

# MissionSite

top unreached locations



**BIRMINGHAM, AL**

**CENSUS TRACT: 01073010705**

**REGION: North Central Region**

**ASSOCIATION: Birmingham**

**DISTRICT: 11: Birmingham Metro District**

**COUNTY: Jefferson**

**SITESCAPE: Suburbcape**

**DENSITY PATTERN: M**



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

# MissionSite (TM) Table of Contents

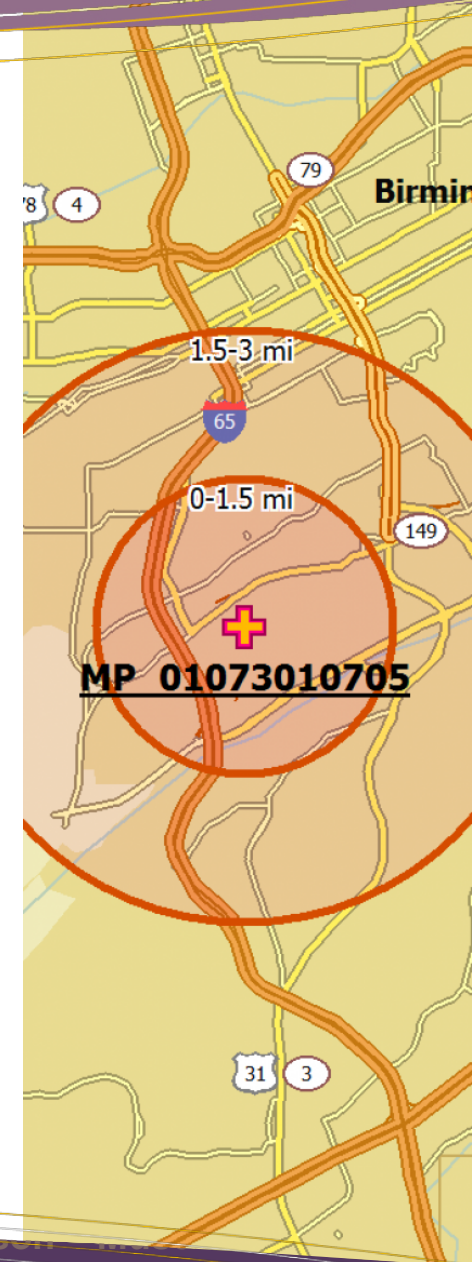
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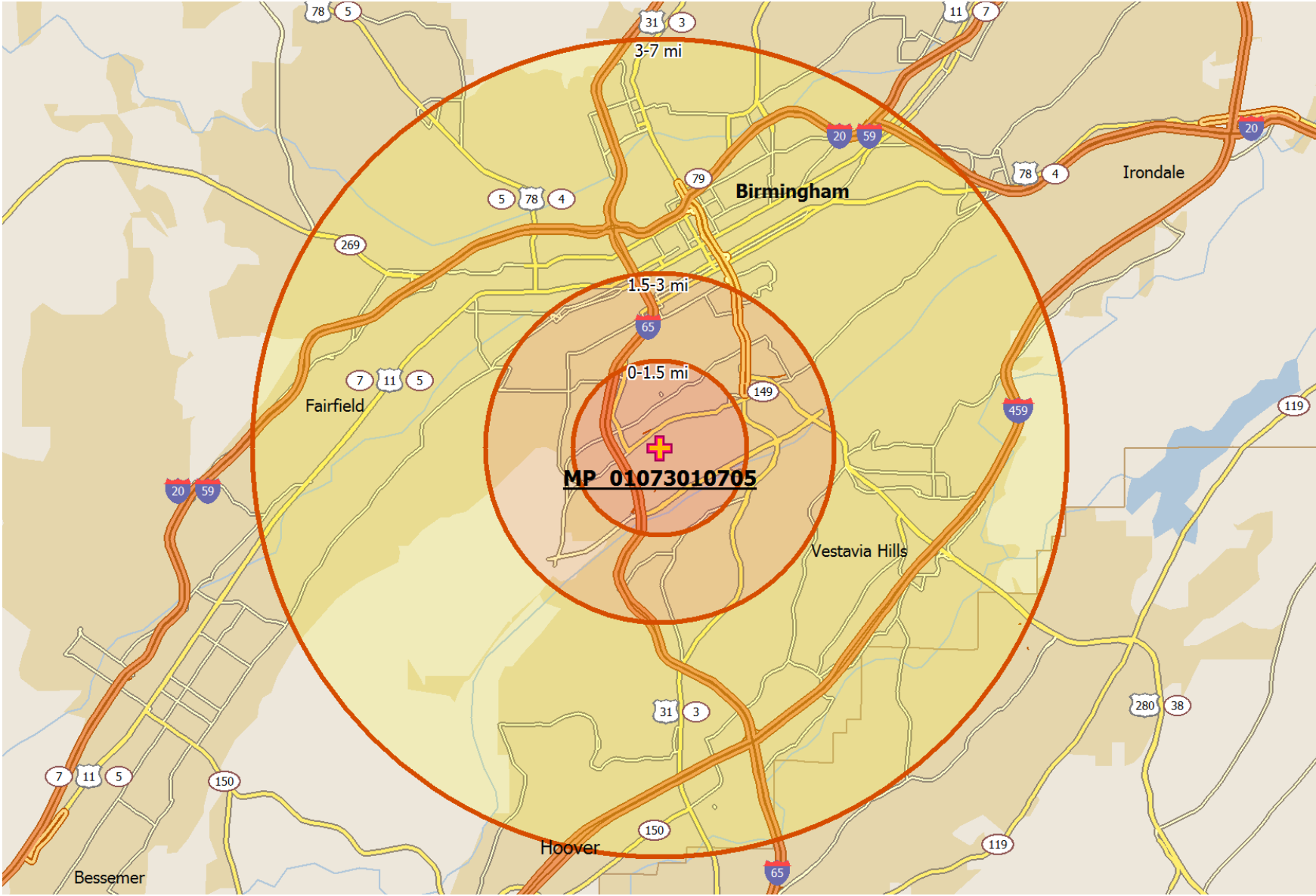
## Site Location Summary

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	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	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	23,696	48,435	236,904
2010 Households	10,784	22,529	97,317
2010 Group Quarters Population	2,006	2,539	7,124

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	61	64	54
Language Diversity National Index	48	26	18
Foreign Born Diversity National Index	88	45	59
Ancestry Diversity National Index	29	13	17
Racial Diversity National Index	75	69	67

# 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	2,583	23.95%
Mainstay Communities	Established, Diverse Households	771	7.15%
Working Communities	Blue-collar, Working Families	834	7.73%
Country Communities	Rural, Agri. & Mining Families	110	1.02%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,114	28.88%
Urban Communities	High Density, Inner-city Neighborhoods	3,374	31.29%



# 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).

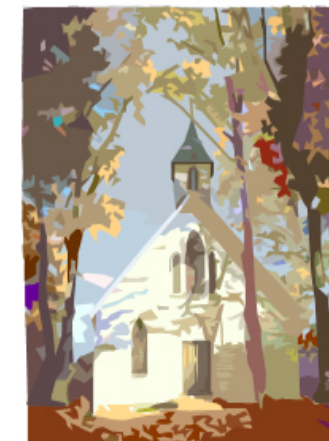
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	7,783	4.12%
Unreached %	70.04%	72.17%	103.04
Religious But NOT Evangelical HH	59,062	2,296	3.89%
Religious But NOT Evangelical %	21.91%	21.29%	97.18
Spiritual But NOT Relig or Evang HH	23,159	1,018	4.39%
Spiritual But NOT Relig or Evang %	8.59%	9.44%	109.87
Not Evangelical, Not Interested HH	108,094	4,505	4.17%
Not Evangelical, Not Interested %	40.09%	41.77%	104.19



# 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	7,724	16.21%
Active Evangelical Households	60,770	6,839	11.25%
Active Evangelical Percent	22.54%	20.53%	91.08
Inactive Evangelical Households	20,000	2,250	11.25%
Inactive Evangelical Percent	7.42%	6.76%	91.07
# New Churches Needed	0	3	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 Dawson Memorial	0.57 mi	2,245	Plateauing	16 Downtown Church	3.59 mi	0	Plateauing
2 New Birth Christian	0.63 mi	0	Plateauing	17 Mountain Brook	3.69 mi	529	Plateauing
3 Raleigh Avenue	0.89 mi	141	Growing	18 South Park	3.74 mi	69	Growing
4 Birmingham First	1.43 mi	419	Declining	19 Bluff Park	4.08 mi	105	Declining
5 Shades Mountain	1.91 mi	2,096	Growing	20 Sardis	4.13 mi	1,100	Plateauing
6 Iglesia Cristiana	1.93 mi	61	Growing	21 Cathedral of Faith	4.15 mi	0	NoData
7 Agape Sixth Avenue	2.03 mi	1,615	Growing	22 Philadelphia	4.16 mi	239	Growing
8 Grace Covenant	2.06 mi	0	Plateauing	23 Fairview	4.36 mi	54	Plateauing
9 Southside	2.37 mi	163	Declining	24 New Hope-South Avondale	4.43 mi	0	Plateauing
10 Korean (Southside)	2.37 mi	0	Plateauing	25 Mt. Zion	4.47 mi	100	Plateauing
11 Vestavia Hills	2.46 mi	413	Plateauing	26 Cahaba Heights	4.59 mi	91	Declining
12 Berney Points	2.80 mi	180	Declining	27 Central Park	4.64 mi	118	Plateauing
13 Fullness Christian Fellowship	2.80 mi	215	Growing	28 Green Acres	4.64 mi	42	Declining
14 Baptist Church of the Covenant	2.83 mi	176	Growing	29 Lakeside	4.83 mi	987	Declining
15 New Hope	3.01 mi	1,431	Growing	30 New Birth Missionary	4.83 mi	0	Plateauing

# 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.



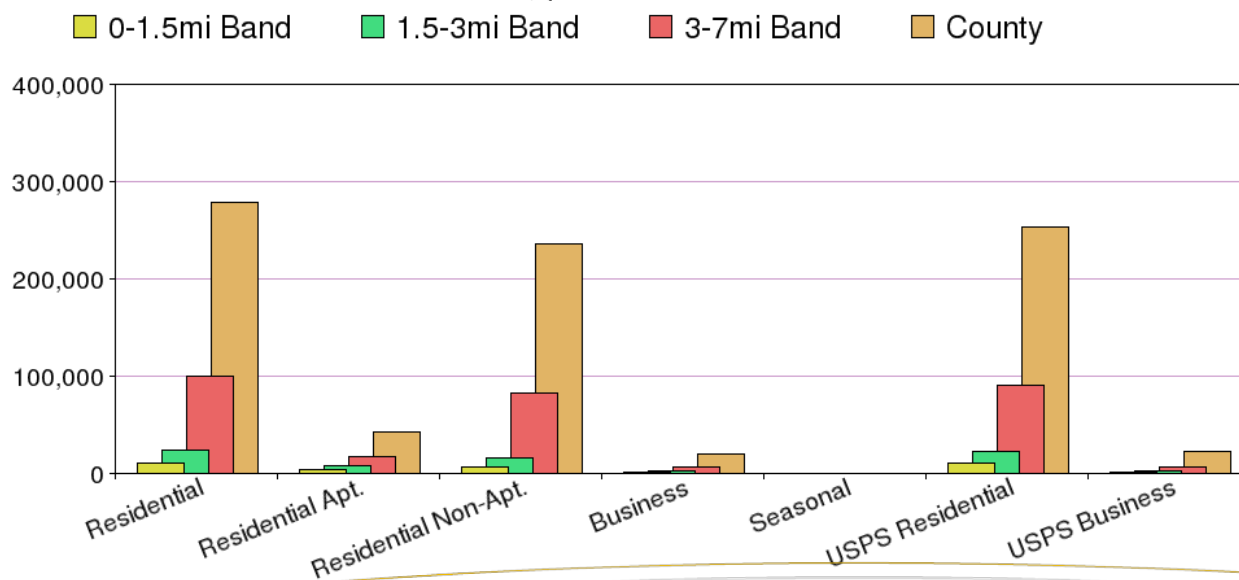
# Current Demographic Summary

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	23,181	3.56%
2000 Population	662,047	25,198	3.81%
2010 Population	666,792	23,696	3.55%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	10,976	4.36%
2000 Households	263,265	11,354	4.31%
2010 Households	269,609	10,784	4%

Location Types in this MissionSite



Location Type	0-1.5mi Band
Residential	11,077
Residential Apt.	4,297
Residential Non-Apt.	6,780
Business	876
Seasonal	0
USPS Residential	10,828
USPS Business	1,122

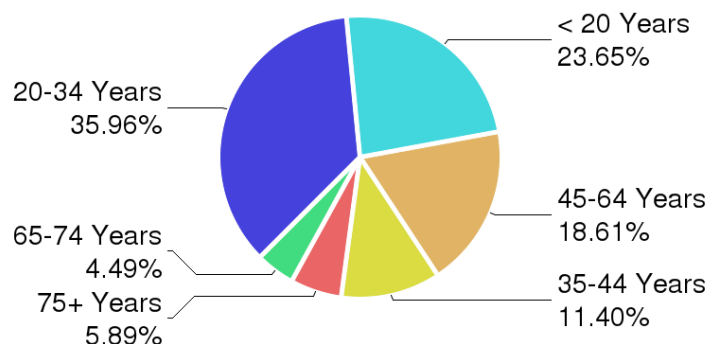
# Current Demographic Summary

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%	6.26%	110.21
4-5 Years	2.7%	2.16%	80
6-8 Years	3.98%	2.96%	74.37
9-11 Years	3.86%	2.56%	66.32
12-13 Years	2.52%	1.57%	62.3
14-17 Years	5.08%	4.39%	86.42
18-19 Years	2.53%	3.75%	148.22
0-5 Years	8.38%	8.42%	100.48
6-12 Years	9.1%	6.33%	69.56
13-19 Years	8.87%	8.91%	100.45
< 20 Years	26.35%	23.66%	89.79
20-34 Years	20.74%	35.98%	173.48
35-44 Years	12.98%	11.41%	87.9
45-64 Years	25.86%	18.62%	72
65-74 Years	7.12%	4.49%	63.06
75+ Years	6.94%	5.89%	84.87
Median Age	37	34	91.53
Median Age (Male)	35	33	92.26
Median Age (Female)	39	35	90.88

Age Group Percentages



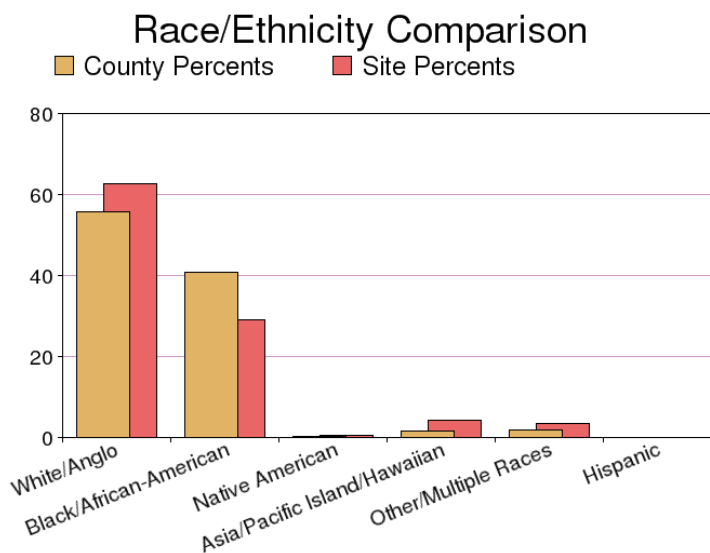


# Current Demographic Summary

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%	62.73%	112.75
Black, African-American	40.69%	29.04%	71.38
Native American	0.36%	0.41%	114.43
Asian	1.49%	4.06%	271.93
Pacific Island, Hawaiian	0.08%	0.17%	208.25
Other/Multiple Races	1.74%	3.58%	206.25
Hispanic	0%	9.77%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	14,775	
Less than 9th Grade	3.46%	1.54%	225.28
No High School Diploma	8.86%	3.88%	228.44
High School Graduate	28.96%	15.34%	188.8
Some College, no degree	22.64%	20.42%	110.87
Associate Degree	7.22%	6.35%	113.73
College Degree	17.82%	31.81%	56.03
Graduate/Prof. degree	11.04%	20.67%	53.41

# Current Demographic Summary

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

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

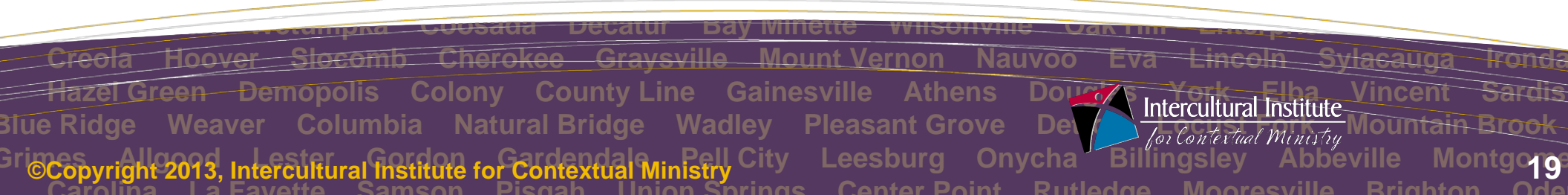
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	8.23%	5.42%	84.23
\$10,000 to \$19,999	13.29%	11.92%	89.63
\$20,000 to \$29,999	12.05%	14.01%	116.3
\$30,000 to \$49,999	20.54%	21.35%	103.9
\$50,000 to \$59,999	8.47%	9.39%	110.86
\$60,000 to \$69,999	6.88%	6.77%	98.43
\$70,000 to \$79,999	5.9%	5.77%	97.71
\$80,000 to \$89,999	4.74%	4.71%	99.42
\$90,000 to \$99,999	3.22%	3.34%	103.8
\$100,000 to \$124,999	6.59%	7.01%	106.43
\$125,000 to \$149,999	3.44%	4.03%	117.22
\$150,000 to \$199,999	3.44%	3.67%	106.73
\$200,000 to \$249,999	1.12%	1.06%	94.06
\$250,000 or more	2.08%	1.56%	74.74
Median Household	45,427	48,734	107.28
Average Household	68,011	71,192	104.68
Per Capita Household	28,213	32,656	115.75
Family/Non-Family Household Income			
Median Family Income	58,390	69,240	118.58
Average Family Income	83,931	90,828	108.22
Median Non-Family Income	28,382	35,289	124.34
Average Non-Family Income	39,159	48,074	122.77

# 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%	47.59%	73.85
Families with Children	32.53%	23.53%	72.34
Families without Children	31.91%	24.05%	75.38
<b>Non-Family Households</b>			
% Non-Family Households	35.56%	52.41%	147.4
Non-Families with Children	0.19	0.21	111.22
Non-Families without Children	35.37	52.2	147.59
<b>Housing Units</b>			
			Index
Total Housing Units	313,876	12,398	
Vacant percent	14.1%	13.02%	92.31
Owned percent	58.37%	38.94%	66.71%
Rented Percent	27.52%	48.04%	174.55
<b>Households by Size</b>			
			Index
Avg household size	2.41	2.01	83.4
Avg family hh size	3.12	2.87	91.99
Avg non-family hh size	1.13	1.23	108.85
<b>Households By Count of Persons</b>			
			Percent
One	84,836	4,679	5.52%
Two	81,467	3,271	4.02%
Three or Four	80,946	2,388	2.95%
Five+	22,360	447	2%



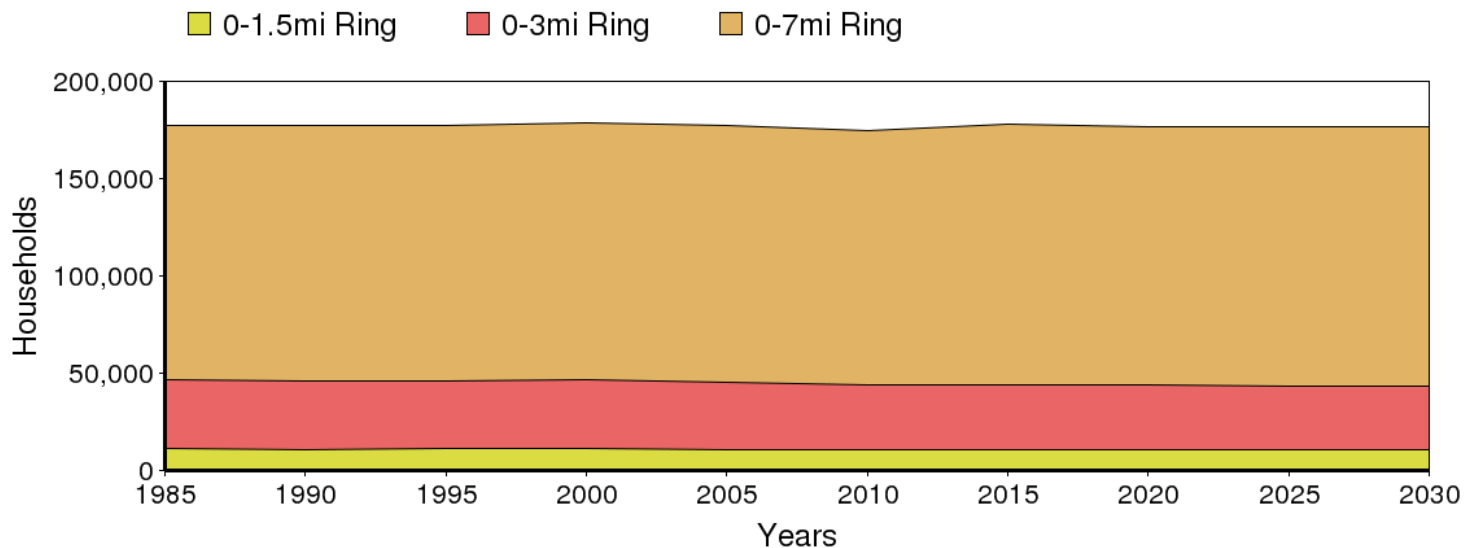
# Projected Demographic Summary

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	23,181	3.56%
2000 Population	662,047	25,198	3.81%
2010 Population	666,792	23,696	3.55%
2015 Population	675,554	23,486	3.48%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	10,976	4.36%
2000 Households	263,265	11,354	4.31%
2010 Households	269,609	10,784	4%
2015 Households	277,141	10,814	3.9%

Household Change from 1985 to 2030



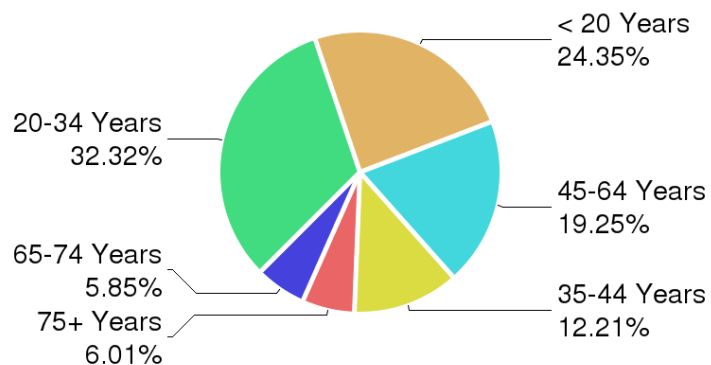
# Projected Demographic Summary

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	6.26%	6.29%	100.48
4-5 Years	2.16%	2.27%	105.09
6-8 Years	2.96%	3.19%	107.77
9-11 Years	2.56%	2.92%	114.06
12-13 Years	1.57%	1.78%	113.38
14-17 Years	4.39%	4.62%	105.24
18-19 Years	3.75%	3.29%	87.73
0-5 Years	8.42%	8.56%	101.66
6-12 Years	6.33%	7%	110.58
13-19 Years	8.91%	8.79%	98.65
< 20 Years	23.66%	24.35%	102.92
20-34 Years	35.98%	32.32%	89.83
35-44 Years	11.41%	12.21%	107.01
45-64 Years	18.62%	19.25%	103.38
65-74 Years	4.49%	5.85%	130.29
75+ Years	5.89%	6.01%	102.04
Median Age	37	35	94.83
Median Age (Male)	35	33	93.99
Median Age (Female)	39	37	94.42

Projected Age Group Percentages



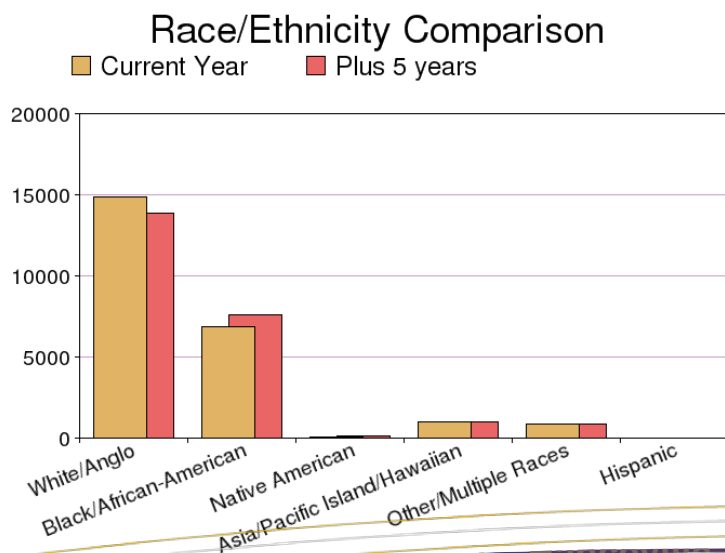
# Projected Demographic Summary

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	62.73%	59.17%	94.32
Black, African-American	29.04%	32.42%	111.63
Native American	0.41%	0.45%	108.1
Asian	4.06%	4.02%	99.01
Pacific Island, Hawaiian	0.17%	0.2%	118.12
Other/Multiple Races	3.58%	3.74%	104.46
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	14,775	14,784	
Less than 9th Grade	1.54%	1.22%	79.25
No High School Diploma	3.88%	3.13%	80.75
High School Graduate	15.34%	15.38%	100.29
Some College, no degree	20.42%	19.91%	97.52
Associate Degree	6.35%	6.85%	107.93
College Degree	31.81%	32.01%	100.64
Graduate/Prof. degree	20.67%	21.49%	103.96



# 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	5.42%	4.72%	87.09
\$10,000 to \$19,999	11.92%	11.58%	97.16
\$20,000 to \$29,999	14.01%	13.24%	94.51
\$30,000 to \$49,999	21.35%	20.22%	94.74
\$50,000 to \$59,999	9.39%	9.32%	99.23
\$60,000 to \$69,999	6.77%	6.89%	101.77
\$70,000 to \$79,999	5.77%	6.07%	101.65
\$80,000 to \$89,999	4.71%	5.08%	103.65
\$90,000 to \$99,999	3.34%	3.43%	102.77
\$100,000 to \$249,999	7.01%	7.71%	110.01
\$125,000 to \$149,999	4.03%	4.5%	111.64
\$150,000 to \$199,999	3.67%	4.15%	113.07
\$200,000 to \$249,999	1.06%	1.19%	112.84
\$250,000 or more	1.56%	1.77%	113.38
Median Household	48,734	51,715	106.12
Average Household	71,192	77,644	109.06
Per Capita Household	32,656	36,036	110.35
<b>Family/Non-Family Household Income</b>			
Median Family Income	69,240	75,671	109.29
Average Family Income	90,828	102,076	112.38
Median Non-Family Income	35,289	36,881	104.51
Average Non-Family Income	48,074	50,230	104.48

# 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	47.59%	46.74%	98.21
Families with Children	23.53	22.91	97.37
Families without Children	24.05	23.27	96.72
<b>Non-Family Households</b>			
% Non-Family Households	52.41%	53.26%	101.63
Non-Families with Children	0.21	0.13	101.63
Non-Families without Children	52.2	53.13	101.8
<b>Housing Units</b>			
Total Housing Units	12,398	12,442	100.35%
Vacant percent	13.02%	13.09%	100.57
Owned percent	38.94%	38.63%	99.19
Rented Percent	48.04%	48.28%	100.5
<b>Households by Size</b>			
Avg household size	2.01	1.98	98.51%
Avg family hh size	2.87	2.88	100.35%
Avg non-family hh size	1.23	1.20	97.56%
<b>Households By Count of Persons</b>			
One	4,679	4,842	103.48%
Two	3,271	3,202	97.89%
Three or Four	2,388	2,337	97.86%
Five+	447	434	97.09%



# 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	1,807	2,528	7,074
Northern Europe	68	177	320
Western Europe	27	110	388
Southern Europe	12	98	61
Eastern Europe	42	206	210
Other Europe	0	0	0
Eastern Asia	221	659	743
So. Central Asia	155	203	691
SE Asia	192	111	450
Western Asia	119	47	264
Other Asia	42	23	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	63	128
Middle Africa	0	0	0
Northern Africa	11	7	36
Southern Africa	0	0	57
Western Africa	25	65	169
Other Africa	1	28	11
Oceania	0	23	9
Caribbean	27	121	254
Central Amer.	471	410	2,820
South America	81	105	242
North America	72	72	209
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	20,308	46,959	209,806
Spanish	1,260	1,452	6,353
Other Indo-Euro language	514	1,277	3,216
French (incl. Patois, Cajun)	160	408	1,080
French Creole	0	0	19
Italian	23	78	162
Portuguese	12	0	63
German	67	211	675
Yiddish	0	5	55
Other West Germanic	4	22	68
A Scandinavian Language	5	11	0
Greek	33	135	172
Russian	4	166	66
Polish	0	0	20
Serbo-Croatian	0	18	0
Other Slavic Language	21	14	33
Armenian	0	0	10
Persian	25	6	215
Gujarathi	26	42	92
Hindi	46	32	274
Urdu	22	26	64

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	26	13	76
Asian/PI languages	0	0	0
Chinese	120	636	527
Japanese	56	55	85
Korean	54	69	111
Mon-Khmer, Cambodian	0	7	31
Miao, Hmong	0	0	8
Thai	6	66	46
Laotian	0	0	0
Vietnamese	132	32	366
Other Asian	42	74	130
Tagalog	6	15	45
Other Pacific Is	0	5	50
Other languages	510	349	864
Navajo	0	0	0
Other Native N. American	2	3	11
Hungarian	9	0	5
Arabic	203	156	378
Hebrew	63	31	104
African languages	232	152	335
Other unspecified	1	7	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	19,844	42,344	182,178
Arab	261	403	745
Armenian	10	0	17
Austrian	8	61	121
British	156	356	1,268
Canadian	58	64	143
Croatian	21	12	25
Czech	28	28	138
Czechoslovak	0	7	42
Danish	13	46	84
Dutch	180	282	1,075
English	2,220	5,172	15,323
European	265	388	1,700
Finnish	21	17	93
French (not Basque)	379	687	1,904
French Canadian	71	95	263
German	1,500	2,338	7,405
Greek	121	273	544
Hungarian	39	35	207
Iranian	32	11	118

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,500	2,254	7,760
Italian	555	1,003	3,432
Lithuanian	20	21	146
Norwegian	60	150	490
Polish	71	113	937
Portuguese	0	13	56
Romanian	7	10	103
Russian	62	201	452
Scandinavian	34	39	90
Scotch-Irish	755	1,221	4,569
Scottish	560	1,083	3,548
Slovak	11	10	77
Subsaharan African	465	646	2,155
Swedish	34	189	322
Swiss	20	32	203
Ukrainian	14	40	95
US/American	1,591	3,640	13,923
Welsh	49	226	594
West Indian	18	130	208
Yugoslavian	0	18	34
Other	8,635	21,030	111,770



# 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*

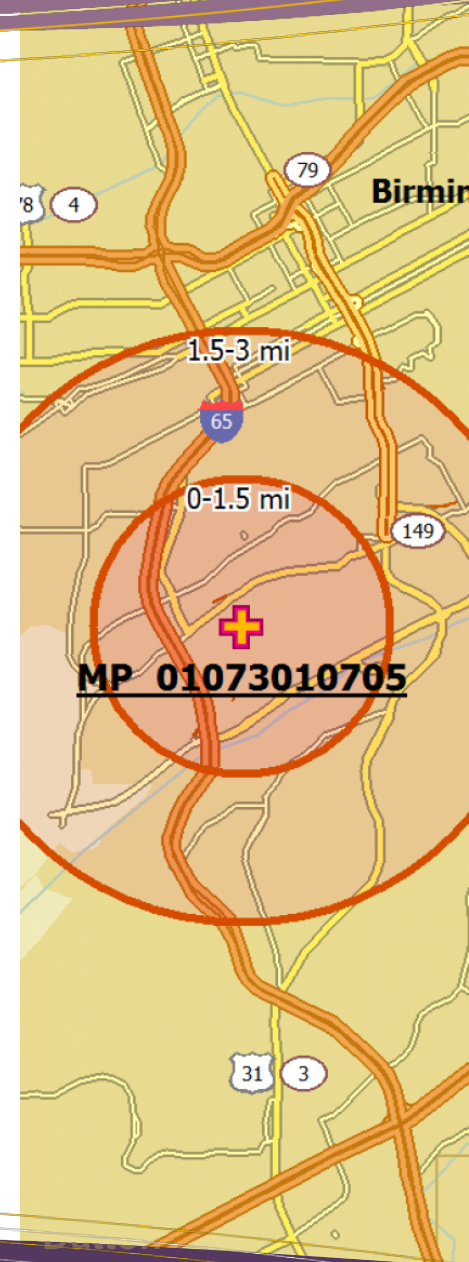
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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	10,784	100%	7,783	100%
<b>AFFLUENT SUBURBIA</b>	1,170	10.85%	826	10.61%
America's Wealthiest	182	1.69%	146	1.88%
Dream Weavers	208	1.93%	149	1.91%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	30	0.28%	20	0.26%
Small Town Success	274	2.54%	190	2.44%
New Suburbia Fam.	476	4.41%	321	4.12%
<b>UPSCALE AMERICA</b>	1,413	13.1%	997	12.81%
Status Conscious Consumers	31	0.29%	22	0.28%
Affluent Urban Professionals	138	1.28%	111	1.43%
Urban Commuter Fam.	890	8.25%	598	7.68%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	354	3.28%	266	3.42%
<b>SM TWN SUCCESS</b>	133	1.23%	94	1.21%
2nd City Homebodies	67	0.62%	48	0.62%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	66	0.61%	46	0.59%

# 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	10,784	100%	7,783	100%
<b>BLUE COLLAR BACKBONE</b>	130	1.21%	78	1%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	130	1.21%	78	1%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	638	5.92%	500	6.42%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	116	1.08%	84	1.08%
Urban Advancement	47	0.44%	32	0.41%
Amer. Great Outdoors	0	0%	0	0%
Mature America	475	4.4%	384	4.93%
<b>METRO FRINGE</b>	704	6.53%	485	6.23%
Steadfast Conservative	483	4.48%	331	4.25%
Moderate Conventionalists	61	0.57%	41	0.53%
Southern Blues	160	1.48%	113	1.45%
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	10,784	100%	7,783	100%
REMOTE AMERICA	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%
ASPIRING CONTEMP'S	2,758	25.57%	2,078	26.7%
Young Cosmopolitans	1,264	11.72%	990	12.72%
Minority Metro Communities	800	7.42%	592	7.61%
Stable Careers	606	5.62%	437	5.61%
Aspiring Hispania	88	0.82%	59	0.76%
RURAL VILLAGES & FARMS	110	1.02%	67	0.86%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	110	1.02%	67	0.86%
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	10,784	100%	7,783	100%
<b>STRUGGLING SOCIETIES</b>	698	6.47%	481	6.18%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	646	5.99%	438	5.63%
College Town Communities	52	0.48%	43	0.55%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	2,676	24.81%	1,888	24.26%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2,416	22.4%	1,690	21.71%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	260	2.41%	198	2.54%
<b>VARYING LIFESTYLES</b>	356	3.3%	289	3.71%
Military Family Life	0	0%	0	0%
Major University Towns	356	3.3%	289	3.71%
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?



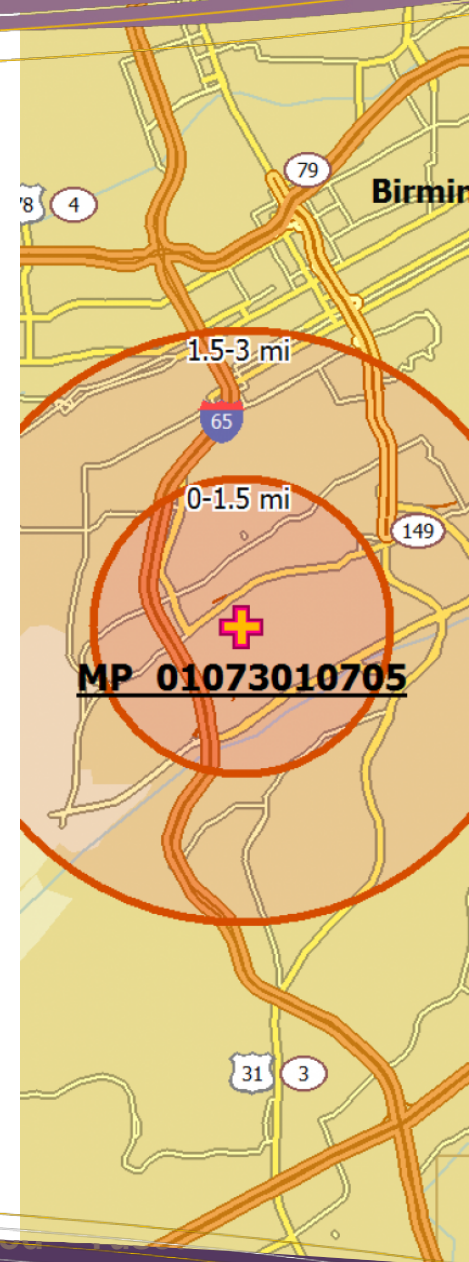
## Potential Cultural Bridges

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).



McIntosh Clayton Red Bay Rock Creek Selmont-West Selmont Walnut Grove Grimes Orange Beach

Kellyton Ashville Center Point Irondale Sylvan Springs Mulga Ozark Bay Minette Gordonville Tusk

uga New Brockton Florence Munford Cottonwood Hollywood Samson Frisco City Goli Shores Rock

Greensboro Brilliant Rainbow City Monroeville Smoke Rise Gordon Frisco City Goli Shores Rock

more Dadeville Brookside Elberta Hueytown Alabaster Columbiana Oak Hill Sweet Water Priceville

# 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	72%	73%	71%
Use Comp. for Internet/E-mail	54%	56%	55%
Internet Use: E-Mail	47%	49%	48%
Use Comp. for Word Processing	36%	37%	37%
Use Comp. for Comp. Games	33%	34%	34%
Use Comp. for Shopping	31%	33%	32%
Use Comp. for Banking	30%	31%	31%
Use Comp. for Education	29%	30%	31%
Use Comp. for Digital Camera	29%	30%	30%
Photo Editing			
HH Owns DVD Player	28%	29%	29%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: News/ Weather	26%	28%	27%
Internet Use: Banking	25%	27%	26%
Use Comp. for News/Info./Data Service	23%	24%	24%
PC-Network-HH Has One	19%	20%	20%
Use Comp. for Personal Financial Mngmnt	14%	16%	16%
Internet Use: Shopping: Gathered Info. for Shopping	13%	15%	15%
Use Comp. for Accounting	13%	14%	14%
Internet Use: Research/ Education	13%	13%	13%
Use Comp. for Filing/DB Mngmnt	12%	13%	14%
Internet Use: Shopping: Made A Purchase	12%	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	70%	70%	69%
Reading Books	57%	58%	56%
Dining Out (Not Fast Food)	55%	56%	54%
Card Games	38%	39%	39%
Cooking for Fun	37%	38%	37%
Go To A Beach/Lake	34%	35%	34%
Board Games	28%	28%	28%
Gardening	27%	28%	27%
Visit Museum	22%	23%	22%
Going To	21%	21%	20%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	65%	65%
Gen./Fam. Practitioner	38%	36%	35%
Dentist	29%	29%	28%
Eye Dr.	21%	21%	20%
Backache	21%	21%	21%
None Of These	20%	21%	20%
Hypertension/High Blood Pressure	19%	19%	19%
High Cholesterol	18%	17%	17%
Any Arthritis	14%	13%	13%
Acid Reflux Disease (GERD)	14%	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	31.33%	32.47%	30.96%
Live Theater	24.18%	25.46%	24.74%
Live Theater Most Often	19.21%	20.19%	19.54%
Rock/Pop Concerts Most Often	16.99%	17.29%	16.44%
Dance Performance	12.38%	12.5%	12.07%
Comedy Club	10.94%	10.81%	11.05%
Movies: Comedy	41.55%	41.56%	42.44%
Movies: Action/Adventure	38.81%	40.23%	40.53%
Movies: Drama	24.29%	25.64%	26.43%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	22.75%	22.93%	23.26%
Movies: Fam.	19.96%	19.81%	20.67%
Movies: Mystery	18.84%	20.64%	20.77%
MLB Baseball Reg. Season	9.08%	9.15%	9.04%
NFL Football Reg. Season	6.56%	6.64%	6.82%
College Football Reg. Season	6.33%	6.59%	6.72%
College Basketball Reg. Season	5.24%	5.23%	5.11%
NBA Basketball Reg. Season	4.09%	4.36%	4.34%
NHL Hockey Reg. Season	3.56%	3.65%	3.47%

# 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	40.66%	41.21%	40.32%
Swimming	28.93%	29.71%	29.05%
Bowling	20.42%	19.97%	20.44%
Billiards/Pool	18.16%	18.66%	17.81%
Jogging/Running	17.94%	18.35%	18.33%
Weight Training	17%	17.81%	17.07%
Basketball	15.61%	15.52%	15.72%
Using Cardio Machine	15.05%	15.41%	14.38%
Golf	12.53%	13.36%	12.85%
Freshwater Fishing	12.44%	12.29%	12.34%
Stationary Cycling	12.4%	12.79%	12.54%
Aerobics	12.12%	11.9%	11.98%
Baseball	11.51%	10.71%	10.57%
Mountain/Road Biking	11.31%	12.42%	11.79%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Football	10.89%	10.87%	10.83%
Camping Trips	9.29%	9.53%	9.21%
Backpacking/Hiking	8.66%	9.41%	8.79%
Tennis	8.43%	8.66%	8.11%
Yoga	8.17%	8.76%	8.3%
Softball	7.62%	7.37%	7.29%
Soccer	7.62%	7.68%	7.1%
Volleyball	7.54%	7.5%	7.64%
Target Shooting	6.19%	5.91%	5.63%
Power Boating	6.16%	6.7%	6.23%
Roller Skating	6.15%	6.13%	6.02%
Saltwater Fishing	6.04%	6.1%	5.96%
Canoeing/Kayaking	5.35%	5.55%	5.32%
Ice Skating	5.06%	5.62%	5.63%



# 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	4.97%	5.34%	4.88%
Hunting	4.89%	4.91%	4.49%
Downhill & X-Country Skiing	4.76%	5.29%	5.01%
Horseback Riding	4.54%	4.49%	4.28%
Motorcycling	4.51%	4.26%	4.16%
Jet Skiing	4.22%	4.47%	4.19%
Racquetball	4.16%	3.87%	3.97%
Rock Climbing	3.7%	3.71%	3.34%
Water Skiing	3.67%	3.89%	3.6%
Hockey	3.58%	3.34%	3.3%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Martial Arts	3.43%	3.49%	3.25%
Fly Fishing	3.35%	3.63%	3.67%
Snowboarding	3.23%	3.47%	3.25%
Sailing	3.18%	3.53%	3.2%
Archery	3%	3%	2.91%
Skateboarding	2.85%	2.92%	2.87%
Snowmobiling	2.8%	2.9%	2.76%
Surfing & Windsurfing	2.55%	2.82%	2.57%
Rowing	2.35%	2.45%	2.25%
Auto Racing	2.2%	2.49%	2.41%



## 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.

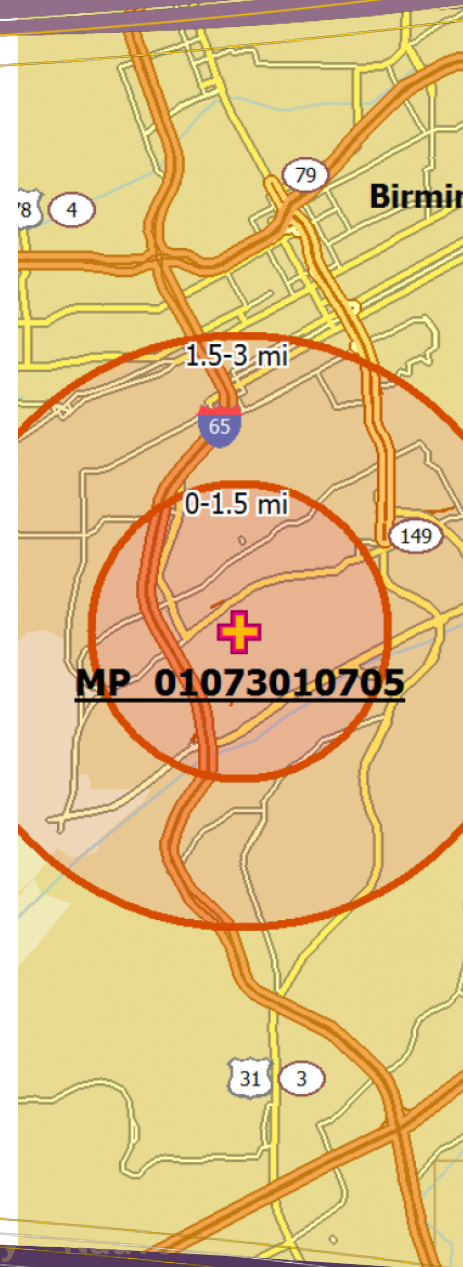
### BIBLICAL BARRIERS

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.

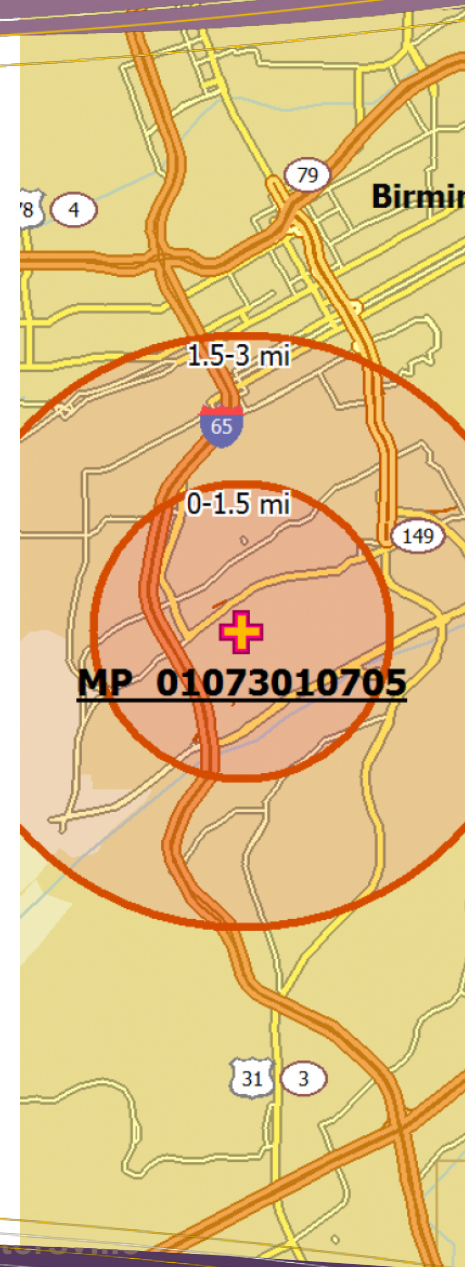
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

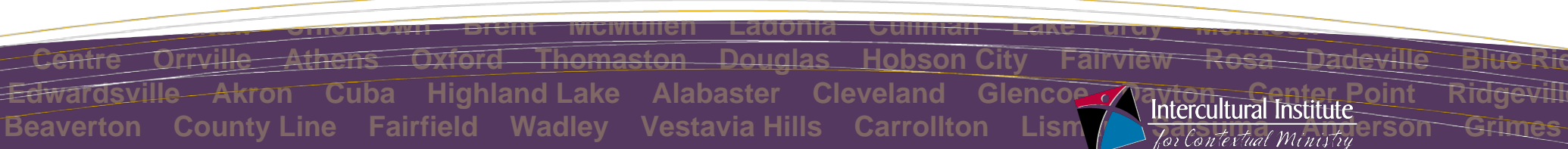


# Potential Cultural Barriers:

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%	52%	52%
Prefer To Have Few Possessions As Possible	37%	38%	36%
Speak My Mind Even If It Upsets People	35%	36%	36%
Find It Difficult To Say No To My Kids	35%	35%	35%
Like Control Over People And Resources	34%	34%	35%
Woman's Place Is In The Home	33%	31%	32%
Don't Judge People/Way They Live Life	31%	31%	31%
Friends More Important Than My Fam.	28%	28%	26%
If Won Lottery Would Never Work Again	28%	29%	28%
Like To Do Unconventional Things	25%	24%	25%
Money Is Best Measure Of Success	25%	25%	24%
Too Much Sponsorship In Arts/Sports	23%	23%	25%

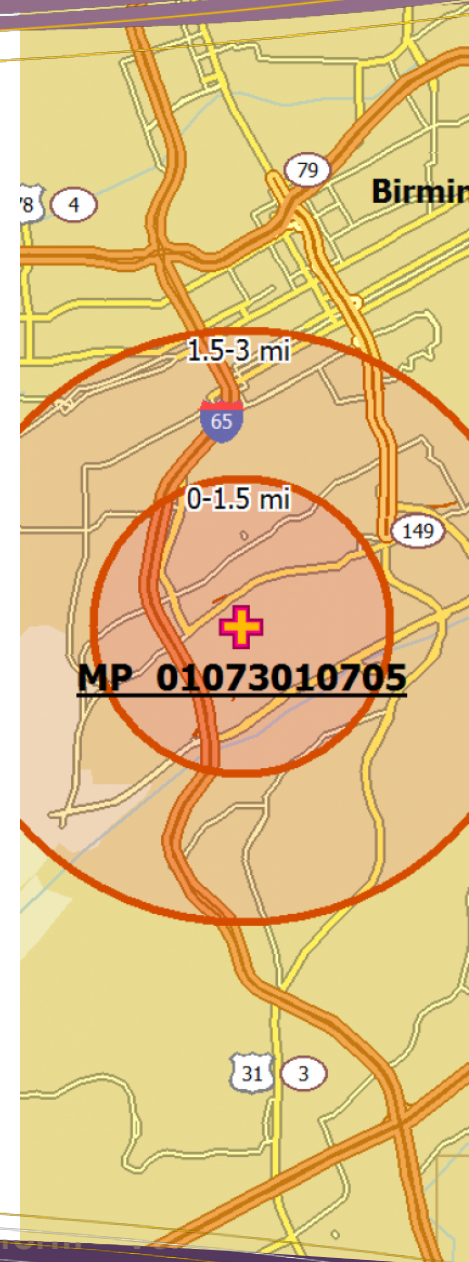
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
I Am A Workaholic	22%	22%	23%
Marijuana Should Be Legalized	21%	21%	22%
Like to Stand Out In A Crowd	20%	21%	21%
Like To Pursue Challenge/Novelty/Change	20%	19%	19%
We Should Strive for Equality for All	16%	17%	17%
Happy With My Standard Of Living	16%	17%	16%
Only Work Current Job for The Money	15%	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	9%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Very Happy With My Life As It Is	9%	9%	10%



## 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:

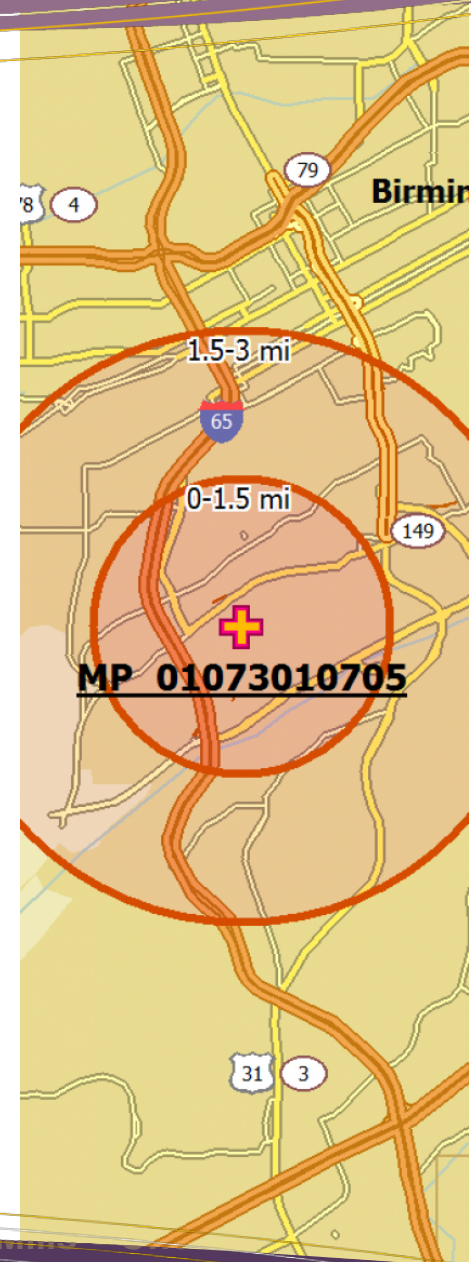
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	59%	60%	60%
You Should Seize Opportunities In Life	58%	58%	58%
Like To Understand About Nature	40%	40%	40%
Prefer To Have Few Possessions As Possible	37%	38%	36%
Prefer Work Part Of Team Than Alone	35%	34%	35%
Important Feel Respected By My Peers	34%	35%	34%
Important To Juggle Various Tasks	32%	32%	32%
Good At Fixing Things	30%	29%	29%
Have Keen Sense Of Adventure	28%	29%	29%
People Have To Take Me As They Find Me	24%	24%	25%
Like To Just Enjoy Life	24%	24%	23%
Consider Myself Interested In The Arts	21%	21%	21%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Worried About Pollution Caused By Cars	21%	22%	21%
Real Men Don't Cry	18%	17%	17%
Try Not To Worry About The Future	16%	16%	17%
Is An Important Part Of Who I Am	16%	16%	16%
Provide My Kids With The Little Extras	16%	15%	16%
Looking for New Ideas To Improve Home	16%	16%	17%
Enjoy Spending Time With My Fam.	11%	11%	12%
Children Should Be Allowed To Express Themselves	7%	7%	7%
Feel Very Alone In The World	7%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	4%	5%
Decor Particular Interest To Me	3%	4%	4%

## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In	80.9%	80.81%	82.14%
Restaurant-Visit Any			
Fam. Restaurants/Steak	76.38%	75.92%	75.82%
Houses-Visit Any			
McDonald's	51.47%	51.9%	53.3%
Burger King	35.22%	34.6%	36.06%
Wendy's	28.84%	28.03%	29.38%
Kentucky Fried Chicken (KFC)	27.55%	27.32%	28.9%
Subway	26.92%	27.27%	27.59%
Taco Bell	25.04%	24.51%	24.58%
Applebee's	24.75%	25.07%	25.13%
Olive Garden	20.59%	19.88%	20.18%
Pizza Hut	19.53%	19.13%	20.01%
Arby's	18.44%	18.01%	18.56%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Red Lobster	15.59%	15.72%	16.67%
Starbucks	14.94%	15.52%	15.46%
Outback Steakhouse	14.7%	14.86%	15.2%
IHOP (International House Of Pancakes)	14.37%	14.64%	15.29%
TGI Friday's	14.15%	14.65%	14.96%
Domino's Pizza	14.04%	14.06%	14.74%
Chili's Grill and Bar	13.39%	13.72%	13.73%
Dairy Queen	13.34%	13.62%	13.86%
Dunkin' Donuts	13.08%	13.03%	13.73%
Chick-Fil-A	13.07%	12.9%	13.73%
Sonic	11.99%	11.37%	11.66%
Popeyes	11.93%	11.72%	12.72%



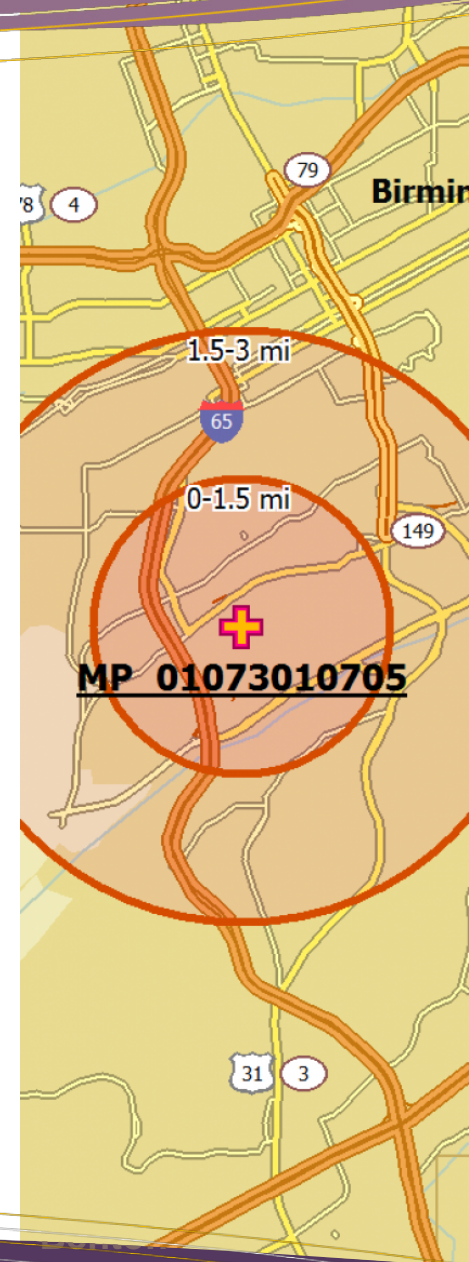


## Potential Shared Projects

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!

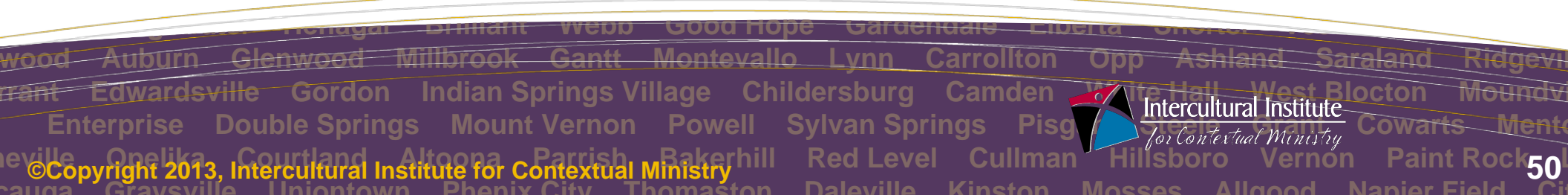


# Potential Shared Projects

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	45.95%	45.24%	44.8%
Recycled products	32.53%	33.04%	31.67%
Worked as volunteer (non political)	15.89%	16.38%	15.95%
Engaged in fund raising	11.98%	11.55%	11.86%
Religious club member	7.55%	7.47%	7.54%
Wrote to elected offcl about publ bus	6.35%	6.43%	6.21%

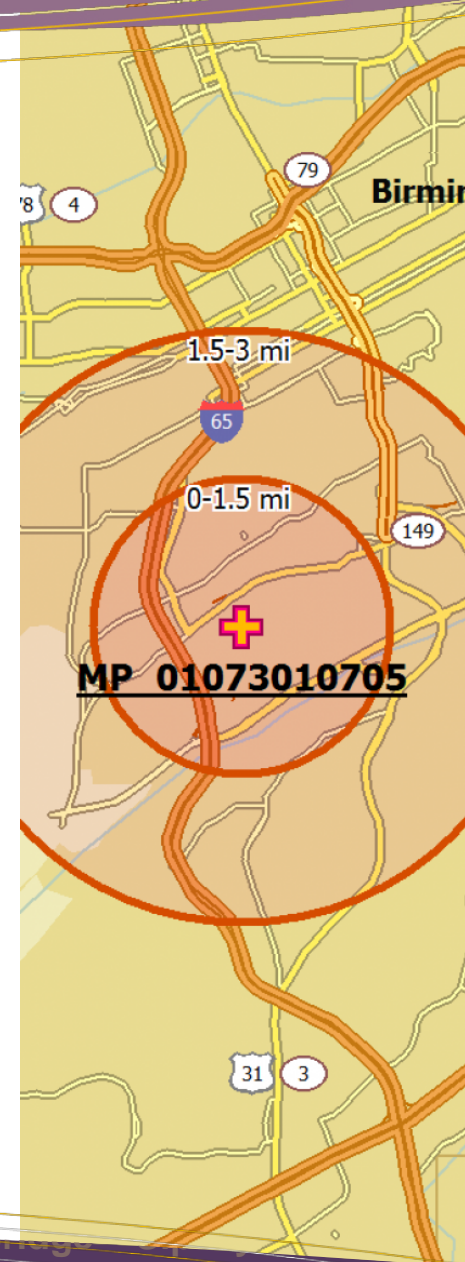
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	5.61%	5.8%	5.67%
Wrote to editor of mag or newspaper	5.54%	5.73%	5.6%
Took active part in local civic issue	5.53%	5.71%	5.52%
Church Board	5.35%	4.98%	5.28%
Addressed a public meeting	4.74%	4.9%	4.78%
Union member	4.61%	4.46%	4.41%



# 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	17.87%	18.4%	17.86%
Children's Books	13.71%	13.59%	13.64%
Mystery	12.15%	12.47%	11.92%
Cookbooks	9.83%	10.33%	10.03%
Religious (not Bibles)	9.19%	8.94%	9.14%
Personal/Business	7.57%	7.56%	7.39%
Self-help			
Romance	7.51%	7.21%	7.29%
History	7.43%	7.65%	7.44%
Biography	7.38%	7.53%	7.38%

<b>MAGAZINES</b>	<b>0-1.5 MILES</b>	<b>1.5-3 MILES</b>	<b>3-7 MILES</b>
Newspaper Distributed	69.68%	69.32%	69.15%
Gen. Editorial	49.91%	50.77%	51.23%
Womens	43.51%	43.95%	44.32%
Service	31.91%	33.18%	33.07%
Business/Finance	20.11%	21.18%	21.56%
Mens	19.4%	19.33%	19.16%
Sports	15.69%	16.27%	15.99%
Music	15.1%	15.28%	15.88%
Parenthood	12.98%	13.52%	13.79%

# 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	53.6%	53%	51.88%
Sport	32.45%	32.11%	31.87%
Classified	31.57%	31.31%	31.22%
Business/Finance	29.93%	30.32%	29.56%
Editorial Page	28.18%	28.22%	27.25%
Movie Listings & Reviews	26.94%	26.95%	26.29%
Comics	25.07%	25.35%	24.53%
Food/Cooking	24.28%	24.54%	23.95%
TV/Radio Listings	23.11%	23.05%	22.72%
Travel	20.54%	20.53%	20%
Home/Gardening	20.15%	20.05%	20.03%
Science/Technology	17.03%	17.33%	16.6%
Fashion	16.14%	15.85%	16.33%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	25.61%	25.16%	28.62%
CHR Contemp Hit Radio	18.18%	17.96%	17.62%
Adult Contemporary	14.97%	15.82%	15.07%
Country	12.76%	12.66%	11.52%
News/Talk	11.62%	12.1%	11.51%
Variety	10.29%	9.82%	9.79%
Oldies	10.25%	10.53%	10.54%
Rock	9.59%	9.53%	8.94%
Alternative	9.02%	9.49%	8.86%
Classic Rock	7.71%	8.23%	7.54%
All News	7.52%	7.61%	8.04%
Jazz	7.43%	7.26%	7.8%
Soft Contemporary	6.15%	6.29%	6.37%
Religious	5.69%	5.39%	5.49%
All Talk	4.85%	4.92%	4.94%
Sports	4.67%	4.68%	4.62%
Classical	4.44%	4.72%	4.28%
Gospel	4.37%	4.34%	5.02%

# 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	61.03%	61.46%	61.2%
Soapnet	51.28%	50.48%	50.62%
Satellite Dish	47.33%	46.51%	47.92%
Other Video-On-Demand	38.02%	40.55%	41.71%
Comedy Central	34.18%	36.48%	35.18%
Sci-Fi Channel	33.55%	33.48%	33.46%
MSNBC	30.95%	31.63%	31.65%
Subscribe Digital Cable	30.46%	30.18%	31.86%
TV Info From Sunday TV Magazine	28.7%	27.92%	28.49%
ABC Fam.	26.44%	27.88%	27.29%
Adult Pay Per View TV	26.22%	27.2%	28.2%
TV Info From Newspapers	25.5%	25.04%	25.47%

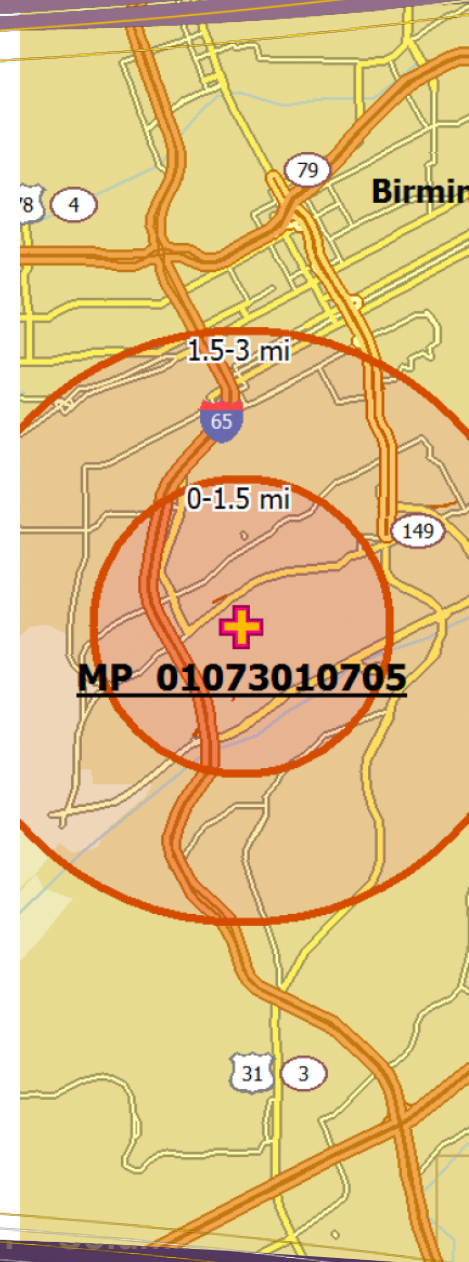
MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
BET (Black Entertainment TV)	25.47%	26.17%	25.59%
ESPN2	25.15%	26.91%	26.76%
Nickelodeon	25.05%	25.15%	25.27%
TCM (Turner Classic Movies)	24.8%	25.07%	24.94%
Hallmark Channel	24.61%	25.4%	25.44%
USA Network	24.27%	23.97%	23.79%
ESPN Classic	23.76%	25.9%	24.83%
Adult Swim	23.63%	24.36%	22.87%
The Golf Channel	23.29%	24.11%	23.45%
TV Info From Monthly Cable Guide	22.28%	22.96%	23.03%
Nick At Nite	21.7%	23.02%	22.69%
TV Info From Other	21.5%	21.07%	21.56%

## 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+)	20%	20.82%	20.01%
Medium Users (4-6)	10.01%	10.32%	10.04%
Light Users (1-3)	21.19%	20.36%	20.2%
Quintiles (20%)			
Newspaper I (Heavy)	0.96%	1.01%	1.07%
Newspaper II	1.75%	1.65%	1.67%
Newspaper III	3.01%	2.71%	2.73%
Newspaper IV	0.27%	0.3%	0.3%
Newspaper V (Light)	0.93%	0.96%	0.97%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.6%	21.17%	21.9%
Magazines II	9.84%	9.47%	9.9%
Magazines III	10.61%	10.46%	10.65%
Magazines IV	13.25%	12.53%	13.35%
Magazines V (Light)	0.83%	0.76%	0.82%
Outdoor I (Heavy)	8.02%	8.23%	8.72%
Outdoor II	3.41%	3.61%	3.98%
Outdoor III	4.76%	4.53%	5.01%
Outdoor IV	16.43%	15.81%	15.88%
Outdoor V (Light)	23.13%	23.5%	23.88%
Yellow Pages I (Heavy)	15.08%	14.41%	14.85%
Yellow Pages II	7.73%	7.65%	7.98%
Yellow Pages III	7.42%	8.04%	8.52%
Yellow Pages IV	22.77%	22.24%	22.27%
Yellow Pages V (Light)	4.29%	4.27%	4.62%

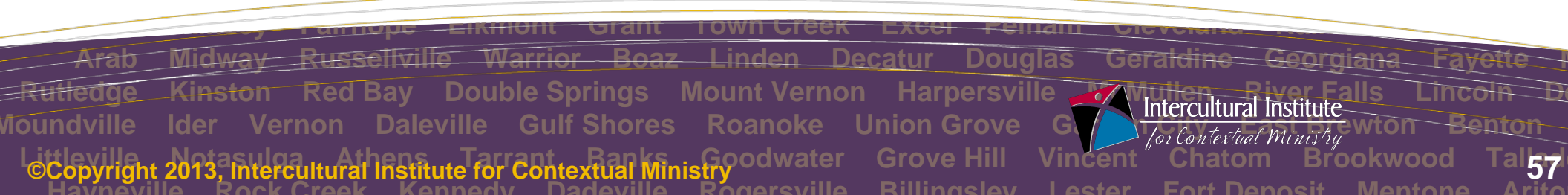


# Potential Multimedia Usage

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)	3.79%	3.87%	3.6%
Drive Time III (Medium)	1.11%	0.94%	1.11%
Radio IV & V (Light)	3.24%	2.96%	3.13%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.23%	10.09%	10.92%
Radio III (Medium)	4.65%	4.32%	4.51%
Radio IV & V (Light)	3.95%	3.75%	4.05%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.49%	14.12%	13.64%
Cable III (Medium)	4.98%	5.45%	5.37%
Cable IV & V (Light)	34.42%	35%	35.82%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.79%	4.82%	4.45%
Prime Time III (Medium)	1.56%	1.52%	1.41%
Prime Time IV & V (Light)	9.44%	10%	10.68%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	42.43%	41.48%	41.08%
Fringe III (Medium)	52.52%	51.07%	51.53%
Fringe IV (Light)	54.59%	53.39%	54.07%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.14%	15.09%	16.09%
All Day III (Medium)	24.33%	23.9%	24.19%
All Day IV (Light)	17.93%	18.11%	19.31%



# 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]	12.09%	12.25%	12.19%
6:00am - 10:00am	20.78%	21.1%	20.85%
10:00am - 3:00pm	11.47%	12.83%	13.35%
3:00pm - 7:00pm	15.45%	15.53%	16.26%
7:00pm - Midnight	14.09%	14.55%	14.54%
Midnight - 6:00am	7.2%	8.1%	8.36%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.3%	13.84%	14.33%
6:00am - 10:00am	4.61%	5.03%	4.69%
10:00am-3:00pm	8.38%	8.63%	7.99%
3:00pm - 7:00pm	7.37%	8.28%	8.6%
7:00pm - Midnight	10.33%	10.71%	10.87%
Midnight - 6:00am	14.01%	15%	15.03%

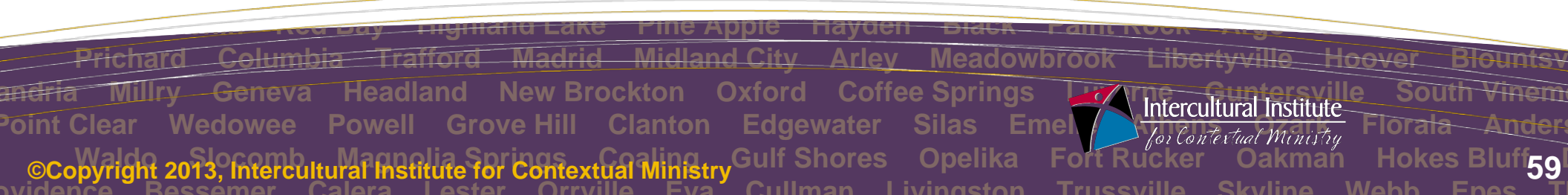
USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.73%	8.41%	7.96%
Saturday:	9.36%	8.83%	9.04%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.55%	10.27%	9.77%
9:00am-1:00pm	21.7%	23.02%	22.69%
9:00am-4:00pm	25.67%	27.01%	26.54%
4:00pm-7:00pm	31.05%	30.82%	30.73%
11:00pm-1:00am	39.87%	40.55%	40.17%
AVG Prime time	4.04%	4.4%	4.78%
Mon-Sun			

# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	17.95%	19.26%	19%
7-9am	25.15%	26.91%	26.76%
9am-12noon	16.87%	17.36%	16.72%
12noon-4pm	8.8%	9.65%	9.82%
4-6pm	50.62%	51.21%	50.97%
6-7pm	16.38%	16.82%	16.81%
7-7:30pm	1.97%	1.92%	1.77%
7:30-8pm	9.76%	10.17%	10.17%
8-11pm	7.73%	8.41%	7.96%
11pm-12am	30.95%	31.63%	31.65%
11pm-1am	39.87%	40.55%	40.17%
1-6am	31.02%	32.96%	33.07%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	20.08%	20.25%	20.32%
Sat: 10am-1pm	10.16%	9.96%	10.52%
Sat: 1-4pm	23.88%	23.73%	23.97%
Sat: 4-6pm	8.12%	8.02%	8.22%
Sat: 6-7pm	1.98%	1.94%	1.99%
Sat: 7-8pm	1.25%	1.29%	1.37%
Sat: 8-11pm	9.36%	8.83%	9.04%
Sat: 11pm-1am	6.89%	6.55%	6.96%
Sat: 1am-7pm	24.27%	23.97%	23.79%
Sun: 7-10am	2.26%	2.26%	2.04%
Sun: 10am-1pm	5.44%	5.49%	5.33%
Sun: 1-4pm	6.33%	6.05%	5.82%
Sun: 4-7pm	12%	12.52%	12.36%
Sun: 7-11pm	9.55%	10.27%	9.77%
Sun: 11pm-1am	5.41%	5.79%	5.59%
Sun: 1-7am	20.88%	21.27%	20.8%



# 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*



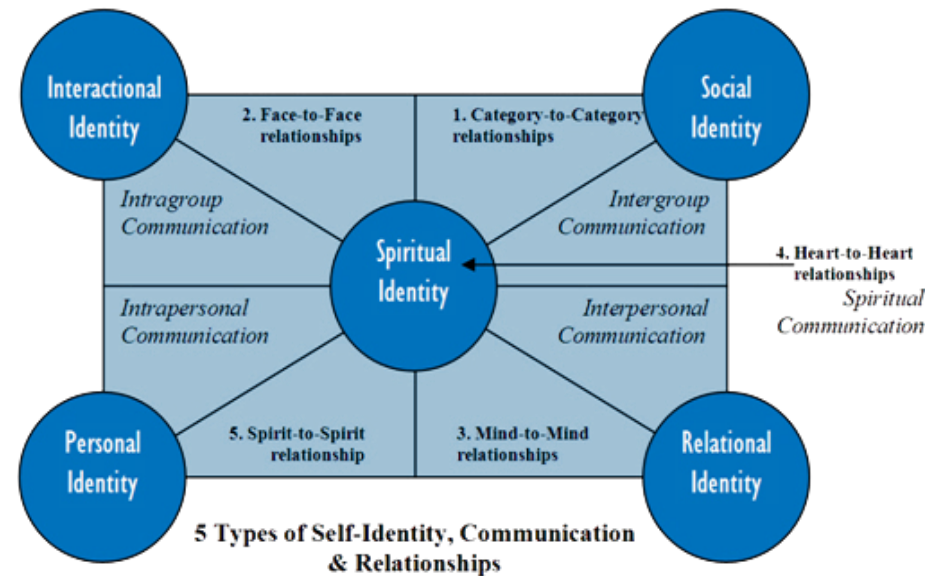
Samson Coaling Nauvoo Elberta South Vinemont Mobile Raleigh  
Grand Bay Meadowbrook Midfield Spanish Fort Waverly Reform Ardmore Northport Woodland Sumter  
West Blocton Cedar Bluff Cuba Foley Castleberry Shiloh Eufaula Reec City Lexington Malvern East B  
Sheffield Athens Albertville Moores Mill Huntsville Mentone Leesburg  
Alexander City Selmont West Selmont Lester Rockford McKenzie Kellyton Hillsboro Gainesville Elba

# 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.

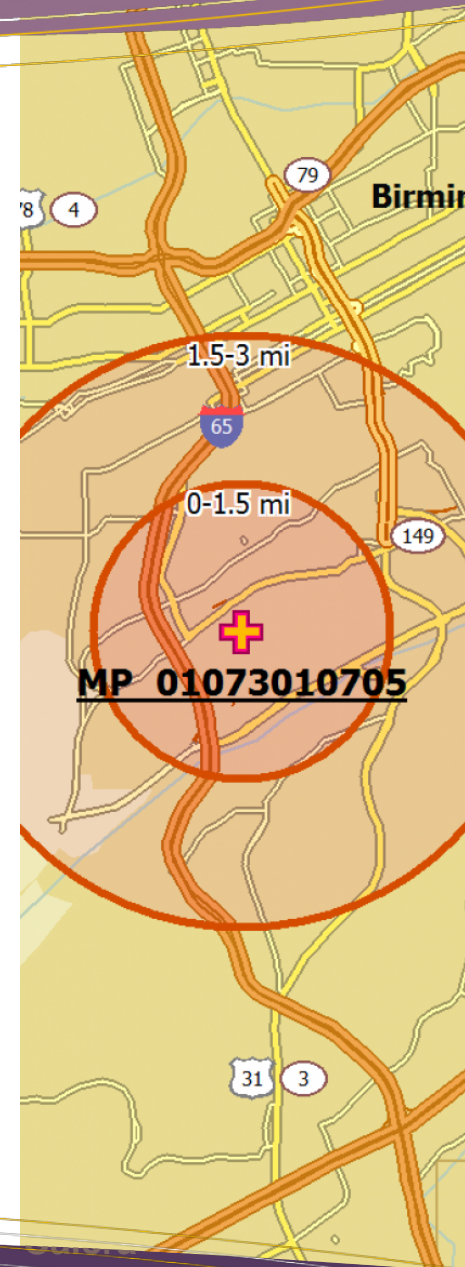


## Your MissionSite and the Missional Suite

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)



Hanceville Mobile Faunsdale Center Point Pickensville McKenzie Heath Fruithurst Eva Smoke Rise  
rdiff Flomaton Foley Pinson Greenville Reece City Level Plains Paint Rock Frisco City Indian Springs Vi  
n Malvern Valley Head Gu-Win Eutaw Dodge City Mountainboro York Union Grove Fair  
Addison Clio Uniontown Lester Clayhatchee Redstone Arsenal Rutledge Gurley Centre Oxford Cou  
Camden Satsuma Harvest Greensboro Vestavia Hills Goldville Russellville Brewton Leeds Colony



# 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	0.57 mi	2,245	Plateauing
2	New Birth Christian	19 Ragland Drive Odenville, AL 35120	0.63 mi	0	Plateauing
3	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	0.89 mi	141	Growing
4	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	1.43 mi	419	Declining
5	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	1.91 mi	2,096	Growing
6	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	1.93 mi	61	Growing
7	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	2.03 mi	1,615	Growing
8	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	2.06 mi	0	Plateauing
9	Southside	PO Box 55058 Birmingham, AL 35255	2.37 mi	163	Declining
10	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	2.37 mi	0	Plateauing
11	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	2.46 mi	413	Plateauing
12	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	2.80 mi	180	Declining
13	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	2.80 mi	215	Growing
14	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	2.83 mi	176	Growing
15	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	3.01 mi	1,431	Growing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	3.59 mi	0	Plateauing
17	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	3.69 mi	529	Plateauing
18	South Park	2341 Pearson Ave SW Birmingham, AL 35211	3.74 mi	69	Growing
19	Bluff Park	2211 McGwier Dr Hoover, AL 35226	4.08 mi	105	Declining
20	Sardis	1615 4th Ct W Birmingham, AL 35208	4.13 mi	1,100	Plateauing
21	Cathedral of Faith	4720 Court V Birmingham, AL 35208	4.15 mi	0	NoData
22	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	4.16 mi	239	Growing
23	Fairview	2501 29th Place Ensley Birmingham, AL 35208	4.36 mi	54	Plateauing
24	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	4.43 mi	0	Plateauing
25	Mt. Zion	715 12th Ave W Birmingham, AL 35204	4.47 mi	100	Plateauing
26	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	4.59 mi	91	Declining
27	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	4.64 mi	118	Plateauing
28	Green Acres	6505 Avenue O Birmingham, AL 35228	4.64 mi	42	Declining
29	Lakeside	2865 Old Rocky Ridge Rd Birmingham, AL 35243	4.83 mi	987	Declining
30	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	4.83 mi	0	Plateauing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Rocky Ridge First	2209 Rocky Ridge Rd Hoover, AL 35216	4.85 mi	25	Declining
32	Shades Crest	452 Park Ave Hoover, AL 35226	5.20 mi	484	Plateauing
33	Hoover First	2025 Patton Chapel Rd Hoover, AL 35216	5.21 mi	183	Declining
34	Thomas First	153 1st Street Thomas Birmingham, AL 35214	5.30 mi	38	Growing
35	Green Valley	1815 Patton Chapel Rd Hoover, AL 35226	5.50 mi	776	Growing
36	Shannon Fist	PO Box 238 Shannon, AL 35142	5.54 mi	89	Declining
37	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	5.57 mi	562	Declining
38	New Beginnings Family Church	500 B Y Williams Sr Dr Birmingham, AL 35228	5.61 mi	180	Growing
39	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	5.66 mi	76	Declining
40	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	5.93 mi	318	Plateauing
41	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	6.00 mi	46	Declining
42	Central Missionary	PO Box 12784 Birmingham, AL 35202	6.02 mi	65	Declining
43	Judah Family	2912 Avenue D Birmingham, AL 35218	6.03 mi	0	Plateauing
44	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	6.12 mi	0	Plateauing
45	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	6.18 mi	75	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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*This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.*

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