor of mag or newspaper	3.9%	4.41%	5.3%
Union member	3.76%	4.43%	4.92%

## Communication Media Content

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

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



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given.

However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

<b>BOOKS</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Children's Books	12.66%	12.36%	13.15%
Novel	11.7%	12.69%	16.56%
Religious (not Bibles)	10.14%	9.97%	9.45%
Mystery	8.6%	9.02%	10.81%
Romance	8.58%	7.52%	6.91%
Cookbooks	6.7%	7.85%	9.75%
Mail order	6.56%	5.88%	5%
Biography	5.64%	5.76%	6.95%
History	5.4%	5.56%	6.82%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper Distributed	65.55%	66.22%	69.09%
Gen. Editorial	49.78%	49.71%	51.18%
Womens	42.94%	43.73%	44.8%
Service	25.75%	28.27%	32.76%
Music	20.79%	18.93%	16.01%
Mens	17.27%	18.11%	19.05%
Business/Finance	15.74%	16.38%	20.6%
Parenthood	13.58%	13.81%	13.9%
Sports	12.82%	13.86%	15.57%

# Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given.

However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	45.2%	47.67%	51.74%
Classified	35.1%	34.74%	31.95%
Sport	29.72%	30.23%	31.48%
Movie Listings & Reviews	23.27%	23.85%	25.67%
Business/Finance	21.52%	23.03%	28.15%
Editorial Page	21.48%	24.25%	27.8%
Comics	20.65%	22.82%	24.73%
TV/Radio Listings	20%	21.47%	23.32%
Food/Cooking	18.63%	21.03%	24.19%
Fashion	17.23%	16.42%	16.18%
Home/Gardening	15.87%	17.8%	20.42%
Travel	14.69%	15.9%	19.27%
Science/Technology	10.88%	13.2%	16.59%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	46.99%	38.79%	28.99%
CHR Contemp Hit Radio	16.92%	18.04%	17.88%
Variety	10.43%	9.58%	9.48%
Oldies	8.74%	9.3%	10.4%
Gospel	8.41%	7.24%	5.43%
Jazz	8.19%	8.24%	8.59%
Adult Contemporary	7.92%	10.42%	14.29%
Country	7.31%	11.23%	13.21%
All News	7.21%	6.47%	7.77%
Rock	5.21%	7.06%	8.97%
Religious	4.53%	5.06%	5.64%
Soft Contemporary	4.37%	4.66%	5.99%
News/Talk	4.19%	5.85%	10.38%
All Talk	4.11%	3.68%	4.3%
Alternative	2.97%	4.36%	7.69%
Classic Rock	2.92%	4.52%	7.03%
Sports	2.8%	2.86%	4.08%
Hispanic	2.22%	3.2%	3.23%

# Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	54.86%	57.13%	61.37%
Soapnet	46.72%	47.5%	50.12%
Satellite Dish	43.13%	46.35%	49.43%
Other Video-On-Demand	37.17%	40.83%	42.81%
Subscribe Digital Cable	34.36%	33.9%	32.56%
Sci-Fi Channel	29.1%	31.4%	34.28%
MSNBC	28.81%	29.85%	31.79%
TV Info From Sunday TV Magazine	25.86%	25.94%	27.99%
TV Info From Newspapers	24.14%	24.57%	25.55%
ESPN2	23%	21.95%	24.42%
Nickelodeon	22.85%	23.87%	25.65%
TV Info From Other	22.46%	21.51%	21.24%

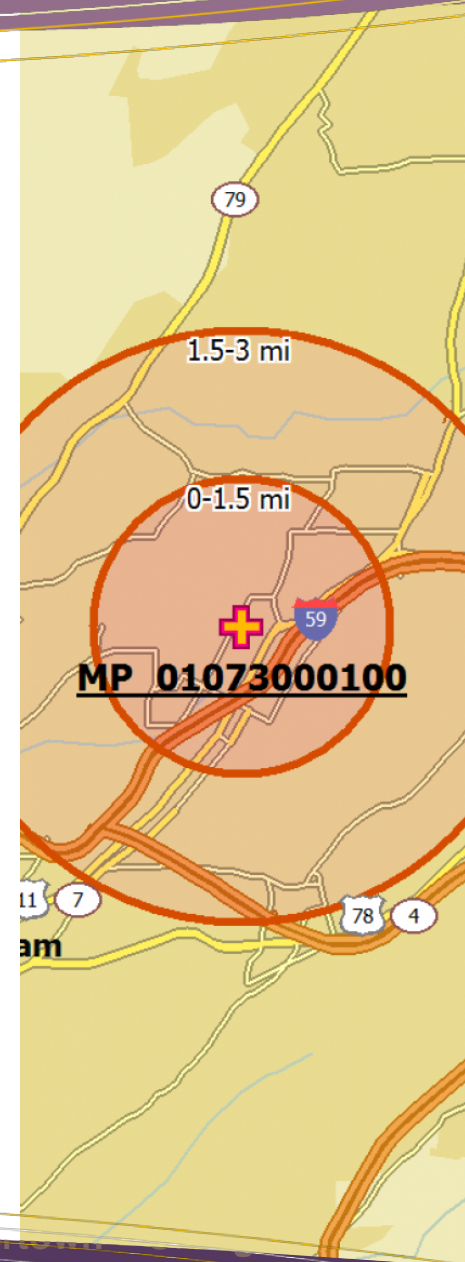
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
BET (Black Entertainment TV)	22.29%	21.74%	23.74%
Adult Pay Per View TV	21.93%	26.29%	30.4%
Comedy Central	21.65%	23.54%	31.65%
TV Info From Monthly Cable Guide	20.56%	21.37%	22.66%
TCM (Turner Classic Movies)	19.73%	20.84%	24.31%
Hallmark Channel	19.27%	20.43%	24.33%
TV Land	19.26%	17.25%	17.65%
CNN (Cable News Network)	19.06%	17.02%	15.32%
ABC Fam.	18.99%	19.44%	24.48%
USA Network	18.65%	20.15%	23.34%
TV Guide Channel	18.63%	16.74%	16.29%
Nick At Nite	18.29%	20.25%	23.26%

# Communication Media Usage

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

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

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

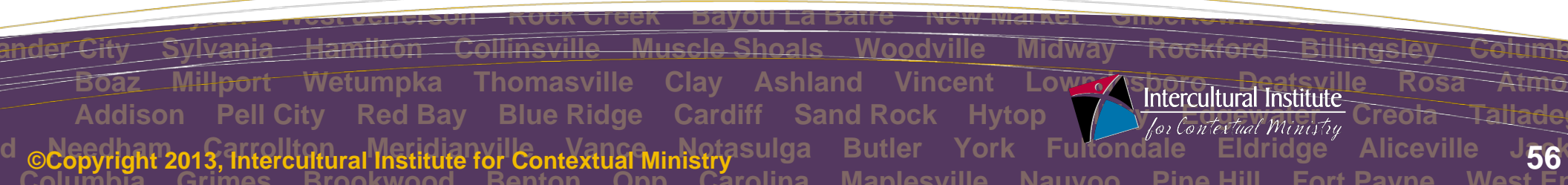


# Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	13.56%	14.81%	18.75%
Medium Users (4-6)	6.68%	7.68%	9.68%
Light Users (1-3)	20.81%	20.45%	20.06%
Quintiles (20%)			
Newspaper I (Heavy)	0.65%	0.87%	1.06%
Newspaper II	1.98%	2.01%	1.73%
Newspaper III	4.03%	3.18%	2.5%
Newspaper IV	0.24%	0.35%	0.38%
Newspaper V (Light)	1.01%	0.84%	0.89%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	27.12%	23.71%	20.94%
Magazines II	12.43%	11.11%	9.65%
Magazines III	13.6%	11.61%	10.32%
Magazines IV	17.98%	15.44%	12.94%
Magazines V (Light)	0.91%	0.81%	0.84%
Outdoor I (Heavy)	8.71%	8.41%	8.34%
Outdoor II	5.36%	4.7%	4.01%
Outdoor III	7.23%	6.14%	4.91%
Outdoor IV	16.37%	16.92%	16.34%
Outdoor V (Light)	21.27%	23.07%	24.85%
Yellow Pages I (Heavy)	17.34%	16.67%	15.44%
Yellow Pages II	9.3%	8.25%	7.73%
Yellow Pages III	10.85%	9.37%	8.01%
Yellow Pages IV	24.83%	24.23%	22.64%
Yellow Pages V (Light)	6.54%	5.66%	4.56%





# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	5.64%	4.61%	3.48%
Drive Time III (Medium)	2.1%	1.56%	1.02%
Radio IV & V (Light)	5.21%	4.3%	3.05%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	13.96%	11.93%	10.41%
Radio III (Medium)	4.86%	4.53%	4.32%
Radio IV & V (Light)	5.32%	4.71%	4.04%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	8.64%	10.07%	13.05%
Cable III (Medium)	6.07%	5.7%	5.09%
Cable IV & V (Light)	35.64%	36.14%	35.84%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	6.08%	5.15%	4.16%
Prime Time III (Medium)	1%	1.29%	1.51%
Prime Time IV & V (Light)	13.11%	11.27%	9.75%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.91%	39.44%	39.71%
Fringe III (Medium)	55.07%	54.46%	52.4%
Fringe IV (Light)	55.82%	55.23%	54.56%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	22.92%	19.86%	15.93%
All Day III (Medium)	25.26%	24.64%	23.95%
All Day IV (Light)	26.02%	21.35%	17.97%

# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.39%	10.86%	11.93%
6:00am - 10:00am	17.69%	16.11%	18.21%
10:00am - 3:00pm	17.1%	14.45%	12.17%
3:00pm - 7:00pm	19.06%	17.02%	15.32%
7:00pm - Midnight	10.62%	10.5%	12.9%
Midnight - 6:00am	8.25%	7.67%	7.79%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.39%	13.74%	14.32%
6:00am - 10:00am	2.93%	2.97%	3.94%
10:00am-3:00pm	6.83%	6.28%	7.06%
3:00pm - 7:00pm	8.89%	8.77%	8.46%
7:00pm - Midnight	11.67%	10.16%	10.13%
Midnight - 6:00am	14.81%	13.64%	13.88%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	4.91%	5.35%	7.31%
Saturday:	10.23%	8.96%	8.55%
8:00-11:00pm			
Sunday: 7:00-11:00pm	7.23%	7.7%	9.23%
9:00am-1:00pm	18.29%	20.25%	23.26%
9:00am-4:00pm	21.74%	24.02%	27.29%
4:00pm-7:00pm	29.46%	28.71%	30.19%
11:00pm-1:00am	37.53%	38.77%	40.56%
AVG Prime time	5.69%	5.13%	4.59%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	15.69%	15.22%	17.16%
7-9am	23%	21.95%	24.42%
9am-12noon	11.68%	14.15%	17.7%
12noon-4pm	10.06%	9.87%	9.59%
4-6pm	42.91%	43.64%	49.36%
6-7pm	14.82%	16.07%	17.11%
7-7:30pm	1.74%	1.68%	1.75%
7:30-8pm	9.08%	10.32%	10.69%
8-11pm	4.91%	5.35%	7.31%
11pm-12am	28.81%	29.85%	31.79%
11pm-1am	37.53%	38.77%	40.56%
1-6am	25.37%	27.24%	32.15%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	16.69%	16.6%	18.69%
Sat: 10am-1pm	13.17%	10.88%	9.58%
Sat: 1-4pm	20.42%	21.8%	24.09%
Sat: 4-6pm	8.9%	8.29%	7.83%
Sat: 6-7pm	1.67%	1.62%	1.94%
Sat: 7-8pm	1.44%	1.05%	1.1%
Sat: 8-11pm	10.23%	8.96%	8.55%
Sat: 11pm-1am	9.03%	7.49%	6.5%
Sat: 1am-7pm	18.65%	20.15%	23.34%
Sun: 7-10am	2.07%	2.15%	2.16%
Sun: 10am-1pm	4.43%	4.87%	5.6%
Sun: 1-4pm	4.2%	4.43%	5.28%
Sun: 4-7pm	10.84%	11.33%	12.12%
Sun: 7-11pm	7.23%	7.7%	9.23%
Sun: 11pm-1am	5.64%	5.28%	5.36%
Sun: 1-7am	17.07%	17.93%	20.18%

Talladega Springs Irondale Samson Foley Lincoln Nauvoo Pleasant Grove Stevenson Red Bay Arley  
 Leesburg Jemison Millbrook Cardiff Ariton Midfield Beaverton Woodstock Altoona Elkmont Taylor  
 Phenix City Jacksonville Berry Edwardsville Onycha Susan Moore  
 Eva Underwood-Petersville Fairfield Ozark Collinsville Clio Cowarts Ranburne Castleberry Dayton  
 Lony Daviston Argo Mignon Montgomery Edgewater Helena Gordon Akron Albertville Madrid Pine H



# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



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

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

## *Issues for Your Consideration*

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



# Biblical Missional Multiplication

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

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

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

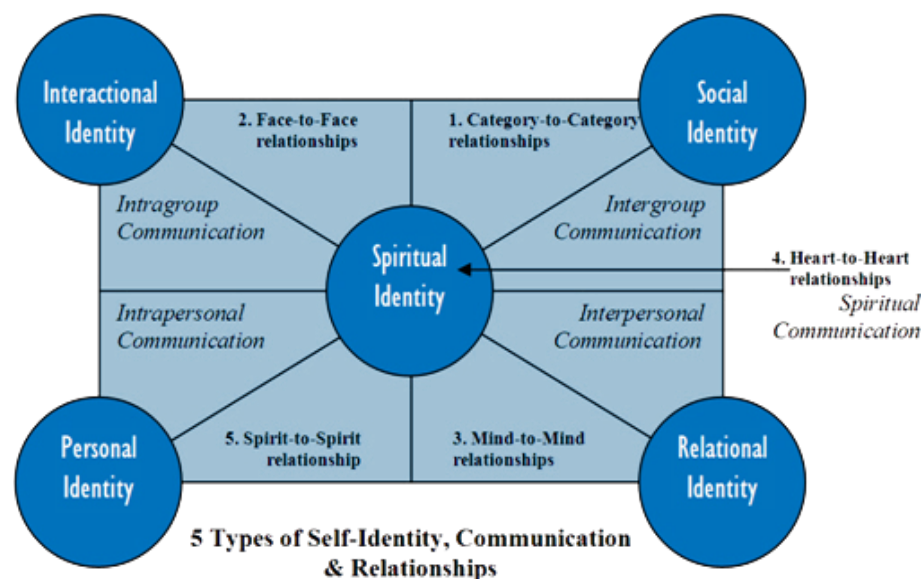


# Establishing Redemptive Relationships

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

## Communication Steps

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

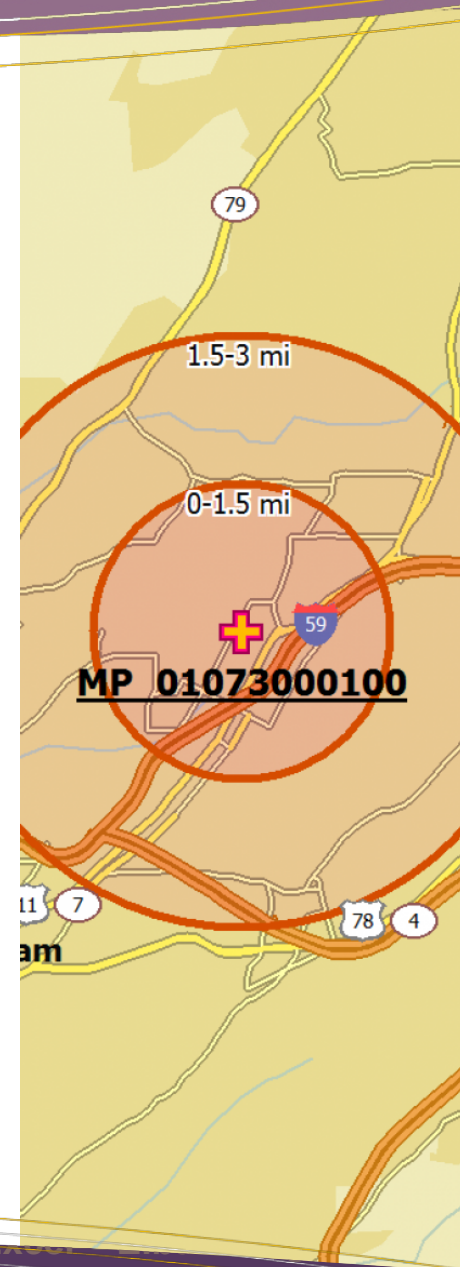


## Your MissionSite and the Missional Suite

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

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

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



Hammondville Chidlersburg Newbern Livingston Montevano  
Albertville Eufaula Grove Hill Sylacauga Pisgah Waldo Luverne Roanoke Underwood-Petersville  
Evergreen New Hope Killen Loxley Frisco City Libertyville Sanford  
Black Snead Brighton Foley Moulton Tillmans Corner Woodville  
Ridgeville Jasper Emelle Brookside Tuskegee Epes Daleville Dothan South Vinemont Webb  
Aliceville Dauphin Island Bridgport Thomaston Auburn Level Plains Thorshy Petrey Alabaster



# Notes and Sources

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

# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Lake Highland	508 82nd St N Birmingham, AL 35206	0.47 mi	58	Growing
2	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	0.81 mi	14	Plateauing
3	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	0.94 mi	0	Plateauing
4	Lakewood	8300 9th Ave S Birmingham, AL 35206	1.02 mi	118	Declining
5	The River Church Birmingham	6111 Towhee Dr Pinson, AL 35126	1.13 mi	44	Growing
6	Friendship	9429 8th Ave N Birmingham, AL 35217	1.24 mi	30	Plateauing
7	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	1.39 mi	87	Growing
8	South Roebuck	501 Mountain Dr Birmingham, AL 35206	1.51 mi	272	Plateauing
9	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	1.87 mi	79	Declining
10	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	2.28 mi	0	Plateauing
11	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	2.30 mi	60	Declining
12	Eastside	558 Gadsden Hwy Birmingham, AL 35235	2.35 mi	277	Declining
13	Huffman	700 Huffman Rd Birmingham, AL 35215	2.44 mi	735	Declining
14	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	2.53 mi	69	Declining
15	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	2.80 mi	216	Plateauing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Plainview	1389 Park Ave Birmingham, AL 35217	2.88 mi	38	Declining
17	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	2.97 mi	233	Declining
18	Robinwood	520 5th St Birmingham, AL 35217	3.05 mi	42	Declining
19	Central Missionary	PO Box 12784 Birmingham, AL 35202	3.09 mi	65	Declining
20	Central	1225 E Lake Blvd Birmingham, AL 35217	3.09 mi	101	Declining
21	Roebuck Plaza First	967 Gadsden Rd Birmingham, AL 35235	3.27 mi	72	Growing
22	Springdale	101 Springdale Rd Birmingham, AL 35217	3.38 mi	98	Declining
23	Pineview	905 Pineview Rd Irondale, AL 35210	3.49 mi	51	Declining
24	Carson Road	1625 Carson Rd Center Point, AL 35215	3.69 mi	63	Declining
25	Rose Hill	1670 Alton Rd Irondale, AL 35210	3.71 mi	27	Growing
26	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	3.76 mi	0	Plateauing
27	Del Rio	410 Del Rio Dr Birmingham, AL 35235	3.77 mi	28	Declining
28	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	3.88 mi	318	Plateauing
29	Pawnee Missionary	2370 Hewitt Dr Birmingham, AL 35217	4.03 mi	59	Growing
30	Winewood Baptist Christian Fellowship	2974 Winewood Rd Birmingham, AL 35215	4.07 mi	94	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Pioneer	4681 Northridge Dr Gardendale, AL 35071	4.27 mi	62	Growing
32	Black Creek	504 Black Creek Rd Birmingham, AL 35217	4.46 mi	28	Declining
33	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	4.63 mi	0	Plateauing
34	Grantswood	4850 Grantswood Pl Irondale, AL 35210	4.64 mi	47	Growing
35	Pinson Valley	1310 Sunhill Rd NW Birmingham, AL 35215	4.73 mi	18	Growing
36	Parkway	PO Box 518 Pinson, AL 35126	4.76 mi	7	Declining
37	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	4.94 mi	0	Plateauing
38	Center Point First	1945 Center Point Pkwy Center Point, AL 35215	4.95 mi	720	Declining
39	Fultondale First	PO Box 595 Fultondale, AL 35068	4.99 mi	175	Declining
40	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	5.01 mi	76	Growing
41	Brewster Road	1661 Brewster Rd Birmingham, AL 35235	5.05 mi	171	Declining
42	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	5.14 mi	29	Declining
43	Queenstown	PO Box 574 Leeds, AL 35094	5.59 mi	25	Plateauing
44	Hilldale	533 Sunhill Rd NW Center Point, AL 35215	5.62 mi	362	Declining
45	Fulton Springs	PO Box 370 Fultondale, AL 35068	5.65 mi	40	Growing





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

In Partnership with:



Alabama Baptist Convention  
**State Board of Missions**

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

#### CONTACT US:

- Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)
- Office: 803-279-5828
- Web: [www.iicm.net](http://www.iicm.net)
- [www.apept.org](http://www.apept.org)
- [www.missionalcoach.org](http://www.missionalcoach.org)
- [www.missionalcontext.org](http://www.missionalcontext.org)
- [www.missionalcorps.org](http://www.missionalcorps.org)
- [www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)
- [www.missionalzipcode.org](http://www.missionalzipcode.org)
- [www.missionalpartners.org](http://www.missionalpartners.org)