

# MissionSite

top unreached locations



**BIRMINGHAM, AL**

**CENSUS TRACT: 01073004800**

**REGION: North Central Region**

**ASSOCIATION: Birmingham**

**DISTRICT: 11: Birmingham Metro District**

**COUNTY: Jefferson**

**SITESCAPE: Suburbcape**

**DENSITY PATTERN: M**



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



Alabama Baptist Convention  
State Board of Missions

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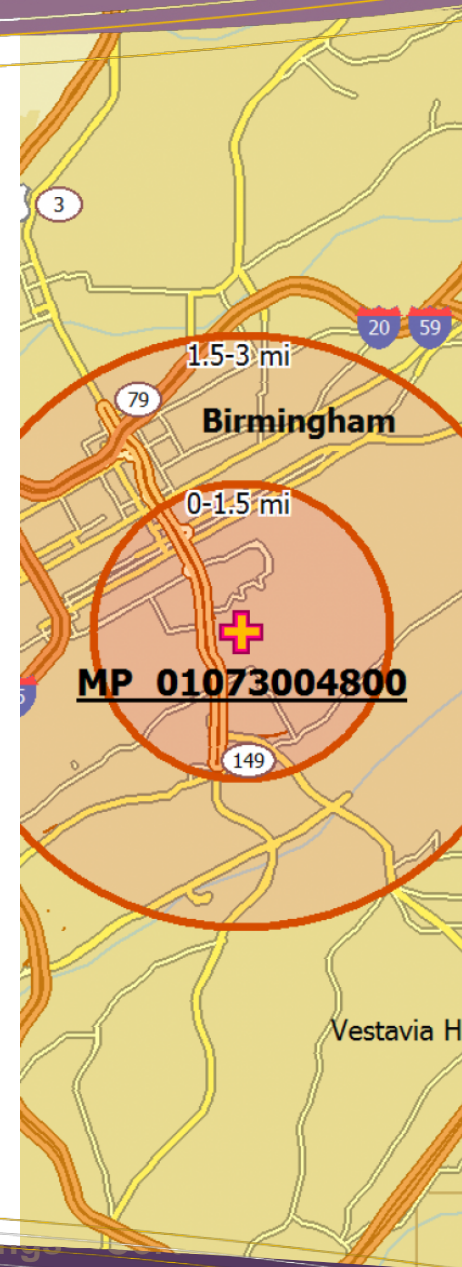
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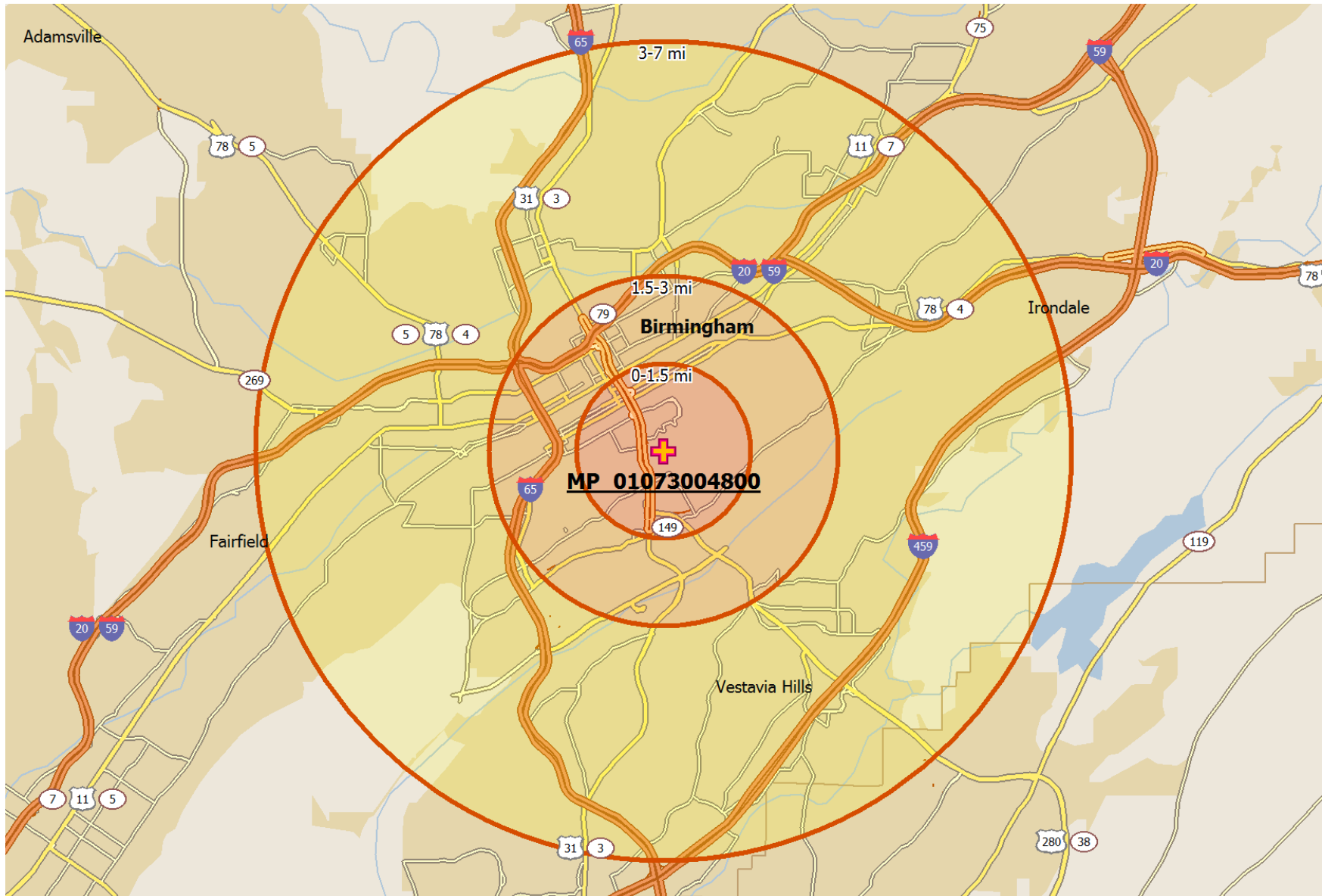
## Site Location Summary

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	35205	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

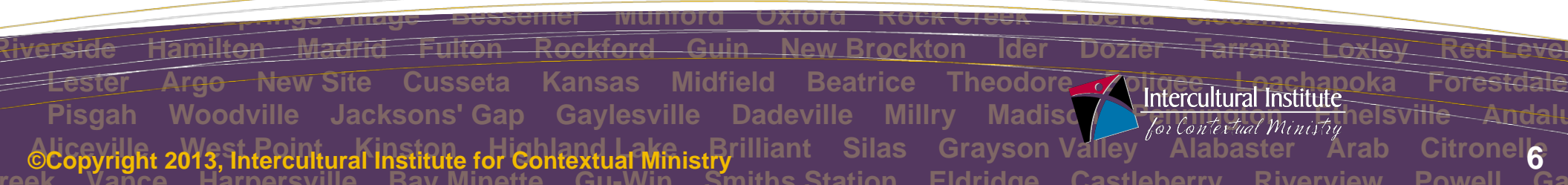


# Site Location Summary - Band Composition

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	21,159	55,101	214,216
2010 Households	11,638	22,748	87,693
2010 Group Quarters Population	1,907	5,402	4,212

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	58	63	54
Language Diversity National Index	42	23	30
Foreign Born Diversity National Index	89	56	44
Ancestry Diversity National Index	34	9	26
Racial Diversity National Index	71	64	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	3,255	27.97%
Mainstay Communities	Established, Diverse Households	620	5.33%
Working Communities	Blue-collar, Working Families	966	8.3%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	4,339	37.28%
Urban Communities	High Density, Inner-city Neighborhoods	2,459	21.13%



# 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	8,806	4.66%
Unreached %	70.04%	75.66%	108.02
Religious But NOT Evangelical HH	59,062	2,365	4%
Religious But NOT Evangelical %	21.91%	20.32%	92.76
Spiritual But NOT Relig or Evang HH	23,159	1,476	6.37%
Spiritual But NOT Relig or Evang %	8.59%	12.68%	147.62
Not Evangelical, Not Interested HH	108,094	4,999	4.63%
Not Evangelical, Not Interested %	40.09%	42.96%	107.15



# 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	9	3.49%
Active ALSBOM Attenders	47,650	3,945	8.28%
Active Evangelical Households	60,770	6,873	11.31%
Active Evangelical Percent	22.54%	19.99%	88.68
Inactive Evangelical Households	20,000	2,262	11.31%
Inactive Evangelical Percent	7.42%	6.58%	88.66
# New Churches Needed	0	8	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	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1 Baptist Church of the Covenant	0.57 mi	176	Growing	16 Cahaba Heights	3.96 mi	91	Declining
2 Southside	0.67 mi	163	Declining	17 Mt. Zion	3.98 mi	100	Plateauing
3 Korean (Southside)	0.67 mi	0	Plateauing	18 Philadelphia	4.11 mi	239	Growing
4 Downtown Church	1.47 mi	0	Plateauing	19 Mt. Mariah	4.15 mi	0	Plateauing
5 New Hope-South Avondale	1.65 mi	0	Plateauing	20 Christ for the Nations	4.24 mi	0	Plateauing
6 Mountain Brook	1.70 mi	529	Plateauing	21 Victory Missionary	4.29 mi	75	Plateauing
7 Dawson Memorial	2.22 mi	2,245	Plateauing	22 Brookwood	4.42 mi	562	Declining
8 Birmingham First	2.36 mi	419	Declining	23 Shades Mountain	4.46 mi	2,096	Growing
9 Vestavia Hills	2.86 mi	413	Plateauing	24 Iglesia Cristiana Agape	4.49 mi	61	Growing
10 New Birth Christian	3.14 mi	0	Plateauing	25 Good News	4.51 mi	0	Plateauing
11 Central Missionary	3.23 mi	65	Declining	26 Sardis	4.52 mi	1,100	Plateauing
12 Sixth Avenue	3.34 mi	1,615	Growing	27 New Hope	4.63 mi	1,431	Growing
13 McElwain	3.51 mi	318	Plateauing	28 Grace Covenant	4.64 mi	0	Plateauing
14 Crestway	3.62 mi	233	Declining	29 East Lake Full Gospel	4.84 mi	87	Growing
15 Raleigh Avenue	3.65 mi	141	Growing	30 Thomas First	4.87 mi	38	Growing

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

1. The 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.



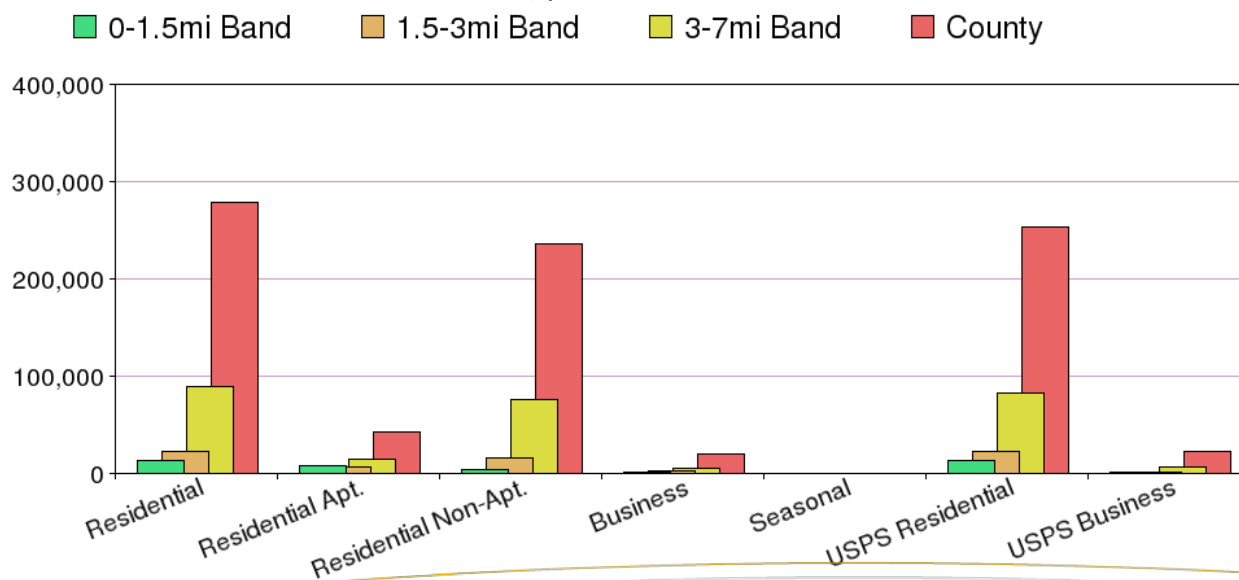
# Current Demographic Summary

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	22,678	3.48%
2000 Population	662,047	22,759	3.44%
2010 Population	666,792	21,159	3.17%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	12,527	4.98%
2000 Households	263,265	12,507	4.75%
2010 Households	269,609	11,638	4.32%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	13,145
Residential Apt.	8,643
Residential Non-Apt.	4,502
Business	1,531
Seasonal	0
USPS Residential	13,123
USPS Business	1,726

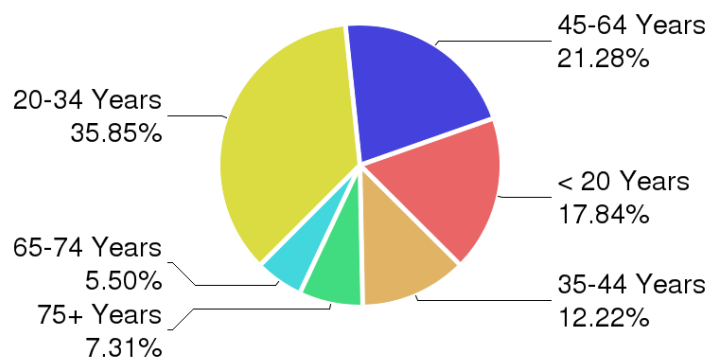
# Current Demographic Summary

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%	4.57%	80.46
4-5 Years	2.7%	1.65%	61.11
6-8 Years	3.98%	2.3%	57.79
9-11 Years	3.86%	2.02%	52.33
12-13 Years	2.52%	1.22%	48.41
14-17 Years	5.08%	3.47%	68.31
18-19 Years	2.53%	2.59%	102.37
0-5 Years	8.38%	6.22%	74.22
6-12 Years	9.1%	4.94%	54.29
13-19 Years	8.87%	6.67%	75.2
< 20 Years	26.35%	17.83%	67.67
20-34 Years	20.74%	35.84%	172.81
35-44 Years	12.98%	12.22%	94.14
45-64 Years	25.86%	21.27%	82.25
65-74 Years	7.12%	5.5%	77.25
75+ Years	6.94%	7.31%	105.33
Median Age	37	39	105.14
Median Age (Male)	35	38	108.39
Median Age (Female)	39	39	98.92

Age Group Percentages



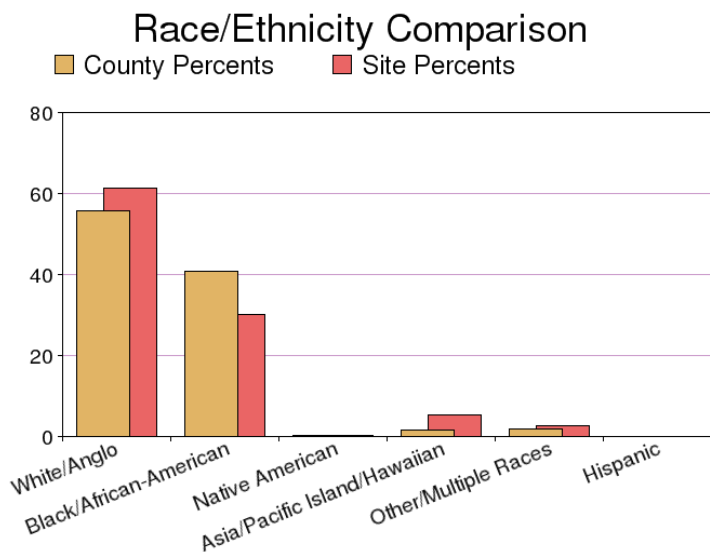


# Current Demographic Summary

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%	61.43%	110.41
Black, African-American	40.69%	30.2%	74.23
Native American	0.36%	0.38%	105.92
Asian	1.49%	5.31%	355.81
Pacific Island, Hawaiian	0.08%	0.07%	85.33
Other/Multiple Races	1.74%	2.6%	149.91
Hispanic	0%	5.24%	0



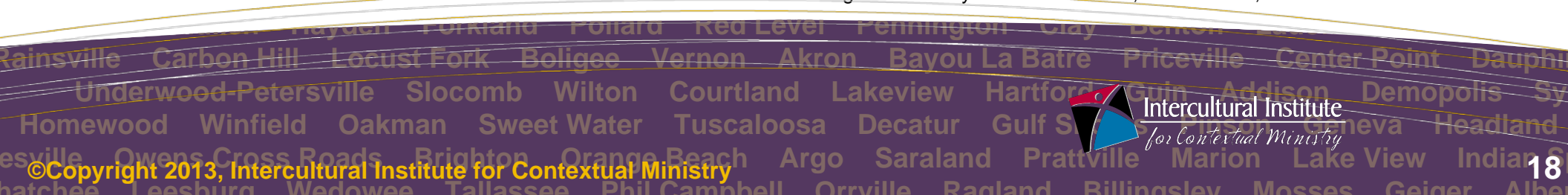
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	14,813	
Less than 9th Grade	3.46%	2.37%	146.07
No High School Diploma	8.86%	4.4%	201.28
High School Graduate	28.96%	13.29%	217.94
Some College, no degree	22.64%	20.29%	111.56
Associate Degree	7.22%	4.59%	157.28
College Degree	17.82%	27.34%	65.19
Graduate/Prof. degree	11.04%	27.72%	39.83

# 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%	11.17%	173.74
\$10,000 to \$19,999	13.29%	15.89%	119.51
\$20,000 to \$29,999	12.05%	13.83%	114.75
\$30,000 to \$49,999	20.54%	18.53%	90.21
\$50,000 to \$59,999	8.47%	5.7%	67.23
\$60,000 to \$69,999	6.88%	4.55%	66.09
\$70,000 to \$79,999	5.9%	3.33%	56.48
\$80,000 to \$89,999	4.74%	2.34%	49.32
\$90,000 to \$99,999	3.22%	1.87%	58.24
\$100,000 to \$124,999	6.59%	6.14%	93.28
\$125,000 to \$149,999	3.44%	3.69%	107.12
\$150,000 to \$199,999	3.44%	5.42%	157.59
\$200,000 to \$249,999	1.12%	2.46%	218.67
\$250,000 or more	2.08%	5.07%	243.2
Median Household	45,427	50,200	110.51
Average Household	68,011	87,652	128.88
Per Capita Household	28,213	48,997	173.67
Family/Non-Family Household Income			
Median Family Income	58,390	96,309	164.94
Average Family Income	83,931	131,411	156.57
Median Non-Family Income	28,382	33,522	118.11
Average Non-Family Income	39,159	53,970	137.82



# 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%	30.68%	47.6
Families with Children	32.53%	13.52%	41.57
Families without Children	31.91%	17.15%	53.75
<b>Non-Family Households</b>			
% Non-Family Households	35.56%	69.32%	194.96
Non-Families with Children	0.19	0.12	62.73
Non-Families without Children	35.37	69.2	195.68
<b>Housing Units</b>			
			Index
Total Housing Units	313,876	14,298	
Vacant percent	14.1%	18.6%	131.91
Owned percent	58.37%	26.54%	45.46%
Rented Percent	27.52%	54.86%	199.33
<b>Households by Size</b>			
			Index
Avg household size	2.41	1.65	68.46
Avg family hh size	3.12	2.73	87.5
Avg non-family hh size	1.13	1.18	104.42
<b>Households By Count of Persons</b>			
			Percent
One	84,836	6,902	8.14%
Two	81,467	2,932	3.6%
Three or Four	80,946	1,509	1.86%
Five+	22,360	296	1.32%

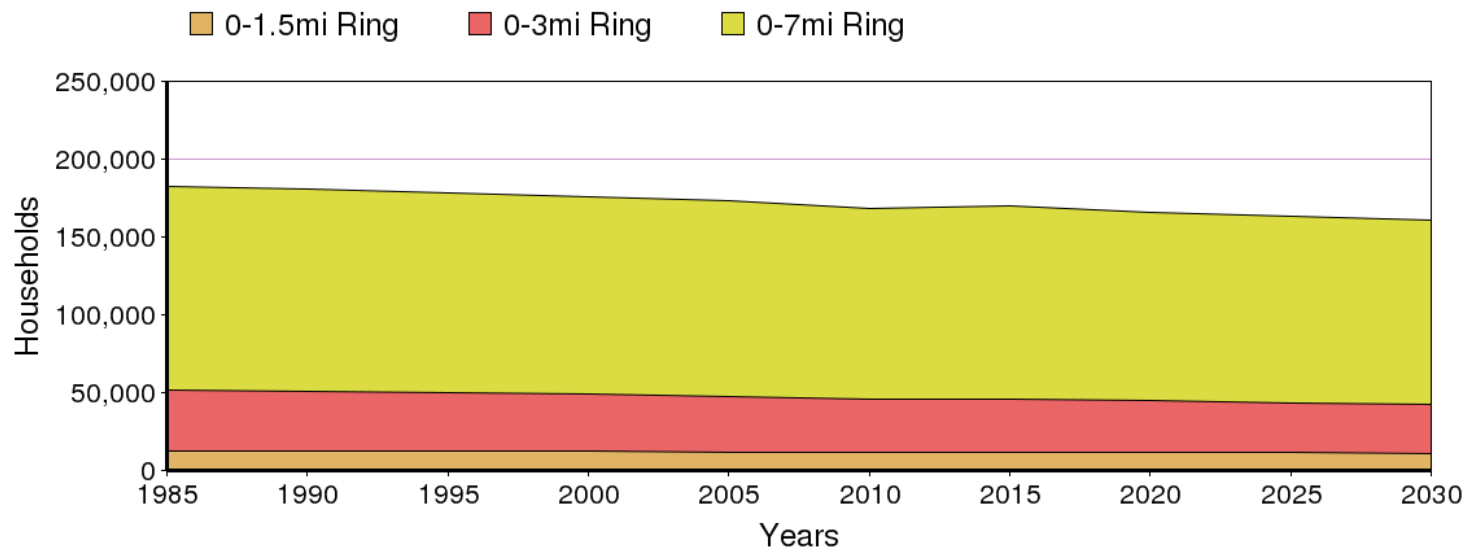
# Projected Demographic Summary

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	22,678	3.48%
2000 Population	662,047	22,759	3.44%
2010 Population	666,792	21,159	3.17%
2015 Population	675,554	21,118	3.13%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	12,527	4.98%
2000 Households	263,265	12,507	4.75%
2010 Households	269,609	11,638	4.32%
2015 Households	277,141	11,757	4.24%

Household Change from 1985 to 2030





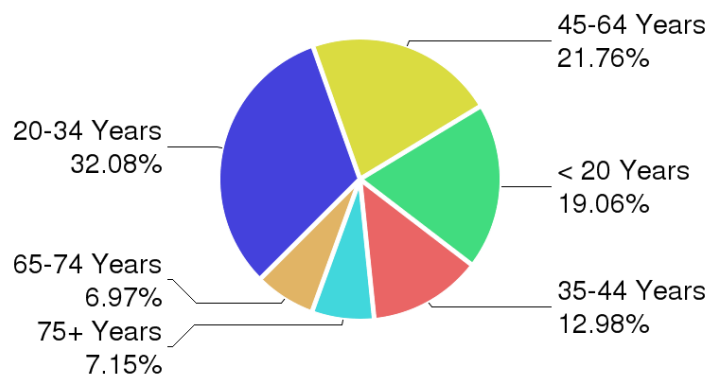
# Projected Demographic Summary

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	4.57%	4.76%	104.16
4-5 Years	1.65%	1.84%	111.52
6-8 Years	2.3%	2.59%	112.61
9-11 Years	2.02%	2.34%	115.84
12-13 Years	1.22%	1.43%	117.21
14-17 Years	3.47%	3.69%	106.34
18-19 Years	2.59%	2.41%	93.05
0-5 Years	6.22%	6.6%	106.11
6-12 Years	4.94%	5.69%	115.18
13-19 Years	6.67%	6.77%	101.5
< 20 Years	17.83%	19.06%	106.9
20-34 Years	35.84%	32.08%	89.51
35-44 Years	12.22%	12.98%	106.22
45-64 Years	21.27%	21.76%	102.3
65-74 Years	5.5%	6.97%	126.73
75+ Years	7.31%	7.15%	97.81
Median Age	37	40	107.45
Median Age (Male)	35	38	108.42
Median Age (Female)	39	39	100.92

Projected Age Group Percentages

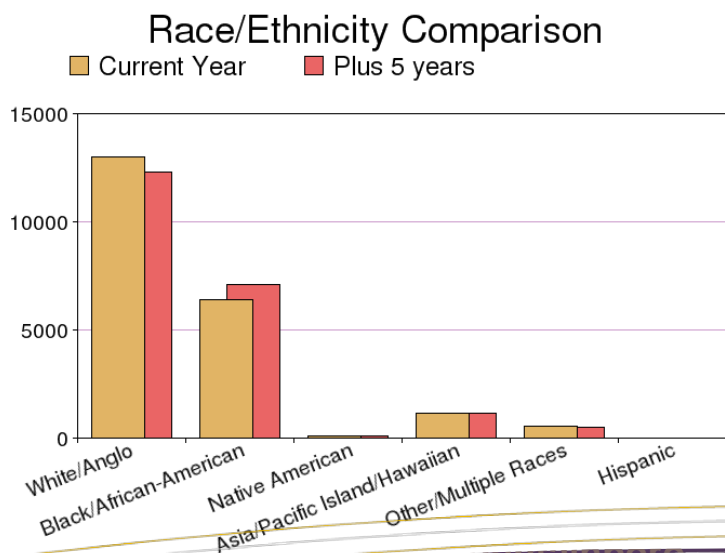


# Projected Demographic Summary

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	61.43%	58.26%	94.85
Black, African-American	30.2%	33.62%	111.29
Native American	0.38%	0.46%	121.22
Asian	5.31%	5.24%	98.59
Pacific Island, Hawaiian	0.07%	0.12%	166.99
Other/Multiple Races	2.6%	2.3%	88.37
Hispanic	0%	0%	0
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	14,813	14,762	
Less than 9th Grade	2.37%	1.78%	75.19
No High School Diploma	4.4%	3.56%	80.95
High School Graduate	13.29%	13.43%	101.06
Some College, no degree	20.29%	19.71%	97.14
Associate Degree	4.59%	5%	108.9
College Degree	27.34%	27.56%	100.82
Graduate/Prof. degree	27.72%	28.95%	104.45



# 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	11.17%	9.83%	88.02
\$10,000 to \$19,999	15.89%	15.8%	99.47
\$20,000 to \$29,999	13.83%	13.05%	94.37
\$30,000 to \$49,999	18.53%	17.88%	96.46
\$50,000 to \$59,999	5.7%	5.55%	97.35
\$60,000 to \$69,999	4.55%	4.6%	101.23
\$70,000 to \$79,999	3.33%	3.44%	100.52
\$80,000 to \$89,999	2.34%	2.59%	105.54
\$90,000 to \$99,999	1.87%	1.96%	104.44
\$100,000 to \$249,999	6.14%	6.8%	110.62
\$125,000 to \$149,999	3.69%	4.07%	110.52
\$150,000 to \$199,999	5.42%	6.1%	112.48
\$200,000 to \$249,999	2.46%	2.71%	110.41
\$250,000 or more	5.07%	5.49%	108.22
Median Household	50,200	54,121	107.81
Average Household	87,652	95,352	108.78
Per Capita Household	48,997	53,953	110.11
<b>Family/Non-Family Household Income</b>			
Median Family Income	96,309	104,258	108.25
Average Family Income	131,411	145,419	110.66
Median Non-Family Income	33,522	36,484	108.84
Average Non-Family Income	53,970	58,854	109.05

# 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	30.68%	30.12%	98.18
Families with Children	13.52	13.22	97.73
Families without Children	17.15	16.73	97.55
<b>Non-Family Households</b>			
% Non-Family Households	69.32%	69.88%	100.8
Non-Families with Children	0.12	0.08	100.8
Non-Families without Children	69.2	69.81	100.87
<b>Housing Units</b>			
Total Housing Units	14,298	14,454	101.09%
Vacant percent	18.6%	18.66%	100.3
Owned percent	26.54%	26.35%	99.29
Rented Percent	54.86%	54.99%	100.23
<b>Households by Size</b>			
Avg household size	1.65	1.63	98.79%
Avg family hh size	2.73	2.74	100.37%
Avg non-family hh size	1.18	1.15	97.46%
<b>Households By Count of Persons</b>			
One	6,902	7,110	103.01%
Two	2,932	2,868	97.82%
Three or Four	1,509	1,489	98.67%
Five+	296	289	97.64%



# 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	1,551	1,861	5,417
Northern Europe	55	84	352
Western Europe	113	54	326
Southern Europe	38	20	85
Eastern Europe	212	51	225
Other Europe	0	0	0
Eastern Asia	416	341	578
So. Central Asia	113	108	525
SE Asia	70	193	276
Western Asia	26	122	141
Other Asia	6	50	9

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	53	216	126
Middle Africa	0	0	0
Northern Africa	11	11	17
Southern Africa	0	0	35
Western Africa	19	27	128
Other Africa	17	0	23
Oceania	23	0	9
Caribbean	82	26	192
Central Amer.	174	401	1,928
South America	80	81	219
North America	43	76	223
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	20,420	47,312	202,968
Spanish	722	1,272	5,742
Other Indo-Euro language	812	662	3,050
French (incl. Patois, Cajun)	272	230	1,104
French Creole	0	9	10
Italian	16	19	188
Portuguese	0	12	63
German	187	145	518
Yiddish	5	5	47
Other West Germanic	11	2	81
A Scandinavian Language	0	7	9
Greek	17	47	204
Russian	126	10	129
Polish	0	0	29
Serbo-Croatian	18	0	0
Other Slavic Language	29	30	15
Armenian	10	0	0
Persian	0	21	101
Gujarathi	8	19	43
Hindi	5	43	262
Urdu	20	16	38

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	43	32	66
Asian/PI languages	0	0	0
Chinese	384	299	435
Japanese	29	79	73
Korean	34	55	94
Mon-Khmer, Cambodian	0	7	31
Miao, Hmong	0	0	0
Thai	34	6	70
Laotian	0	0	0
Vietnamese	7	138	169
Other Asian	48	48	128
Tagalog	15	16	27
Other Pacific Is	0	11	34
Other languages	181	541	634
Navajo	0	0	0
Other Native N. American	0	5	0
Hungarian	0	4	16
Arabic	37	216	257
Hebrew	43	107	38
African languages	101	209	284
Other unspecified	0	0	39



# 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	18,132	41,236	177,205
Arab	106	433	601
Armenian	0	10	17
Austrian	58	30	112
British	321	254	959
Canadian	32	54	148
Croatian	0	16	20
Czech	50	42	77
Czechoslovak	0	7	51
Danish	18	38	50
Dutch	200	213	811
English	2,981	3,817	13,565
European	275	410	1,501
Finnish	7	27	76
French (not Basque)	435	573	1,537
French Canadian	25	105	224
German	1,185	2,205	6,157
Greek	104	183	591
Hungarian	32	41	183
Iranian	17	37	18

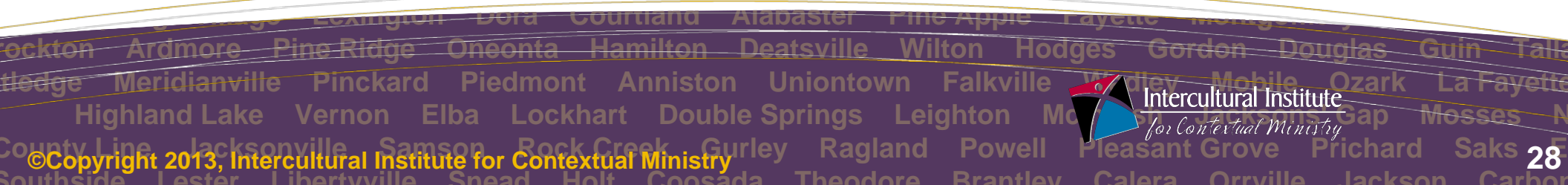
ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,168	2,038	6,926
Italian	503	740	2,932
Lithuanian	53	40	83
Norwegian	178	108	393
Polish	149	85	610
Portuguese	18	16	60
Romanian	17	9	58
Russian	187	125	410
Scandinavian	0	48	96
Scotch-Irish	731	1,208	3,966
Scottish	768	987	2,846
Slovak	15	25	42
Subsaharan African	243	750	2,361
Swedish	50	79	312
Swiss	33	59	112
Ukrainian	24	14	93
US/American	1,791	2,740	13,053
Welsh	146	138	560
West Indian	74	59	111
Yugoslavian	18	0	13
Other	6,122	23,472	115,470

# 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*

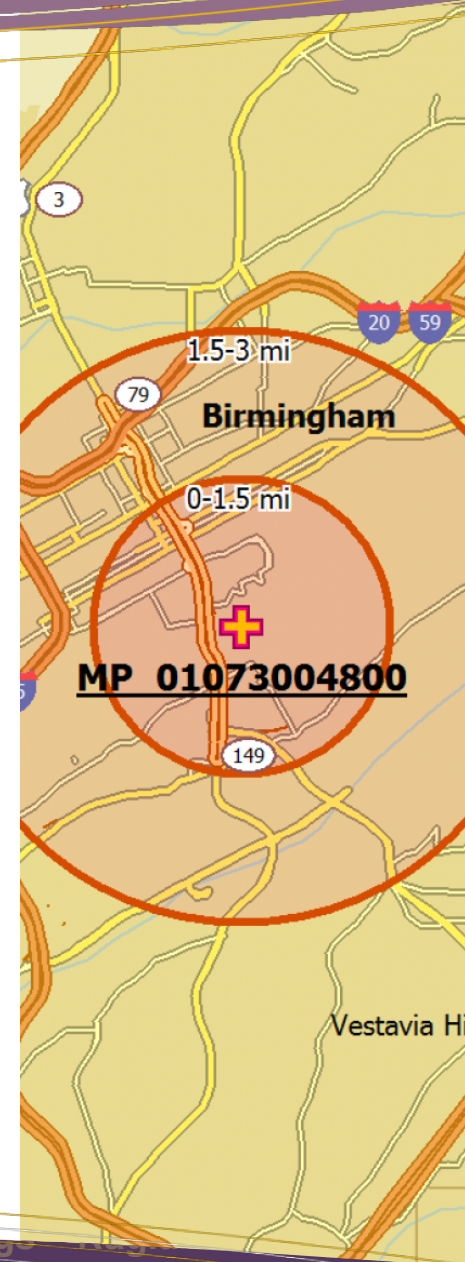
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "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 HHids	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,638	100%	8,806	100%
<b>AFFLUENT SUBURBIA</b>	2,579	22.16%	2,029	23.04%
America's Wealthiest	1,132	9.73%	908	10.31%
Dream Weavers	667	5.73%	477	5.42%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	733	6.3%	611	6.94%
Enterprising Couples	0	0%	0	0%
Small Town Success	47	0.4%	33	0.37%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	676	5.81%	522	5.93%
Status Conscious Consumers	156	1.34%	109	1.24%
Affluent Urban Professionals	436	3.75%	352	4%
Urban Commuter Fam.	30	0.26%	20	0.23%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	54	0.46%	41	0.47%
<b>SM TWN SUCCESS</b>	4	0.03%	3	0.03%
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	4	0.03%	3	0.03%

# 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	11,638	100%	8,806	100%
<b>BLUE COLLAR BACKBONE</b>	48	0.41%	29	0.33%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	47	0.4%	28	0.32%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	1	0.01%	1	0.01%
<b>AMER. DIVERSITY</b>	616	5.29%	429	4.87%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	17	0.15%	11	0.12%
Professional Urbanites	295	2.53%	213	2.42%
Urban Advancement	304	2.61%	205	2.33%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	918	7.89%	636	7.22%
Steadfast Conservative	479	4.12%	328	3.72%
Moderate Conventionalists	55	0.47%	37	0.42%
Southern Blues	384	3.3%	271	3.08%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

# 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	11,638	100%	8,806	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>	4,040	34.71%	3,077	34.94%
Young Cosmopolitans	2,408	20.69%	1,885	21.41%
Minority Metro Communities	755	6.49%	559	6.35%
Stable Careers	877	7.54%	633	7.19%
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	11,638	100%	8,806	100%
<b>STRUGGLING SOCIETIES</b>	1,137	9.77%	842	9.56%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	4	0.03%	3	0.03%
Struggling city Centers	622	5.34%	422	4.79%
College Town Communities	427	3.67%	354	4.02%
New Beginnings	84	0.72%	63	0.72%
<b>URBAN ESSENCE</b>	1,322	11.36%	996	11.31%
Unattached Multicultures	9	0.08%	6	0.07%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	83	0.71%	58	0.66%
Urban Diversity	114	0.98%	82	0.93%
New Generation Activists	0	0%	0	0%
Getting By	1,116	9.59%	850	9.65%
<b>VARYING LIFESTYLES</b>	299	2.57%	243	2.76%
Military Family Life	0	0%	0	0%
Major University Towns	299	2.57%	243	2.76%
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?



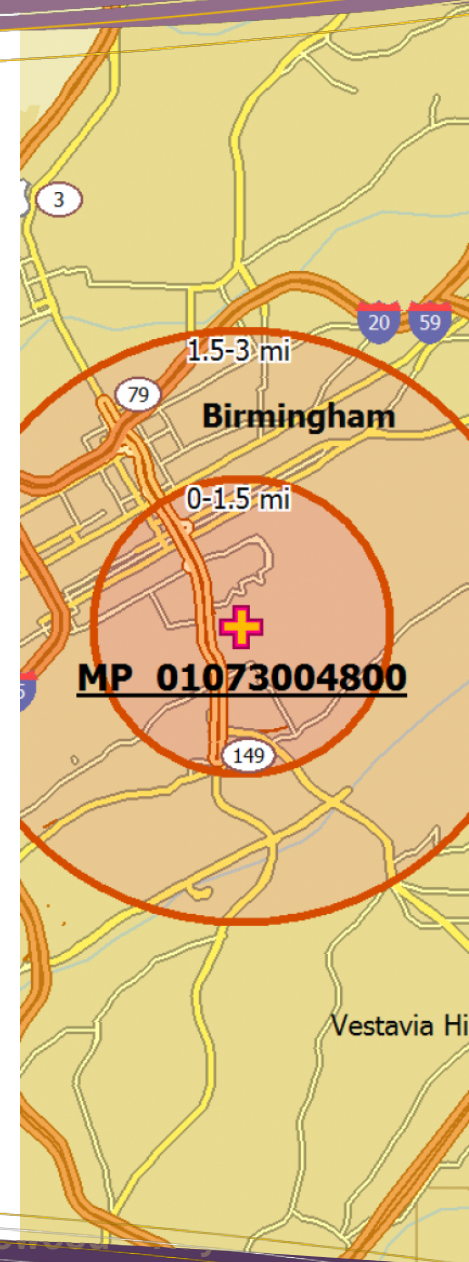
## Potential Cultural Bridges

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	78%	74%	70%
Use Comp. for Internet/E-mail	62%	56%	52%
Internet Use: E-Mail	56%	50%	46%
Use Comp. for Word Processing	44%	39%	35%
Use Comp. for Shopping	38%	34%	31%
Use Comp. for Banking	35%	31%	29%
Internet Use: News/ Weather	35%	30%	26%
Use Comp. for Digital Camera Photo Editing	34%	30%	29%
Use Comp. for Comp. Games	33%	34%	33%
HH Owns DVD Player	33%	31%	28%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	32%	27%	24%
Use Comp. for Education	30%	32%	30%
Use Comp. for News/Info./Data Service	29%	25%	23%
PC-Network-HH Has One	22%	20%	19%
Use Comp. for Personal Financial Mngmnt	20%	17%	15%
Use Comp. for Accounting	18%	16%	14%
Internet Use: Shopping: Made A Purchase	17%	13%	11%
Internet Use: Shopping: Gathered Info. for Shopping	17%	16%	14%
Internet Use: Read Magazines/ Newspapers	17%	14%	12%
Internet Use: Research/ Education	16%	14%	12%

# 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	70%	69%	69%
Reading Books	62%	58%	55%
Dining Out (Not Fast Food)	61%	56%	53%
Cooking for Fun	41%	38%	36%
Card Games	40%	40%	38%
Go To A Beach/Lake	38%	35%	33%
Board Games	30%	29%	28%
Visit Museum	29%	25%	22%
Gardening	29%	27%	27%
Going To	24%	21%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	65%	65%	65%
Gen./Fam. Practitioner	36%	35%	34%
Dentist	31%	28%	27%
None Of These	22%	21%	20%
Eye Dr.	22%	21%	20%
Backache	20%	21%	21%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	18%	17%	17%
OB/GYN	13%	13%	12%
Any Arthritis	13%	13%	13%



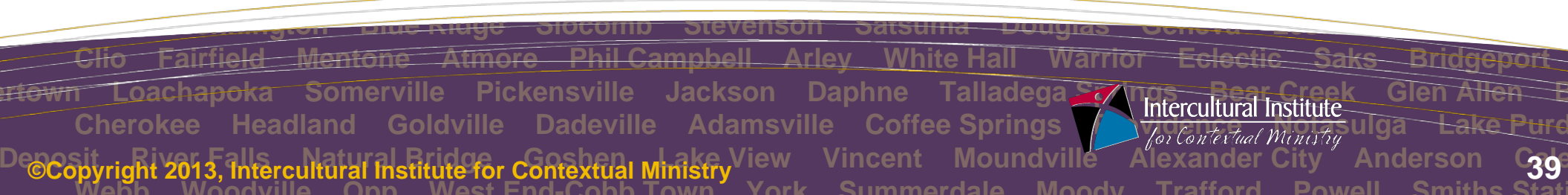


# Potential Cultural Bridges

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	36.13%	32.06%	30.18%
Live Theater	29.35%	25.99%	24.01%
Live Theater Most Often	23.07%	20.27%	18.86%
Rock/Pop Concerts Most Often	18.35%	16.62%	15.85%
Dance Performance	13.68%	12.66%	12.15%
Comedy Club	11.32%	11.45%	11.12%
Movies: Action/Adventure	42.57%	41.67%	40.41%
Movies: Comedy	41.56%	41.75%	42.02%
Movies: Drama	27.14%	26.83%	26.31%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Mystery	22.89%	22.72%	20.97%
Movies: Romantic Comedy	22.74%	22.86%	23.02%
Movies: Fam.	18.13%	20.03%	20.81%
MLB Baseball Reg. Season	11.14%	9.36%	8.43%
College Football Reg. Season	7.44%	6.84%	6.38%
NFL Football Reg. Season	7.19%	6.93%	6.37%
College Basketball Reg. Season	5.82%	5.06%	4.87%
NBA Basketball Reg. Season	5.19%	4.73%	4.11%
NHL Hockey Reg. Season	4.66%	3.7%	3.19%

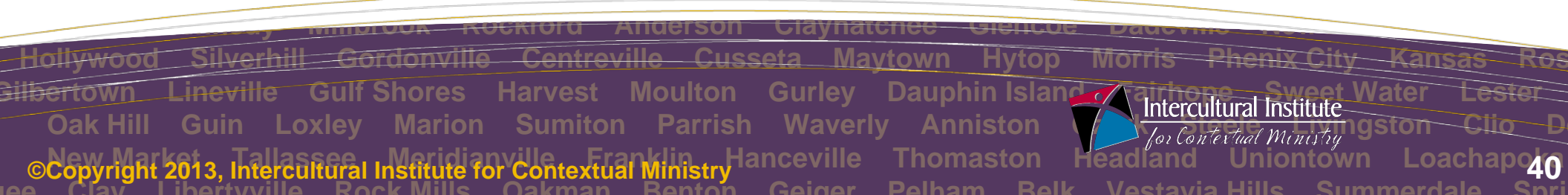


# Potential Cultural Bridges

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	44.32%	40.74%	39.53%
Swimming	32.01%	29.38%	27.87%
Weight Training	20.41%	18.31%	16.66%
Jogging/Running	19.33%	18.58%	18.2%
Bowling	19.03%	19.7%	20.41%
Billiards/Pool	18.91%	17.88%	17.59%
Using Cardio Machine	18.59%	15.78%	13.8%
Golf	14.66%	13.67%	12.35%
Basketball	14.5%	15.67%	15.98%
Mountain/Road Biking	14.49%	12.67%	11.33%
Stationary Cycling	14.19%	12.92%	12.26%
Aerobics	12.38%	12.04%	11.96%
Backpacking/Hiking	11.99%	9.81%	8.32%
Freshwater Fishing	11.36%	11.77%	12.42%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Yoga	11.12%	9.01%	8.04%
Tennis	10.29%	8.69%	7.88%
Camping Trips	9.85%	9.17%	8.79%
Baseball	9.54%	10.15%	10.9%
Football	9.5%	10.64%	11.26%
Soccer	8.96%	7.65%	6.96%
Softball	7.37%	7.19%	7.37%
Volleyball	6.88%	7.5%	7.86%
Downhill & X-Country Skiing	6.85%	5.87%	4.92%
Power Boating	6.44%	6.51%	6.06%
Saltwater Fishing	6.34%	6.14%	5.97%
Snorkeling	6.31%	5.67%	4.78%
Canoeing/Kayaking	6.21%	5.59%	5.08%
Ice Skating	6.17%	6.14%	5.68%



# 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
Roller Skating	5.71%	5.82%	6.12%
Hunting	5.15%	4.6%	4.5%
Target Shooting	4.94%	5.4%	5.67%
Horseback Riding	4.91%	4.36%	4.16%
Martial Arts	4.39%	3.77%	3.2%
Jet Skiing	4.24%	4.4%	4.19%
Sailing	4.17%	3.62%	3.16%
Water Skiing	3.95%	3.82%	3.58%
Rock Climbing	3.79%	3.55%	3.27%
Motorcycling	3.64%	4.05%	4.14%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Snowboarding	3.39%	3.36%	3.23%
Fly Fishing	3.28%	3.59%	3.77%
Racquetball	3.16%	3.62%	4.12%
Hockey	3.12%	3.28%	3.38%
Surfing & Windsurfing	3.04%	2.99%	2.6%
Rowing	2.91%	2.62%	2.28%
Archery	2.67%	2.87%	3%
Skateboarding	2.67%	3.09%	3.02%
Snowmobiling	2.62%	2.85%	2.83%
Auto Racing	2.48%	2.71%	2.53%



## 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.

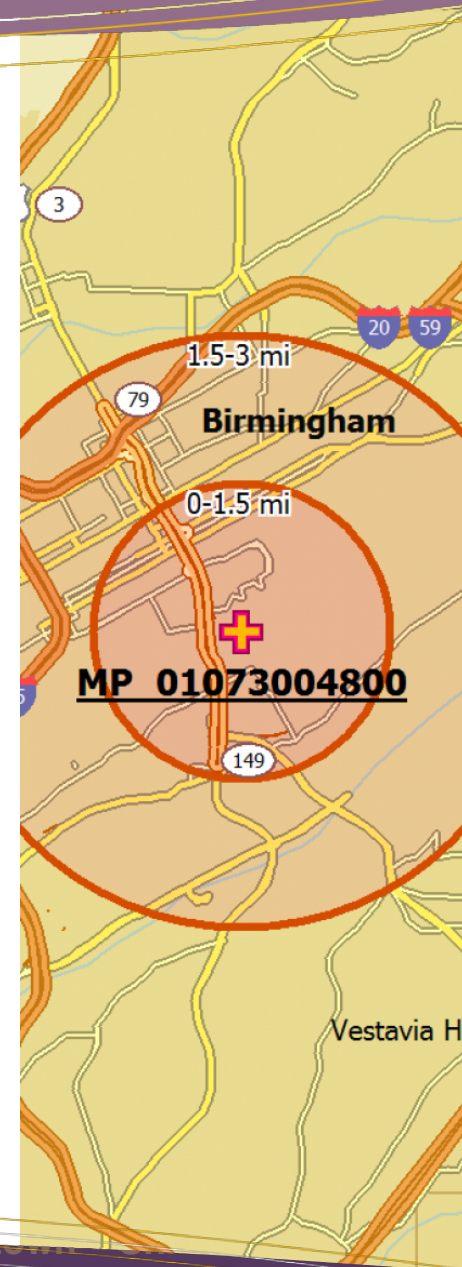
### BIBLICAL BARRIERS

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.

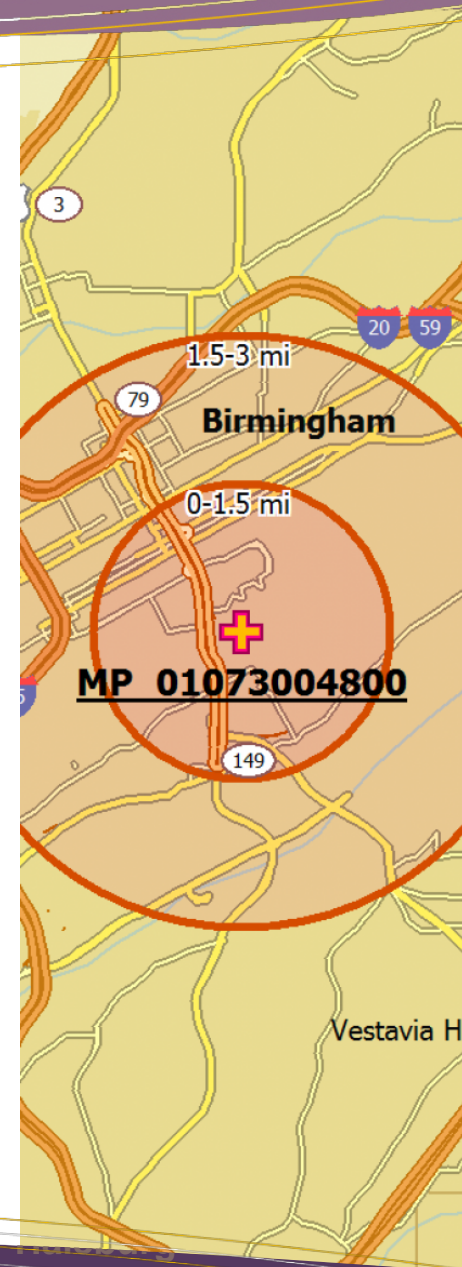
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.



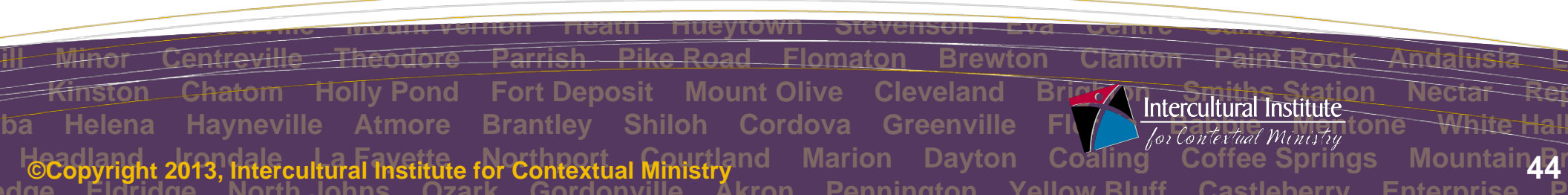


# Potential Cultural Barriers:

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	52%	53%	52%
Prefer To Have Few Possessions As Possible	43%	37%	35%
Find It Difficult To Say No To My Kids	36%	35%	34%
Speak My Mind Even If It Upsets People	35%	37%	37%
If Won Lottery Would Never Work Again	34%	30%	28%
Friends More Important Than My Fam.	32%	28%	25%
Don't Judge People/Way They Live Life	31%	32%	31%
Like Control Over People And Resources	31%	34%	36%
Woman's Place Is In The Home	29%	30%	32%
Money Is Best Measure Of Success	26%	25%	24%
Like To Do Unconventional Things	23%	24%	25%
Marijuana Should Be Legalized	22%	22%	22%

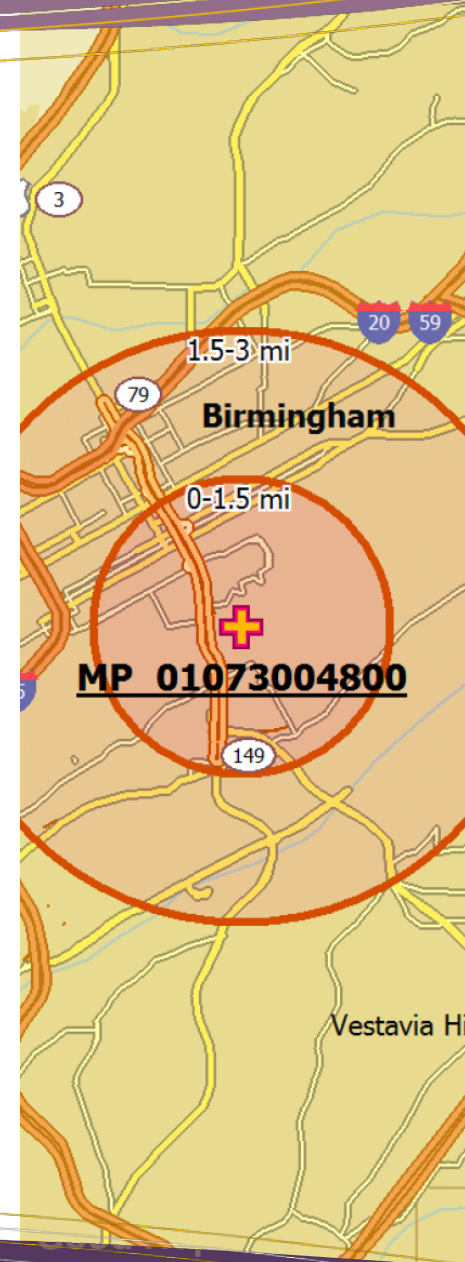
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	21%	19%	19%
I Am A Workaholic	21%	22%	24%
Happy With My Standard Of Living	20%	17%	16%
Too Much Sponsorship In Arts/Sports	20%	24%	26%
Like to Stand Out In A Crowd	19%	21%	21%
We Should Strive for Equality for All	16%	17%	18%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
Only Work Current Job for The Money	14%	15%	15%
On Whole People Get What They Deserve	14%	12%	13%
I Am A Perfectionist	11%	11%	10%
Indulge My Kids With The Little Extras	8%	8%	9%
Willing To Give Up Time With Fam. To Advance	8%	8%	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.

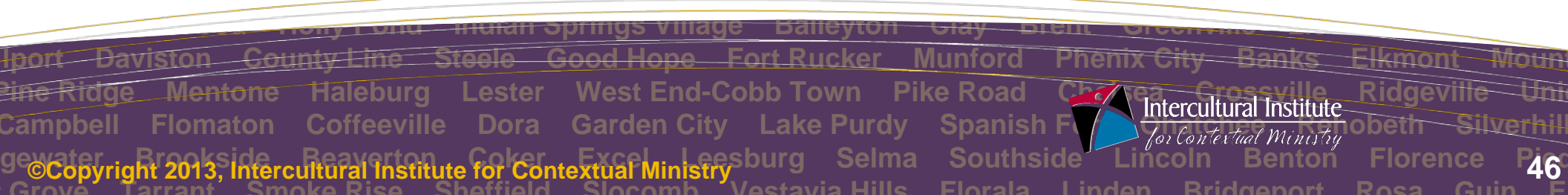


# Potential Cultural Themes:

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.

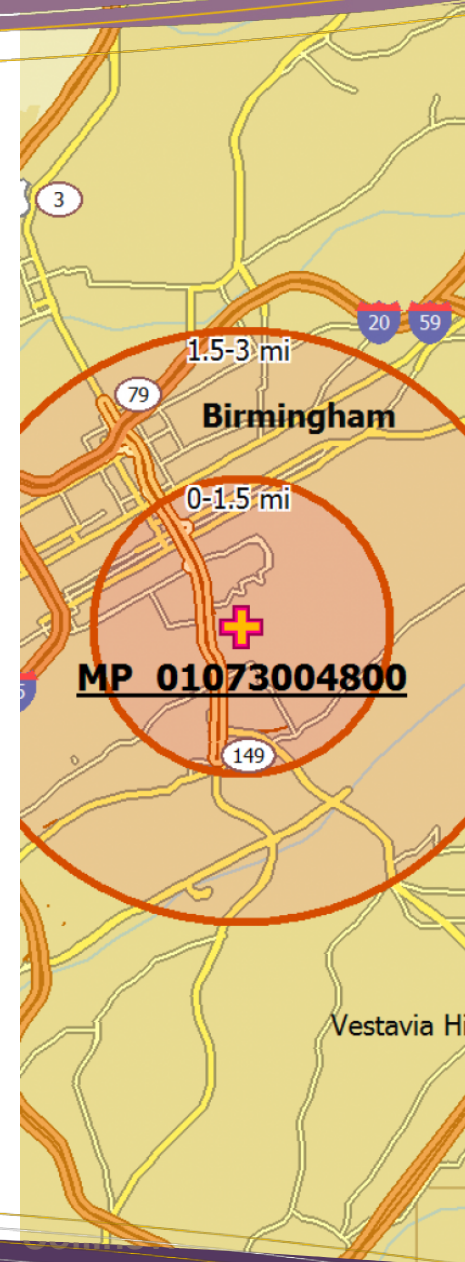
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	64%	60%	59%
You Should Seize Opportunities In Life	61%	59%	58%
Prefer To Have Few Possessions As Possible	43%	37%	35%
Like To Understand About Nature	40%	40%	40%
Important Feel Respected By My Peers	38%	36%	34%
Prefer Work Part Of Team Than Alone	32%	35%	36%
Important To Juggle Various Tasks	32%	32%	33%
Have Keen Sense Of Adventure	28%	29%	29%
Good At Fixing Things	27%	29%	30%
People Have To Take Me As They Find Me	26%	25%	25%
Worried About Pollution Caused By Cars	26%	22%	20%
Like To Just Enjoy Life	26%	23%	22%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	19%	21%	21%
Real Men Don't Cry	18%	17%	17%
Try Not To Worry About The Future	16%	17%	17%
Is An Important Part Of Who I Am	15%	15%	16%
Looking for New Ideas To Improve Home	13%	16%	17%
Provide My Kids With The Little Extras	12%	15%	17%
Enjoy Spending Time With My Fam.	11%	12%	12%
Children Should Be Allowed To Express Themselves	6%	7%	7%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	4%	5%	5%



## 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.



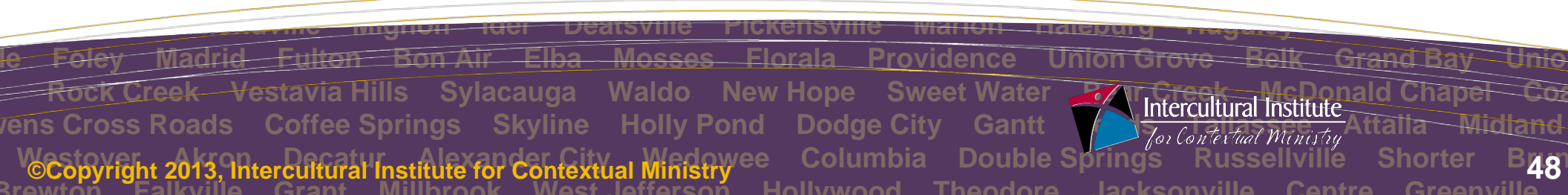


# Potential Shared Places:

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	78.83%	81.21%	82.11%
Restaurant-Visit Any			
Fam. Restaurants/Steak Houses-Visit Any	75.96%	75.05%	74.93%
McDonald's	50.28%	52.47%	53.07%
Burger King	31.62%	34.83%	36.38%
Subway	26.37%	27.44%	27.41%
Wendy's	24.96%	27.52%	29.33%
Kentucky Fried Chicken (KFC)	24.27%	28.14%	29.81%
Taco Bell	24.24%	24.43%	24.39%
Applebee's	24.18%	24.85%	24.62%
Olive Garden	18.56%	19.6%	19.89%
Starbucks	17.3%	15.69%	14.86%
Pizza Hut	17.28%	19.45%	20.48%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Arby's	17.19%	18.36%	18.51%
TGI Friday's	15.22%	15.55%	14.9%
IHOP (International House Of Pancakes)	15.18%	15.48%	15.23%
Chili's Grill and Bar	14.75%	14.46%	13.29%
Red Lobster	14.7%	16.47%	16.86%
Outback Steakhouse	14.57%	14.72%	14.62%
Domino's Pizza	13.13%	14.3%	14.89%
Chick-Fil-A	12.83%	13.6%	13.76%
Dairy Queen	12.28%	13.98%	14.02%
Quiznos Sub	12.17%	11.23%	10.71%
Dunkin' Donuts	11.94%	13.45%	13.79%
Denny's	11.49%	11.48%	11.07%



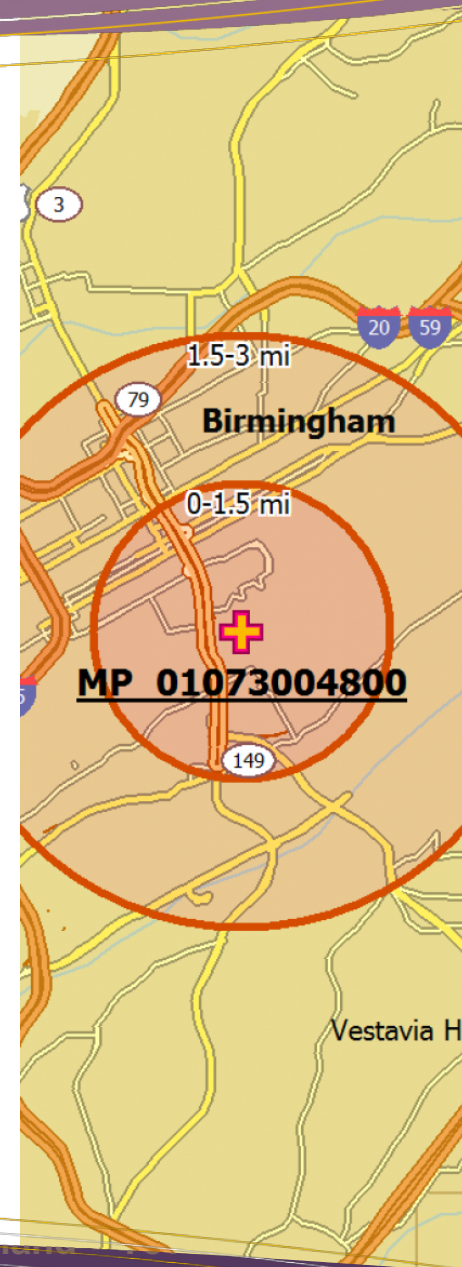


## Potential Shared Projects

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!

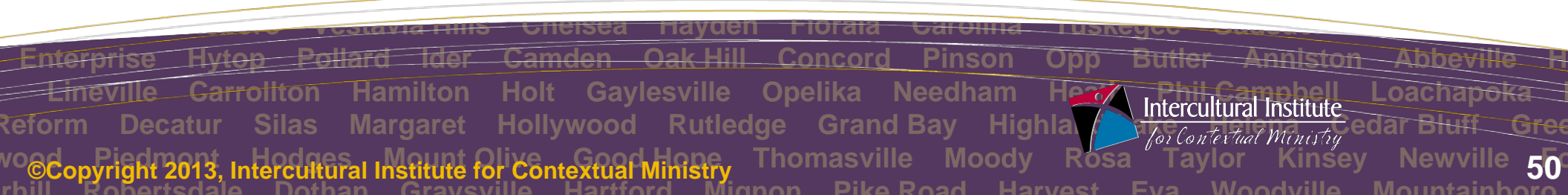


# Potential Shared Projects

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	46.3%	44.27%	44.02%
Recycled products	37.97%	32.52%	30.12%
Worked as volunteer (non political)	17.9%	16.28%	15.24%
Engaged in fund raising	10.91%	10.95%	11.76%
Religious club member	7.59%	7.6%	7.54%
Wrote to elected offcl about publ bus	7.38%	6.3%	5.97%

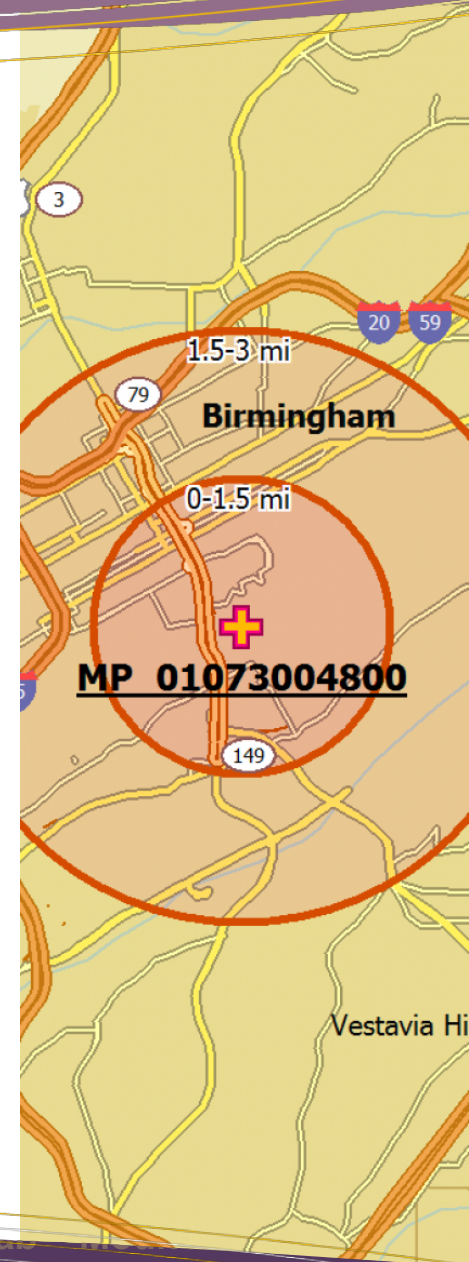
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	6.63%	5.77%	5.53%
Took active part in local civic issue	6.38%	5.73%	5.47%
Wrote to editor of mag or newspaper	6.27%	5.7%	5.38%
Addressed a public meeting	5.2%	4.86%	4.65%
Union member	4.71%	4.23%	4.34%
Church Board	4.51%	4.93%	5.43%



## 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.



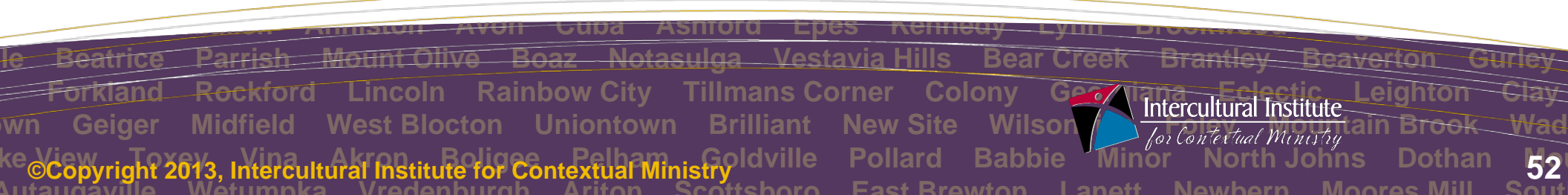
# Potential Print Media Content:

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>
Novel	21.55%	18.47%	17.09%
Children's Books	13.61%	13.28%	13.46%
Mystery	13.52%	12.18%	11.46%
Cookbooks	11.54%	10.41%	9.65%
History	8.98%	7.66%	7.16%
Biography	8.64%	7.53%	7.16%
Religious (not Bibles)	8.58%	8.84%	9.28%
Personal/Business	8.31%	7.46%	7.1%
Self-help			
Romance	6.06%	6.76%	7.35%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper Distributed	70%	68.89%	68.7%
Gen. Editorial	52.78%	51.88%	51.36%
Womens	45.24%	45.26%	44.52%
Service	35.45%	33.87%	32.44%
Business/Finance	24.06%	22.28%	21.07%
Mens	20.8%	19.34%	18.84%
Sports	17.67%	16.63%	15.66%
Music	14.5%	15.89%	16.5%
Parenthood	13.09%	14.18%	13.92%





# 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	54.36%	51.72%	51.08%
Business/Finance	32.9%	29.94%	28.59%
Sport	32.5%	31.5%	31.56%
Editorial Page	29.95%	27.65%	26.77%
Classified	29.28%	30.81%	31.63%
Movie Listings & Reviews	28.53%	26.49%	25.86%
Food/Cooking	26.52%	24.71%	23.6%
Comics	26.1%	25.05%	24.18%
TV/Radio Listings	23.86%	23.05%	22.58%
Travel	22.35%	20.19%	19.42%
Home/Gardening	21.43%	20.03%	19.66%
Science/Technology	19.8%	17.1%	16.03%
Fashion	16.09%	15.87%	16.36%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	19.52%	26.95%	30.82%
CHR Contemp Hit Radio	19.3%	17.97%	17.43%
Adult Contemporary	18.24%	16.03%	14.24%
News/Talk	14.41%	11.79%	10.59%
Country	12.4%	11.78%	11.23%
Alternative	11.63%	9.24%	8.03%
Oldies	10.66%	10.32%	10.29%
Variety	9.93%	9.32%	9.7%
Rock	9.89%	8.71%	8.3%
All News	9.4%	7.91%	7.9%
Classic Rock	9.39%	7.74%	6.92%
Jazz	7.64%	7.86%	8.07%
Classical	6.6%	4.76%	4.03%
Soft Contemporary	6.58%	6.29%	6.09%
Sports	5.45%	4.66%	4.36%
All Talk	5.22%	4.64%	4.69%
Religious	5.2%	5.23%	5.32%
Public	4.96%	3.78%	3.15%



# 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	62.42%	60.83%	60.63%
Soapnet	50.9%	50.06%	50.13%
Satellite Dish	43.75%	45.94%	47.4%
Comedy Central	42.39%	37.43%	33.76%
Other Video-On-Demand	40.25%	43.55%	41.96%
Sci-Fi Channel	33.91%	32.98%	33.06%
ESPN Classic	31.81%	26.66%	23.53%
ABC Fam.	31.73%	28.36%	26.21%
MSNBC	31.55%	31.33%	31.37%
ESPN2	29.63%	27.77%	26.32%
Subscribe Digital Cable	27.84%	31.51%	32.38%
TV Info From Sunday TV Magazine	27.59%	27.54%	28.05%

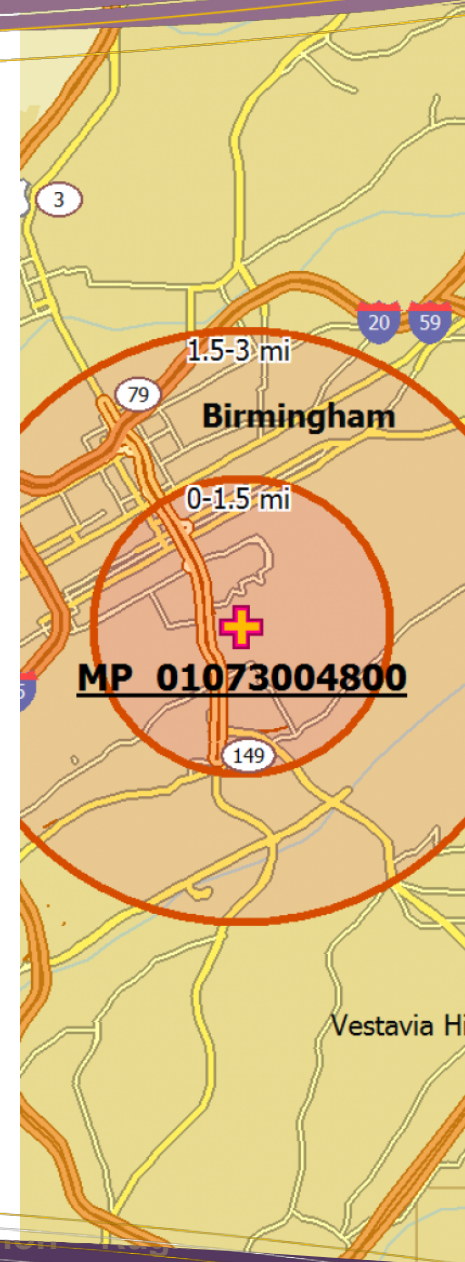
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ESPN News	27.36%	23.94%	20.85%
BET (Black Entertainment TV)	26.5%	25.84%	25.1%
Discovery Health Channel	26.43%	21.23%	17.64%
TCM (Turner Classic Movies)	26.26%	25.06%	24.38%
Adult Pay Per View TV	26.14%	28.14%	27.95%
Hallmark Channel	26.12%	25.51%	24.83%
Adult Swim	25.86%	22.86%	22.03%
The Golf Channel	25.59%	24.49%	22.82%
USA Network	25.36%	23.95%	23.24%
TV Info From Newspapers	24.76%	24.86%	25.29%
Nickelodeon	24.59%	24.48%	24.94%
Nick At Nite	24.3%	23.12%	22.44%

# 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.

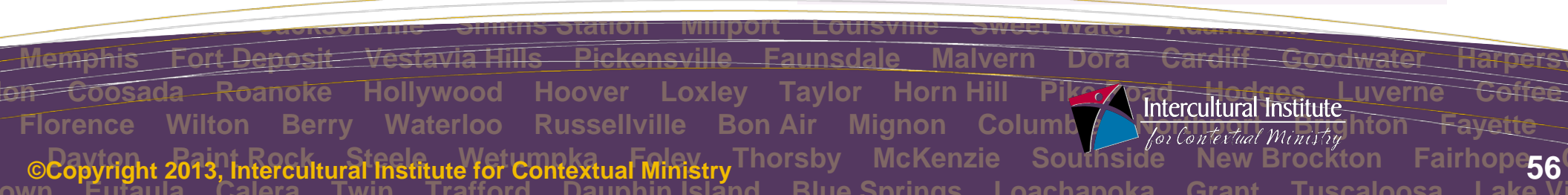


# Potential Print Media Usage:

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+)	23.75%	20.73%	19.22%
Medium Users (4-6)	11.59%	10.42%	9.67%
Light Users (1-3)	19.78%	19.5%	20.08%
Quintiles (20%)			
Newspaper I (Heavy)	1.01%	1.15%	0.97%
Newspaper II	1.65%	1.76%	1.7%
Newspaper III	2.55%	2.31%	2.79%
Newspaper IV	0.27%	0.3%	0.29%
Newspaper V (Light)	0.8%	0.89%	0.98%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.41%	20.49%	22.16%
Magazines II	8.91%	9.32%	10.03%
Magazines III	9.44%	10.02%	10.88%
Magazines IV	10.5%	12.09%	13.69%
Magazines V (Light)	0.74%	0.75%	0.82%
Outdoor I (Heavy)	9.03%	8.73%	8.61%
Outdoor II	3.16%	3.9%	4.18%
Outdoor III	3.74%	4.74%	5.22%
Outdoor IV	15.63%	15.82%	16%
Outdoor V (Light)	24.2%	24.42%	23.92%
Yellow Pages I (Heavy)	13.06%	14.11%	15.04%
Yellow Pages II	8.06%	7.92%	8.05%
Yellow Pages III	7.37%	8.55%	8.72%
Yellow Pages IV	22.41%	21.77%	22.41%
Yellow Pages V (Light)	3.88%	4.41%	4.79%

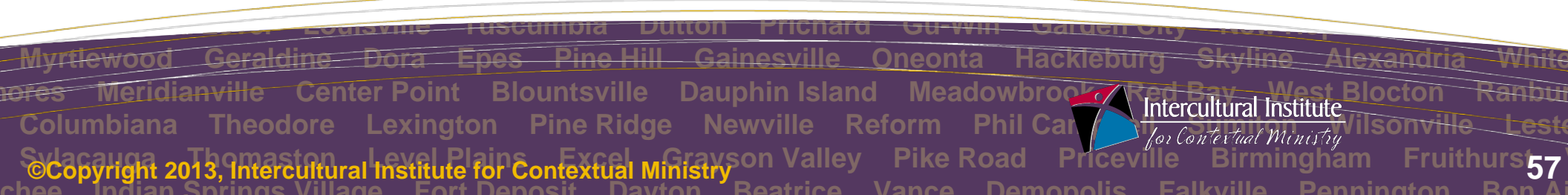


# Potential Multimedia Usage

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)	3.61%	3.42%	3.75%
Drive Time III (Medium)	0.66%	0.86%	1.15%
Radio IV & V (Light)	2.19%	2.69%	3.28%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.7%	10.18%	11.21%
Radio III (Medium)	4.11%	4.04%	4.41%
Radio IV & V (Light)	3.23%	3.77%	4.14%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	16.29%	14.24%	13.19%
Cable III (Medium)	5.71%	5.63%	5.45%
Cable IV & V (Light)	35.02%	36.24%	36.06%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.86%	4.28%	4.49%
Prime Time III (Medium)	1.7%	1.34%	1.36%
Prime Time IV & V (Light)	9.25%	10.62%	10.81%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.79%	40.63%	40.81%
Fringe III (Medium)	49.04%	49.92%	51.78%
Fringe IV (Light)	52.23%	52.34%	54.01%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	12.63%	14.96%	16.72%
All Day III (Medium)	23.26%	23.85%	24.23%
All Day IV (Light)	16.01%	18.04%	19.73%



# 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]	12.88%	12.33%	11.99%
6:00am - 10:00am	23.92%	21.21%	20.36%
10:00am - 3:00pm	13.1%	14.31%	13.94%
3:00pm - 7:00pm	13.84%	15.75%	16.46%
7:00pm - Midnight	15.29%	14.28%	13.91%
Midnight - 6:00am	8.34%	9.03%	8.54%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.35%	14.53%	14.3%
6:00am - 10:00am	6.02%	5%	4.42%
10:00am-3:00pm	10.47%	8.95%	7.92%
3:00pm - 7:00pm	8.23%	9.56%	8.91%
7:00pm - Midnight	9.97%	10.72%	10.95%
Midnight - 6:00am	15.73%	16.21%	15.21%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	9.1%	8.29%	7.63%
Saturday:	8.34%	8.54%	9.05%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.67%	10.35%	9.55%
9:00am-1:00pm	24.3%	23.12%	22.44%
9:00am-4:00pm	28.82%	27.31%	26.34%
4:00pm-7:00pm	29.65%	30.13%	30.57%
11:00pm-1:00am	40.08%	40.42%	40.12%
AVG Prime time	4.16%	4.89%	4.97%
Mon-Sun			

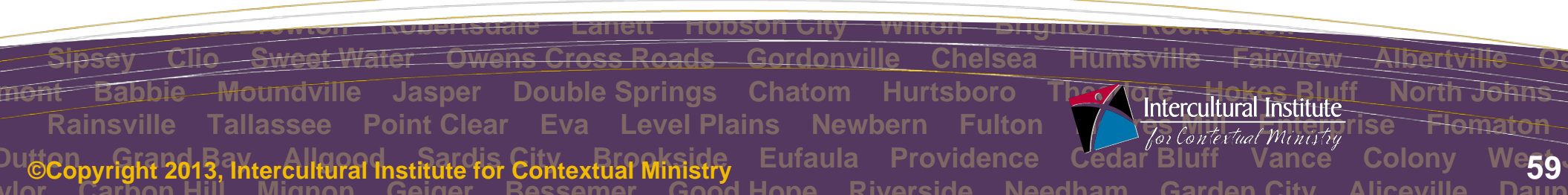


# Potential Weekday & Weekend TV Media Usage:

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	20.84%	19.5%	18.61%
7-9am	29.63%	27.77%	26.32%
9am-12noon	18.87%	16.69%	16.24%
12noon-4pm	9.95%	10.62%	10.1%
4-6pm	52.26%	51.45%	50.34%
6-7pm	16.42%	16.78%	16.71%
7-7:30pm	2.2%	1.84%	1.77%
7:30-8pm	10.41%	10.35%	10.24%
8-11pm	9.1%	8.29%	7.63%
11pm-12am	31.55%	31.33%	31.37%
11pm-1am	40.08%	40.42%	40.12%
1-6am	35.6%	34.31%	32.5%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	21.15%	20.21%	19.72%
Sat: 10am-1pm	8.96%	9.97%	10.71%
Sat: 1-4pm	24.55%	23.81%	23.61%
Sat: 4-6pm	8.22%	8.1%	8.24%
Sat: 6-7pm	1.92%	1.8%	1.94%
Sat: 7-8pm	1.08%	1.14%	1.31%
Sat: 8-11pm	8.34%	8.54%	9.05%
Sat: 11pm-1am	5.92%	6.32%	7.04%
Sat: 1am-7pm	25.36%	23.95%	23.24%
Sun: 7-10am	2.28%	2.19%	2.07%
Sun: 10am-1pm	5.27%	5.37%	5.26%
Sun: 1-4pm	5.86%	5.71%	5.54%
Sun: 4-7pm	12.19%	12.52%	12.19%
Sun: 7-11pm	10.67%	10.35%	9.55%
Sun: 11pm-1am	6%	5.91%	5.67%
Sun: 1-7am	21.23%	21.14%	20.42%



# 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?

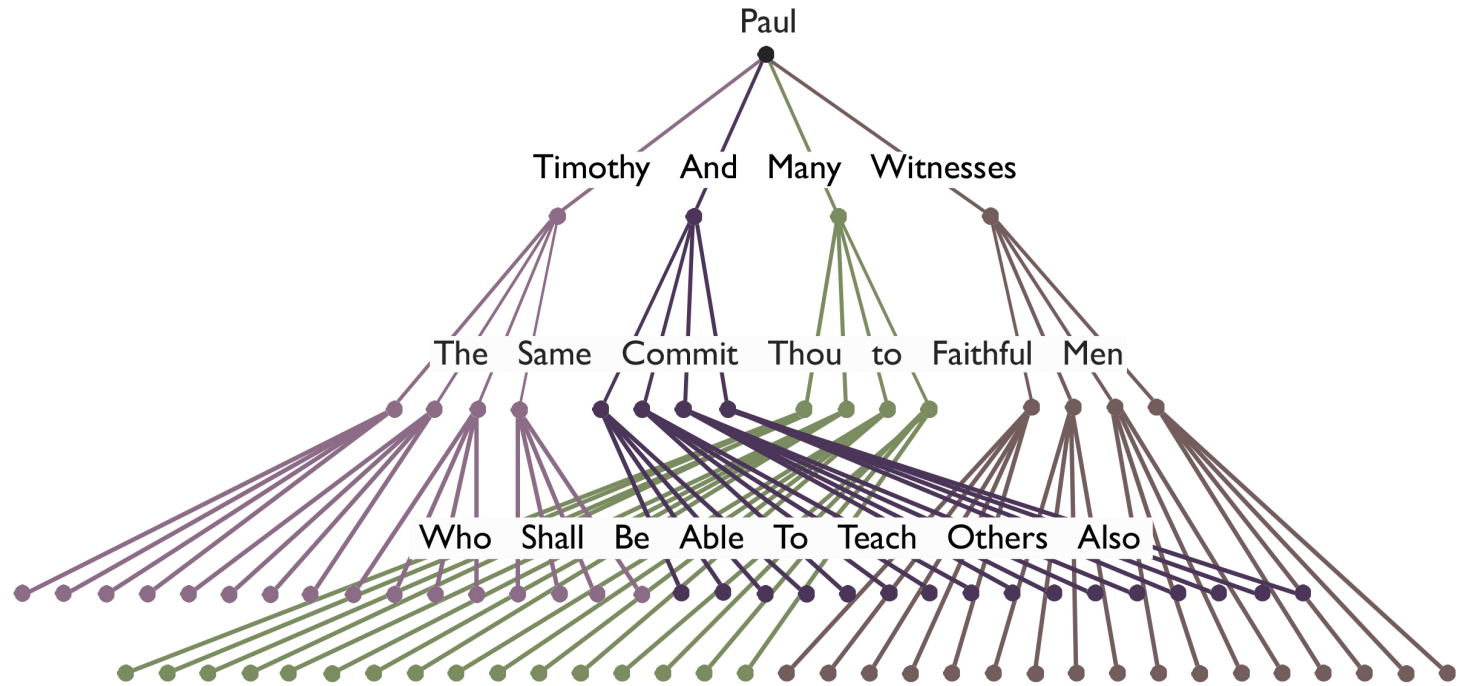


# Biblical Missional Multiplication

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.



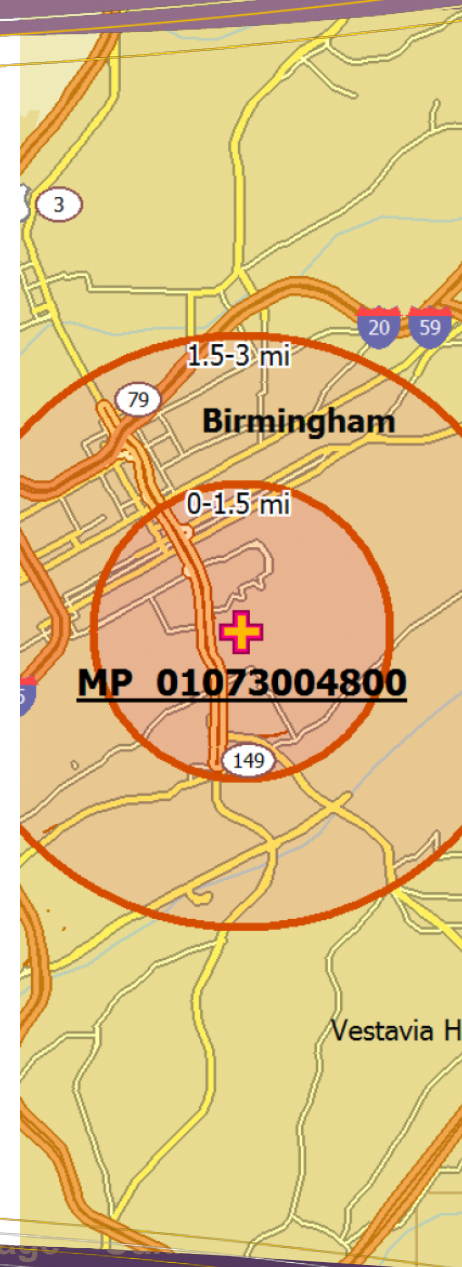


## Your MissionSite and the Missional Suite

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)



# 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	WRSHIP AVG	IICM CGR
1	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	0.57 mi	176	Growing
2	Southside	PO Box 55058 Birmingham, AL 35255	0.67 mi	163	Declining
3	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	0.67 mi	0	Plateauing
4	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	1.47 mi	0	Plateauing
5	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	1.65 mi	0	Plateauing
6	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	1.70 mi	529	Plateauing
7	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	2.22 mi	2,245	Plateauing
8	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	2.36 mi	419	Declining
9	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	2.86 mi	413	Plateauing
10	New Birth Christian	19 Ragland Drive Odenville, AL 35120	3.14 mi	0	Plateauing
11	Central Missionary	PO Box 12784 Birmingham, AL 35202	3.23 mi	65	Declining
12	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	3.34 mi	1,615	Growing
13	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	3.51 mi	318	Plateauing
14	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	3.62 mi	233	Declining
15	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	3.65 mi	141	Growing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	3.96 mi	91	Declining
17	Mt. Zion	715 12th Ave W Birmingham, AL 35204	3.98 mi	100	Plateauing
18	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	4.11 mi	239	Growing
19	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	4.15 mi	0	Plateauing
20	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	4.24 mi	0	Plateauing
21	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	4.29 mi	75	Plateauing
22	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	4.42 mi	562	Declining
23	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	4.46 mi	2,096	Growing
24	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	4.49 mi	61	Growing
25	Good News	2023 37th Ave N Birmingham, AL 35207	4.51 mi	0	Plateauing
26	Sardis	1615 4th Ct W Birmingham, AL 35208	4.52 mi	1,100	Plateauing
27	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	4.63 mi	1,431	Growing
28	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	4.64 mi	0	Plateauing
29	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	4.84 mi	87	Growing
30	Thomas First	153 1st Street Thomas Birmingham, AL 35214	4.87 mi	38	Growing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Fairview	2501 29th Place Ensley Birmingham, AL 35208	5.14 mi	54	Plateauing
32	Plainview	1389 Park Ave Birmingham, AL 35217	5.15 mi	38	Declining
33	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	5.21 mi	216	Plateauing
34	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	5.22 mi	0	Plateauing
35	Cathedral of Faith	4720 Court V Birmingham, AL 35208	5.24 mi	0	NoData
36	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	5.26 mi	76	Growing
37	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	5.30 mi	0	Plateauing
38	South Park	2341 Pearson Ave SW Birmingham, AL 35211	5.31 mi	69	Growing
39	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	5.32 mi	60	Declining
40	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	5.37 mi	215	Growing
41	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	5.37 mi	69	Declining
42	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	5.41 mi	0	Plateauing
43	Central	1225 E Lake Blvd Birmingham, AL 35217	5.46 mi	101	Declining
44	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	5.50 mi	180	Declining
45	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	5.51 mi	14	Plateauing





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

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

