

# MissionSite

top unreached locations



BIRMINGHAM, AL

CENSUS TRACT: 01073005800

REGION: North Central Region

ASSOCIATION: Birmingham

DISTRICT: 11: Birmingham Metro District

COUNTY: Jefferson

SITESCAPE: Suburbscene

DENSITY PATTERN: K

Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

# MissionSite (TM) Table of Contents

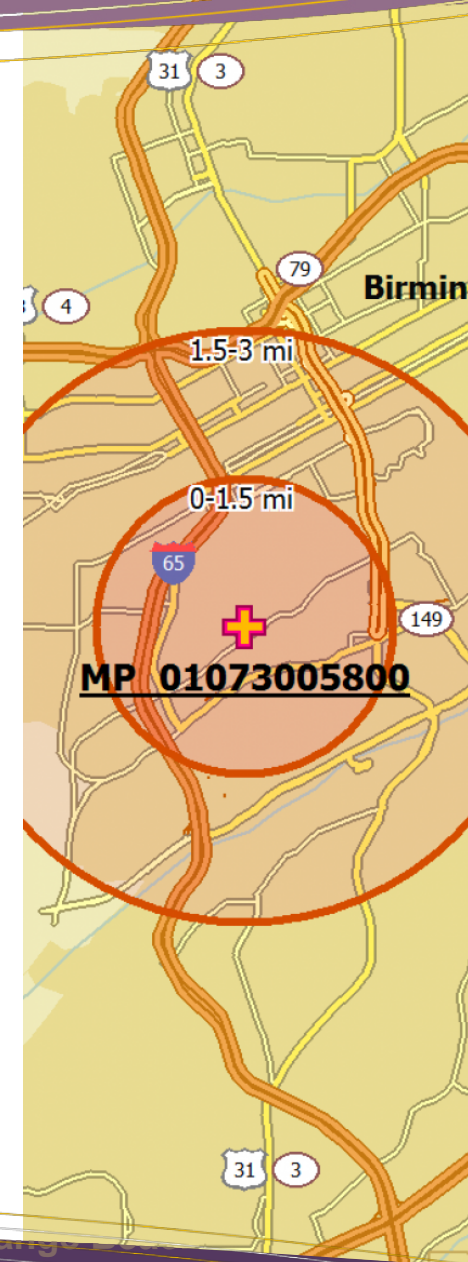
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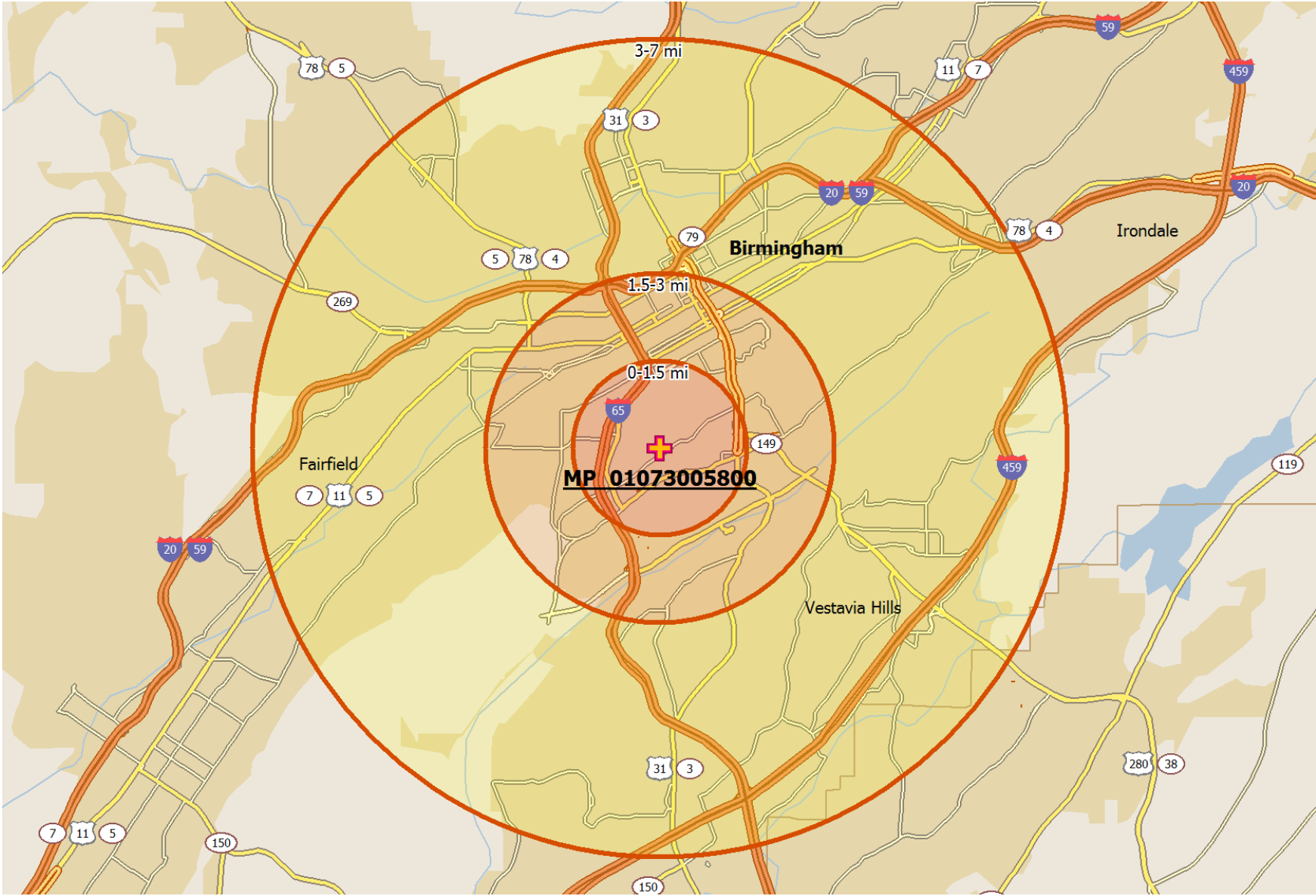
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35209	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	K	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	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with population of 250,000 or more.
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	28,127	50,559	227,432
2010 Households	13,959	22,788	91,862
2010 Group Quarters Population	624	4,774	6,475

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	64	63	55
Language Diversity National Index	45	23	22
Foreign Born Diversity National Index	89	50	56
Ancestry Diversity National Index	23	12	24
Racial Diversity National Index	75	67	65





# Site Location Summary - County Environment

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

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

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

# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	2,111	15.12%
Mainstay Communities	Established, Diverse Households	242	1.73%
Working Communities	Blue-collar, Working Families	1,391	9.96%
Country Communities	Rural, Agri. & Mining Families	22	0.16%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,380	24.21%
Urban Communities	High Density, Inner-city Neighborhoods	6,814	48.81%



# 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	9,969	5.28%
Unreached %	70.04%	71.41%	101.96
Religious But NOT Evangelical HH	59,062	3,296	5.58%
Religious But NOT Evangelical %	21.91%	23.61%	107.79
Spiritual But NOT Relig or Evang HH	23,159	1,090	4.71%
Spiritual But NOT Relig or Evang %	8.59%	7.81%	90.92
Not Evangelical, Not Interested HH	108,094	5,715	5.29%
Not Evangelical, Not Interested %	40.09%	40.94%	102.12



# 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	14	5.43%
Active ALSBOM Attenders	47,650	8,760	18.38%
Active Evangelical Households	60,770	7,475	12.3%
Active Evangelical Percent	22.54%	20.34%	90.25
Inactive Evangelical Households	20,000	2,460	12.3%
Inactive Evangelical Percent	7.42%	6.69%	90.25
# New Churches Needed	0	4	0%





# Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Dawson Memorial	0.55 mi	2,245	Plateauing
2	New Birth Christian	0.78 mi	0	Plateauing
3	Raleigh Avenue	1.37 mi	141	Growing
4	Sixth Avenue	1.48 mi	1,615	Growing
5	Birmingham First	1.82 mi	419	Declining
6	Southside	1.84 mi	163	Declining
7	Korean (Southside)	1.84 mi	0	Plateauing
8	Baptist Church of the Covenant	2.30 mi	176	Growing
9	New Hope	2.65 mi	1,431	Growing
10	Shades Mountain	2.65 mi	2,096	Growing
11	Iglesia Cristiana Agape	2.67 mi	61	Growing
12	Grace Covenant	2.79 mi	0	Plateauing
13	Vestavia Hills	2.88 mi	413	Plateauing
14	Downtown Church	2.94 mi	0	Plateauing
15	South Park	3.39 mi	69	Growing

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
16	Berney Points	3.48 mi	180	Declining
17	Sardis	3.48 mi	1,100	Plateauing
18	Fullness Christian Fellowship	3.54 mi	215	Growing
19	Mountain Brook	3.59 mi	529	Plateauing
20	Cathedral of Faith	3.65 mi	0	NoData
21	Mt. Zion	3.73 mi	100	Plateauing
22	Fairview	3.79 mi	54	Plateauing
23	New Hope-South Avondale	3.96 mi	0	Plateauing
24	Central Park	4.18 mi	118	Plateauing
25	New Birth Missionary	4.23 mi	0	Plateauing
26	Green Acres	4.41 mi	42	Declining
27	Thomas First	4.57 mi	38	Growing
28	Philadelphia	4.59 mi	239	Growing
29	Bluff Park	4.64 mi	105	Declining
30	Cahaba Heights	4.90 mi	91	Declining

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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



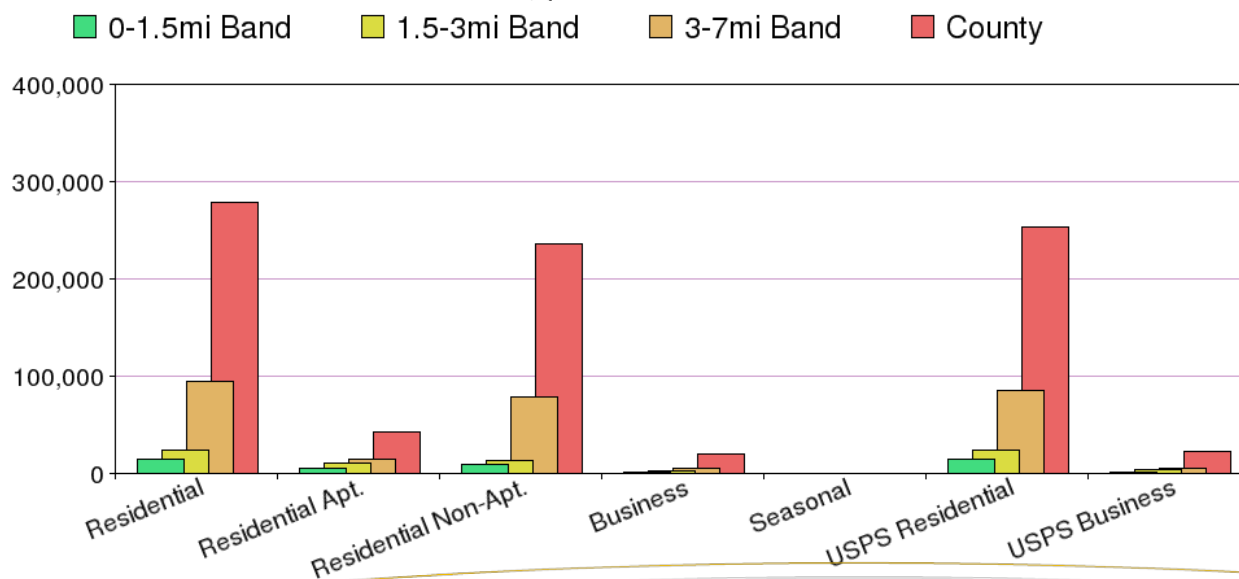
# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	651,526	29,955	4.6%
2000 Population	662,047	30,623	4.63%
2010 Population	666,792	28,127	4.22%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	15,124	6.01%
2000 Households	263,265	14,940	5.67%
2010 Households	269,609	13,959	5.18%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	14,315
Residential Apt.	5,487
Residential Non-Apt.	8,828
Business	924
Seasonal	0
USPS Residential	14,059
USPS Business	1,046

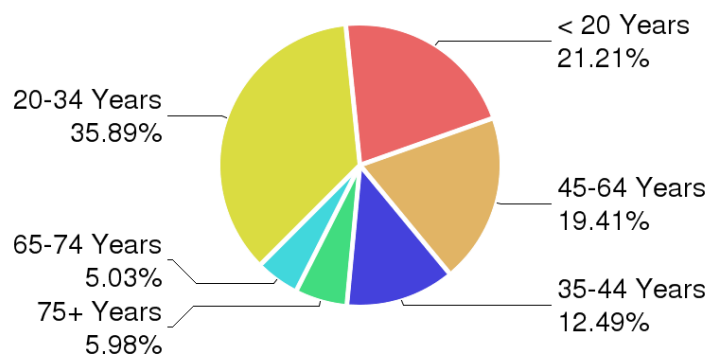
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.45%	113.56
4-5 Years	2.7%	2.19%	81.11
6-8 Years	3.98%	2.99%	75.13
9-11 Years	3.86%	2.58%	66.84
12-13 Years	2.52%	1.54%	61.11
14-17 Years	5.08%	3.58%	70.47
18-19 Years	2.53%	1.88%	74.31
0-5 Years	8.38%	8.64%	103.1
6-12 Years	9.1%	6.35%	69.78
13-19 Years	8.87%	6.22%	70.12
< 20 Years	26.35%	21.21%	80.49
20-34 Years	20.74%	35.89%	173.05
35-44 Years	12.98%	12.49%	96.22
45-64 Years	25.86%	19.41%	75.06
65-74 Years	7.12%	5.03%	70.65
75+ Years	6.94%	5.98%	86.17
Median Age	37	34	92.71
Median Age (Male)	35	33	93.65
Median Age (Female)	39	36	91.68

Age Group Percentages



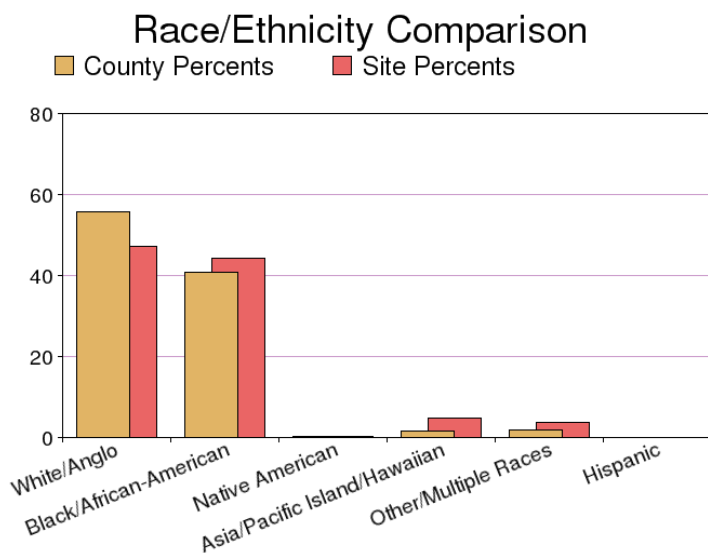


# Current Demographic Summary

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%	47.12%	84.69
Black, African-American	40.69%	44.14%	108.48
Native American	0.36%	0.36%	98.37
Asian	1.49%	4.51%	302.2
Pacific Island, Hawaiian	0.08%	0.22%	265.31
Other/Multiple Races	1.74%	3.65%	210.19
Hispanic	0%	10%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	18,856	
Less than 9th Grade	3.46%	2.61%	132.65
No High School Diploma	8.86%	5.8%	152.7
High School Graduate	28.96%	16.97%	170.62
Some College, no degree	22.64%	21.96%	103.09
Associate Degree	7.22%	6.63%	108.83
College Degree	17.82%	27.83%	64.05
Graduate/Prof. degree	11.04%	18.2%	60.68

# 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%	8.63%	134.16
\$10,000 to \$19,999	13.29%	14.89%	112.03
\$20,000 to \$29,999	12.05%	15.85%	131.59
\$30,000 to \$49,999	20.54%	22.47%	109.35
\$50,000 to \$59,999	8.47%	8.51%	100.44
\$60,000 to \$69,999	6.88%	5.62%	81.67
\$70,000 to \$79,999	5.9%	4.98%	84.34
\$80,000 to \$89,999	4.74%	3.92%	82.7
\$90,000 to \$99,999	3.22%	2.74%	85.09
\$100,000 to \$124,999	6.59%	5.22%	79.29
\$125,000 to \$149,999	3.44%	2.9%	84.31
\$150,000 to \$199,999	3.44%	2.47%	71.84
\$200,000 to \$249,999	1.12%	0.64%	56.73
\$250,000 or more	2.08%	1.18%	56.71
Median Household	45,427	40,180	88.45
Average Household	68,011	62,190	91.44
Per Capita Household	28,213	31,016	109.94
Family/Non-Family Household Income			
Median Family Income	58,390	57,207	97.97
Average Family Income	83,931	79,286	94.47
Median Non-Family Income	28,382	30,393	107.09
Average Non-Family Income	39,159	43,082	110.02

# 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%	44.72%	69.4
Families with Children	32.53%	22.13%	68.02
Families without Children	31.91%	22.59%	70.81
<b>Non-Family Households</b>			
% Non-Family Households	35.56%	55.28%	155.45
Non-Families with Children	0.19	0.25	130.75
Non-Families without Children	35.37	55.03	155.59
<b>Housing Units</b>			
			Index
Total Housing Units	313,876	16,267	
Vacant percent	14.1%	14.19%	100.6
Owned percent	58.37%	33.87%	58.02%
Rented Percent	27.52%	51.95%	188.74
<b>Households by Size</b>			
			Index
Avg household size	2.41	1.97	81.74
Avg family hh size	3.12	2.87	91.99
Avg non-family hh size	1.13	1.25	110.62
<b>Households By Count of Persons</b>			
			Percent
One	84,836	6,385	7.53%
Two	81,467	4,058	4.98%
Three or Four	80,946	2,956	3.65%
Five+	22,360	560	2.5%

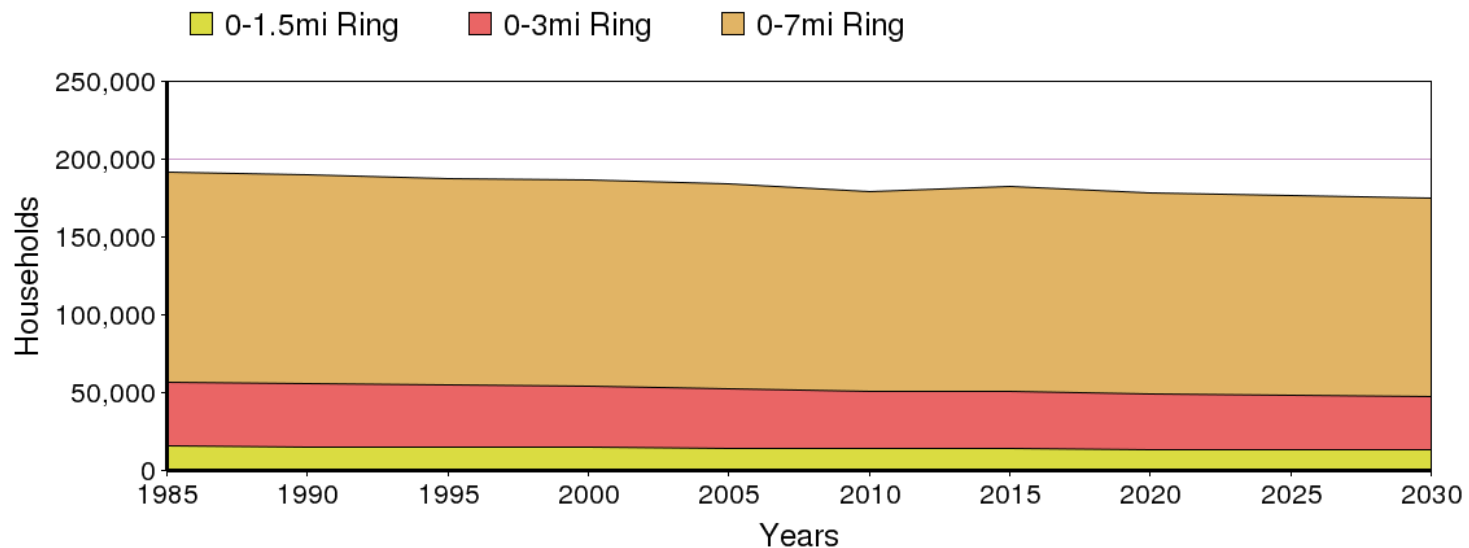
# Projected Demographic Summary

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	29,955	4.6%
2000 Population	662,047	30,623	4.63%
2010 Population	666,792	28,127	4.22%
2015 Population	675,554	27,684	4.1%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	15,124	6.01%
2000 Households	263,265	14,940	5.67%
2010 Households	269,609	13,959	5.18%
2015 Households	277,141	13,940	5.03%

Household Change from 1985 to 2030





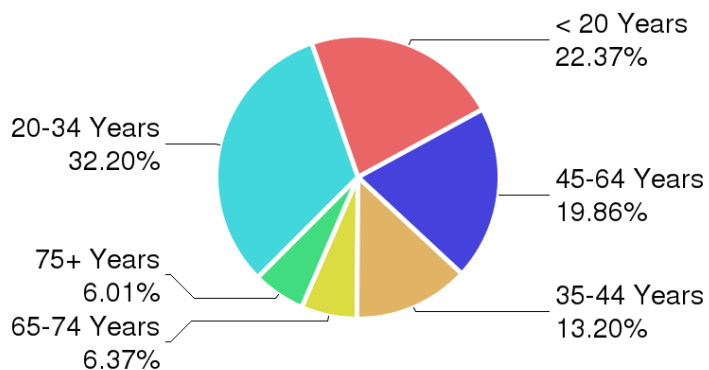
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.45%	6.45%	100
4-5 Years	2.19%	2.39%	109.13
6-8 Years	2.99%	3.29%	110.03
9-11 Years	2.58%	2.9%	112.4
12-13 Years	1.54%	1.74%	112.99
14-17 Years	3.58%	3.72%	103.91
18-19 Years	1.88%	1.89%	100.53
0-5 Years	8.64%	8.84%	102.31
6-12 Years	6.35%	7.06%	111.18
13-19 Years	6.22%	6.47%	104.02
< 20 Years	21.21%	22.37%	105.47
20-34 Years	35.89%	32.21%	89.75
35-44 Years	12.49%	13.2%	105.68
45-64 Years	19.41%	19.86%	102.32
65-74 Years	5.03%	6.37%	126.64
75+ Years	5.98%	6.01%	100.5
Median Age	37	36	95.83
Median Age (Male)	35	34	95.12
Median Age (Female)	39	37	95.3

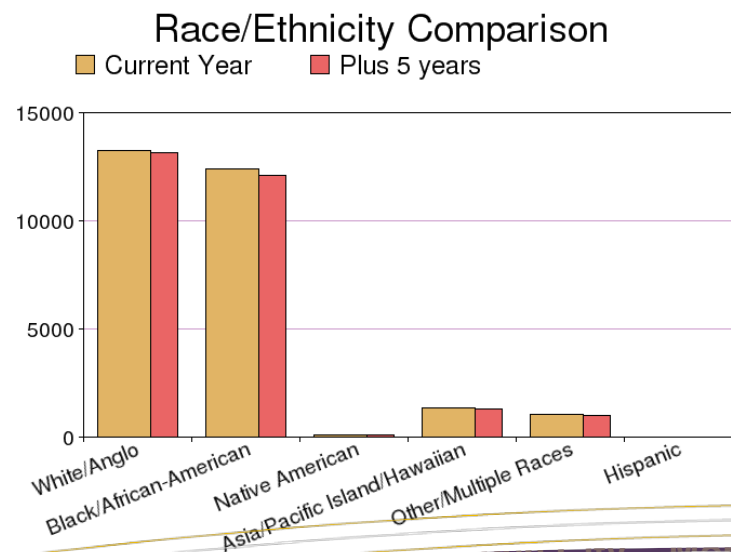
Projected Age Group Percentages



# 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.



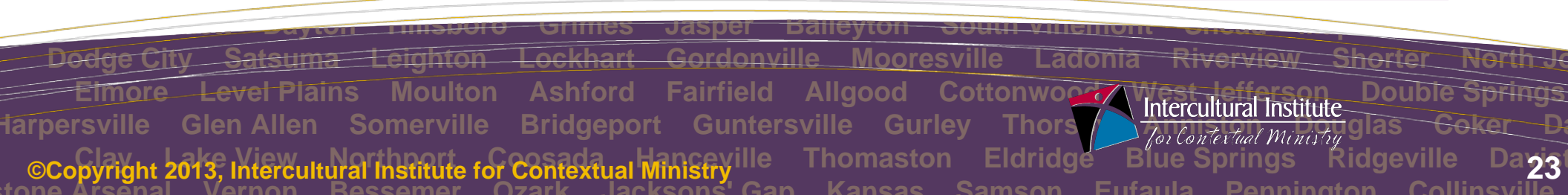
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	47.12%	47.45%	100.7
Black, African-American	44.14%	43.79%	99.22
Native American	0.36%	0.39%	109.73
Asian	4.51%	4.45%	98.56
Pacific Island, Hawaiian	0.22%	0.26%	117.99
Other/Multiple Races	3.65%	3.67%	100.41
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	18,856	18,511	
Less than 9th Grade	2.61%	2%	76.81
No High School Diploma	5.8%	4.7%	81.01
High School Graduate	16.97%	17.24%	101.61
Some College, no degree	21.96%	21.55%	98.12
Associate Degree	6.63%	7.23%	108.95
College Degree	27.83%	28.2%	101.34
Graduate/Prof. degree	18.2%	19.08%	104.83

# 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	8.63%	7.53%	87.24
\$10,000 to \$19,999	14.89%	14.65%	98.35
\$20,000 to \$29,999	15.85%	15.2%	95.88
\$30,000 to \$49,999	22.47%	21.61%	96.18
\$50,000 to \$59,999	8.51%	8.52%	100.05
\$60,000 to \$69,999	5.62%	5.88%	104.61
\$70,000 to \$79,999	4.98%	5.34%	103.02
\$80,000 to \$89,999	3.92%	4.29%	104.9
\$90,000 to \$99,999	2.74%	2.82%	103.02
\$100,000 to \$249,999	5.22%	5.81%	111.26
\$125,000 to \$149,999	2.9%	3.25%	112
\$150,000 to \$199,999	2.47%	2.89%	116.97
\$200,000 to \$249,999	0.64%	0.72%	112.51
\$250,000 or more	1.18%	1.34%	113.49
Median Household	40,180	42,427	105.59
Average Household	62,190	68,031	109.39
Per Capita Household	31,016	34,427	111
<b>Family/Non-Family Household Income</b>			
Median Family Income	57,207	62,525	109.3
Average Family Income	79,286	89,653	113.08
Median Non-Family Income	30,393	31,540	103.77
Average Non-Family Income	43,082	45,088	104.66



# 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	44.72%	43.92%	98.2
Families with Children	22.13	21.59	97.54
Families without Children	22.59	21.76	96.29
<b>Non-Family Households</b>			
% Non-Family Households	55.28%	56.08%	101.46
Non-Families with Children	0.25	0.17	101.46
Non-Families without Children	55.03	55.91	101.61
<b>Housing Units</b>			
Total Housing Units	16,267	16,254	99.92%
Vacant percent	14.19%	14.24%	100.34
Owned percent	33.87%	33.59%	99.19
Rented Percent	51.95%	52.17%	100.44
<b>Households by Size</b>			
Avg household size	1.97	1.94	98.48%
Avg family hh size	2.87	2.88	100.35%
Avg non-family hh size	1.25	1.21	96.8%
<b>Households By Count of Persons</b>			
One	6,385	6,566	102.83%
Two	4,058	3,946	97.24%
Three or Four	2,956	2,886	97.63%
Five+	560	543	96.96%



# 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).

<b>BORN IN:</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Foreign Born Pop	2,211	2,184	7,003
Northern Europe	81	159	306
Western Europe	49	132	352
Southern Europe	17	82	63
Eastern Europe	57	232	177
Other Europe	0	0	0
Eastern Asia	387	507	724
So. Central Asia	138	209	659
SE Asia	225	65	457
Western Asia	122	50	233
Other Asia	54	11	12

<b>BORN IN:</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Eastern Africa	241	74	119
Middle Africa	0	0	0
Northern Africa	11	11	32
Southern Africa	0	0	31
Western Africa	33	57	169
Other Africa	7	22	11
Oceania	0	23	9
Caribbean	50	79	289
Central Amer.	585	296	2,917
South America	81	109	238
North America	73	66	205
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	24,473	51,905	205,471
Spanish	1,505	1,235	6,784
Other Indo-Euro language	533	1,306	3,091
French (incl. Patois, Cajun)	188	418	1,064
French Creole	0	0	19
Italian	11	69	185
Portuguese	12	0	55
German	78	239	611
Yiddish	0	5	55
Other West Germanic	0	26	60
A Scandinavian Language	7	9	0
Greek	23	113	204
Russian	39	131	66
Polish	0	0	16
Serbo-Croatian	0	18	0
Other Slavic Language	21	24	30
Armenian	0	0	10
Persian	23	8	215
Gujarathi	17	41	84
Hindi	44	17	246
Urdu	28	20	64

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	23	51	41
Asian/PI languages	0	0	0
Chinese	310	454	541
Japanese	55	56	85
Korean	60	43	127
Mon-Khmer, Cambodian	7	0	31
Miao, Hmong	0	0	8
Thai	12	42	64
Laotian	0	0	0
Vietnamese	121	43	366
Other Asian	42	59	145
Tagalog	6	15	45
Other Pacific Is	5	0	50
Other languages	554	401	739
Navajo	0	0	0
Other Native N. American	5	0	11
Hungarian	5	4	11
Arabic	242	137	323
Hebrew	61	65	72
African languages	241	187	291
Other unspecified	0	8	31



# 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	24,081	45,871	178,810
Arab	366	281	691
Armenian	10	0	17
Austrian	12	73	105
British	162	346	1,157
Canadian	64	58	119
Croatian	15	14	29
Czech	32	34	107
Czechoslovak	0	7	38
Danish	26	33	75
Dutch	183	280	923
English	2,070	4,707	14,910
European	264	331	1,709
Finnish	19	19	93
French (not Basque)	377	698	1,790
French Canadian	59	110	220
German	1,493	2,227	7,049
Greek	130	217	568
Hungarian	22	69	180
Iranian	31	12	118

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,555	2,081	7,504
Italian	582	915	3,262
Lithuanian	20	47	120
Norwegian	57	182	452
Polish	72	159	710
Portuguese	0	14	63
Romanian	3	23	84
Russian	65	208	400
Scandinavian	40	36	83
Scotch-Irish	708	1,257	4,395
Scottish	588	971	3,341
Slovak	7	14	75
Subsaharan African	558	729	2,129
Swedish	44	156	284
Swiss	20	35	194
Ukrainian	5	40	89
US/American	1,793	3,247	13,833
Welsh	59	194	585
West Indian	37	99	229
Yugoslavian	0	18	30
Other	12,532	25,930	111,052

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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





# Using the Demographic Indicators

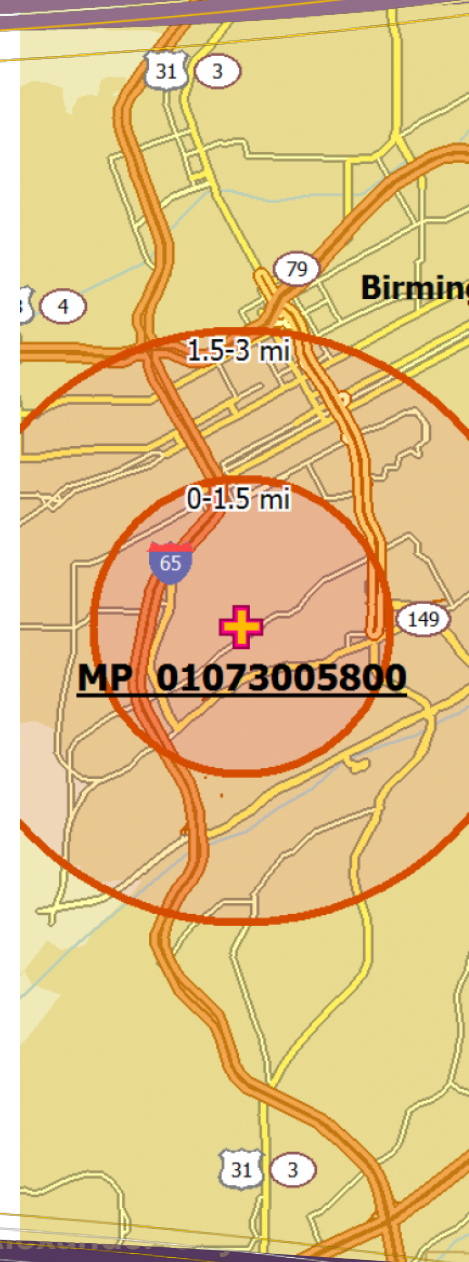
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	13,959	100%	9,971	100%
<b>AFFLUENT SUBURBIA</b>	1,036	7.42%	733	7.35%
America's Wealthiest	187	1.34%	150	1.5%
Dream Weavers	142	1.02%	102	1.02%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	15	0.11%	10	0.1%
Small Town Success	216	1.55%	150	1.5%
New Suburbia Fam.	476	3.41%	321	3.22%
<b>UPSCALE AMERICA</b>	1,075	7.7%	754	7.56%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	126	0.9%	102	1.02%
Urban Commuter Fam.	765	5.48%	514	5.15%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	184	1.32%	138	1.38%
<b>SM TWN SUCCESS</b>	133	0.95%	94	0.94%
2nd City Homebodies	67	0.48%	48	0.48%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	66	0.47%	46	0.46%

# 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	13,959	100%	9,971	100%
<b>BLUE COLLAR BACKBONE</b>	131	0.94%	79	0.79%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	130	0.93%	78	0.78%
Lower Income Essentials	1	0.01%	1	0.01%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	109	0.78%	80	0.8%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	52	0.37%	38	0.38%
Urban Advancement	30	0.21%	20	0.2%
Amer. Great Outdoors	0	0%	0	0%
Mature America	27	0.19%	22	0.22%
<b>METRO FRINGE</b>	1,260	9.03%	872	8.75%
Steadfast Conservative	683	4.89%	468	4.69%
Moderate Conventionalists	76	0.54%	51	0.51%
Southern Blues	501	3.59%	353	3.54%
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	13,959	100%	9,971	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>	3,237	23.19%	2,418	24.25%
Young Cosmopolitans	1,052	7.54%	824	8.26%
Minority Metro Communities	1,181	8.46%	875	8.78%
Stable Careers	899	6.44%	648	6.5%
Aspiring Hispania	105	0.75%	71	0.71%
<b>RURAL VILLAGES &amp; FARMS</b>	22	0.16%	13	0.13%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	22	0.16%	13	0.13%
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	13,959	100%	9,971	100%
<b>STRUGGLING SOCIETIES</b>	2,892	20.72%	2,033	20.39%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	45	0.32%	31	0.31%
Struggling city Centers	2,377	17.03%	1,612	16.17%
College Town Communities	470	3.37%	390	3.91%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	3,922	28.1%	2,779	27.87%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	3,276	23.47%	2,291	22.98%
Urban Diversity	94	0.67%	68	0.68%
New Generation Activists	0	0%	0	0%
Getting By	552	3.95%	420	4.21%
<b>VARYING LIFESTYLES</b>	143	1.02%	116	1.16%
Military Family Life	0	0%	0	0%
Major University Towns	143	1.02%	116	1.16%
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?



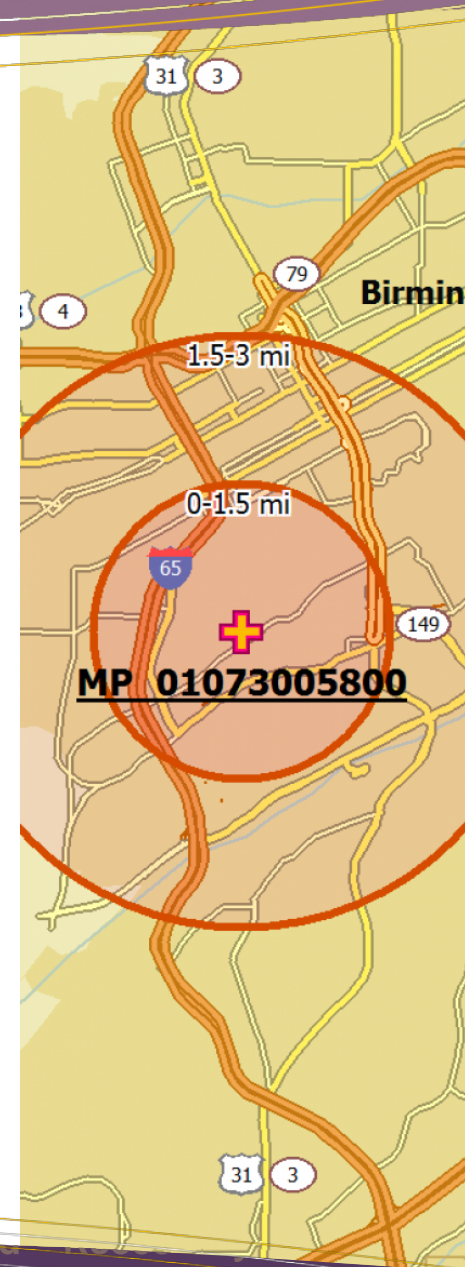
## Potential Cultural Bridges

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).

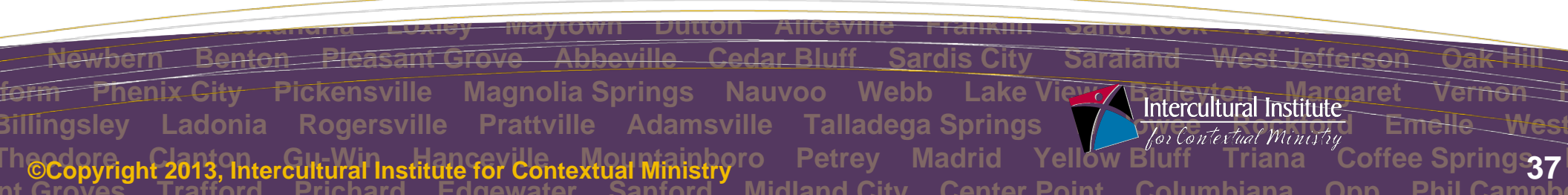


# Potential Cultural Bridges

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	68%	70%	70%
Use Comp. for Internet/E-mail	50%	52%	53%
Internet Use: E-Mail	43%	46%	47%
Use Comp. for Comp. Games	32%	32%	33%
Use Comp. for Word Processing	30%	35%	36%
Use Comp. for Education	29%	29%	31%
Use Comp. for Shopping	28%	31%	31%
Use Comp. for Banking	27%	29%	29%
HH Owns DVD Player	26%	28%	28%
Use Comp. for Digital Camera	26%	28%	29%
Photo Editing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	24%	27%	26%
Internet Use: Banking	24%	25%	25%
Use Comp. for News/Info./Data Service	20%	23%	23%
PC-Network-HH Has One	17%	18%	19%
Use Comp. for Personal Financial Mngmnt	12%	15%	15%
Internet Use: Shopping: Gathered Info. for Shopping	11%	14%	14%
Internet Use: Research/ Education	11%	13%	12%
Use Comp. for Filing/DB Mngmnt	11%	13%	13%
Use Comp. for Accounting	11%	13%	14%
Internet Use: Read Magazines/ Newspapers	10%	13%	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	69%	69%	69%
Reading Books	53%	56%	55%
Dining Out (Not Fast Food)	50%	53%	53%
Card Games	36%	39%	38%
Cooking for Fun	36%	37%	36%
Go To A Beach/Lake	31%	33%	34%
Board Games	27%	27%	28%
Gardening	24%	25%	26%
Going To	20%	21%	20%
Bars/Nightclubs/Dancing			
Visit Museum	19%	22%	22%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	64%	65%	65%
Gen./Fam. Practitioner	34%	35%	35%
Dentist	25%	27%	27%
None Of These	21%	21%	20%
Backache	20%	21%	21%
Hypertension/High Blood Pressure	19%	19%	19%
Eye Dr.	19%	20%	20%
High Cholesterol	16%	17%	17%
Acid Reflux Disease (GERD)	13%	13%	13%
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	28.9%	31.24%	30.37%
Live Theater	21.15%	24.33%	24.2%
Live Theater Most Often	16.7%	18.92%	19.08%
Rock/Pop Concerts Most Often	16%	16.58%	16.08%
Dance Performance	11.69%	12.69%	12.02%
Comedy Club	10.56%	11.31%	11.04%
Movies: Comedy	41.82%	41.32%	42.19%
Movies: Action/Adventure	39.7%	40.51%	40.27%
Movies: Drama	24.83%	25.95%	26.33%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	22.12%	22.48%	23.12%
Movies: Fam.	20.8%	19.69%	20.77%
Movies: Mystery	19.73%	21.75%	20.74%
MLB Baseball Reg. Season	7.13%	8.6%	8.54%
NFL Football Reg. Season	5.29%	6.23%	6.55%
College Football Reg. Season	5.28%	6.02%	6.44%
College Basketball Reg. Season	4.47%	4.82%	4.87%
NBA Basketball Reg. Season	3.32%	4.15%	4.17%
NHL Hockey Reg. Season	2.72%	3.42%	3.22%

# 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	38.27%	39.59%	39.72%
Swimming	26%	27.66%	28.27%
Bowling	19.87%	19.56%	20.39%
Billiards/Pool	19%	18.27%	17.61%
Jogging/Running	17.64%	18.29%	18.16%
Basketball	16.92%	15.79%	15.91%
Weight Training	15.01%	16.99%	16.66%
Using Cardio Machine	12.73%	14.49%	13.87%
Football	12.46%	11.22%	11.13%
Freshwater Fishing	12.31%	12.03%	12.34%
Baseball	11.29%	10.82%	10.7%
Stationary Cycling	11.2%	12.22%	12.27%
Aerobics	11.15%	11.8%	11.91%
Mountain/Road Biking	10.85%	11.64%	11.45%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Golf	10.74%	11.98%	12.47%
Camping Trips	8.11%	8.56%	8.88%
Yoga	7.88%	8.51%	8.09%
Backpacking/Hiking	7.84%	8.78%	8.45%
Volleyball	7.73%	7.57%	7.7%
Tennis	7.67%	8.22%	7.89%
Soccer	7.63%	7.47%	7%
Softball	7.52%	7.45%	7.29%
Roller Skating	6.36%	6.2%	6.07%
Target Shooting	5.83%	5.59%	5.64%
Ice Skating	5.25%	5.6%	5.61%
Saltwater Fishing	5.25%	5.99%	5.91%
Power Boating	5.18%	5.89%	6.1%
Hunting	4.57%	4.58%	4.42%

# 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
Snorkeling	4.32%	5.17%	4.77%
Horseback Riding	4.27%	4.29%	4.18%
Canoeing/Kayaking	4.23%	4.98%	5.13%
Motorcycling	4.13%	4.02%	4.15%
Jet Skiing	4.01%	4.25%	4.16%
Downhill & X-Country Skiing	3.92%	4.87%	4.87%
Racquetball	3.9%	3.87%	4.04%
Rock Climbing	3.57%	3.61%	3.32%
Water Skiing	3.51%	3.59%	3.56%
Fly Fishing	3.43%	3.58%	3.71%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hockey	3.27%	3.28%	3.34%
Snowboarding	3.18%	3.36%	3.26%
Martial Arts	3.14%	3.54%	3.17%
Archery	2.98%	2.94%	2.94%
Skateboarding	2.81%	3.03%	2.96%
Snowmobiling	2.71%	2.81%	2.79%
Sailing	2.62%	3.33%	3.13%
Auto Racing	2.29%	2.6%	2.44%
Surfing & Windsurfing	2.28%	2.85%	2.56%
Rowing	2.05%	2.37%	2.25%

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

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

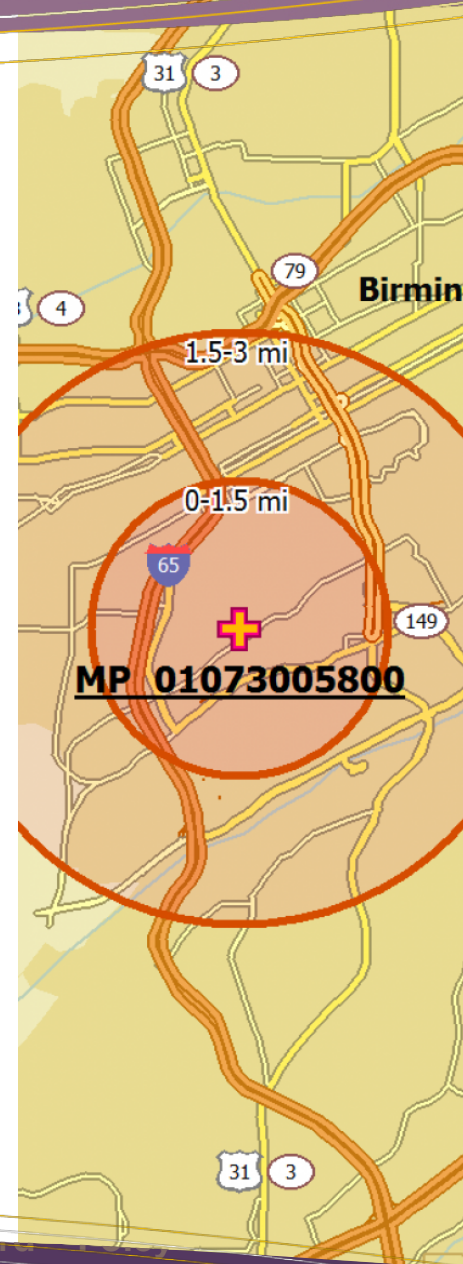
### BIBLICAL BARRIERS

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

### ECCLESIAL BARRIERS

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

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





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

### CULTURAL BARRIERS OF UNDERSTANDING

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

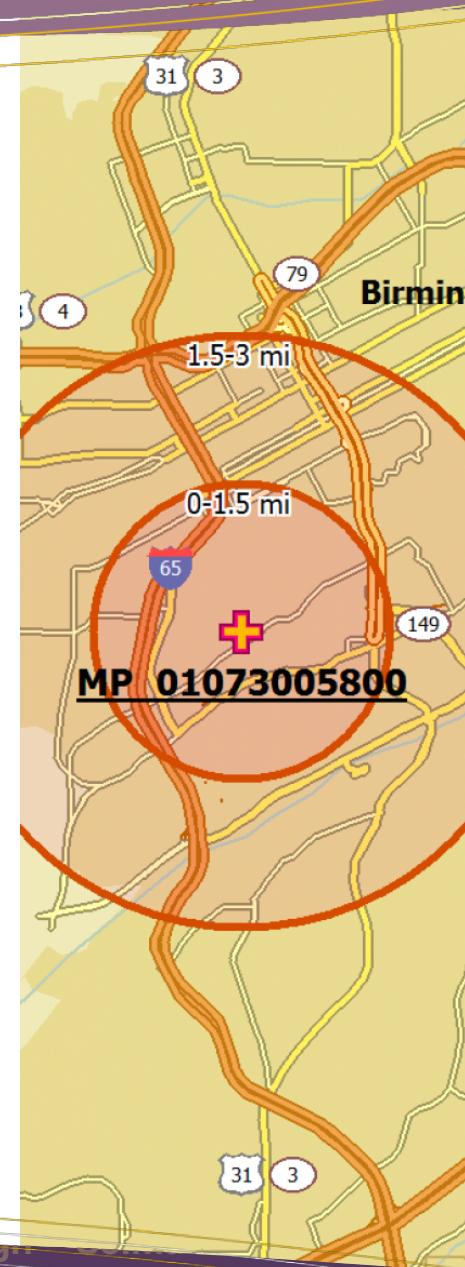
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

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

#### Unreached People Group

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





# Potential Cultural Barriers:

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

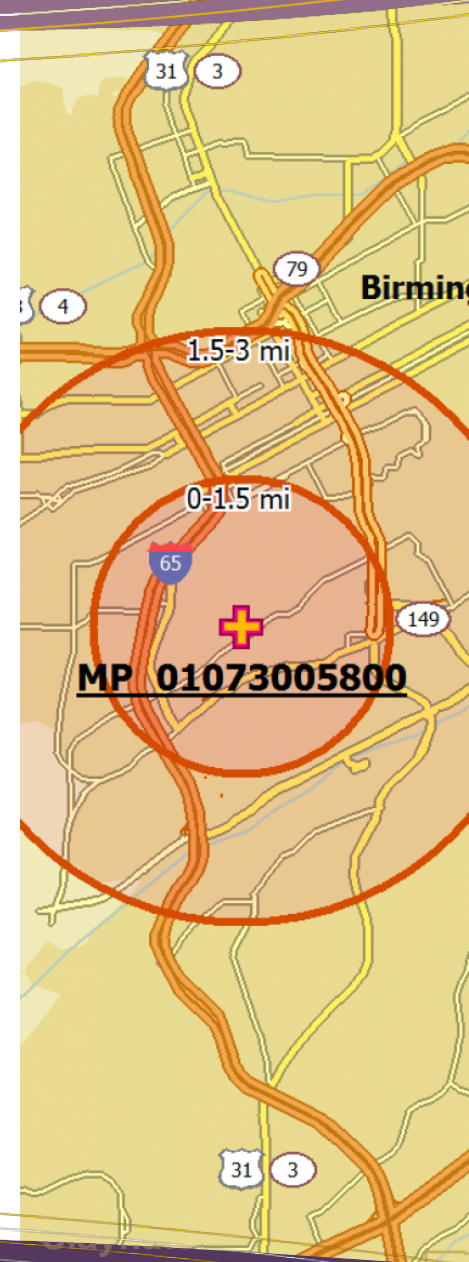
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	53%	53%	52%
Speak My Mind Even If It Upsets People	37%	37%	37%
Like Control Over People And Resources	37%	35%	35%
Find It Difficult To Say No To My Kids	35%	34%	35%
Prefer To Have Few Possessions As Possible	33%	36%	35%
Woman's Place Is In The Home	33%	31%	32%
Don't Judge People/Way They Live Life	32%	32%	32%
Too Much Sponsorship In Arts/Sports	27%	25%	26%
If Won Lottery Would Never Work Again	27%	28%	28%
I Am A Workaholic	26%	24%	24%
Friends More Important Than My Fam.	24%	27%	25%
Money Is Best Measure Of Success	24%	25%	24%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Do Unconventional Things	24%	24%	25%
Like to Stand Out In A Crowd	22%	21%	21%
Marijuana Should Be Legalized	20%	21%	22%
Like To Pursue Challenge/Novelty/Change	19%	19%	19%
We Should Strive for Equality for All	18%	18%	18%
Happy With My Standard Of Living	16%	17%	16%
Only Work Current Job for The Money	16%	15%	15%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
On Whole People Get What They Deserve	13%	13%	12%
I Am A Perfectionist	11%	11%	10%
Very Happy With My Life As It Is	10%	10%	10%
Indulge My Kids With The Little Extras	10%	9%	9%

## Potential Cultural Themes

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

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

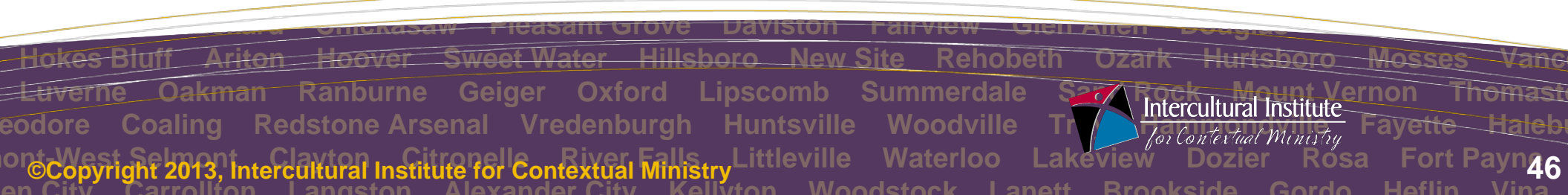


# Potential Cultural Themes:

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

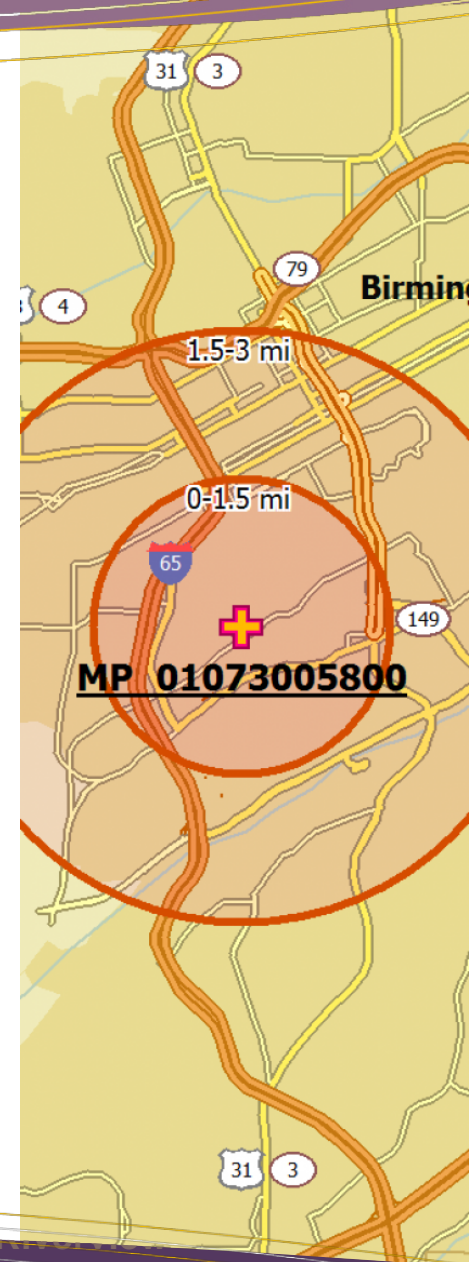
THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	58%	58%	58%
Important To Respect Customs And Beliefs	57%	58%	59%
Like To Understand About Nature	41%	40%	40%
Prefer Work Part Of Team Than Alone	36%	35%	35%
Important Feel Respected By My Peers	34%	36%	34%
Important To Juggle Various Tasks	34%	33%	32%
Prefer To Have Few Possessions As Possible	33%	36%	35%
Good At Fixing Things	31%	30%	30%
Have Keen Sense Of Adventure	29%	28%	29%
People Have To Take Me As They Find Me	23%	24%	25%
Like To Just Enjoy Life	22%	23%	22%
Consider Myself Interested In The Arts	22%	21%	21%

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



## Potential Shared Places

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





# Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	82.86%	80.8%	82.16%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.4%	73.89%	75.27%
Houses-Visit Any			
McDonald's	52.93%	51.75%	53.22%
Burger King	37.4%	35.3%	36.38%
Kentucky Fried Chicken (KFC)	31.38%	28.57%	29.51%
Wendy's	29.98%	27.45%	29.47%
Subway	28.13%	26.88%	27.57%
Taco Bell	25.48%	24.06%	24.45%
Applebee's	24.88%	24.01%	24.87%
Pizza Hut	21.83%	19.56%	20.32%
Olive Garden	18.82%	19.28%	19.98%
Arby's	18.75%	17.81%	18.47%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	16.79%	16.01%	16.79%
Domino's Pizza	16.25%	14.36%	14.92%
Popeyes	15.44%	12.84%	13.27%
IHOP (International House Of Pancakes)	15.21%	14.99%	15.27%
Dairy Queen	14.43%	13.39%	13.97%
TGI Friday's	14.33%	14.98%	14.9%
Starbucks	14.18%	14.72%	14.99%
Outback Steakhouse	13.87%	14.17%	14.91%
Sonic	13.48%	11.51%	11.78%
Dunkin' Donuts	13.24%	13.38%	13.84%
Chick-Fil-A	13.24%	12.87%	13.67%
Golden Corral	13.16%	10.93%	11.11%

Dayton Enterprise Elberta Athens Autaugaville Mignon St. Florian Montgomery Pinckard Homewood  
 Wadley Malvern South Vinemont North Courtland Excel Vandenburgh Magnolia Springs G  
 Rock Mills Elkmont Fulton Kimberly Madrid Oak Grove Huguley Cullman Hytop Dora Littleville  
 Goodwater Tallahassee Falkville Huntsville Evergreen Jacksonville Cullman Hytop Dora Littleville  
 Thorsby Dutton Eufaula Silverhill Valley Grande Roanoke Indian Springs Village Hayneville Ladonia

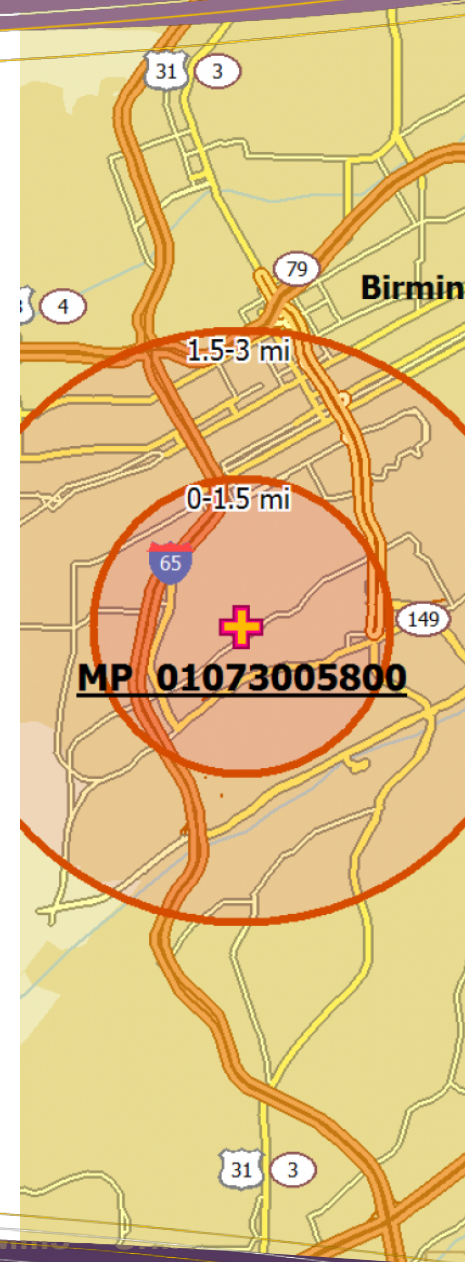


## Potential Shared Projects

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.

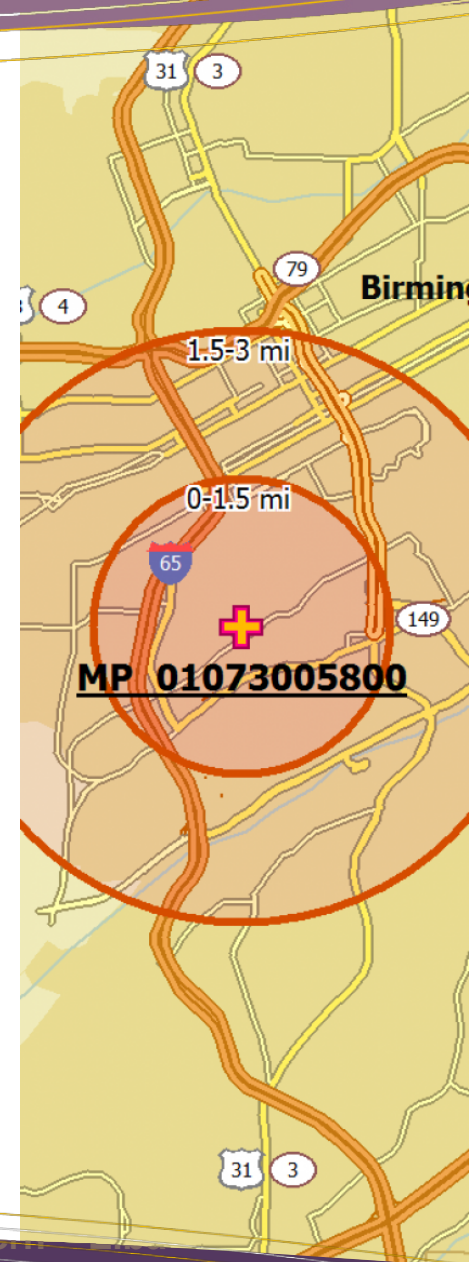
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	41.28%	42.85%	44.18%
Recycled products	27.38%	30.07%	30.52%
Worked as volunteer (non political)	13.66%	14.99%	15.44%
Engaged in fund raising	11.24%	10.94%	11.8%
Religious club member	7.28%	7.35%	7.53%
Church Board	5.38%	4.99%	5.39%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Wrote to elected offcl about publ bus	5.27%	5.97%	6.02%
Wrote to editor of mag or newspaper	5.16%	5.44%	5.45%
Took active part in local civic issue	5.09%	5.55%	5.45%
Charitable Organization	4.88%	5.45%	5.52%
Union member	4.14%	4.14%	4.36%
Addressed a public meeting	4.13%	4.58%	4.69%

## 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	15.57%	17.27%	17.31%
Children's Books	12.99%	13.15%	13.52%
Mystery	10.48%	11.79%	11.58%
Religious (not Bibles)	9.22%	9.02%	9.2%
Cookbooks	9.07%	9.94%	9.8%
Romance	7.13%	7.16%	7.35%
Personal/Business	6.61%	7.16%	7.19%
Self-help			
Biography	6.47%	7.14%	7.21%
History	6.38%	7.23%	7.22%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper	67.17%	68.05%	68.79%
Distributed			
Gen. Editorial	50.61%	50.78%	51.26%
Womens	44.29%	44.27%	44.41%
Service	30.39%	31.98%	32.53%
Mens	19.85%	19.11%	18.99%
Business/Finance	19.34%	20.3%	21.23%
Music	18.11%	16.56%	16.36%
Sports	15.33%	15.85%	15.76%
Parenthood	14.12%	13.83%	13.87%



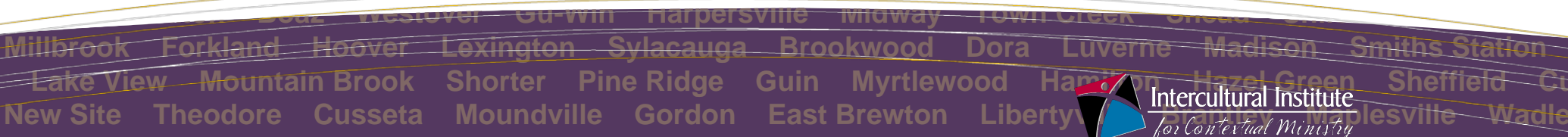
# Potential Print & Audio Media Content:

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	49.53%	51.07%	51.27%
Classified	32.46%	31.95%	31.44%
Sport	30.57%	31.2%	31.57%
Business/Finance	26.11%	28.38%	28.85%
Movie Listings & Reviews	25.19%	26.1%	25.94%
Editorial Page	25.05%	26.88%	26.78%
Comics	23.48%	24.64%	24.24%
Food/Cooking	21.83%	23.71%	23.57%
TV/Radio Listings	21.38%	22.47%	22.55%
Home/Gardening	17.8%	19%	19.65%
Travel	17.54%	19.24%	19.52%
Fashion	15.78%	15.85%	16.33%
Science/Technology	14.62%	16.08%	16.12%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	32.79%	28.98%	30.23%
CHR Contemp Hit Radio	18.25%	18.12%	17.5%
Adult Contemporary	13.53%	14.9%	14.52%
Country	11.23%	11.8%	11.21%
Variety	10.21%	9.65%	9.79%
Oldies	9.63%	10.01%	10.37%
News/Talk	8.88%	10.54%	10.87%
Rock	8.52%	8.53%	8.57%
Jazz	8.17%	7.45%	8%
Alternative	7.53%	8.48%	8.31%
All News	6.73%	7.15%	7.92%
Classic Rock	6.68%	7.27%	7.16%
Gospel	5.91%	5.07%	5.36%
Soft Contemporary	5.59%	5.91%	6.21%
Religious	5.24%	5.06%	5.42%
All Talk	4.19%	4.48%	4.83%
Sports	3.79%	4.25%	4.44%
Classical	3.5%	4.29%	4.07%





# 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	59.52%	59.5%	60.73%
Soapnet	49.4%	49.54%	50.32%
Satellite Dish	46.18%	44.76%	47.56%
Other Video-On-Demand	41.43%	41.49%	41.93%
Sci-Fi Channel	32.64%	32.09%	33.15%
MSNBC	32.15%	30.76%	31.51%
Comedy Central	30.56%	34.68%	34.13%
Subscribe Digital Cable	30%	30.89%	32.15%
TV Info From Sunday TV Magazine	26.78%	26.94%	28.25%
Adult Pay Per View TV	26.22%	26.16%	28.08%
ABC Fam.	25.55%	26.81%	26.57%
Nickelodeon	25.12%	24.34%	25.08%

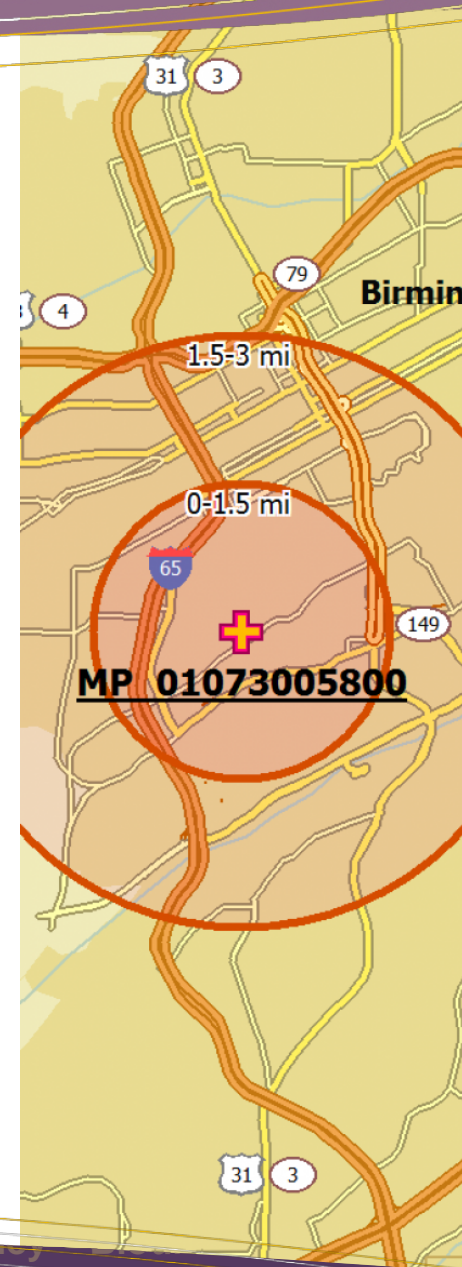
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
BET (Black Entertainment TV)	25.12%	25.53%	25.24%
TV Info From Newspapers	25.05%	24.61%	25.34%
ESPN2	24.52%	26.8%	26.37%
TCM (Turner Classic Movies)	23.83%	24%	24.59%
Nick At Nite	23.31%	22.22%	22.54%
Adult Swim	23.13%	22.46%	22.23%
Hallmark Channel	22.91%	24.21%	25%
TV Info From Monthly Cable Guide	22.55%	22.63%	22.86%
USA Network	21.73%	22.84%	23.38%
TV Info From Other	21.15%	21.03%	21.59%
ESPN Classic	21.08%	24.21%	23.89%
The Golf Channel	20.92%	22.75%	23%

## 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+)	18.09%	19.64%	19.46%
Medium Users (4-6)	9.05%	9.77%	9.79%
Light Users (1-3)	19.94%	19.98%	20.13%
Quintiles (20%)			
Newspaper I (Heavy)	1.15%	1.05%	1.07%
Newspaper II	1.84%	1.82%	1.7%
Newspaper III	2.72%	2.68%	2.74%
Newspaper IV	0.35%	0.29%	0.3%
Newspaper V (Light)	0.93%	0.9%	0.97%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	23.45%	21.61%	22.08%
Magazines II	10.34%	9.87%	10%
Magazines III	11.46%	10.68%	10.79%
Magazines IV	14.47%	12.78%	13.57%
Magazines V (Light)	0.81%	0.75%	0.84%
Outdoor I (Heavy)	8.84%	8.53%	8.71%
Outdoor II	4.53%	3.85%	4.12%
Outdoor III	5.54%	4.89%	5.17%
Outdoor IV	15.96%	16.1%	15.95%
Outdoor V (Light)	22.03%	23.68%	23.81%
Yellow Pages I (Heavy)	15.26%	14.73%	15.03%
Yellow Pages II	8.35%	7.94%	8.07%
Yellow Pages III	9.86%	8.67%	8.77%
Yellow Pages IV	24.39%	22.64%	22.41%
Yellow Pages V (Light)	5.14%	4.63%	4.75%

# 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)	4.27%	3.95%	3.67%
Drive Time III (Medium)	1.21%	1%	1.14%
Radio IV & V (Light)	3.53%	3.08%	3.23%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.58%	10.42%	11.09%
Radio III (Medium)	4.34%	4.24%	4.44%
Radio IV & V (Light)	4.12%	4.02%	4.12%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.01%	13.42%	13.25%
Cable III (Medium)	6.16%	5.66%	5.45%
Cable IV & V (Light)	36.28%	35.77%	36.01%

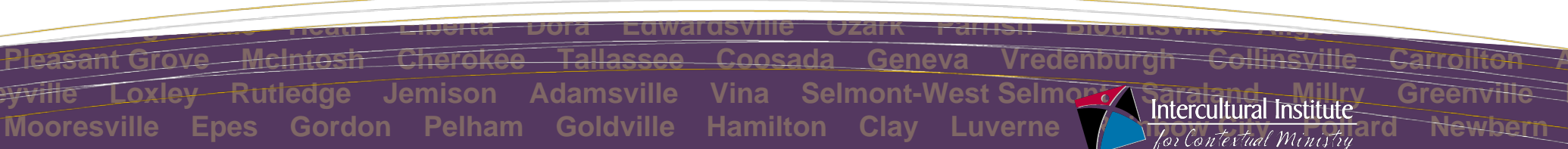
MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	5.5%	4.82%	4.51%
Prime Time III (Medium)	1.46%	1.41%	1.36%
Prime Time IV & V (Light)	11.61%	11%	10.84%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.24%	41.01%	40.86%
Fringe III (Medium)	52.94%	51.1%	51.71%
Fringe IV (Light)	54.24%	53.04%	54.07%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.99%	16.03%	16.49%
All Day III (Medium)	24.64%	23.96%	24.23%
All Day IV (Light)	21.24%	18.99%	19.71%

# 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]	11.66%	12%	12.05%
6:00am - 10:00am	18.77%	20.49%	20.38%
10:00am - 3:00pm	14.25%	14.47%	13.7%
3:00pm - 7:00pm	17.57%	16.2%	16.46%
7:00pm - Midnight	13.15%	13.73%	14.21%
Midnight - 6:00am	8.05%	8.73%	8.47%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.57%	14.09%	14.37%
6:00am - 10:00am	4.12%	4.76%	4.52%
10:00am-3:00pm	7.62%	8.54%	7.86%
3:00pm - 7:00pm	8.12%	9.18%	8.74%
7:00pm - Midnight	11.03%	10.7%	10.95%
Midnight - 6:00am	14.81%	15.6%	15.14%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.56%	7.86%	7.72%
Saturday:	9.05%	8.83%	9.1%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.3%	9.91%	9.62%
9:00am-1:00pm	23.31%	22.22%	22.54%
9:00am-4:00pm	27.27%	26.3%	26.4%
4:00pm-7:00pm	30.02%	29.63%	30.71%
11:00pm-1:00am	41.4%	39.79%	40.15%
AVG Prime time	4.99%	4.72%	4.89%
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	18.7%	19.03%	18.69%
7-9am	24.52%	26.8%	26.37%
9am-12noon	17.24%	15.95%	16.45%
12noon-4pm	10.02%	10.35%	9.96%
4-6pm	47.25%	49.32%	50.48%
6-7pm	16.02%	16.38%	16.71%
7-7:30pm	1.89%	1.84%	1.78%
7:30-8pm	10.05%	10.23%	10.14%
8-11pm	7.56%	7.86%	7.72%
11pm-12am	32.15%	30.76%	31.51%
11pm-1am	41.4%	39.79%	40.15%
1-6am	31.2%	32.06%	32.75%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	18.55%	19.59%	19.92%
Sat: 10am-1pm	10.27%	10.27%	10.6%
Sat: 1-4pm	23.19%	23.13%	23.74%
Sat: 4-6pm	8.16%	8.2%	8.22%
Sat: 6-7pm	1.68%	1.72%	1.95%
Sat: 7-8pm	1.22%	1.18%	1.36%
Sat: 8-11pm	9.05%	8.83%	9.1%
Sat: 11pm-1am	7.1%	6.68%	7.05%
Sat: 1am-7pm	21.73%	22.84%	23.38%
Sun: 7-10am	2.37%	2.21%	2.06%
Sun: 10am-1pm	5.62%	5.12%	5.29%
Sun: 1-4pm	5.46%	5.68%	5.65%
Sun: 4-7pm	12.69%	12.21%	12.24%
Sun: 7-11pm	10.3%	9.91%	9.62%
Sun: 11pm-1am	6.27%	5.94%	5.57%
Sun: 1-7am	21.09%	20.51%	20.53%

# 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*

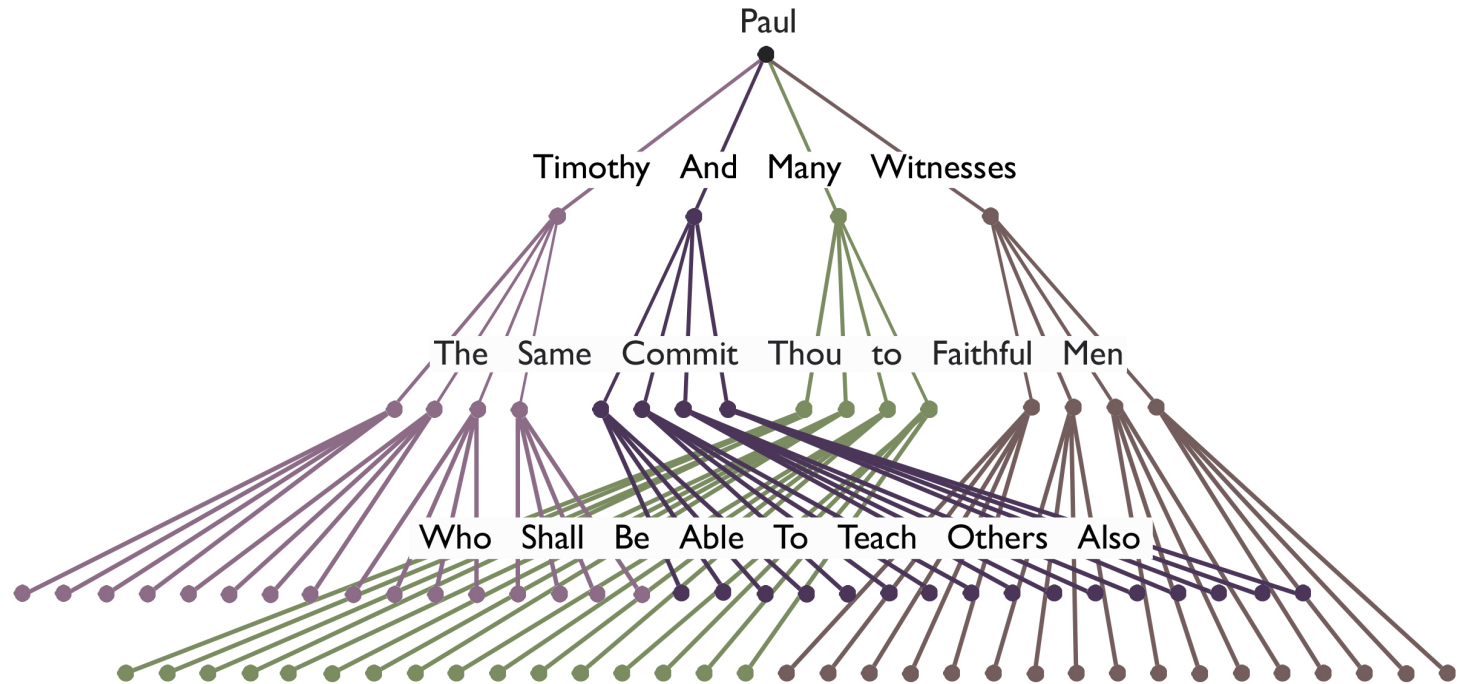
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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*

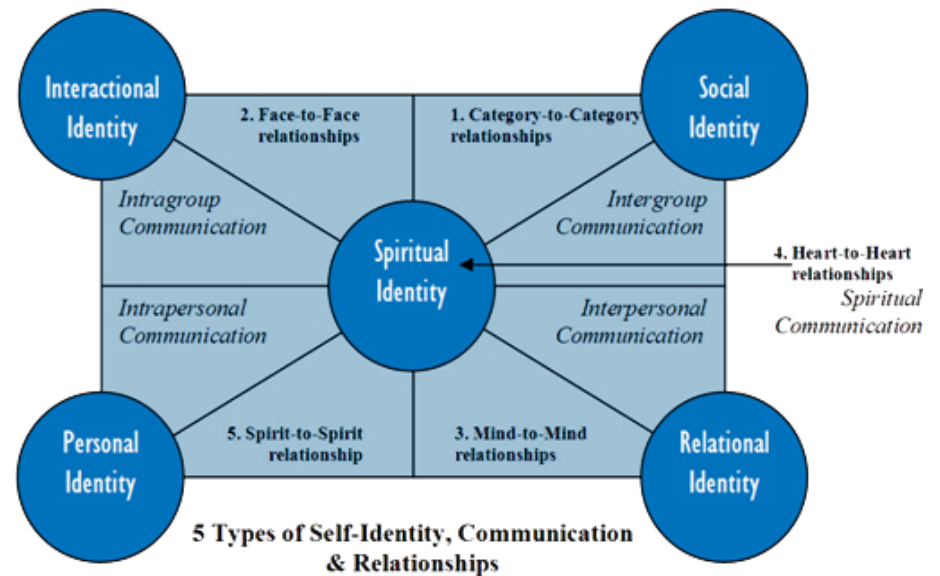


# Establishing Redemptive Relationships

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.



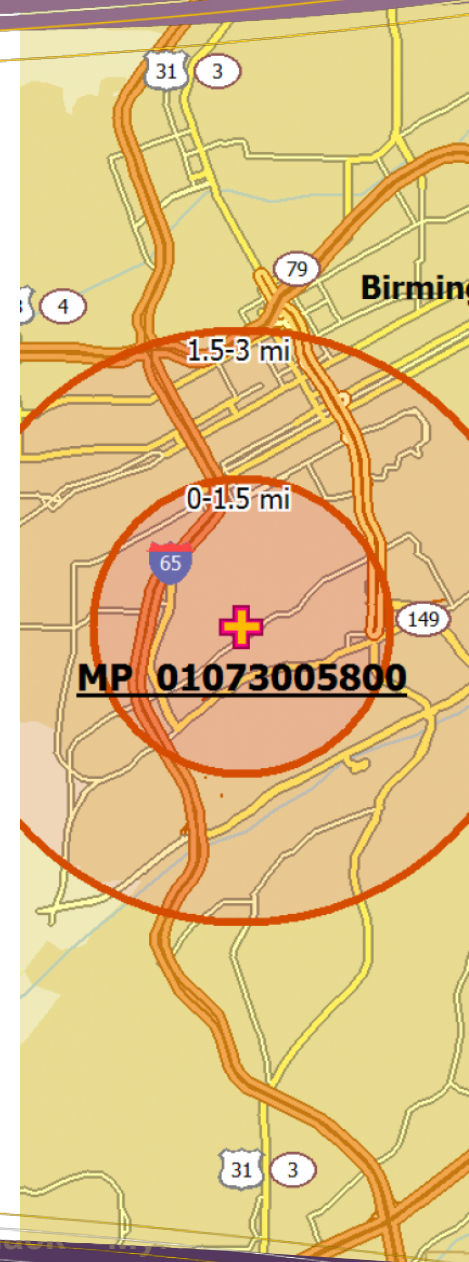


## Your MissionSite and the Missional Suite

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	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	0.55 mi	2,245	Plateauing
2	New Birth Christian	19 Ragland Drive Odenville, AL 35120	0.78 mi	0	Plateauing
3	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	1.37 mi	141	Growing
4	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	1.48 mi	1,615	Growing
5	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	1.82 mi	419	Declining
6	Southside	PO Box 55058 Birmingham, AL 35255	1.84 mi	163	Declining
7	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	1.84 mi	0	Plateauing
8	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	2.30 mi	176	Growing
9	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	2.65 mi	1,431	Growing
10	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	2.65 mi	2,096	Growing
11	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	2.67 mi	61	Growing
12	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	2.79 mi	0	Plateauing
13	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	2.88 mi	413	Plateauing
14	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	2.94 mi	0	Plateauing
15	South Park	2341 Pearson Ave SW Birmingham, AL 35211	3.39 mi	69	Growing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	3.48 mi	180	Declining
17	Sardis	1615 4th Ct W Birmingham, AL 35208	3.48 mi	1,100	Plateauing
18	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	3.54 mi	215	Growing
19	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	3.59 mi	529	Plateauing
20	Cathedral of Faith	4720 Court V Birmingham, AL 35208	3.65 mi	0	NoData
21	Mt. Zion	715 12th Ave W Birmingham, AL 35204	3.73 mi	100	Plateauing
22	Fairview	2501 29th Place Ensley Birmingham, AL 35208	3.79 mi	54	Plateauing
23	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	3.96 mi	0	Plateauing
24	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	4.18 mi	118	Plateauing
25	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	4.23 mi	0	Plateauing
26	Green Acres	6505 Avenue O Birmingham, AL 35228	4.41 mi	42	Declining
27	Thomas First	153 1st Street Thomas Birmingham, AL 35214	4.57 mi	38	Growing
28	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	4.59 mi	239	Growing
29	Bluff Park	2211 McGwier Dr Hoover, AL 35226	4.64 mi	105	Declining
30	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	4.90 mi	91	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	5.42 mi	0	Plateauing
32	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	5.45 mi	75	Plateauing
33	New Beginnings Family Church	500 B Y Williams Sr Dr Birmingham, AL 35228	5.46 mi	180	Growing
34	Good News	2023 37th Ave N Birmingham, AL 35207	5.49 mi	0	Plateauing
35	Judah Family	2912 Avenue D Birmingham, AL 35218	5.51 mi	0	Plateauing
36	Central Missionary	PO Box 12784 Birmingham, AL 35202	5.54 mi	65	Declining
37	Lakeside	2865 Old Rocky Ridge Rd Birmingham, AL 35243	5.57 mi	987	Declining
38	Rocky Ridge First	2209 Rocky Ridge Rd Hoover, AL 35216	5.60 mi	25	Declining
39	Shades Crest	452 Park Ave Hoover, AL 35226	5.71 mi	484	Plateauing
40	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	5.76 mi	318	Plateauing
41	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	5.78 mi	562	Declining
42	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	5.89 mi	76	Declining
43	Hoover First	2025 Patton Chapel Rd Hoover, AL 35216	5.94 mi	183	Declining
44	Shannon Fist	PO Box 238 Shannon, AL 35142	5.96 mi	89	Declining
45	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	5.99 mi	233	Declining







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

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