

# MissionSite

top unreached locations



**BIRMINGHAM, AL**

**CENSUS TRACT: 01073001600**

**REGION: North Central Region**

**ASSOCIATION: Birmingham**

**DISTRICT: 11: Birmingham Metro District**

**COUNTY: Jefferson**

**SITESCAPE: Suburbscape**

**DENSITY PATTERN: M**



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



Alabama Baptist Convention  
State Board of Missions

# MissionSite (TM) Table of Contents

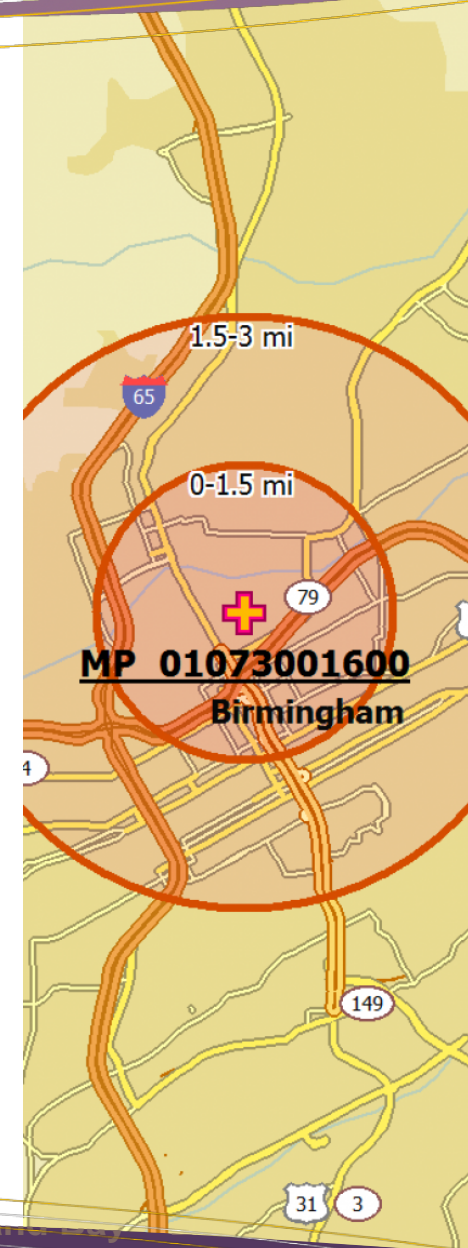
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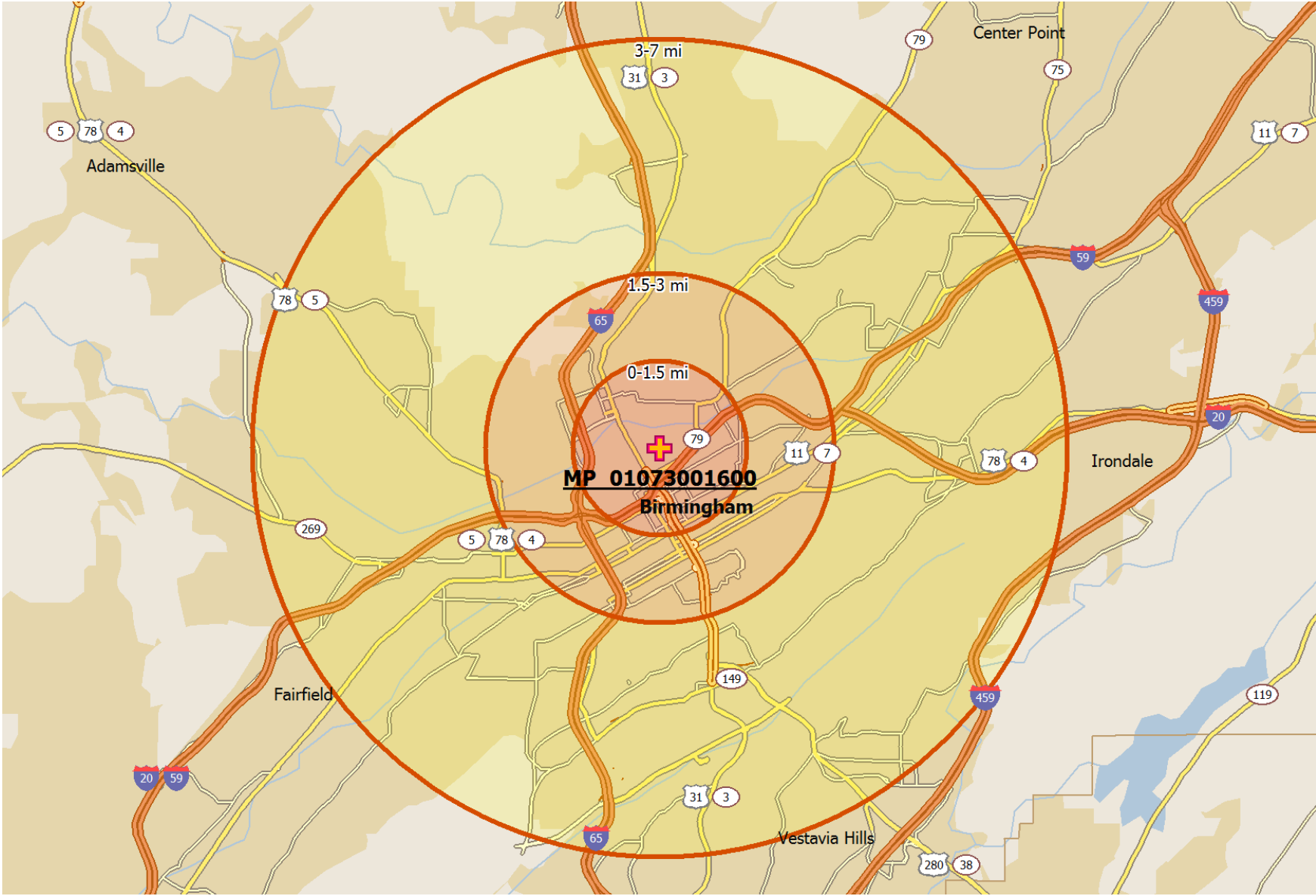
## Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 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	35234	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	M	100000-250000-250000



# 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.

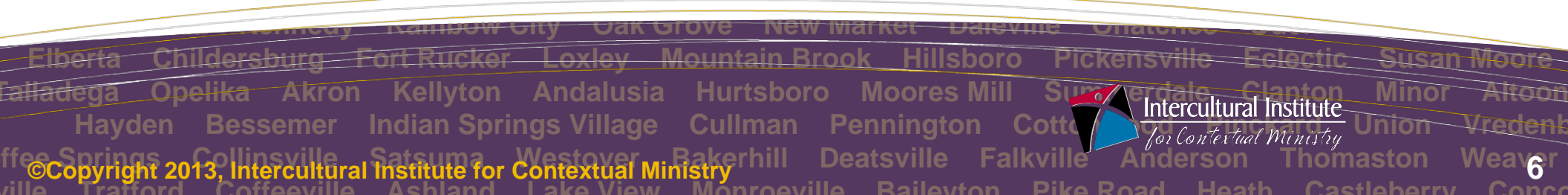
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan 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	13,569	44,493	208,272
2010 Households	4,720	20,208	86,377
2010 Group Quarters Population	2,049	2,907	6,378

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	53	62	52
Language Diversity National Index	28	26	23
Foreign Born Diversity National Index	57	76	60
Ancestry Diversity National Index	7	12	22
Racial Diversity National Index	54	67	65





# Site Location Summary - County Environment

In 2004, the US Department of Agriculture created a county typology that categorizes all of the 3140 US counties into 6 economic-dependency types and 7 other county-types. Although the specific bands of this report may differ from the dominant characteristics of the county, the county environment is useful to better understand the site location context. Further information about these categories may be found at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) website.

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	1	True
Nonspecialized-dependent county indicator	0	False

# 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	0	0%
Mainstay Communities	Established, Diverse Households	11	0.23%
Working Communities	Blue-collar, Working Families	68	1.44%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	142	3.01%
Urban Communities	High Density, Inner-city Neighborhoods	4,499	95.32%



# 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).

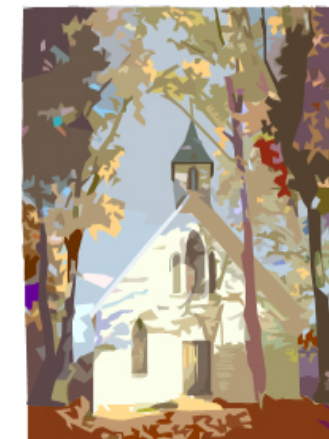
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	3,401	1.8%
Unreached %	70.04%	72.05%	102.86
Religious But NOT Evangelical HH	59,062	1,533	2.6%
Religious But NOT Evangelical %	21.91%	32.47%	148.24
Spiritual But NOT Relig or Evang HH	23,159	156	0.67%
Spiritual But NOT Relig or Evang %	8.59%	3.3%	38.37
Not Evangelical, Not Interested HH	108,094	1,801	1.67%
Not Evangelical, Not Interested %	40.09%	38.16%	95.18



# 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	11	4.26%
Active ALSBOM Attenders	47,650	655	1.37%
Active Evangelical Households	60,770	5,149	8.47%
Active Evangelical Percent	22.54%	20.66%	91.64
Inactive Evangelical Households	20,000	1,694	8.47%
Inactive Evangelical Percent	7.42%	6.79%	91.6
# New Churches Needed	0	1	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.	WRSHIP AVG	IICM CGR
1	Downtown Church	1.28 mi	0	Plateauing
2	Victory Missionary	1.77 mi	75	Plateauing
3	New Hope-South Avondale	1.78 mi	0	Plateauing
4	Good News	2.10 mi	0	Plateauing
5	Baptist Church of the Covenant	2.19 mi	176	Growing
6	Central Missionary	2.36 mi	65	Declining
7	Southside	2.61 mi	163	Declining
8	Korean (Southside)	2.61 mi	0	Plateauing
9	Mt. Carmel	2.65 mi	0	Plateauing
10	New Georgia	2.69 mi	76	Growing
11	Mt. Zion	2.99 mi	100	Plateauing
12	Plainview	3.14 mi	38	Declining
13	Central	3.35 mi	101	Declining
14	Tarrant First	3.47 mi	69	Declining
15	Thomas First	3.61 mi	38	Growing

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
16	Mountain Brook	3.79 mi	529	Plateauing
17	Crestway	3.82 mi	233	Declining
18	East Lake Full Gospel	3.95 mi	87	Growing
19	Mt. Mariah	3.95 mi	0	Plateauing
20	Mount Calvary	4.02 mi	79	Declining
21	Sardis	4.17 mi	1,100	Plateauing
22	Sixth Avenue	4.29 mi	1,615	Growing
23	Agape Missionary	4.32 mi	0	Plateauing
24	Dawson Memorial	4.33 mi	2,245	Plateauing
25	McElwain	4.40 mi	318	Plateauing
26	Fultondale First	4.61 mi	175	Declining
27	Rehoboth Christian Community Church	4.64 mi	0	Plateauing
28	Spirit of Faith	4.77 mi	14	Plateauing
29	Lake Highland	4.79 mi	58	Growing
30	Birmingham First	4.87 mi	419	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.



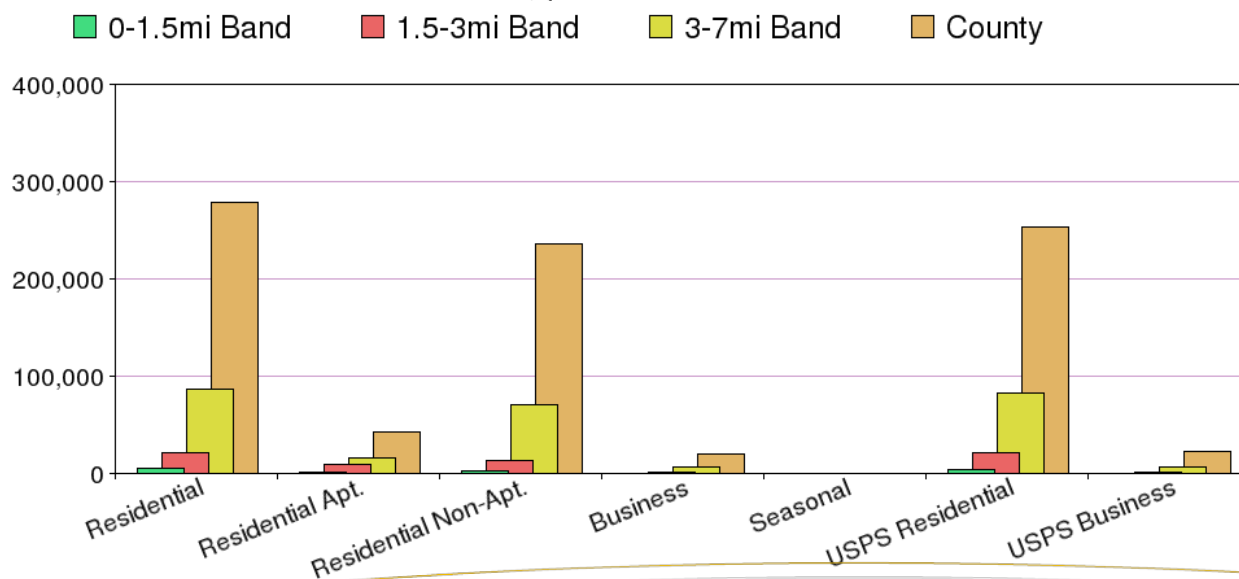
# Current Demographic Summary

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	20,852	3.2%
2000 Population	662,047	15,648	2.36%
2010 Population	666,792	13,569	2.03%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	7,087	2.82%
2000 Households	263,265	5,471	2.08%
2010 Households	269,609	4,720	1.75%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	4,759
Residential Apt.	1,645
Residential Non-Apt.	3,114
Business	299
Seasonal	0
USPS Residential	4,644
USPS Business	282

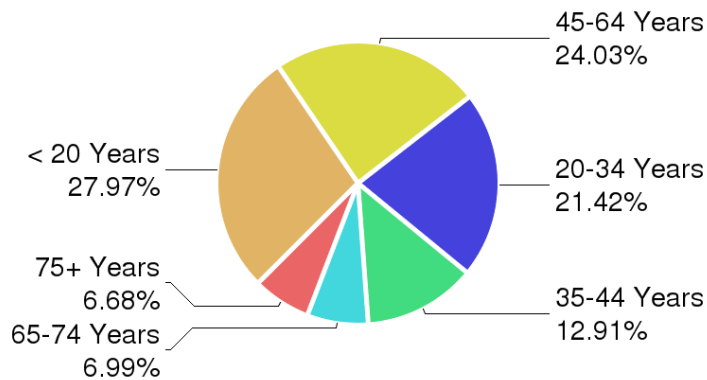
# Current Demographic Summary

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%	6.84%	120.42
4-5 Years	2.7%	2.97%	110
6-8 Years	3.98%	4.47%	112.31
9-11 Years	3.86%	3.99%	103.37
12-13 Years	2.52%	2.42%	96.03
14-17 Years	5.08%	4.85%	95.47
18-19 Years	2.53%	2.43%	96.05
0-5 Years	8.38%	9.81%	117.06
6-12 Years	9.1%	9.68%	106.37
13-19 Years	8.87%	8.49%	95.72
< 20 Years	26.35%	27.98%	106.19
20-34 Years	20.74%	21.43%	103.33
35-44 Years	12.98%	12.91%	99.46
45-64 Years	25.86%	24.04%	92.96
65-74 Years	7.12%	6.99%	98.17
75+ Years	6.94%	6.68%	96.25
Median Age	37	37	100.27
Median Age (Male)	35	36	101.47
Median Age (Female)	39	39	100.08

Age Group Percentages

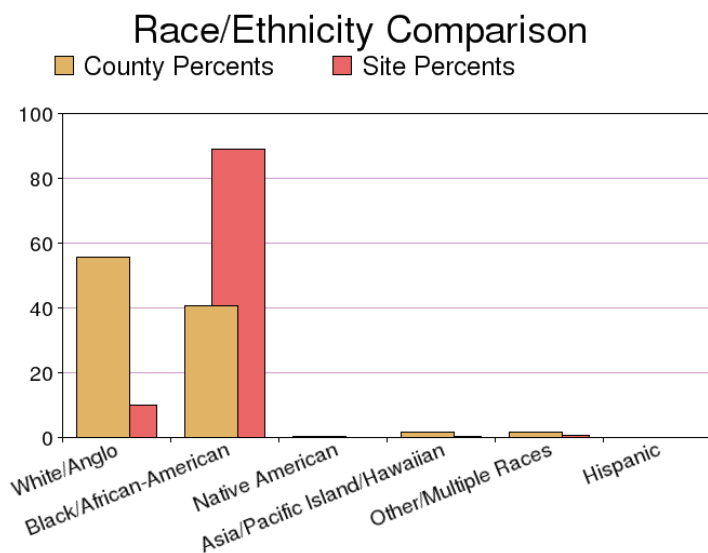


# Current Demographic Summary

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%	9.94%	17.87
Black, African-American	40.69%	88.96%	218.63
Native American	0.36%	0.16%	44.86
Asian	1.49%	0.27%	18.26
Pacific Island, Hawaiian	0.08%	0.04%	53.22
Other/Multiple Races	1.74%	0.63%	36.06
Hispanic	0%	1.58%	0



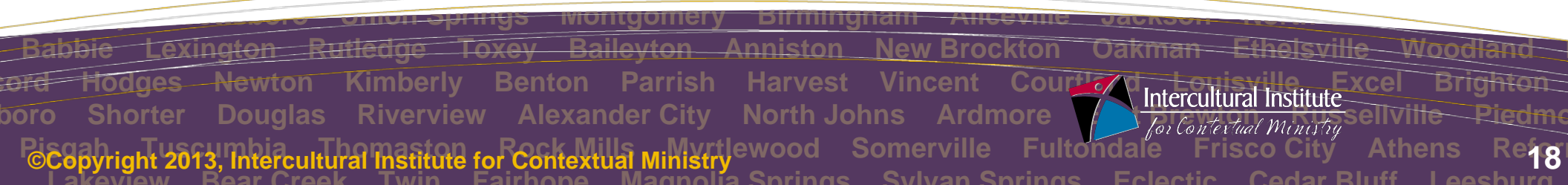
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	8,745	
Less than 9th Grade	3.46%	7.97%	43.43
No High School Diploma	8.86%	19.57%	45.28
High School Graduate	28.96%	33.37%	86.78
Some College, no degree	22.64%	19.59%	115.58
Associate Degree	7.22%	6.52%	110.77
College Degree	17.82%	9.31%	191.49
Graduate/Prof. degree	11.04%	3.68%	299.85

# 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%	27.18%	422.79
\$10,000 to \$19,999	13.29%	27.8%	209.08
\$20,000 to \$29,999	12.05%	13.81%	114.66
\$30,000 to \$49,999	20.54%	18.43%	89.72
\$50,000 to \$59,999	8.47%	4.11%	48.51
\$60,000 to \$69,999	6.88%	2.31%	33.58
\$70,000 to \$79,999	5.9%	1.42%	24.05
\$80,000 to \$89,999	4.74%	1.06%	22.36
\$90,000 to \$99,999	3.22%	0.49%	15.15
\$100,000 to \$124,999	6.59%	1.19%	18.01
\$125,000 to \$149,999	3.44%	0.89%	25.86
\$150,000 to \$199,999	3.44%	0.44%	12.93
\$200,000 to \$249,999	1.12%	0%	0
\$250,000 or more	2.08%	0.78%	37.61
Median Household	45,427	19,144	42.14
Average Household	68,011	36,119	53.11
Per Capita Household	28,213	14,728	52.2
Family/Non-Family Household Income			
Median Family Income	58,390	25,093	42.97
Average Family Income	83,931	40,785	48.59
Median Non-Family Income	28,382	13,600	47.92
Average Non-Family Income	39,159	26,798	68.43





# 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%	57.99%	89.98
Families with Children	32.53%	35.32%	108.56
Families without Children	31.91%	22.67%	71.04
<b>Non-Family Households</b>			
% Non-Family Households	35.56%	42.01%	118.15
Non-Families with Children	0.19	0.23	121.53
Non-Families without Children	35.37	41.78	118.14
<b>Housing Units</b>			
			Index
Total Housing Units	313,876	6,133	
Vacant percent	14.1%	23.04%	163.36
Owned percent	58.37%	28.32%	48.52%
Rented Percent	27.52%	48.64%	176.72
<b>Households by Size</b>			
			Index
Avg household size	2.41	2.44	101.24
Avg family hh size	3.12	3.38	108.33
Avg non-family hh size	1.13	1.15	101.77
<b>Households By Count of Persons</b>			
			Percent
One	84,836	1,805	2.13%
Two	81,467	1,078	1.32%
Three or Four	80,946	1,309	1.62%
Five+	22,360	528	2.36%

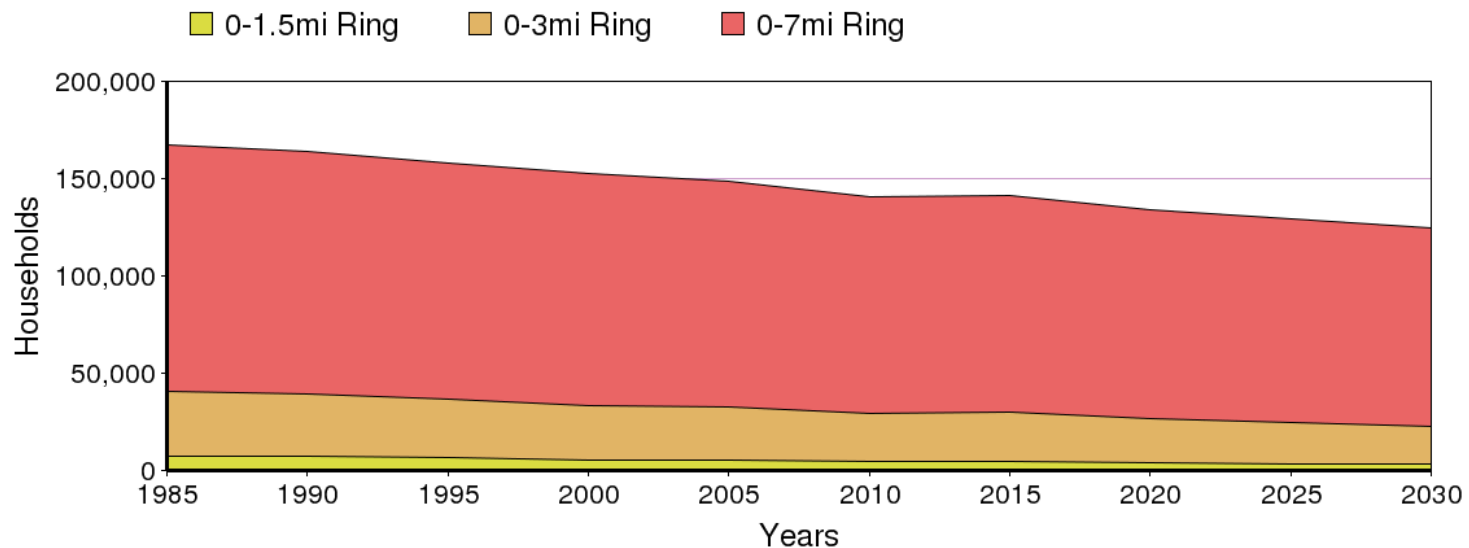
# Projected Demographic Summary

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	20,852	3.2%
2000 Population	662,047	15,648	2.36%
2010 Population	666,792	13,569	2.03%
2015 Population	675,554	13,612	2.01%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	7,087	2.82%
2000 Households	263,265	5,471	2.08%
2010 Households	269,609	4,720	1.75%
2015 Households	277,141	4,760	1.72%

Household Change from 1985 to 2030



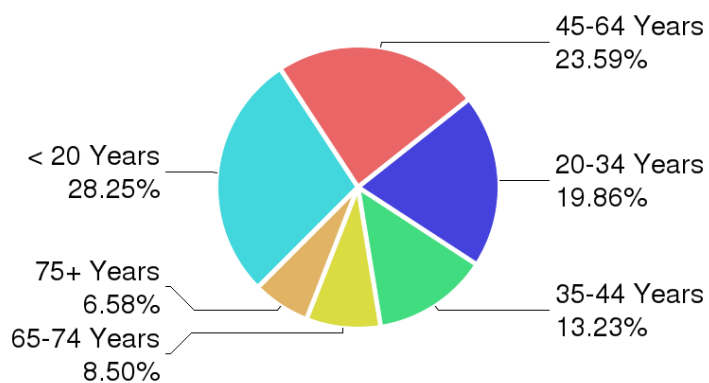
# Projected Demographic Summary

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	6.84%	6.77%	98.98
4-5 Years	2.97%	3.04%	102.36
6-8 Years	4.47%	4.53%	101.34
9-11 Years	3.99%	4.09%	102.51
12-13 Years	2.42%	2.51%	103.72
14-17 Years	4.85%	4.94%	101.86
18-19 Years	2.43%	2.37%	97.53
0-5 Years	9.81%	9.81%	100
6-12 Years	9.68%	9.87%	101.96
13-19 Years	8.49%	8.57%	100.94
< 20 Years	27.98%	28.25%	100.96
20-34 Years	21.43%	19.86%	92.67
35-44 Years	12.91%	13.23%	102.48
45-64 Years	24.04%	23.59%	98.13
65-74 Years	6.99%	8.5%	121.6
75+ Years	6.68%	6.58%	98.5
Median Age	37	39	103.66
Median Age (Male)	35	37	104.05
Median Age (Female)	39	41	104.16

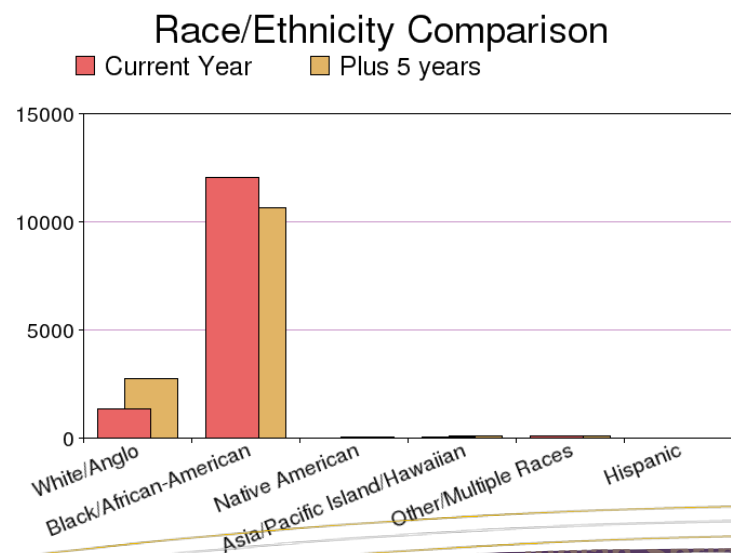
Projected Age Group Percentages



# 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	9.94%	20.2%	203.14
Black, African-American	88.96%	78.08%	87.77
Native American	0.16%	0.3%	185.77
Asian	0.27%	0.68%	250.56
Pacific Island, Hawaiian	0.04%	0.06%	132.91
Other/Multiple Races	0.63%	0.68%	109.07
Hispanic	0%	0%	0

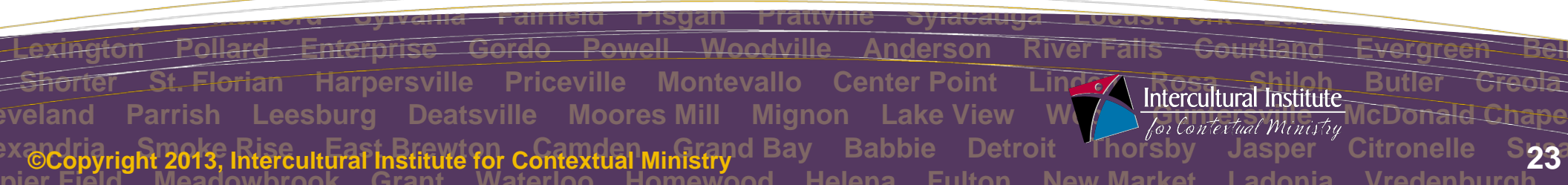
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	8,745	8,794	
Less than 9th Grade	7.97%	6.04%	75.76
No High School Diploma	19.57%	15.69%	80.21
High School Graduate	33.37%	34.48%	103.33
Some College, no degree	19.59%	20.58%	105.07
Associate Degree	6.52%	7.4%	113.57
College Degree	9.31%	10.86%	116.67
Graduate/Prof. degree	3.68%	4.95%	134.34



# 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	27.18%	24.83%	91.35
\$10,000 to \$19,999	27.8%	28.7%	103.24
\$20,000 to \$29,999	13.81%	13.78%	99.77
\$30,000 to \$49,999	18.43%	18.7%	101.44
\$50,000 to \$59,999	4.11%	4.29%	104.27
\$60,000 to \$69,999	2.31%	2.52%	109.17
\$70,000 to \$79,999	1.42%	1.58%	103.6
\$80,000 to \$89,999	1.06%	1.2%	113.04
\$90,000 to \$99,999	0.49%	0.44%	90.54
\$100,000 to \$249,999	1.19%	1.34%	113.33
\$125,000 to \$149,999	0.89%	1.01%	113.33
\$150,000 to \$199,999	0.44%	0.65%	146.38
\$200,000 to \$249,999	0%	0.06%	0
\$250,000 or more	0.78%	0.84%	107.2
Median Household	19,144	20,373	106.42
Average Household	36,119	40,103	111.03
Per Capita Household	14,728	16,407	111.4
<b>Family/Non-Family Household Income</b>			
Median Family Income	25,093	25,966	103.48
Average Family Income	40,785	47,543	116.57
Median Non-Family Income	13,600	14,243	104.73
Average Non-Family Income	26,798	27,167	101.38



# 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	57.99%	57.25%	98.72
Families with Children	35.32	35.13	99.46
Families without Children	22.67	22.23	98.05
<b>Non-Family Households</b>			
% Non-Family Households	42.01%	42.75%	101.76
Non-Families with Children	0.23	0.25	101.76
Non-Families without Children	41.78	42.5	101.72
<b>Housing Units</b>			
Total Housing Units	6,133	6,178	100.73%
Vacant percent	23.04%	22.95%	99.62
Owned percent	28.32%	27.79%	98.13
Rented Percent	48.64%	49.24%	101.24
<b>Households by Size</b>			
Avg household size	2.44	2.42	99.18%
Avg family hh size	3.38	3.40	100.59%
Avg non-family hh size	1.15	1.09	94.78%
<b>Households By Count of Persons</b>			
One	1,805	1,869	103.55%
Two	1,078	1,087	100.83%
Three or Four	1,309	1,288	98.4%
Five+	528	515	97.54%

# 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	35	2,265	5,593
Northern Europe	0	61	358
Western Europe	0	123	347
Southern Europe	0	38	98
Eastern Europe	0	208	257
Other Europe	0	0	0
Eastern Asia	0	478	737
So. Central Asia	0	136	378
SE Asia	22	109	384
Western Asia	0	35	219
Other Asia	0	6	59

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	55	350
Middle Africa	0	0	2
Northern Africa	0	11	28
Southern Africa	0	0	47
Western Africa	5	20	169
Other Africa	0	17	23
Oceania	0	23	7
Caribbean	0	106	121
Central Amer.	0	704	1,562
South America	0	80	217
North America	8	55	230
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	13,815	44,969	198,597
Spanish	139	1,681	5,252
Other Indo-Euro language	107	904	3,017
French (incl. Patois, Cajun)	48	350	1,129
French Creole	12	7	0
Italian	0	19	144
Portuguese	0	0	43
German	39	179	616
Yiddish	0	0	57
Other West Germanic	0	13	74
A Scandinavian Language	0	0	16
Greek	8	31	178
Russian	0	131	134
Polish	0	0	29
Serbo-Croatian	0	18	0
Other Slavic Language	0	15	59
Armenian	0	10	0
Persian	0	0	54
Gujarathi	0	8	52
Hindi	0	5	163
Urdu	0	20	53

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	53	81
Asian/PI languages	0	0	0
Chinese	0	448	588
Japanese	0	57	123
Korean	0	40	94
Mon-Khmer, Cambodian	0	0	35
Miao, Hmong	0	0	0
Thai	0	34	38
Laotian	0	0	0
Vietnamese	5	74	262
Other Asian	0	54	114
Tagalog	10	15	33
Other Pacific Is	6	0	41
Other languages	18	279	997
Navajo	0	0	0
Other Native N. American	0	0	5
Hungarian	0	0	15
Arabic	0	72	401
Hebrew	10	61	105
African languages	8	146	463
Other unspecified	0	0	8



# 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	10,583	39,272	174,052
Arab	0	142	843
Armenian	0	0	10
Austrian	0	51	109
British	6	269	933
Canadian	0	34	173
Croatian	0	0	29
Czech	0	44	128
Czechoslovak	0	0	68
Danish	0	16	76
Dutch	15	163	940
English	89	2,024	15,027
European	0	224	1,557
Finnish	0	0	54
French (not Basque)	8	397	1,775
French Canadian	0	31	280
German	25	1,268	6,839
Greek	0	91	659
Hungarian	0	27	164
Iranian	0	20	44

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	27	1,303	7,675
Italian	13	467	2,957
Lithuanian	0	33	131
Norwegian	0	111	492
Polish	0	135	573
Portuguese	2	29	81
Romanian	0	15	45
Russian	0	132	526
Scandinavian	0	13	122
Scotch-Irish	24	640	4,152
Scottish	14	642	3,054
Slovak	0	11	58
Subsaharan African	223	800	2,451
Swedish	0	52	273
Swiss	5	25	139
Ukrainian	0	19	83
US/American	121	2,279	15,386
Welsh	2	141	568
West Indian	39	84	93
Yugoslavian	0	18	10
Other	9,970	27,525	105,472

# 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 its 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*

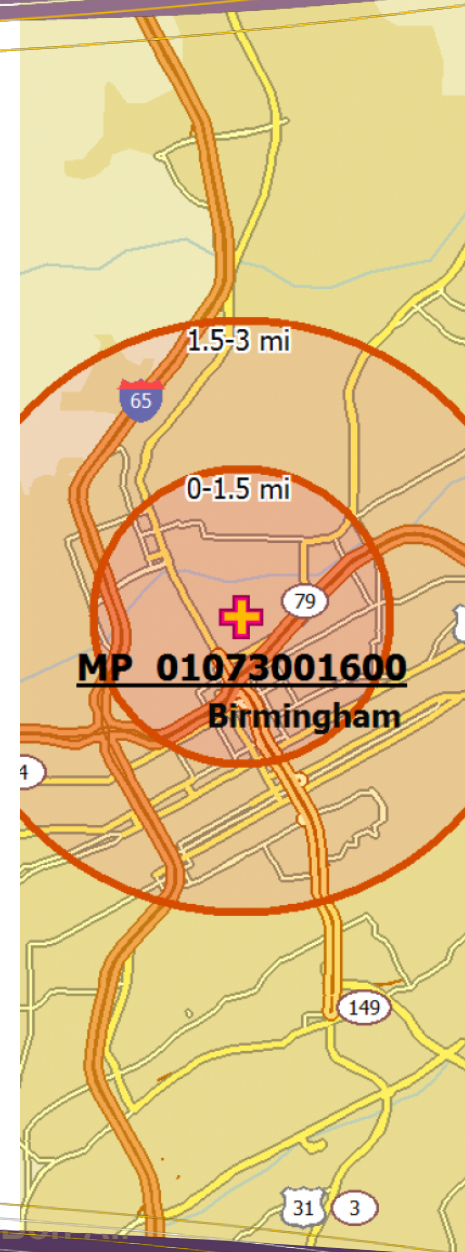
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangeliscape 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 Evangeliscape 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	4,720	100%	3,402	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>	0	0%	0	0%
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	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<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	4,720	100%	3,402	100%
<b>BLUE COLLAR BACKBONE</b>	1	0.02%	1	0.03%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	1	0.02%	1	0.03%
<b>AMER. DIVERSITY</b>	11	0.23%	8	0.24%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	9	0.19%	6	0.18%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	2	0.04%	2	0.06%
<b>METRO FRINGE</b>	67	1.42%	47	1.38%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	67	1.42%	47	1.38%



# 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	4,720	100%	3,402	100%
<b>REMOTE AMERICA</b>	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	140	2.97%	104	3.06%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	140	2.97%	104	3.06%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	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	4,720	100%	3,402	100%
<b>STRUGGLING SOCIETIES</b>	1,790	37.92%	1,227	36.07%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,587	33.62%	1,076	31.63%
College Town Communities	0	0%	0	0%
New Beginnings	203	4.3%	151	4.44%
<b>URBAN ESSENCE</b>	2,709	57.39%	2,014	59.2%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	758	16.06%	530	15.58%
Urban Diversity	0	0%	0	0%
New Generation Activists	26	0.55%	18	0.53%
Getting By	1,925	40.78%	1,466	43.09%
<b>VARYING LIFESTYLES</b>	2	0.04%	1	0.03%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	2	0.04%	1	0.03%

# 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?



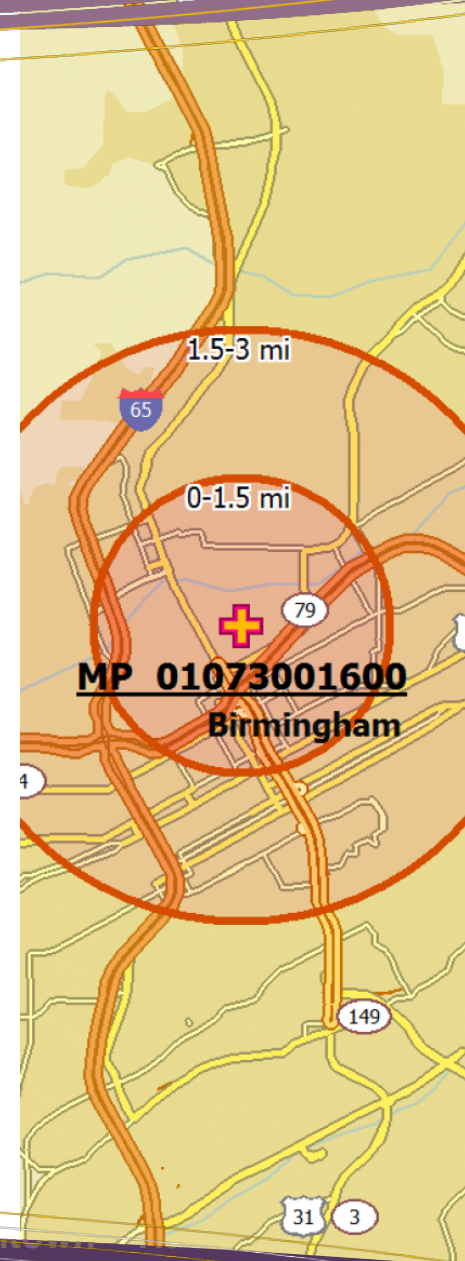
## Potential Cultural Bridges

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	59%	65%	68%
Use Comp. for Internet/E-mail	35%	45%	49%
Internet Use: E-Mail	33%	40%	42%
Use Comp. for Education	28%	29%	29%
Use Comp. for Comp. Games	27%	30%	32%
HH Owns DVD Player	25%	27%	27%
Use Comp. for Word Processing	22%	28%	32%
Use Comp. for Shopping	20%	26%	28%
Use Comp. for Digital Camera	18%	23%	26%
Photo Editing			
Internet Use: Banking	18%	23%	22%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Use Comp. for Banking	18%	24%	26%
Internet Use: News/ Weather	17%	23%	24%
Use Comp. for News/Info./Data Service	14%	18%	21%
Internet Use: Shopping: Gathered Info. for Shopping	13%	13%	13%
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Internet Use: Read Magazines/ Newspapers	12%	13%	11%
HH Owns Video/Webcam	12%	11%	10%
PC-Network-HH Has One	10%	14%	17%
Internet Use: Research/ Education	10%	11%	11%
Use Comp. for Personal Financial Mngmnt	10%	12%	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	67%	67%	69%
Reading Books	47%	51%	53%
Dining Out (Not Fast Food)	39%	46%	50%
Card Games	38%	38%	38%
Cooking for Fun	31%	34%	35%
Go To A Beach/Lake	25%	29%	31%
Board Games	24%	25%	27%
Gardening	16%	21%	25%
Visit Museum	15%	19%	20%
Going To Bars/Nightclubs/Dancing	15%	18%	19%

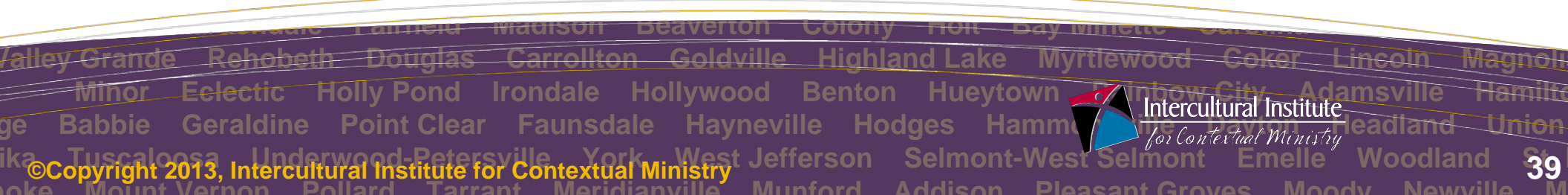
BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	62%	64%	65%
Gen./Fam. Practitioner	27%	31%	34%
Backache	22%	22%	21%
None Of These	21%	21%	20%
Hypertension/High Blood Pressure	20%	20%	19%
Dentist	16%	22%	25%
Eye Dr.	15%	18%	20%
High Cholesterol	13%	16%	17%
Acid Reflux Disease (GERD)	13%	13%	13%
Gas	12%	11%	11%

# 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	23.7%	27.51%	28.58%
Live Theater	17.34%	20.19%	22.36%
Comedy Club	13.74%	11.75%	11.02%
Dance Performance	12.57%	12.41%	11.95%
Rock/Pop Concerts Most Often	12.54%	14.69%	14.94%
Live Theater Most Often	11.53%	14.82%	17.46%
Movies: Action/Adventure	43.77%	42.12%	39.63%
Movies: Comedy	42.29%	42.26%	41.22%
Movies: Drama	28.9%	27.77%	25.73%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Mystery	28.63%	25.17%	20.78%
Movies: Horror	23.55%	19.39%	15.71%
Movies: Fam.	21.54%	20.8%	20.83%
MLB Baseball Reg. Season	4.82%	6.61%	7.25%
NFL Football Reg. Season	4.59%	5.25%	5.61%
College Football Reg. Season	3.86%	4.79%	5.59%
NBA Basketball Reg. Season	3.47%	3.74%	3.6%
Auto Racing Events	2.68%	2.15%	1.96%
College Basketball Reg. Season	2.41%	3.7%	4.29%



# 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	30.33%	35.45%	38.06%
Swimming	17.99%	22.86%	26.09%
Basketball	17.46%	16.42%	16.24%
Jogging/Running	17.05%	17.53%	17.65%
Bowling	16.9%	17.63%	20.18%
Billiards/Pool	15.77%	17.36%	17.24%
Weight Training	12.84%	14.75%	15.52%
Football	12.72%	11.79%	11.79%
Freshwater Fishing	11.02%	11.11%	12.62%
Aerobics	10.84%	11.01%	11.63%
Baseball	10.44%	10.14%	11.18%
Stationary Cycling	9.56%	10.94%	11.55%
Volleyball	8.66%	7.98%	8.05%
Using Cardio Machine	8.64%	11.62%	12.56%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Mountain/Road Biking	7.49%	9.46%	10.52%
Softball	7.1%	7.16%	7.42%
Golf	6.44%	8.83%	11.22%
Roller Skating	6.11%	5.92%	6.22%
Ice Skating	6.05%	5.9%	5.57%
Yoga	6%	7.66%	7.57%
Saltwater Fishing	5.66%	5.75%	5.86%
Backpacking/Hiking	5.28%	7.05%	7.57%
Soccer	5.12%	6.47%	6.72%
Tennis	4.85%	6.7%	7.35%
Camping Trips	4.8%	6.63%	8.3%
Snorkeling	4.71%	5.08%	4.51%
Jet Skiing	4.37%	4.16%	4.02%
Target Shooting	4.22%	4.31%	5.82%

# 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
Skateboarding	4.11%	3.43%	3.16%
Fly Fishing	3.96%	3.63%	3.83%
Auto Racing	3.93%	2.89%	2.62%
Racquetball	3.52%	3.39%	4.23%
Motorcycling	3.47%	3.48%	4.11%
Surfing & Windsurfing	3.41%	3.04%	2.55%
Power Boating	3.39%	4.29%	5.67%
Hunting	3.35%	4.05%	4.58%
Martial Arts	3.28%	3.28%	3.07%
Snowboarding	3.19%	3.16%	3.21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Horseback Riding	3.07%	3.6%	4.02%
Snowmobiling	3.07%	2.84%	2.9%
Rock Climbing	3.06%	3.13%	3.22%
Hockey	3%	3.05%	3.43%
Water Skiing	2.83%	3%	3.43%
Downhill & X-Country Skiing	2.8%	3.79%	4.53%
Canoeing/Kayaking	2.8%	4.02%	4.7%
Archery	2.72%	2.49%	3.13%
Sailing	2.55%	2.99%	2.97%
Rowing	2.03%	2.08%	2.25%



## 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.

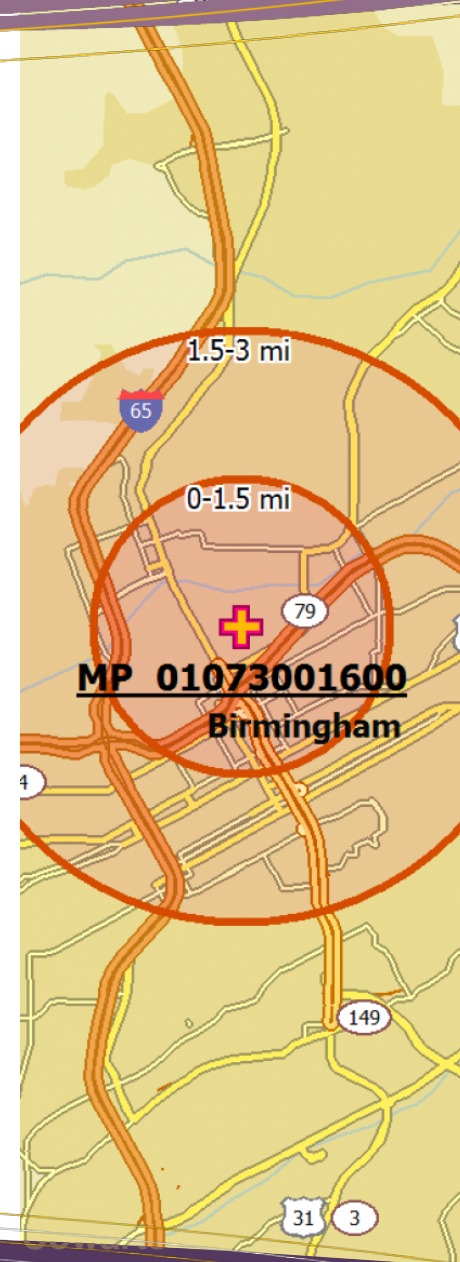
### BIBLICAL BARRIERS

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.

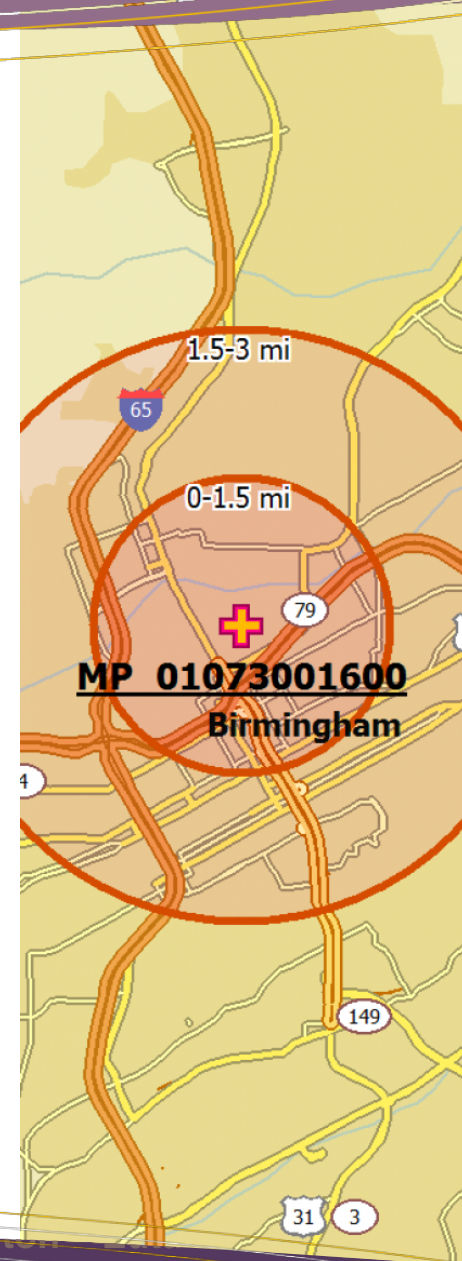
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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	57%	54%	53%
Speak My Mind Even If It Upsets People	43%	40%	38%
Like Control Over People And Resources	40%	37%	37%
Don't Judge People/Way They Live Life	35%	34%	32%
Too Much Sponsorship In Arts/Sports	35%	30%	27%
Find It Difficult To Say No To My Kids	32%	34%	34%
I Am A Workaholic	30%	27%	24%
Woman's Place Is In The Home	28%	30%	32%
Like to Stand Out In A Crowd	25%	23%	22%
We Should Strive for Equality for All	24%	21%	18%
Like To Do Unconventional Things	23%	24%	25%
Money Is Best Measure Of Success	22%	23%	24%

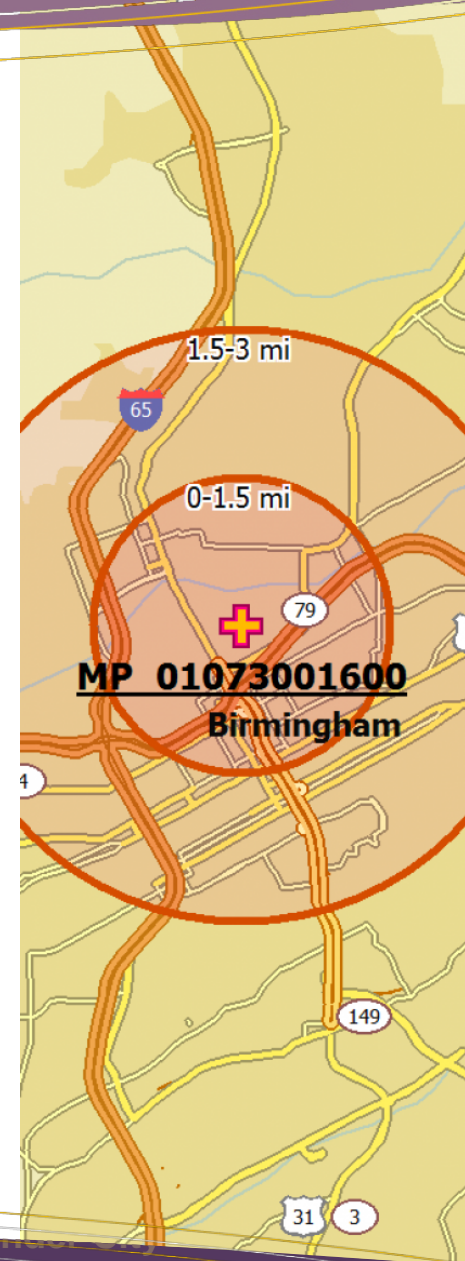
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Marijuana Should Be Legalized	22%	21%	21%
Prefer To Have Few Possessions As Possible	21%	29%	33%
If Won Lottery Would Never Work Again	20%	25%	26%
Very Happy With My Life As It Is	18%	14%	11%
Friends More Important Than My Fam.	18%	22%	24%
Rarely Sit Down to a Meal Together At Home	17%	16%	15%
Only Work Current Job for The Money	16%	15%	16%
Like To Pursue Challenge/Novelty/Change	16%	18%	19%
I Am A Perfectionist	15%	13%	11%
Happy With My Standard Of Living	14%	15%	15%
Willing To Give Up Time With Fam. To Advance	13%	11%	8%
On Whole People Get What They Deserve	12%	13%	13%



## 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.

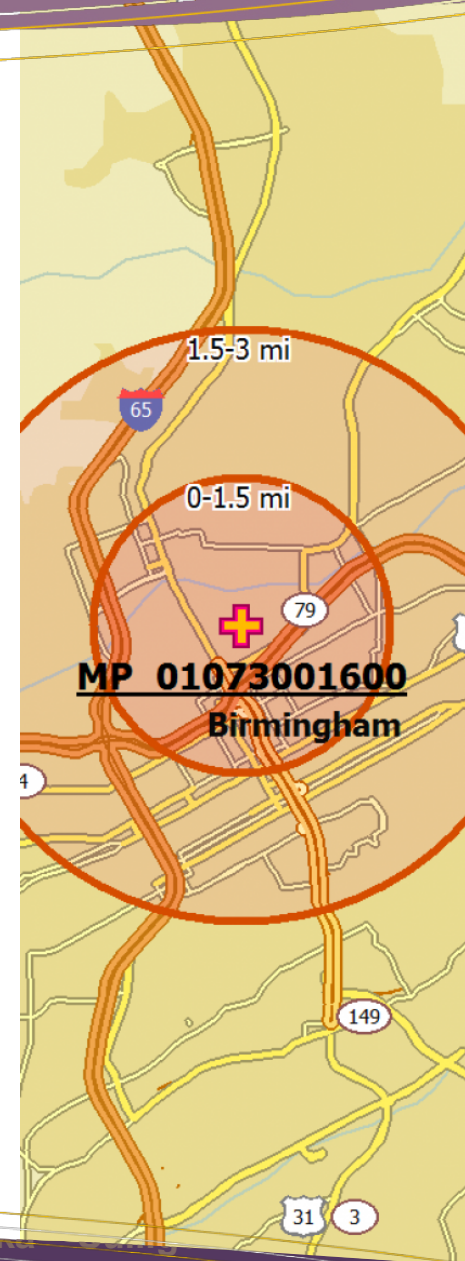
<b>THEMES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
You Should Seize Opportunities In Life	56%	58%	57%
Important To Respect Customs And Beliefs	48%	54%	57%
Like To Understand About Nature	40%	40%	40%
Prefer Work Part Of Team Than Alone	39%	36%	37%
Important Feel Respected By My Peers	37%	36%	35%
Important To Juggle Various Tasks	37%	35%	34%
Good At Fixing Things	35%	32%	31%
Have Keen Sense Of Adventure	28%	28%	29%
Consider Myself Interested In The Arts	26%	24%	22%
Provide My Kids With The Little Extras	25%	21%	19%
People Have To Take Me As They Find Me	24%	24%	24%
Looking for New Ideas To Improve Home	22%	20%	18%

<b>THEMES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Prefer To Have Few Possessions As Possible	21%	29%	33%
Try Not To Worry About The Future	20%	18%	17%
Worried About Pollution Caused By Cars	18%	20%	19%
Real Men Don't Cry	17%	18%	17%
Is An Important Part Of Who I Am	17%	16%	16%
Like To Just Enjoy Life	17%	20%	21%
Enjoy Spending Time With My Fam.	15%	14%	12%
Feel Very Alone In The World	9%	7%	7%
Children Should Be Allowed To Express Themselves	8%	8%	7%
Would Like To Set Up Own Business	7%	6%	5%
Like Spending Most Time With Fam.	6%	6%	5%
Decor Particular Interest To Me	6%	5%	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.

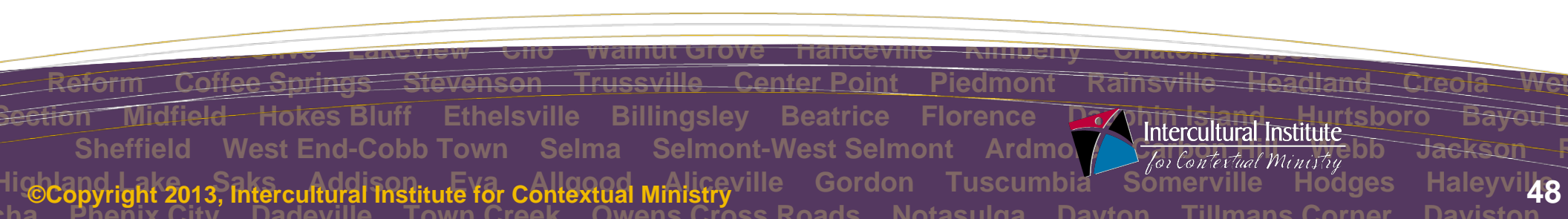


# Potential Shared Places:

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 Restaurant-Visit Any	84.38%	83.14%	82.27%
Fam. Restaurants/Steak Houses-Visit Any	65.29%	70.59%	73.75%
McDonald's	54.38%	53.55%	52.97%
Burger King	41.75%	38.03%	37.2%
Kentucky Fried Chicken (KFC)	38.68%	34.39%	31.19%
Subway	27.65%	27.94%	27.36%
Wendy's	27.32%	28.14%	29.39%
Pizza Hut	24.17%	22.46%	21.26%
Taco Bell	23.71%	24.5%	24.37%
Applebee's	21.52%	23.4%	24.01%
Popeyes	20.32%	16.73%	14.47%
Red Lobster	19.51%	17.95%	17.09%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Arby's	19.15%	18.94%	18.48%
TGI Friday's	17.35%	15.83%	14.48%
IHOP (International House Of Pancakes)	17.34%	15.98%	15.1%
Domino's Pizza	17.08%	16.3%	15.33%
Olive Garden	16.98%	17.92%	19.27%
Dunkin' Donuts	16.23%	13.87%	13.74%
Dairy Queen	16.02%	15.26%	14.4%
Church's Fried Chicken	15.33%	12.38%	11.02%
Golden Corral	15.02%	13.38%	12.4%
Chick-Fil-A	13.31%	13.13%	13.47%
Hardee's	13.1%	11.08%	9.5%
Outback Steakhouse	12.87%	13.31%	13.68%

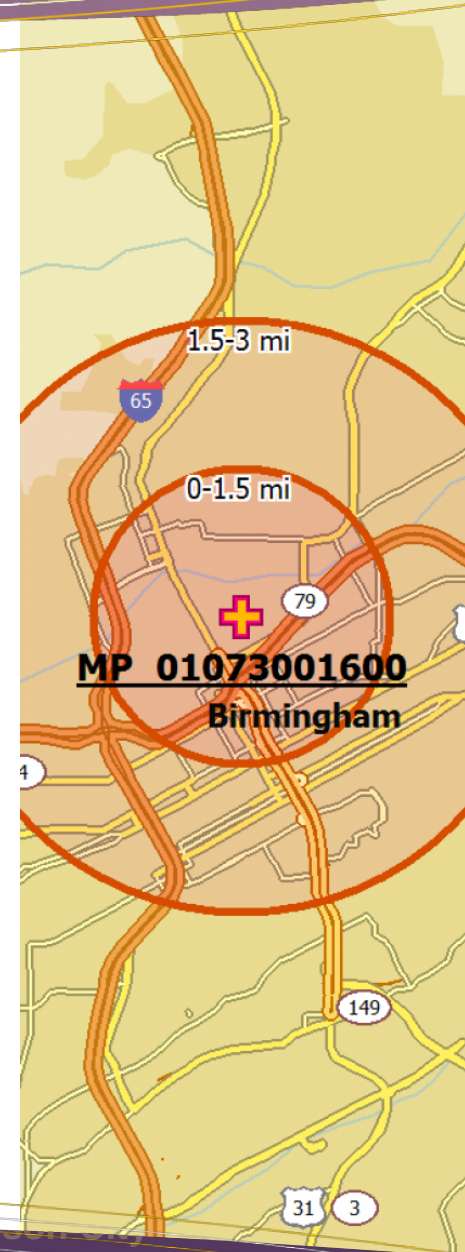


## Potential Shared Projects

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!



# 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	30.92%	37.1%	42.49%
Recycled products	14.44%	23.08%	27.53%
Worked as volunteer (non political)	8.8%	11.97%	13.95%
Engaged in fund raising	7.18%	8.79%	11.44%
Religious club member	6.87%	7.12%	7.42%
Church Board	4.95%	5.15%	5.55%

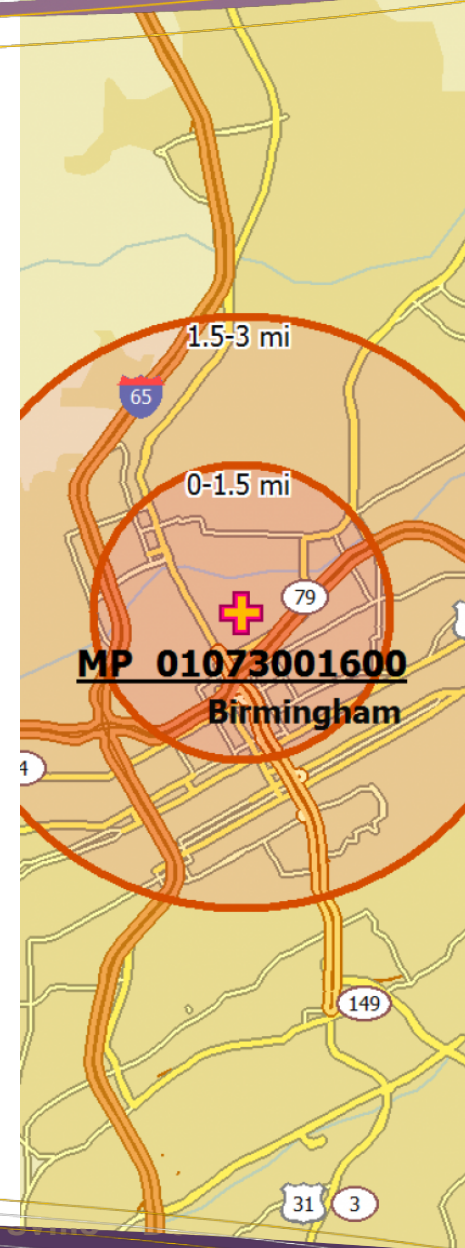
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Took active part in local civic issue	4.46%	4.96%	5.28%
Wrote to editor of mag or newspaper	3.93%	4.75%	5.05%
Wrote to elected offcl about publ bus	3.19%	4.51%	5.5%
Addressed a public meeting	3.13%	3.77%	4.36%
Charitable Organization	3.05%	4.2%	5.18%
Fraternal order member	2.89%	3.36%	4.11%



## 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	10.86%	11.82%	13.01%
Novel	10.35%	13.97%	15.7%
Religious (not Bibles)	9.12%	8.99%	9.36%
Cookbooks	8.22%	9.28%	9.12%
Mystery	7.98%	9.55%	10.67%
Romance	6.9%	6.54%	7.35%
Mail order	5.8%	5.15%	5.37%
Supermarket	5.17%	4.94%	5.04%
Biography	4.74%	5.89%	6.68%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	60.95%	64.4%	67.82%
Distributed			
Gen. Editorial	51.52%	52.18%	51.18%
Womens	46.13%	45.9%	44.45%
Service	27.95%	30.01%	31.17%
Music	22.51%	19.91%	17.42%
Parenthood	17.29%	15.64%	14.03%
Mens	16.77%	18.91%	18.61%
Business/Finance	16.42%	19.23%	19.85%
Sports	13.49%	14.84%	15.13%

# 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	40.63%	45.75%	49.72%
Classified	35.08%	32.77%	32.36%
Sport	25.65%	28.32%	30.92%
Comics	21.4%	22.92%	23.71%
Movie Listings & Reviews	20.11%	23.08%	25.06%
Editorial Page	19.98%	23.48%	25.84%
TV/Radio Listings	19.88%	21.12%	22.26%
Food/Cooking	19.68%	21.73%	22.7%
Business/Finance	17.81%	23.16%	26.78%
Fashion	14.74%	15.1%	16.17%
Home/Gardening	13.53%	16.25%	18.78%
Travel	11.85%	15.5%	18.18%
Science/Technology	9.16%	12.97%	14.93%

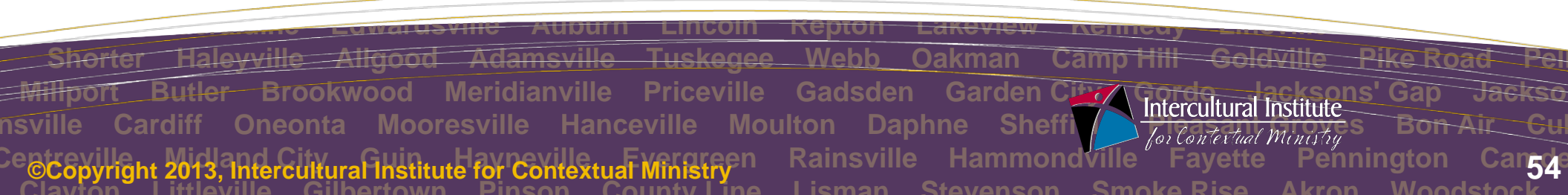
RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	49.57%	39.43%	33.68%
CHR Contemp Hit Radio	16.65%	17.33%	17.35%
Adult Contemporary	11.05%	13.02%	13.12%
Gospel	9.46%	7.38%	6.12%
Country	8.66%	10.07%	11.08%
Jazz	8.59%	8.94%	8.26%
Oldies	8.19%	9.11%	9.9%
Variety	7.99%	9.13%	9.57%
Soft Contemporary	4.36%	4.97%	5.59%
Alternative	3.49%	6.43%	6.85%
All News	3.45%	5.29%	7.37%
Religious	3.33%	4.2%	5.12%
Rock	3.26%	5.89%	7.71%
News/Talk	2.82%	6.8%	9.05%
Hispanic	2.66%	3.34%	2.97%
Classic Rock	2.59%	4.89%	6.13%
Sports	1.76%	2.97%	3.86%
All Talk	1.69%	2.96%	4.33%

# 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
Other Video-On-Demand	54.77%	49.37%	42.34%
Fox News Channel	51.22%	56.48%	59.41%
Soapnet	44.56%	47.78%	49.34%
Satellite Dish	41.01%	42.6%	46.37%
Subscribe Digital Cable	36.52%	32.51%	32.51%
MSNBC	28.84%	30.64%	30.97%
Sci-Fi Channel	26.92%	30.37%	32.34%
Adult Pay Per View TV	26.87%	27.39%	27.46%
ESPN2	26.56%	26.15%	25.09%
Comedy Central	25.6%	30.28%	30.97%
BET (Black Entertainment TV)	24.32%	24.98%	24.27%
CNBC	23.76%	18.31%	14.46%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Info From Newspapers	23.11%	23.89%	24.91%
TV Info From Monthly Cable Guide	22.49%	22.86%	22.35%
Nickelodeon	22.48%	23.78%	24.49%
TV Info From Sunday TV Magazine	22.16%	24.6%	27.27%
ABC Fam.	21.36%	24.76%	24.36%
CNN (Cable News Network)	21.26%	18.5%	16.83%
Nick At Nite	21.25%	22.67%	21.99%
Hallmark Channel	20.94%	22.84%	23.53%
Discovery Channel	20.82%	17.92%	15.16%
E (Entertainment TV)	20.53%	19.58%	18.61%
TV Info From Other	20.32%	20.54%	21.42%
TCM (Turner Classic Movies)	19.75%	22.97%	23.49%

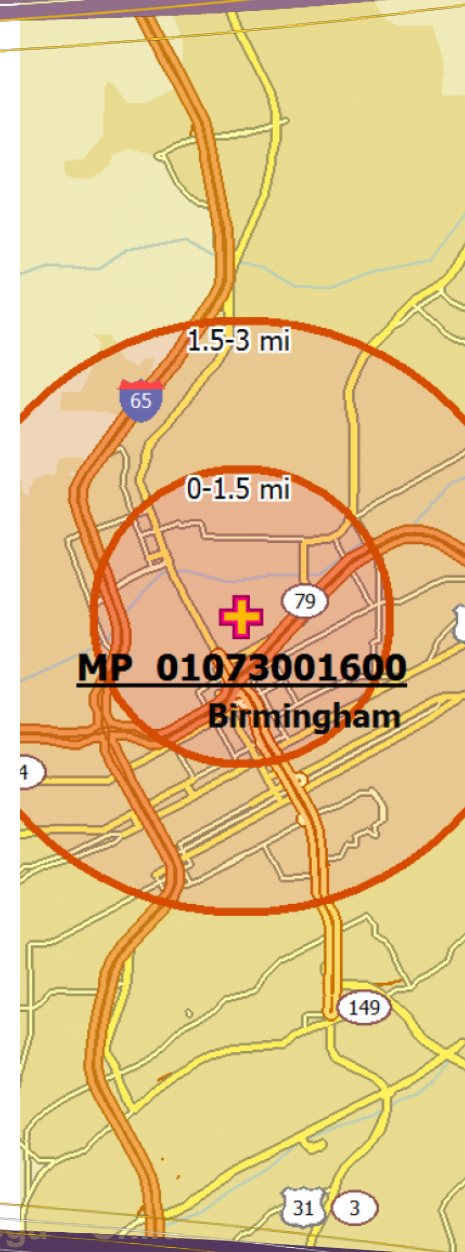


## Communication Media Usage

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+)	13.1%	16.57%	17.86%
Medium Users (4-6)	7%	8.43%	9.07%
Light Users (1-3)	16.25%	17.55%	19.89%
Quintiles (20%)			
Newspaper I (Heavy)	1.51%	1.33%	0.99%
Newspaper II	2.35%	1.95%	1.78%
Newspaper III	1.62%	1.99%	2.82%
Newspaper IV	0.44%	0.42%	0.31%
Newspaper V (Light)	0.85%	0.95%	0.97%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.75%	21.94%	22.58%
Magazines II	11.23%	10.4%	10.29%
Magazines III	11.16%	10.68%	11.12%
Magazines IV	13.75%	13.18%	14.16%
Magazines V (Light)	0.67%	0.78%	0.83%
Outdoor I (Heavy)	9.96%	9.65%	8.61%
Outdoor II	5.77%	5.02%	4.45%
Outdoor III	6.81%	5.74%	5.54%
Outdoor IV	16.78%	16.61%	16.2%
Outdoor V (Light)	25.8%	24.73%	23.81%
Yellow Pages I (Heavy)	16.08%	15.48%	15.47%
Yellow Pages II	8.85%	8.49%	8.13%
Yellow Pages III	13.25%	11.19%	9.16%
Yellow Pages IV	23.21%	23.83%	22.97%
Yellow Pages V (Light)	6.45%	5.58%	5.06%

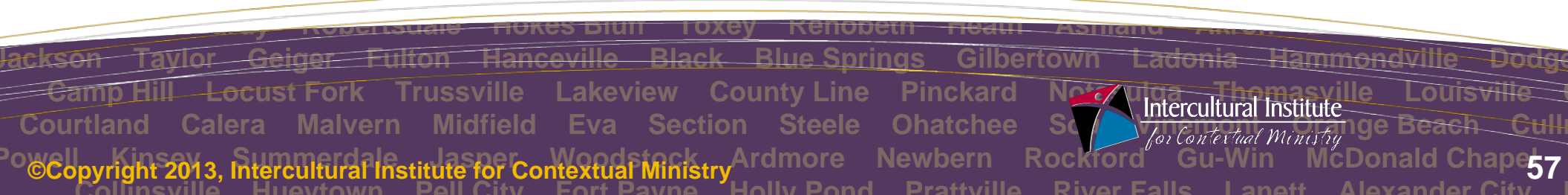


# Potential Multimedia Usage

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)	2.97%	3.11%	3.93%
Drive Time III (Medium)	0.86%	0.9%	1.24%
Radio IV & V (Light)	3.17%	2.82%	3.48%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	13.08%	11.81%	11.51%
Radio III (Medium)	3.39%	3.66%	4.33%
Radio IV & V (Light)	5.11%	4.4%	4.29%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.12%	12.22%	12.2%
Cable III (Medium)	7.1%	6.26%	5.62%
Cable IV & V (Light)	42.31%	40.18%	36.43%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.29%	4.05%	4.66%
Prime Time III (Medium)	0.75%	1.13%	1.29%
Prime Time IV & V (Light)	16.74%	13.58%	11.18%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	36.06%	38.64%	40.25%
Fringe III (Medium)	51.22%	51.79%	52.44%
Fringe IV (Light)	50.41%	52.83%	54.23%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	20%	17.16%	17.48%
All Day III (Medium)	24.53%	24.75%	24.36%
All Day IV (Light)	23.51%	21.35%	20.36%

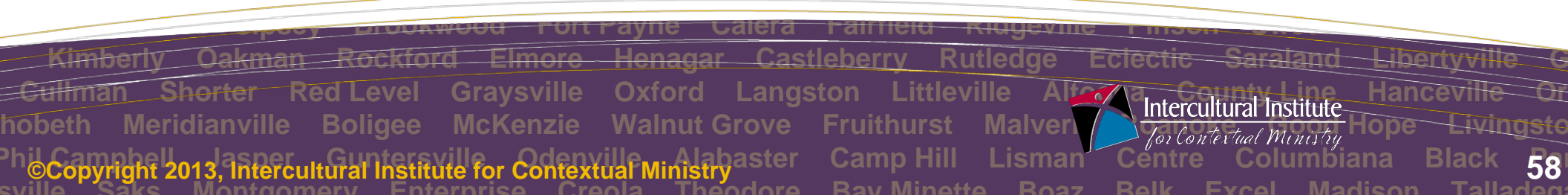


# Potential Audio & Prime Time TV Media Usage:

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]	10.86%	11.41%	11.58%
6:00am - 10:00am	15.76%	18.27%	19.03%
10:00am - 3:00pm	23.76%	18.31%	14.46%
3:00pm - 7:00pm	21.26%	18.5%	16.83%
7:00pm - Midnight	10.96%	12.64%	12.9%
Midnight - 6:00am	13.74%	11.3%	8.62%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	18.09%	15.83%	14.24%
6:00am - 10:00am	3.4%	4.03%	3.97%
10:00am-3:00pm	6.32%	7.24%	7.51%
3:00pm - 7:00pm	15.7%	11.63%	9.06%
7:00pm - Midnight	11.92%	11.19%	10.9%
Midnight - 6:00am	20.82%	17.92%	15.16%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	5.76%	6.67%	6.98%
Saturday:	8.13%	8.22%	9.02%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.64%	9.94%	9.17%
9:00am-1:00pm	21.25%	22.67%	21.99%
9:00am-4:00pm	25.6%	26.88%	25.87%
4:00pm-7:00pm	25.37%	28.11%	30.07%
11:00pm-1:00am	39.09%	40.72%	40%
AVG Prime time	7.45%	6.18%	5.1%
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](http://MissionalContext.org).

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	19.08%	19.27%	17.79%
7-9am	26.56%	26.15%	25.09%
9am-12noon	9.95%	14.12%	15.62%
12noon-4pm	15.65%	12.76%	10.25%
4-6pm	42.75%	46.4%	48.41%
6-7pm	16.23%	16.51%	16.46%
7-7:30pm	1.16%	1.6%	1.74%
7:30-8pm	11.17%	11.28%	10.23%
8-11pm	5.76%	6.67%	6.98%
11pm-12am	28.84%	30.64%	30.97%
11pm-1am	39.09%	40.72%	40%
1-6am	30.98%	32.42%	31.36%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	15.73%	17.71%	18.71%
Sat: 10am-1pm	11.49%	10.24%	10.69%
Sat: 1-4pm	20.84%	22.86%	23.03%
Sat: 4-6pm	8.52%	8.17%	8.18%
Sat: 6-7pm	0.73%	1.31%	1.78%
Sat: 7-8pm	0.71%	0.86%	1.21%
Sat: 8-11pm	8.13%	8.22%	9.02%
Sat: 11pm-1am	6.62%	6.56%	7.12%
Sat: 1am-7pm	16.61%	20.1%	22.23%
Sun: 7-10am	2.05%	2.11%	2.09%
Sun: 10am-1pm	4.22%	4.52%	5.13%
Sun: 1-4pm	3.98%	4.77%	5.15%
Sun: 4-7pm	12%	11.71%	11.89%
Sun: 7-11pm	9.64%	9.94%	9.17%
Sun: 11pm-1am	7.08%	6.47%	5.63%
Sun: 1-7am	18.24%	19.43%	19.7%



# 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?

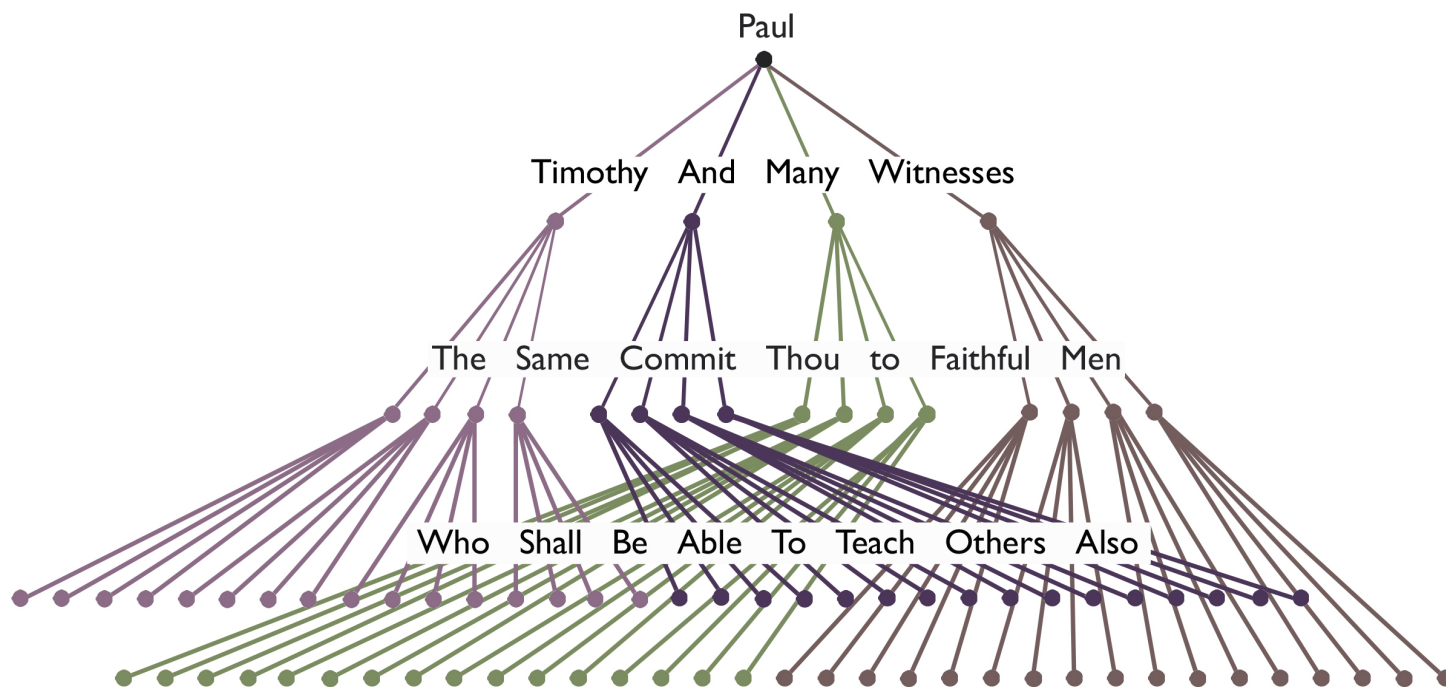


# Biblical Missional Multiplication

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*



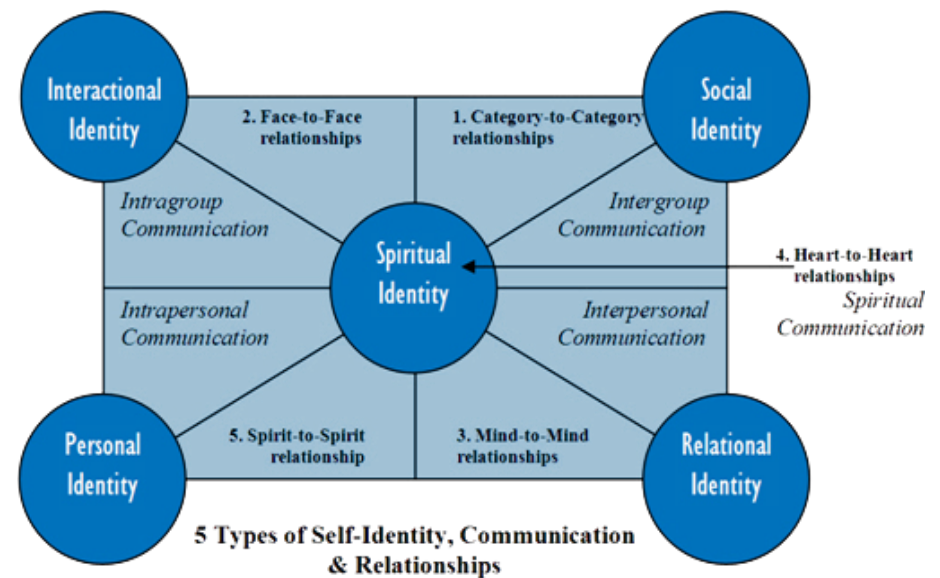
Libertyville Brookwood Lake Purdy Montgomery Sipsy Hammondville Vance Dodge City Sulliger  
Lisman Douglas Jasper Arley Scottsboro Georgiana Rainbow City Vaughn Island Magnolia Springs  
Waterloo Kennedy Eufaula Cottonwood Rockford Webb Trussville  
Summerdale Creola Opp Point Clear Trinity Selmont-West Selmont Sardis City Altoona Hoover  
Theodore Reform Wadley Bagland Blountsville Highland Lake Pollard Millry Alexander City Hartselle

# 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.

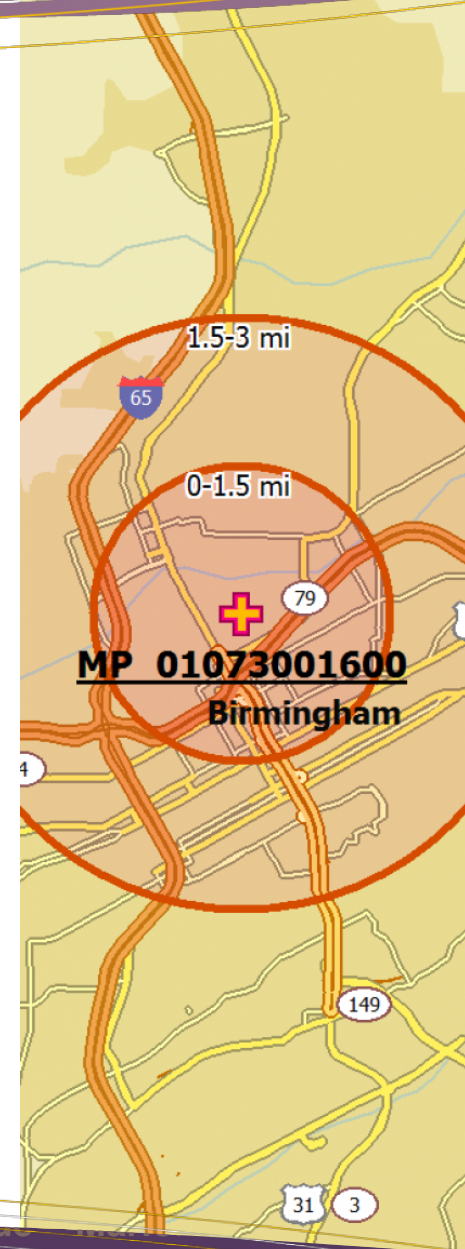


## Your MissionSite and the Missional Suite

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 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.

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)



# 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	WRSHP AVG	IICM CGR
1	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	1.28 mi	0	Plateauing
2	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	1.77 mi	75	Plateauing
3	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	1.78 mi	0	Plateauing
4	Good News	2023 37th Ave N Birmingham, AL 35207	2.10 mi	0	Plateauing
5	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	2.19 mi	176	Growing
6	Central Missionary	PO Box 12784 Birmingham, AL 35202	2.36 mi	65	Declining
7	Southside	PO Box 55058 Birmingham, AL 35255	2.61 mi	163	Declining
8	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	2.61 mi	0	Plateauing
9	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	2.65 mi	0	Plateauing
10	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	2.69 mi	76	Growing
11	Mt. Zion	715 12th Ave W Birmingham, AL 35204	2.99 mi	100	Plateauing
12	Plainview	1389 Park Ave Birmingham, AL 35217	3.14 mi	38	Declining
13	Central	1225 E Lake Blvd Birmingham, AL 35217	3.35 mi	101	Declining
14	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	3.47 mi	69	Declining
15	Thomas First	153 1st Street Thomas Birmingham, AL 35214	3.61 mi	38	Growing





# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	3.79 mi	529	Plateauing
17	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	3.82 mi	233	Declining
18	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	3.95 mi	87	Growing
19	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	3.95 mi	0	Plateauing
20	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	4.02 mi	79	Declining
21	Sardis	1615 4th Ct W Birmingham, AL 35208	4.17 mi	1,100	Plateauing
22	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	4.29 mi	1,615	Growing
23	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	4.32 mi	0	Plateauing
24	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	4.33 mi	2,245	Plateauing
25	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	4.40 mi	318	Plateauing
26	Fultondale First	PO Box 595 Fultondale, AL 35068	4.61 mi	175	Declining
27	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	4.64 mi	0	Plateauing
28	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	4.77 mi	14	Plateauing
29	Lake Highland	508 82nd St N Birmingham, AL 35206	4.79 mi	58	Growing
30	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	4.87 mi	419	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Walkers Chapel	1525 Briscoe St Fultondale, AL 35068	4.90 mi	148	Plateauing
32	New Birth Christian	19 Ragland Drive Odenville, AL 35120	4.94 mi	0	Plateauing
33	Fairview	2501 29th Place Ensley Birmingham, AL 35208	4.95 mi	54	Plateauing
34	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	4.97 mi	0	Plateauing
35	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	5.07 mi	0	Plateauing
36	Springdale	101 Springdale Rd Birmingham, AL 35217	5.17 mi	98	Declining
37	Cathedral of Faith	4720 Court V Birmingham, AL 35208	5.30 mi	0	NoData
38	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	5.32 mi	1,431	Growing
39	Black Creek	504 Black Creek Rd Birmingham, AL 35217	5.33 mi	28	Declining
40	Hillview	800 Heflin Ave E Birmingham, AL 35214	5.35 mi	169	Declining
41	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	5.38 mi	60	Declining
42	Fulton Springs	PO Box 370 Fultondale, AL 35068	5.39 mi	40	Growing
43	True Life	275 Chickasaw Dr Birmingham, AL 35214	5.45 mi	109	Plateauing
44	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	5.45 mi	413	Plateauing
45	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	5.52 mi	216	Plateauing



Intercultural Institute  
for Contextual Ministry



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