MissionSite
top unreached locations

BIRMINGHAM, AL

CENSUS TRACT: 01073012702
REGION: North Central Region
ASSOCIATION: Birmingham
DISTRICT: 11: Birmingham Metro District
COUNTY: Jefferson
SITESCAPE: Townscape
DENSITY PATTERN: C

iMultiply
CONGREGATIONAL REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
State Board of Missions

MissionSite (TM)
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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 0-3 mile, 3-7 mile, and 7-10 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 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	35242	Jefferson
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.16	Small towns adjacent to a small city
9	Sitescape Density Pattern	C	10000-250000-250000

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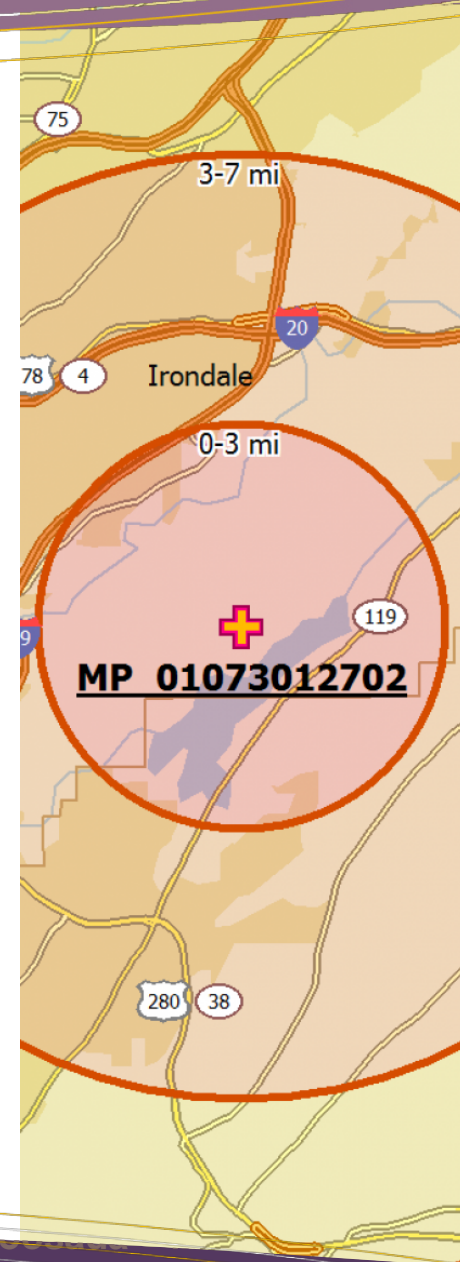
Site Location Summary - Map of the Site Location
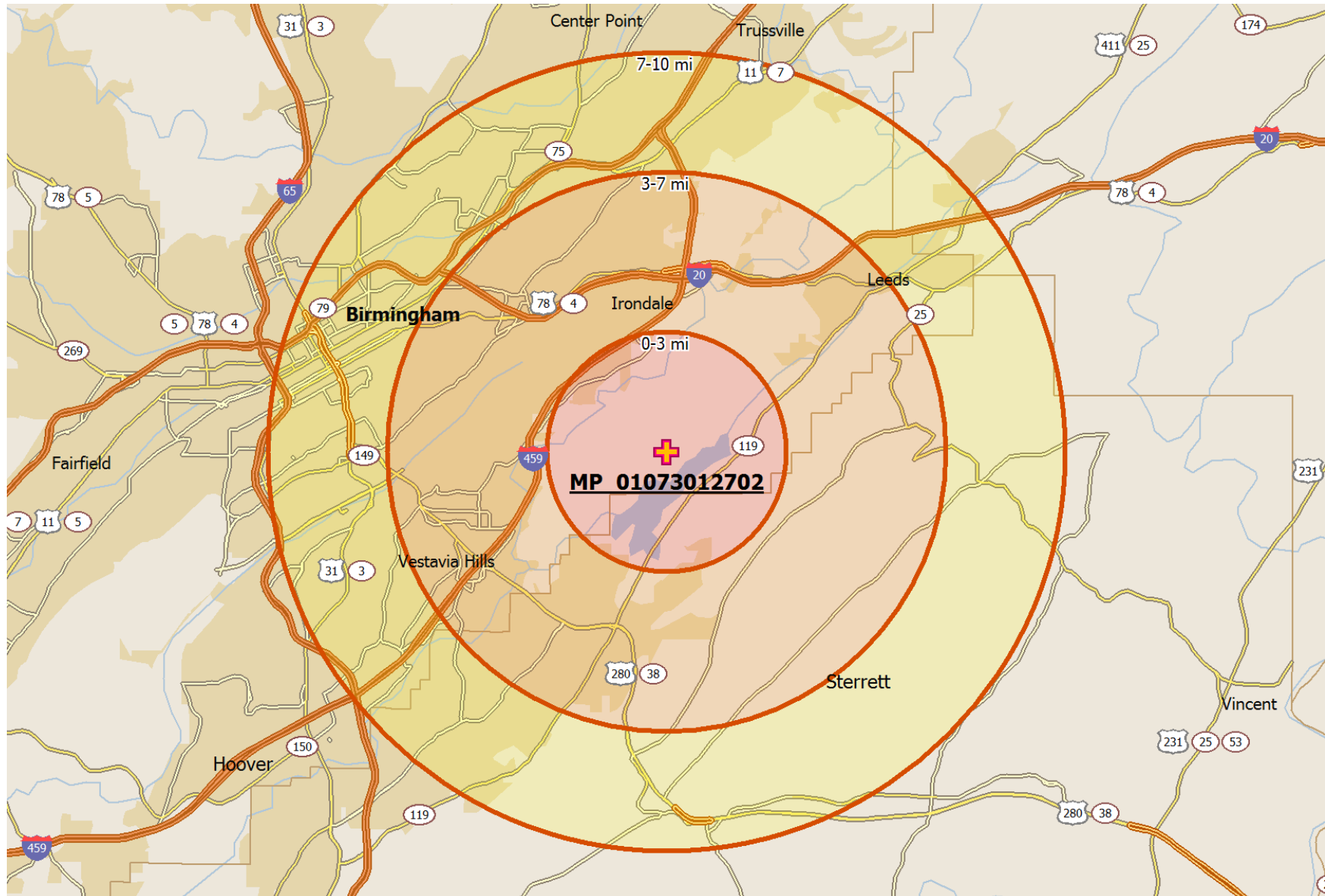
Site Location Summary - Urbanicity

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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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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.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	22,600	151,297	164,907
2010 Households	9,854	63,509	70,058
2010 Group Quarters Population	22	5,460	4,939

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	11	46	56
Language Diversity National Index	8	21	34
Foreign Born Diversity National Index	27	78	76
Ancestry Diversity National Index	99	55	33
Racial Diversity National Index	31	45	64

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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 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

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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 0-3 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.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	5,742	58.27%
Mainstay Communities	Established, Diverse Households	806	8.18%
Working Communities	Blue-collar, Working Families	45	0.46%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,261	33.09%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

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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 for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

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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.

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	0-3 MILE BAND	% INDEX
Unreached Households	188,839	7,316	3.87%
Unreached %	70.04%	74.24%	106
Religious But NOT Evangelical HH	59,062	1,686	2.85%
Religious But NOT Evangelical %	21.91%	17.11%	78.09
Spiritual But NOT Relig or Evang HH	23,159	1,329	5.74%
Spiritual But NOT Relig or Evang %	8.59%	13.48%	156.97
Not Evangelical, Not Interested HH	108,094	4,301	3.98%
Not Evangelical, Not Interested %	40.09%	43.65%	108.87

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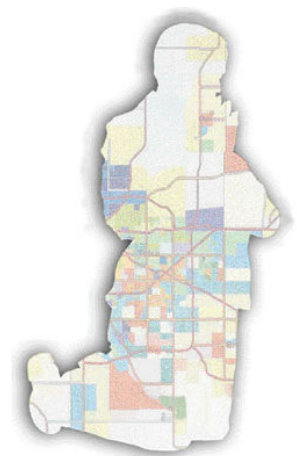
Spirituality Indicators - Churchscape

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).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of ALSBOM Churches	258	4	1.55%
Active ALSBOM Attenders	47,650	973	2.04%
Active Evangelical Households	60,770	1,910	3.14%
Active Evangelical Percent	22.54%	19.38%	85.98
Inactive Evangelical Households	20,000	628	3.14%
Inactive Evangelical Percent	7.42%	6.38%	85.98
# New Churches Needed	0	1	0%
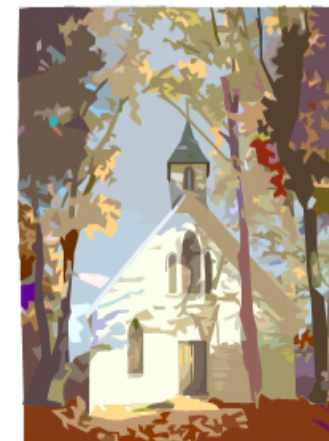
Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Liberty Park	0.55 mi	291	Plateauing	16	Irondale First	4.71 mi	216	Plateauing
2	Brookwood	1.64 mi	562	Declining	17	Crestway	5.14 mi	233	Declining
3	Overton First	2.45 mi	29	Declining	18	Ruffner Valley	5.21 mi	60	Declining
4	Cahaba Heights	2.49 mi	91	Declining	19	Birmingham First	5.65 mi	419	Declining
5	The Church at Brook Hills	3.05 mi	2,792	Growing	20	Mt. Mariah	5.66 mi	0	Plateauing
6	Brook Hills Deaf	3.05 mi	50	Plateauing	21	Rose Hill	5.69 mi	27	Growing
7	Philadelphia	3.11 mi	239	Growing	22	Lakeside	6.00 mi	987	Declining
8	Christ for the Nations	3.83 mi	0	Plateauing	23	Mount Hebron	6.14 mi	57	Declining
9	McElwain	4.08 mi	318	Plateauing	24	New Hope-South Avondale	6.24 mi	0	Plateauing
10	Oak Grove	4.11 mi	44	Declining	25	The People's Church at Oak Mountain	6.52 mi	103	Declining
11	Meadow Brook	4.20 mi	387	Growing	26	Southside	6.61 mi	163	Declining
12	Mountain Brook	4.39 mi	529	Plateauing	27	Korean (Southside)	6.61 mi	0	Plateauing
13	Grantswood	4.41 mi	47	Growing	28	Central Missionary	6.62 mi	65	Declining
14	Vestavia Hills	4.65 mi	413	Plateauing	29	Baptist Church of the Covenant	6.62 mi	176	Growing
15	Pineview	4.70 mi	51	Declining	30	Lakewood	6.74 mi	118	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.

2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.

3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other chruches 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 Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 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	14,973	2.3%
2000 Population	662,047	20,009	3.02%
2010 Population	666,792	22,600	3.39%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	6,235	2.48%
2000 Households	263,265	8,598	3.27%
2010 Households	269,609	9,854	3.65%

Location Types in this MissionSite
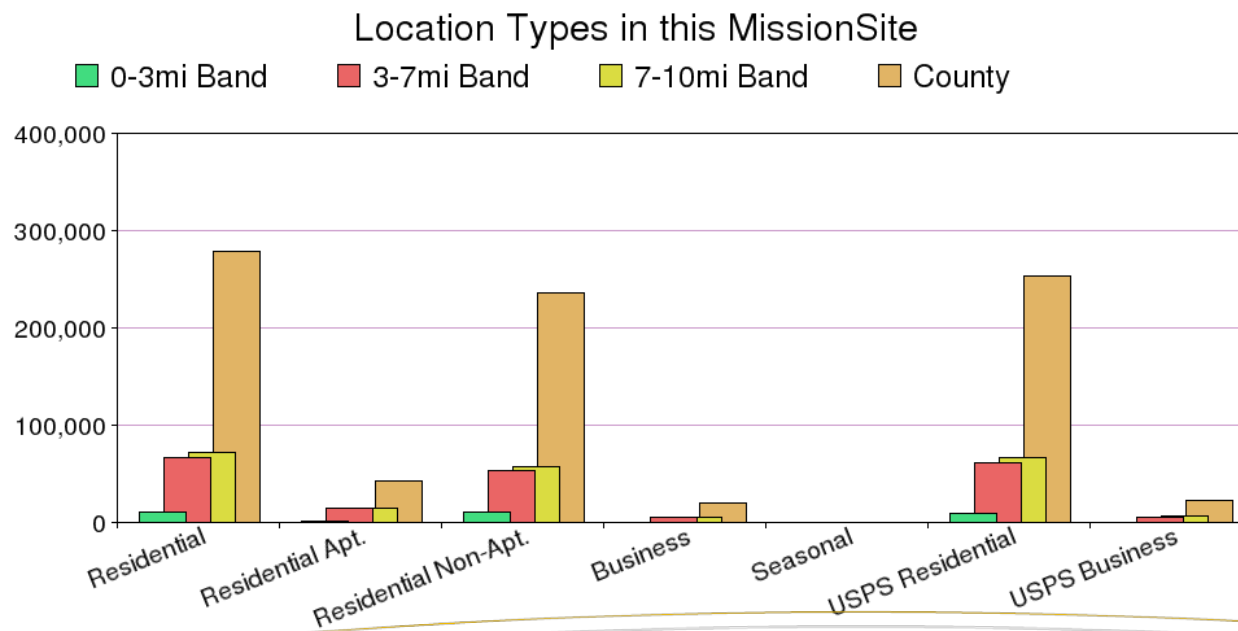
Location Type	0-3mi Band
Residential	11,044
Residential Apt.	706
Residential Non-Apt.	10,338
Business	486
Seasonal	0
USPS Residential	8,879
USPS Business	481

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

Age Group Percentages
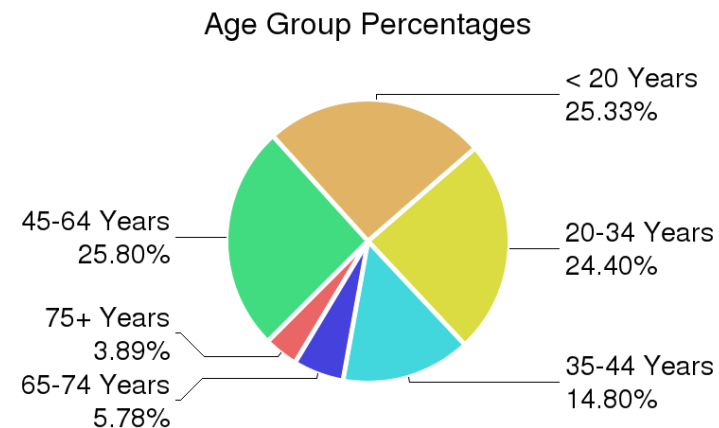
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.61%	98.77
4-5 Years	2.7%	2.63%	97.41
6-8 Years	3.98%	4.22%	106.03
9-11 Years	3.86%	3.91%	101.3
12-13 Years	2.52%	2.65%	105.16
14-17 Years	5.08%	4.32%	85.04
18-19 Years	2.53%	1.98%	78.26
0-5 Years	8.38%	8.24%	98.33
6-12 Years	9.1%	9.46%	103.96
13-19 Years	8.87%	7.62%	85.91
< 20 Years	26.35%	25.32%	96.09
20-34 Years	20.74%	24.39%	117.6
35-44 Years	12.98%	14.8%	114.02
45-64 Years	25.86%	25.79%	99.73
65-74 Years	7.12%	5.78%	81.18
75+ Years	6.94%	3.89%	56.05
Median Age	37	36	97.07
Median Age (Male)	35	35	100.45
Median Age (Female)	39	37	93.81

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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.
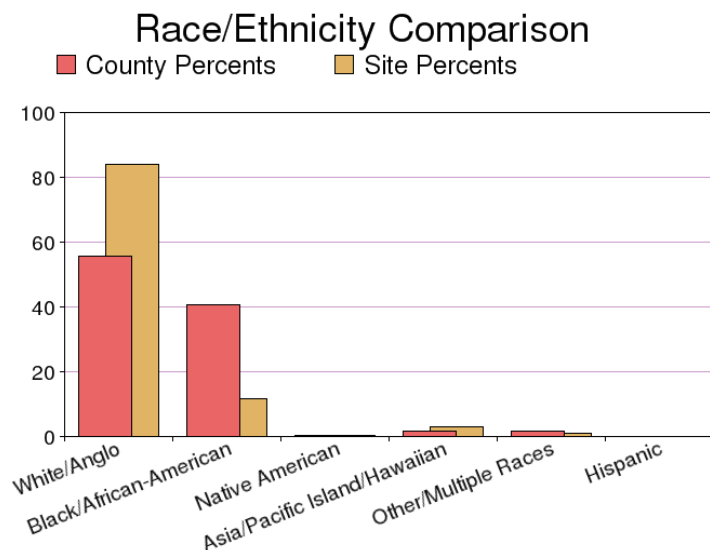
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	83.93%	150.86
Black, African-American	40.69%	11.78%	28.95
Native American	0.36%	0.25%	69.78
Asian	1.49%	2.86%	191.75
Pacific Island, Hawaiian	0.08%	0.03%	37.28
Other/Multiple Races	1.74%	1.14%	65.46
Hispanic	0%	3.16%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	15,146	
Less than 9th Grade	3.46%	0.41%	845.51
No High School Diploma	8.86%	1.79%	495.15
High School Graduate	28.96%	9.2%	314.83
Some College, no degree	22.64%	15.87%	142.69
Associate Degree	7.22%	4.68%	154.24
College Degree	17.82%	38.92%	45.8
Graduate/Prof. degree	11.04%	29.14%	37.89

Race/Ethnicity Comparison

■ County Percents ■ Site Percents

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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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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%	2.11%	32.83
$10,000 to $19,999	13.29%	3.78%	28.4
$20,000 to $29,999	12.05%	7.52%	62.42
$30,000 to $49,999	20.54%	14.11%	68.66
$50,000 to $59,999	8.47%	5.89%	69.46
$60,000 to $69,999	6.88%	5.64%	82.04
$70,000 to $79,999	5.9%	5.74%	97.3
$80,000 to $89,999	4.74%	5.67%	119.72
$90,000 to $99,999	3.22%	5.04%	156.82
$100,000 to $124,999	6.59%	12.4%	188.28
$125,000 to $149,999	3.44%	6.7%	194.63
$150,000 to $199,999	3.44%	11.2%	325.63
$200,000 to $249,999	1.12%	5.02%	446.98
$250,000 or more	2.08%	9.15%	439.13
Median Household	45,427	91,753	201.98
Average Household	68,011	139,885	205.68
Per Capita Household	28,213	60,994	216.19
Family/Non-Family Household Income			
Median Family Income	58,390	129,314	221.47
Average Family Income	83,931	172,366	205.37
Median Non-Family Income	28,382	49,613	174.8
Average Non-Family Income	39,159	64,736	165.32

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Current Demographic Summary

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	
Family Households			Index
% Family Households	64.44%	58.51%	90.8
Families with Children	32.53%	28.38%	87.25
Families without Children	31.91%	30.13%	94.42
Non-Family Households			
% Non-Family Households	35.56%	41.49%	116.67
Non-Families with Children	0.19	0.08	42.34
Non-Families without Children	35.37	41.4	117.07
Housing Units			Index
Total Housing Units	313,876	11,598	
Vacant percent	14.1%	15.05%	106.68
Owned percent	58.37%	51.32%	87.91%
Rented Percent	27.52%	33.64%	122.24
Households by Size			Index
Avg household size	2.41	2.29	95.02
Avg family hh size	3.12	3.07	98.4
Avg non-family hh size	1.13	1.19	105.31
Households By Count of Persons			Percent
One	84,836	3,424	4.04%
Two	81,467	3,141	3.86%
Three or Four	80,946	2,580	3.19%
Five+	22,360	709	3.17%

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Projected Demographic Summary

The population and household figures from IICM's Demoscape 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 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 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	14,973	2.3%
2000 Population	662,047	20,009	3.02%
2010 Population	666,792	22,600	3.39%
2015 Population	675,554	23,667	3.5%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	6,235	2.48%
2000 Households	263,265	8,598	3.27%
2010 Households	269,609	9,854	3.65%
2015 Households	277,141	10,380	3.75%

Household Change from 1985 to 2030
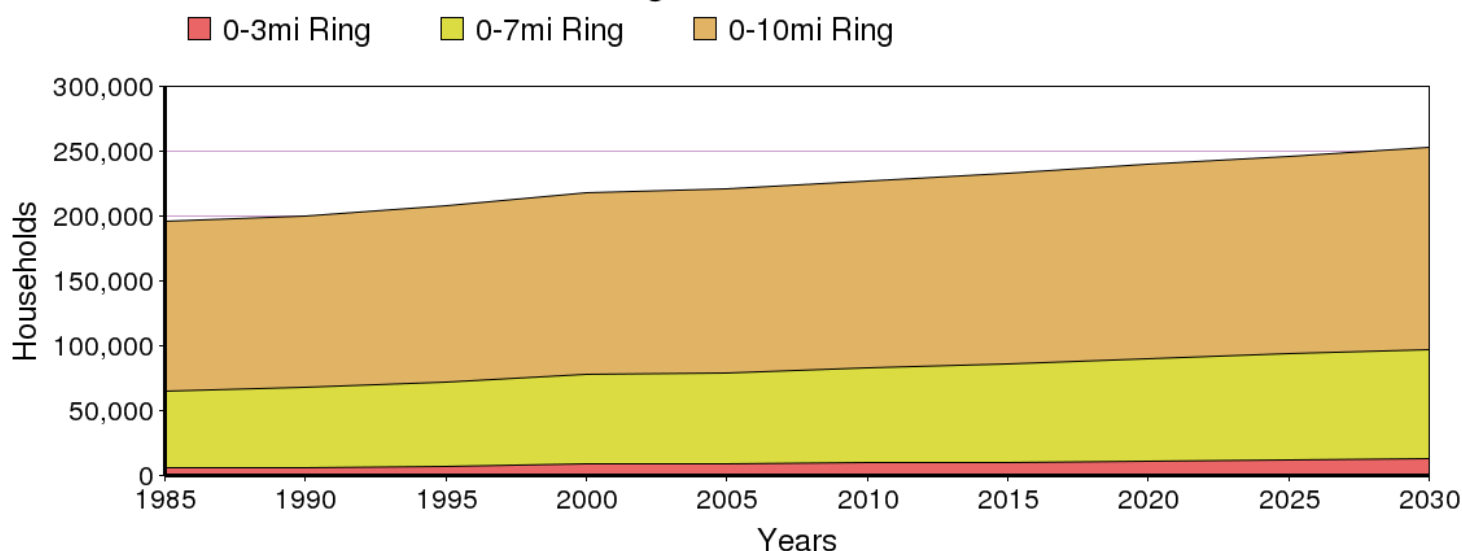
Legend: ■ 0-3mi Ring ■ 0-7mi Ring ■ 0-10mi Ring

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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

| CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.61%	5.43%	96.79
4-5 Years	2.63%	2.56%	97.34
6-8 Years	4.22%	4.15%	98.34
9-11 Years	3.91%	3.98%	101.79
12-13 Years	2.65%	2.75%	103.77
14-17 Years	4.32%	4.47%	103.47
18-19 Years	1.98%	2.03%	102.53
0-5 Years	8.24%	7.98%	96.84
6-12 Years	9.46%	9.5%	100.42
13-19 Years	7.62%	7.88%	103.41
< 20 Years	25.32%	25.36%	100.16
20-34 Years	24.39%	23.21%	95.16
35-44 Years	14.8%	14.9%	100.68
45-64 Years	25.79%	25.28%	98.02
65-74 Years	5.78%	7.15%	123.7
75+ Years	3.89%	4.1%	105.4
Median Age	37	37	98.33
Median Age (Male)	35	36	101.79
Median Age (Female)	39	38	96.35

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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 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	83.93%	77.21%	91.99
Black, African-American	11.78%	18.22%	154.72
Native American	0.25%	0.33%	132.35
Asian	2.86%	3.07%	107.3
Pacific Island, Hawaiian	0.03%	0.05%	177.34
Other/Multiple Races	1.14%	1.11%	97.72
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	15,146	15,803	
Less than 9th Grade	0.41%	0.28%	69.56
No High School Diploma	1.79%	1.35%	75.33
High School Graduate	9.2%	8.9%	96.81
Some College, no degree	15.87%	15.28%	96.32
Associate Degree	4.68%	5.11%	109.23
College Degree	38.92%	38.95%	100.09
Graduate/Prof. degree	29.14%	30.11%	103.36
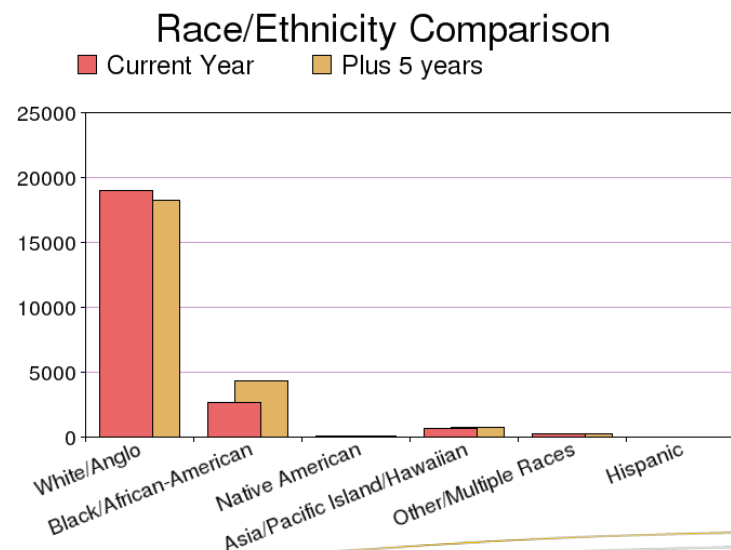
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Projected Demographic Summary

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 0-3 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 0-3 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 0-3 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
Household Income			
< $10,000	2.11%	1.77%	83.98
$10,000 to $19,999	3.78%	3.41%	90.34
$20,000 to $29,999	7.52%	6.87%	91.35
$30,000 to $49,999	14.11%	12.8%	90.77
$50,000 to $59,999	5.89%	5.61%	95.26
$60,000 to $69,999	5.64%	5.3%	93.91
$70,000 to $79,999	5.74%	5.57%	95.1
$80,000 to $89,999	5.67%	5.74%	98.5
$90,000 to $99,999	5.04%	4.98%	98.75
$100,000 to $249,999	12.4%	13.22%	106.59
$125,000 to $149,999	6.7%	7.33%	109.46
$150,000 to $199,999	11.2%	12.35%	110.24
$200,000 to $249,999	5.02%	5.38%	107.01
$250,000 or more	9.15%	9.49%	103.67
Median Household	91,753	96,872	105.58
Average Household	139,885	150,254	107.41
Per Capita Household	60,994	65,901	108.05
Family/Non-Family Household Income			
Median Family Income	129,314	137,239	106.13
Average Family Income	172,366	187,314	108.67
Median Non-Family Income	49,613	53,877	108.59
Average Non-Family Income	64,736	70,559	108.99

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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 0-3 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 0-3 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 0-3 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
Family Households			
% Family Households	58.51%	57.22%	97.78
Families with Children	28.38	27.28	96.12
Families without Children	30.13	30.27	100.46
Non-Family Households			
% Non-Family Households	41.49%	42.78%	103.13
Non-Families with Children	0.08	0.06	103.13
Non-Families without Children	41.4	42.73	103.19
Housing Units			
Total Housing Units	11,598	12,265	105.75%
Vacant percent	15.05%	15.37%	102.15
Owned percent	51.32%	50.71%	98.8
Rented Percent	33.64%	33.92%	100.81
Households by Size			
Avg household size	2.29	2.28	99.56%
Avg family hh size	3.07	3.11	101.3%
Avg non-family hh size	1.19	1.17	98.32%
Households By Count of Persons			
One	3,424	3,759	109.78%
Two	3,141	3,190	101.56%
Three or Four	2,580	2,685	104.07%
Five+	709	746	105.22%

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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.

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	989	5,311	6,505
Northern Europe	128	338	315
Western Europe	69	263	209
Southern Europe	20	113	82
Eastern Europe	142	331	130
Other Europe	0	0	0
Eastern Asia	161	768	849
So. Central Asia	103	497	607
SE Asia	36	280	491
Western Asia	41	171	229
Other Asia	0	10	85

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	211	262
Middle Africa	0	0	9
Northern Africa	8	26	34
Southern Africa	27	8	36
Western Africa	27	35	190
Other Africa	0	17	25
Oceania	7	15	10
Caribbean	0	125	300
Central Amer.	160	1,518	2,343
South America	26	336	135
North America	34	249	164
Born at sea	0	0	0

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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	0-3 MILES	3-7 MILES	7-10 MILES
English only	19,608	129,917	142,838
Spanish	359	3,881	5,266
Other Indo-Euro language	600	2,812	1,919
French (incl. Patois, Cajun)	132	899	511
French Creole	0	0	17
Italian	29	155	73
Portuguese	26	64	2
German	55	553	405
Yiddish	0	57	0
Other West Germanic	48	39	27
A Scandinavian Language	0	16	20
Greek	44	182	166
Russian	87	143	59
Polish	15	24	4
Serbo-Croatian	0	3	15
Other Slavic Language	39	66	0
Armenian	0	10	0
Persian	0	133	129
Gujarathi	0	37	124
Hindi	71	246	105
Urdu	3	37	91

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	36	82	26
Asian/PI languages	0	0	0
Chinese	68	650	603
Japanese	54	98	113
Korean	0	90	152
Mon-Khmer, Cambodian	19	12	7
Miao, Hmong	0	0	8
Thai	0	26	54
Laotian	0	0	0
Vietnamese	0	131	411
Other Asian	84	108	95
Tagalog	12	79	45
Other Pacific Is	0	0	21
Other languages	33	632	1,081
Navajo	0	0	0
Other Native N. American	0	29	5
Hungarian	0	19	10
Arabic	16	197	536
Hebrew	0	129	62
African languages	17	227	440
Other unspecified	0	31	28

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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	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	16,151	112,887	122,779
Arab	68	673	863
Armenian	0	17	10
Austrian	32	183	23
British	160	1,370	572
Canadian	32	145	155
Croatian	0	29	45
Czech	10	164	55
Czechoslovak	26	24	46
Danish	0	113	75
Dutch	121	921	877
English	3,181	17,136	9,475
European	499	1,782	978
Finnish	0	97	77
French (not Basque)	396	2,084	1,339
French Canadian	52	273	270
German	1,478	8,093	5,897
Greek	263	659	301
Hungarian	25	232	82
Iranian	0	72	103

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,373	8,005	6,619
Italian	657	3,420	2,496
Lithuanian	61	106	75
Norwegian	144	647	237
Polish	241	857	530
Portuguese	16	72	14
Romanian	15	76	26
Russian	147	676	140
Scandinavian	0	96	100
Scotch-Irish	784	4,742	3,128
Scottish	688	4,114	2,074
Slovak	24	73	44
Subsaharan African	67	1,026	1,793
Swedish	60	425	204
Swiss	36	195	100
Ukrainian	56	129	64
US/American	2,381	13,687	12,067
Welsh	110	673	350
West Indian	0	111	342
Yugoslavian	8	13	54
Other	2,940	39,677	71,077

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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 Demoscape 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?

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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 "Evangelscape 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 Evangelscape report of your area you will want to purchase a TRIBALDEX report at 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.
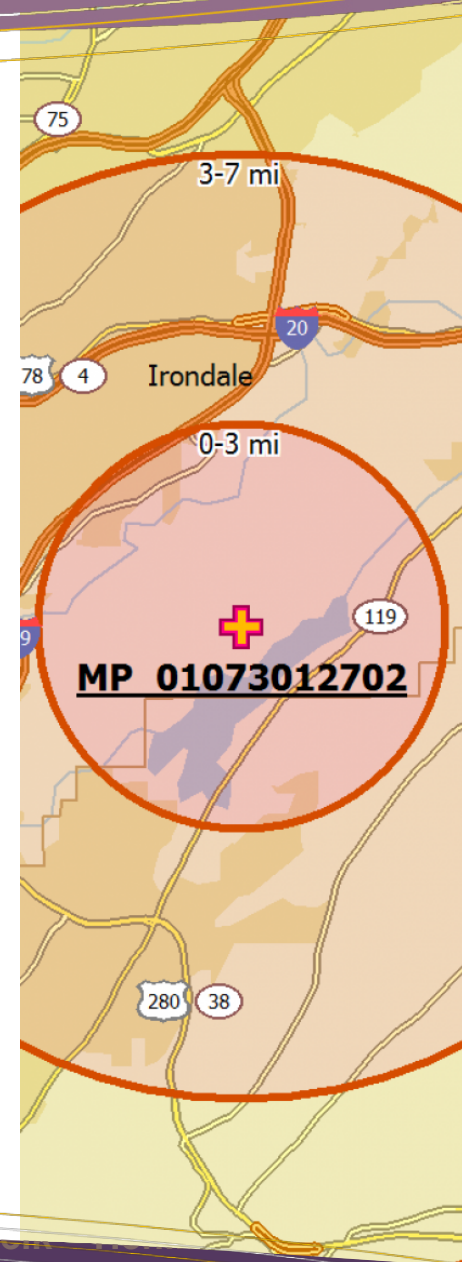
Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	9,854	100%	7,317	100%
AFFLUENT SUBURBIA	4,996	50.7%	3,630	49.61%
America's Wealthiest	1,080	10.96%	867	11.85%
Dream Weavers	2,283	23.17%	1,633	22.32%
White Collar Suburbia	103	1.05%	84	1.15%
Upscale Suburbia	31	0.31%	26	0.36%
Enterprising Couples	459	4.66%	308	4.21%
Small Town Success	591	6%	409	5.59%
New Suburbia Fam.	449	4.56%	303	4.14%
UPSCALE AMERICA	746	7.57%	524	7.16%
Status Conscious Consumers	298	3.02%	209	2.86%
Affluent Urban Professionals	2	0.02%	2	0.03%
Urban Commuter Fam.	284	2.88%	191	2.61%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	162	1.64%	122	1.67%
SM TWN SUCCESS	81	0.82%	58	0.79%
2nd City Homebodies	76	0.77%	54	0.74%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	4	0.04%	3	0.04%
Mid-Market Enterprise	1	0.01%	1	0.01%

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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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	9,854	100%	7,317	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	725	7.36%	524	7.16%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	725	7.36%	524	7.16%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	45	0.46%	31	0.42%
Steadfast Conservative	42	0.43%	29	0.4%
Moderate Conventionalists	3	0.03%	2	0.03%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

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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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	9,854	100%	7,317	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	3,261	33.09%	2,550	34.85%
Young Cosmopolitans	3,207	32.55%	2,511	34.32%
Minority Metro Communities	45	0.46%	33	0.45%
Stable Careers	0	0%	0	0%
Aspiring Hispania	9	0.09%	6	0.08%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	9,854	100%	7,317	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 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?

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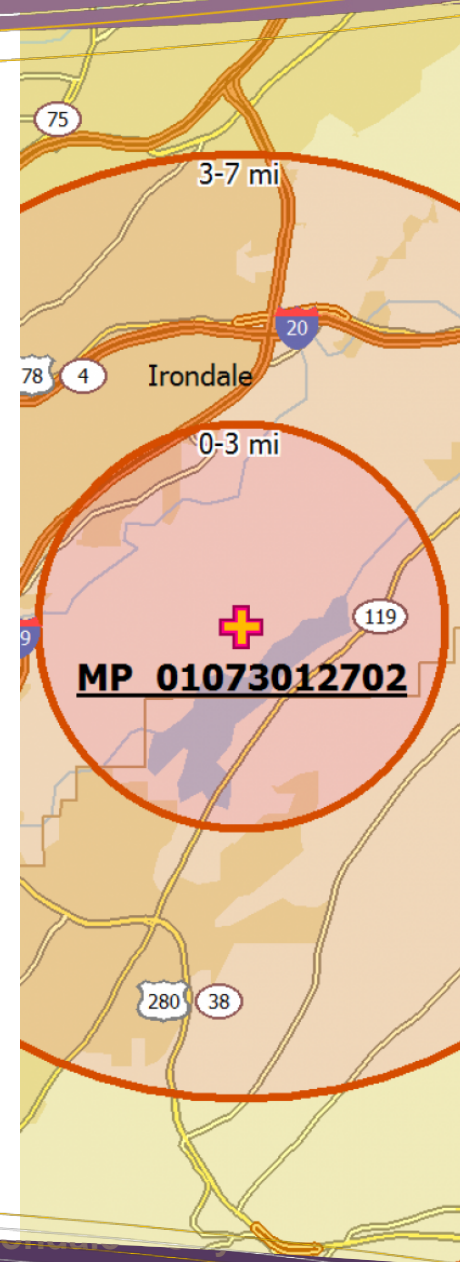*for Contextual Ministry*

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, lignuistic, 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 comunity 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).

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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	88%	81%	76%
Use Comp. for Internet/E-mail	77%	67%	60%
Internet Use: E-Mail	69%	60%	53%
Use Comp. for Word Processing	59%	50%	42%
Use Comp. for Shopping	49%	43%	37%
Use Comp. for Banking	46%	39%	35%
Use Comp. for Digital Camera Photo Editing	44%	38%	34%
Internet Use: News/ Weather	43%	36%	31%
Use Comp. for Comp. Games	43%	40%	37%
HH Owns DVD Player	39%	35%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: Banking	39%	32%	29%
Use Comp. for Education	38%	35%	33%
Use Comp. for News/Info./Data Service	37%	31%	27%
PC-Network-HH Has One	30%	26%	22%
Use Comp. for Personal Financial Mngmnt	27%	22%	18%
Use Comp. for Accounting	23%	20%	17%
Internet Use: Shopping: Gathered Info. for Shopping	22%	19%	16%
Internet Use: Shopping: Made A Purchase	22%	17%	14%
Internet Use: Travel Reservations	20%	16%	12%
Internet Use: Research/ Education	20%	16%	14%

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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	72%	71%	70%
Dining Out (Not Fast Food)	70%	64%	59%
Reading Books	66%	62%	58%
Go To A Beach/Lake	46%	41%	38%
Cooking for Fun	44%	40%	38%
Card Games	43%	43%	41%
Gardening	38%	34%	30%
Board Games	33%	32%	30%
Visit Museum	33%	29%	25%
Going To Bars/Nightclubs/Dancing	26%	22%	21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	66%	65%
Gen./Fam. Practitioner	39%	38%	37%
Dentist	38%	34%	30%
None Of These	23%	21%	21%
Eye Dr.	23%	23%	21%
Backache	20%	20%	21%
High Cholesterol	18%	18%	17%
OB/GYN	17%	14%	13%
Hypertension/High Blood Pressure	15%	18%	18%
Internist	13%	10%	8%

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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Concert	39.67%	35.78%	32.59%
Live Theater	33.83%	30.45%	26.31%
Live Theater Most Often	27.42%	24.44%	20.92%
Rock/Pop Concerts Most Often	20.64%	18.58%	17.37%
Dance Performance	13.27%	12.37%	11.75%
Classical Concerts Most Often	11.72%	9.91%	8.29%
Movies: Comedy	45.83%	43.13%	42.69%
Movies: Action/Adventure	45.58%	42.18%	41.33%
Movies: Drama	28.26%	27.13%	25.96%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	26.16%	24.66%	23.32%
Movies: Mystery	21.75%	20.69%	20.46%
Movies: Fam.	20.64%	20.69%	20.71%
MLB Baseball Reg. Season	16.35%	12.09%	10.22%
College Football Reg. Season	11.75%	9.35%	7.7%
NFL Football Reg. Season	10.52%	9.05%	7.82%
College Basketball Reg. Season	9.17%	6.76%	5.67%
NBA Basketball Reg. Season	7.44%	5.78%	4.89%
NHL Hockey Reg. Season	7.07%	4.77%	4.01%

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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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	50.07%	45.66%	42.48%
Swimming	40.48%	35.74%	32.33%
Weight Training	24.54%	21.06%	18.53%
Using Cardio Machine	22.68%	18.63%	16.1%
Bowling	22.23%	21.86%	21.16%
Jogging/Running	21.69%	19.48%	18.4%
Billiards/Pool	20.19%	18.33%	18.33%
Golf	19.92%	17.65%	14.66%
Mountain/Road Biking	17.29%	14.97%	13.16%
Stationary Cycling	17.19%	14.89%	13.38%
Basketball	14.01%	14.78%	15.28%
Aerobics	13.95%	12.93%	12.06%
Backpacking/Hiking	13.38%	11.78%	10.27%
Camping Trips	13.01%	11.93%	11.13%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Freshwater Fishing	12.56%	12.85%	13.2%
Tennis	11.87%	9.94%	8.7%
Yoga	11.19%	9.8%	8.79%
Baseball	9.45%	9.96%	10.34%
Power Boating	8.84%	8.23%	7.09%
Soccer	8.78%	8.05%	7.57%
Downhill & X-Country Skiing	8.35%	7.09%	5.67%
Canoeing/Kayaking	8.07%	7.16%	6.22%
Softball	7.38%	7.28%	7.44%
Football	7.28%	9.11%	9.93%
Volleyball	7%	7.52%	7.73%
Saltwater Fishing	6.98%	6.91%	6.6%
Snorkeling	6.71%	5.89%	5.28%
Ice Skating	6.67%	6.42%	5.87%

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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 - 0-3 miles, 3-7 miles, 7-10 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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Horseback Riding	5.58%	4.99%	4.79%
Roller Skating	5.49%	5.78%	5.86%
Hunting	5.48%	5.37%	5.46%
Target Shooting	5.28%	6.03%	6.19%
Jet Skiing	5.02%	4.75%	4.47%
Sailing	4.68%	4.18%	3.53%
Martial Arts	4.65%	3.79%	3.56%
Water Skiing	4.56%	4.41%	3.96%
Motorcycling	4.42%	4.71%	4.66%
Racquetball	3.38%	3.91%	3.89%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.32%	3.54%	3.51%
Fly Fishing	3.3%	3.82%	3.8%
Hockey	3.1%	3.48%	3.39%
Snowboarding	2.95%	3.46%	3.35%
Surfing & Windsurfing	2.71%	2.88%	2.72%
Archery	2.66%	2.95%	3.05%
Rowing	2.52%	2.82%	2.53%
Snowmobiling	2.35%	2.93%	2.91%
Auto Racing	2.05%	2.55%	2.63%
Skateboarding	1.94%	2.75%	2.85%

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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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.
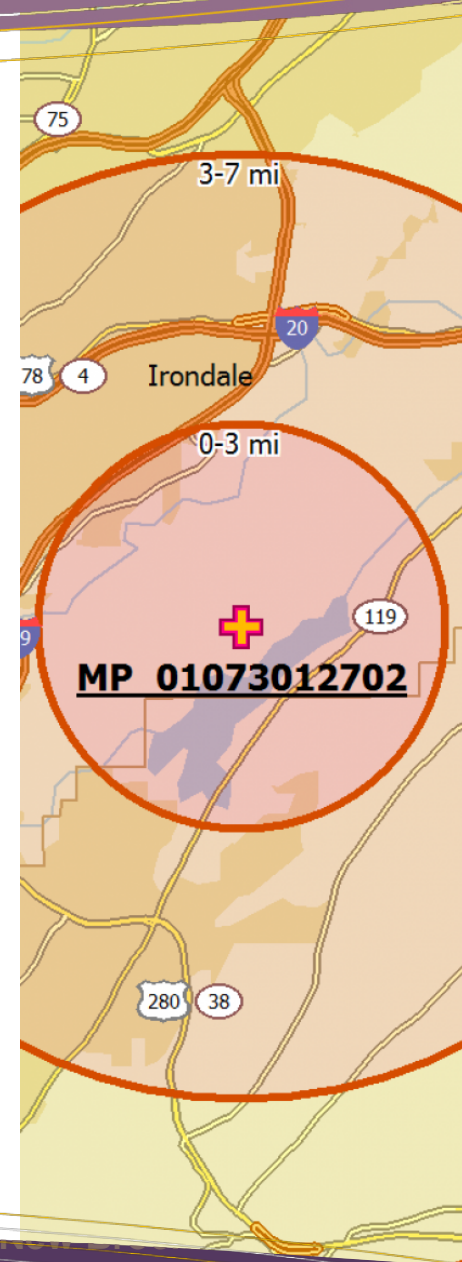
Potential Cultural Barriers -- Introduction (part 2)

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.

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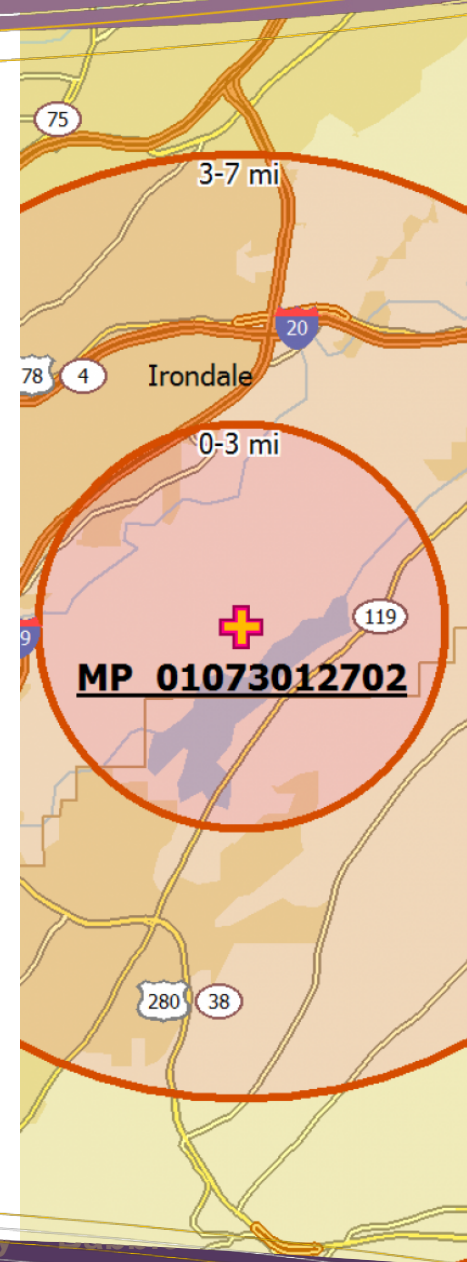
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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.
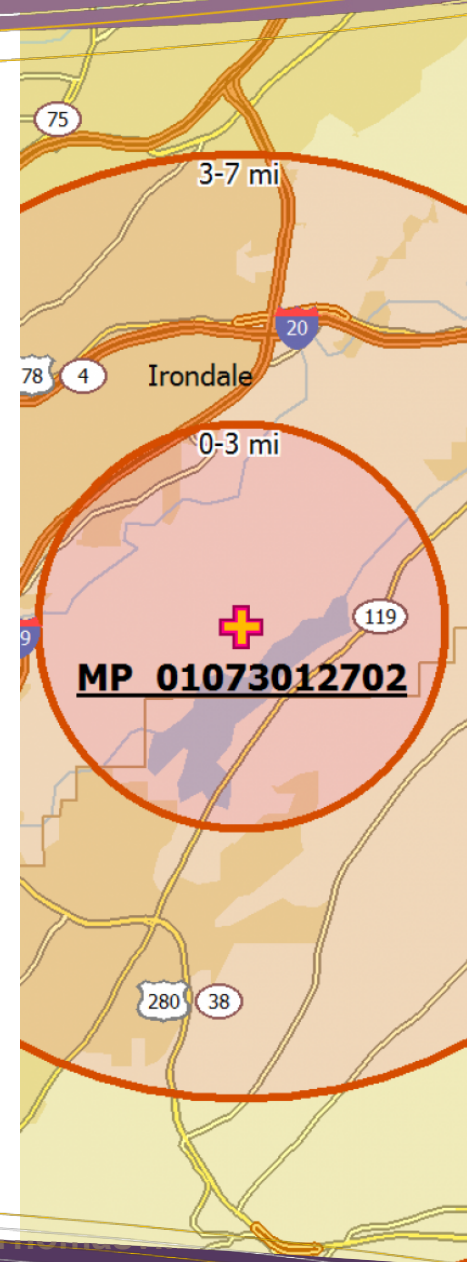
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Prefer To Have Few Possessions As Possible	50%	43%	39%
Important Continue Learning New Things	50%	50%	51%
Find It Difficult To Say No To My Kids	39%	37%	36%
If Won Lottery Would Never Work Again	36%	33%	30%
Friends More Important Than My Fam.	34%	30%	28%
Speak My Mind Even If It Upsets People	32%	34%	35%
Woman's Place Is In The Home	30%	31%	32%
Don't Judge People/Way They Live Life	29%	29%	30%
Like Control Over People And Resources	28%	31%	33%
Money Is Best Measure Of Success	27%	26%	25%
Like To Do Unconventional Things	24%	25%	25%
Marijuana Should Be Legalized	23%	23%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like To Pursue Challenge/Novelty/Change	20%	20%	19%
Happy With My Standard Of Living	20%	17%	16%
Like to Stand Out In A Crowd	19%	20%	20%
I Am A Workaholic	17%	18%	21%
Too Much Sponsorship In Arts/Sports	16%	20%	23%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
We Should Strive for Equality for All	13%	14%	16%
On Whole People Get What They Deserve	12%	12%	12%
Only Work Current Job for The Money	12%	13%	14%
Indulge My Kids With The Little Extras	8%	8%	9%
Little I Can Do To Change My Life	7%	8%	8%
I Am A Perfectionist	6%	8%	9%

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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 thems 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-- 0-3 miles, 3-7 miles, 7-10 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.

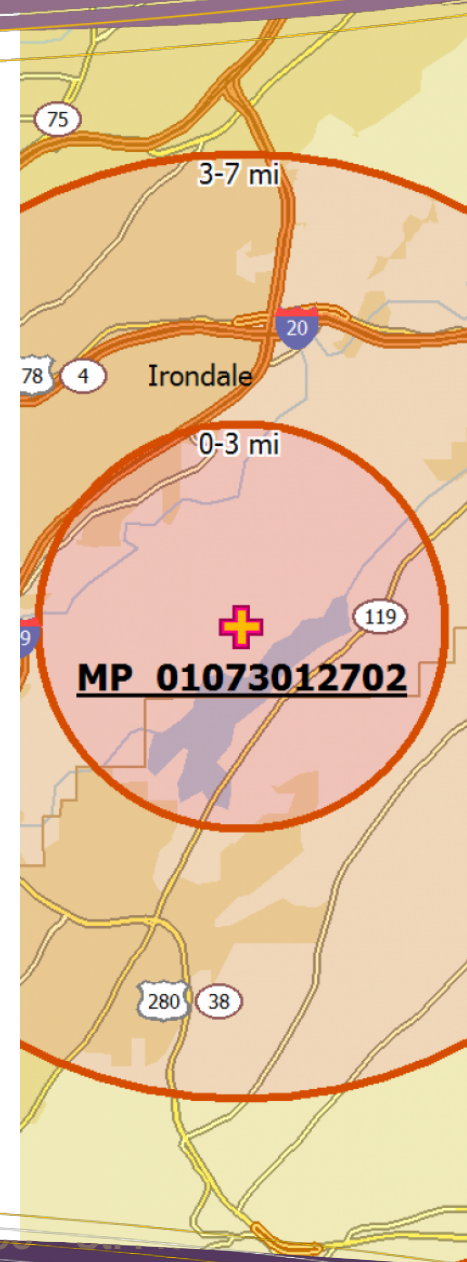| THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	75%	68%	64%
You Should Seize Opportunities In Life	60%	59%	58%
Prefer To Have Few Possessions As Possible	50%	43%	39%
Like To Understand About Nature	40%	40%	40%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	30%	32%	34%
People Have To Take Me As They Find Me	30%	27%	26%
Have Keen Sense Of Adventure	29%	29%	28%
Like To Just Enjoy Life	29%	25%	24%
Important To Juggle Various Tasks	27%	29%	31%
Worried About Pollution Caused By Cars	26%	23%	22%
Good At Fixing Things	23%	26%	28%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	19%	20%
Real Men Don't Cry	17%	17%	17%
Try Not To Worry About The Future	15%	16%	16%
Is An Important Part Of Who I Am	14%	15%	15%
Looking for New Ideas To Improve Home	11%	14%	16%
Enjoy Spending Time With My Fam.	11%	11%	12%
Provide My Kids With The Little Extras	5%	10%	13%
Children Should Be Allowed To Express Themselves	4%	5%	6%
Feel Very Alone In The World	4%	5%	6%
Like Spending Most Time With Fam.	3%	4%	5%
Would Like To Set Up Own Business	3%	4%	4%
Decor Particular Interest To Me	3%	4%	4%

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Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges 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 - 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	84.07%	80.76%	78.77%
Fast Food/Drive-In Restaurant-Visit Any	81.81%	81.55%	82.67%
McDonald's	54.21%	53.85%	54.25%
Burger King	30.53%	33.11%	35.33%
Wendy's	28.58%	28.87%	29.29%
Applebee's	28.42%	27.6%	26.99%
Subway	27.81%	28.13%	28.54%
Taco Bell	25.76%	25.11%	25.67%
Olive Garden	23.84%	21.79%	20.92%
Starbucks	23.34%	18.73%	16.37%
Kentucky Fried Chicken (KFC)	20.79%	24.26%	27.19%
Arby's	19.98%	19.32%	19.77%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Outback Steakhouse	19.32%	17.17%	16.08%
Chili's Grill and Bar	19.32%	16.75%	15.05%
Chick-Fil-A	16.5%	15.16%	14.47%
TGI Friday's	16.46%	15.54%	15.02%
Pizza Hut	15.99%	17.7%	19.52%
IHOP (International House Of Pancakes)	15.86%	15.45%	15.41%
Panera Bread	15.46%	12.87%	11.04%
Red Lobster	15.43%	16.07%	16.63%
Cracker Barrel	14.5%	13.11%	12.43%
Quiznos Sub	14.41%	12.48%	11.6%
Dairy Queen	12.62%	13.63%	14.36%
Ruby Tuesday	12.51%	11.48%	11.37%

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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!

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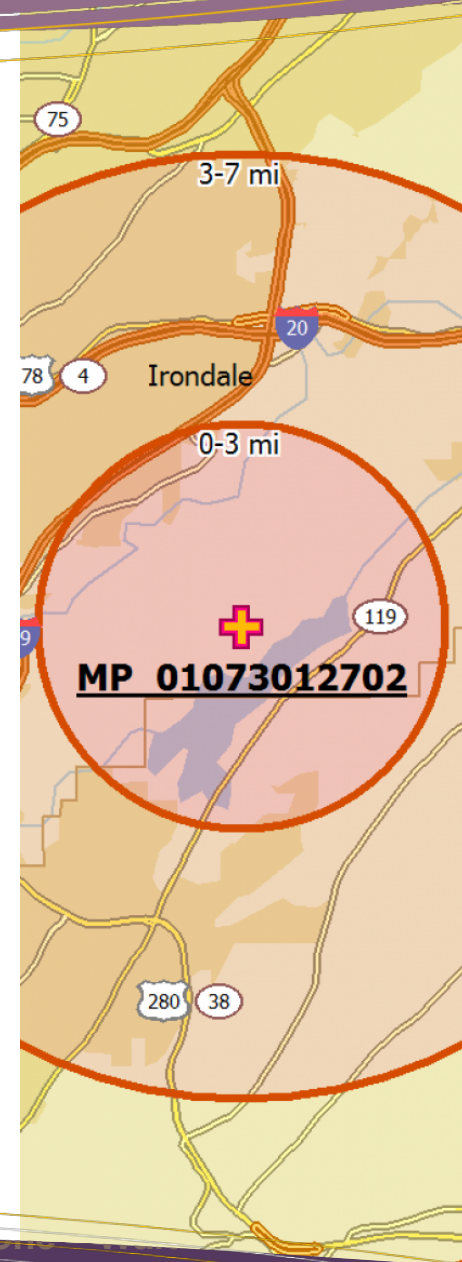
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	55.3%	51.22%	47.45%
Recycled products	49.07%	41.18%	35.81%
Worked as volunteer (non political)	23.72%	20.31%	17.76%
Engaged in fund raising	13.85%	12.86%	12.01%
Wrote to elected offcl about publ bus	9.15%	7.86%	6.83%
Charitable Organization	8.27%	7.04%	6.1%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Religious club member	8.27%	8.04%	7.74%
Wrote to editor of mag or newspaper	7.69%	6.54%	6.04%
Took active part in local civic issue	6.84%	6.27%	5.77%
Addressed a public meeting	6.48%	5.88%	5.16%
Wrote to editor of mag or newspaper	5.39%	4.63%	4.06%
Union member	5.36%	5.15%	4.8%

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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.

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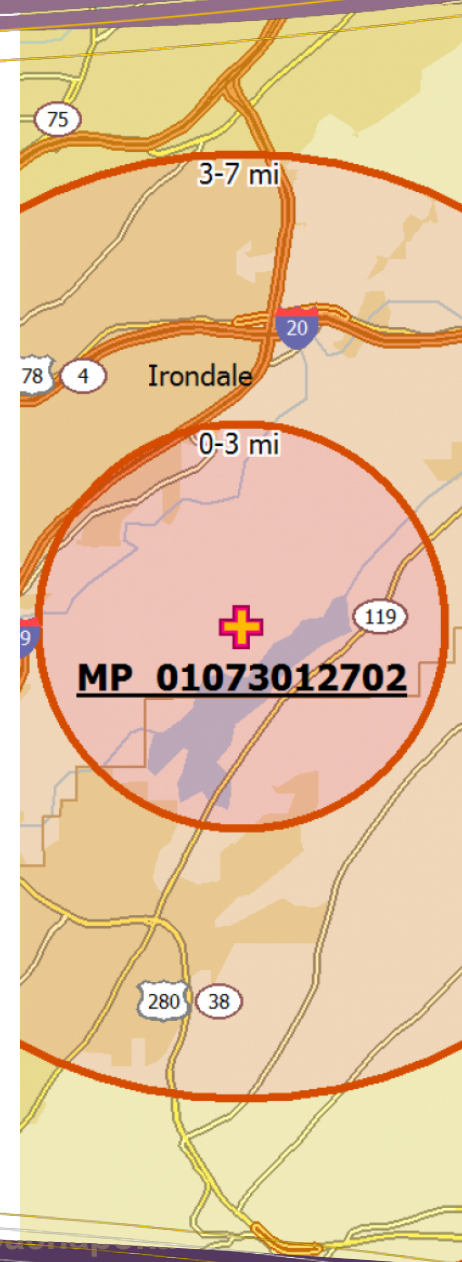
Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	26.43%	22.36%	19.53%
Mystery	16.6%	14.35%	12.86%
Children's Books	16.24%	14.8%	13.96%
Cookbooks	12.68%	11.64%	10.83%
History	10.77%	9.3%	8.1%
Personal/Business Self-help	10.59%	8.84%	7.9%
Biography	10.32%	8.93%	7.87%
Religious (not Bibles)	8.73%	8.96%	9.06%
Romance	6.66%	7.06%	7.05%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	75.31%	72.61%	70.31%
Gen. Editorial	52.92%	51.91%	50.86%
Womens	44.95%	44.68%	44.2%
Service	41.59%	38.03%	35.32%
Business/Finance	28.72%	25.35%	22.43%
Mens	20.89%	19.63%	19.51%
Sports	19.31%	17.85%	16.71%
Travel	15.04%	12.33%	10.3%
Health	13%	13.1%	13.11%

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 -- 0-3 miles, 3-7 miles, 7-10 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 particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	60.78%	57.24%	54.33%
Business/Finance	40.97%	35.95%	31.86%
Sport	36.71%	34.51%	32.86%
Editorial Page	34.12%	31.73%	29.41%
Movie Listings & Reviews	31.58%	29.01%	27.27%
Food/Cooking	30.08%	27.69%	25.6%
Travel	28.15%	24.56%	21.61%
Comics	27.67%	26.8%	25.86%
Home/Gardening	26.68%	23.93%	21.67%
Classified	26.6%	29.1%	30.81%
TV/Radio Listings	25.4%	24.88%	23.67%
Science/Technology	24.13%	20.82%	18.4%
Fashion	17.46%	16.74%	16.19%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	21.86%	18.73%	17.01%
News/Talk	21.03%	16.44%	13.5%
CHR Contemp Hit Radio	18.45%	17.85%	18.06%
Alternative	15.52%	12.05%	10.34%
Country	14.36%	13.96%	13.86%
Oldies	12.8%	11.85%	11.13%
Rock	12.61%	11.04%	10.37%
Classic Rock	12.17%	10.25%	8.99%
All News	11.87%	10.05%	8.3%
Variety	9.76%	9.49%	9.45%
Soft Contemporary	8.88%	7.85%	7%
Urban Contemporary	8.45%	16.88%	22.19%
Classical	7.76%	6.01%	4.83%
Sports	7.65%	6.14%	5.08%
All Talk	6.93%	6.01%	5.16%
Public	6.83%	4.98%	3.89%
Jazz	6.78%	7.26%	7.21%
Religious	6.64%	6.15%	5.83%

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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 -- 0-3 miles, 3-7 miles, 7-10 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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	69.75%	66.04%	63.3%
Soapnet	55.65%	53.07%	51.61%
Satellite Dish	54.04%	52.63%	50.69%
Comedy Central	50.96%	43.58%	38%
Sci-Fi Channel	39.14%	36.39%	35.01%
ESPN Classic	39.11%	32.41%	27.24%
Other Video-On-Demand	38.29%	40.54%	41.7%
ABC Fam.	37.23%	31.77%	28.81%
MSNBC	34.06%	32.89%	32.41%
TV Info From Sunday TV Magazine	33.05%	31.09%	29.41%
Hallmark Channel	32.87%	29.46%	27%
ESPN News	32.73%	27.36%	23.31%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Discovery Health Channel	32.31%	25.5%	20.82%
ESPN2	31.98%	29.6%	27.4%
Adult Swim	31.71%	27.13%	25.07%
The Golf Channel	31.26%	27.98%	25.17%
USA Network	30.62%	27.61%	25.3%
Adult Pay Per View TV	30.33%	31.18%	30.04%
TCM (Turner Classic Movies)	30.32%	27.79%	26.06%
Subscribe Digital Cable	29.74%	31.63%	31.35%
BET (Black Entertainment TV)	29.51%	27.05%	26.03%
CMT (Country Music Television)	28.73%	24.11%	21.39%
TV Info From Newspapers	28.15%	26.62%	26.1%
Nickelodeon	28.08%	26.49%	26.31%

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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.
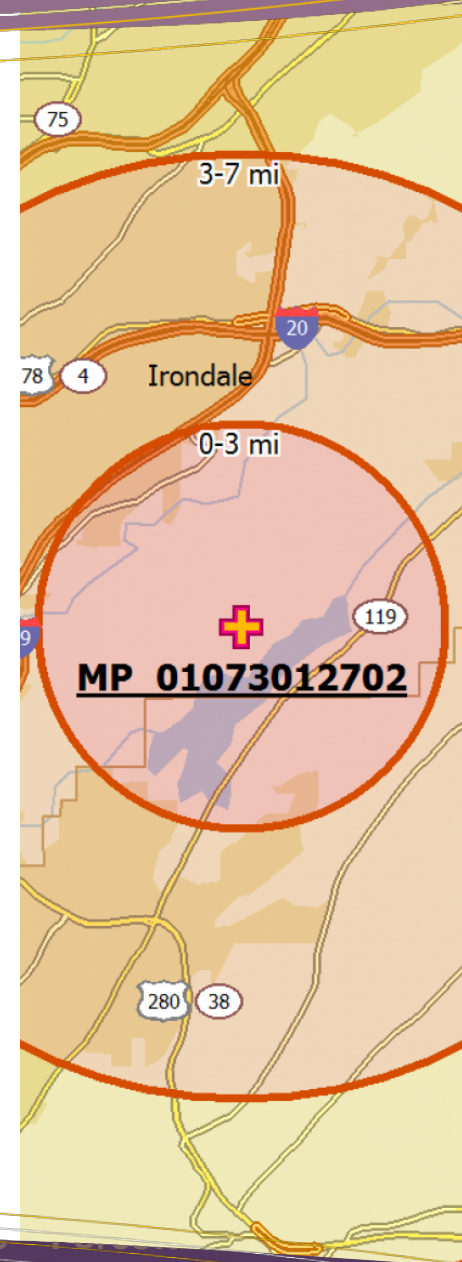
Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	28.25%	24.29%	21.7%
Medium Users (4-6)	13.74%	12.12%	10.94%
Light Users (1-3)	21.2%	21%	20.51%
Quintiles (20%)			
Newspaper I (Heavy)	0.55%	0.88%	1.1%
Newspaper II	1.01%	1.44%	1.6%
Newspaper III	2.8%	2.67%	2.57%
Newspaper IV	0.12%	0.27%	0.35%
Newspaper V (Light)	1%	0.96%	0.94%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.47%	19.77%	20.73%
Magazines II	8.06%	8.8%	9.4%
Magazines III	8.99%	9.5%	10.02%
Magazines IV	11.04%	11.47%	12.26%
Magazines V (Light)	0.68%	0.78%	0.77%
Outdoor I (Heavy)	8.37%	8.15%	8.39%
Outdoor II	2.17%	2.95%	3.38%
Outdoor III	2.94%	3.73%	4.29%
Outdoor IV	14.96%	15.14%	15.71%
Outdoor V (Light)	25.6%	24.95%	24.51%
Yellow Pages I (Heavy)	11.92%	13.23%	14.27%
Yellow Pages II	7.08%	7.1%	7.36%
Yellow Pages III	4.28%	6.02%	7.29%
Yellow Pages IV	19.72%	19.88%	21.57%
Yellow Pages V (Light)	2.71%	3.32%	3.99%

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Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.67%	3.06%	3.26%
Drive Time III (Medium)	0.8%	0.8%	0.9%
Radio IV & V (Light)	1.79%	2.35%	2.69%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.22%	9.55%	10.09%
Radio III (Medium)	5.24%	4.67%	4.64%
Radio IV & V (Light)	3%	3.39%	3.74%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	19.6%	16.86%	15.03%
Cable III (Medium)	4.18%	4.66%	5.02%
Cable IV & V (Light)	33.38%	33.83%	34.93%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.24%	3.8%	4.08%
Prime Time III (Medium)	2%	1.66%	1.61%
Prime Time IV & V (Light)	7.31%	8.6%	9.91%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	44.62%	42.01%	41.09%
Fringe III (Medium)	48.97%	48.86%	50.63%
Fringe IV (Light)	53.74%	53.22%	54%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.19%	12.95%	14.46%
All Day III (Medium)	23.49%	23.07%	23.68%
All Day IV (Light)	13.59%	15.35%	16.96%

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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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	14.23%	13.21%	12.61%
6:00am - 10:00am	28.73%	24.11%	21.39%
10:00am - 3:00pm	8.55%	10.58%	11.62%
3:00pm - 7:00pm	12.89%	13.93%	15.13%
7:00pm - Midnight	18.49%	16.64%	15.18%
Midnight - 6:00am	6.72%	7.45%	7.71%
Weekend Radio Listeners			
Dayparts [summary]	13.38%	13.98%	14.43%
6:00am - 10:00am	6.72%	5.62%	4.99%
10:00am-3:00pm	10.6%	9.37%	8.12%
3:00pm - 7:00pm	6.83%	7.9%	8.29%
7:00pm - Midnight	10.21%	10.43%	10.42%
Midnight - 6:00am	13.39%	14.65%	14.37%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	11.55%	9.8%	8.79%
Saturday: 8:00-11:00pm	8.71%	8.7%	8.67%
Sunday: 7:00-11:00pm	11.91%	10.63%	10.22%
9:00am-1:00pm	25.41%	24.36%	23.76%
9:00am-4:00pm	29.42%	28.25%	27.6%
4:00pm-7:00pm	32.6%	32.3%	30.88%
11:00pm-1:00am	41.12%	40.78%	40.56%
AVG Prime time Mon-Sun	3.42%	4.03%	4.26%

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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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	23.24%	20.26%	19.4%
7-9am	31.98%	29.6%	27.4%
9am-12noon	21.29%	19.35%	18.31%
12noon-4pm	8.14%	8.9%	9.29%
4-6pm	61.64%	57.05%	52.79%
6-7pm	18.02%	17.92%	17.44%
7-7:30pm	1.62%	1.9%	1.75%
7:30-8pm	10.77%	10.35%	10.48%
8-11pm	11.55%	9.8%	8.79%
11pm-12am	34.06%	32.89%	32.41%
11pm-1am	41.12%	40.78%	40.56%
1-6am	38.25%	37.21%	34.44%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	26.1%	23.03%	21.23%
Sat: 10am-1pm	10.39%	9.76%	9.76%
Sat: 1-4pm	27.41%	25.81%	24.96%
Sat: 4-6pm	8.6%	8.03%	8.03%
Sat: 6-7pm	2.87%	2.34%	2.08%
Sat: 7-8pm	1.6%	1.49%	1.33%
Sat: 8-11pm	8.71%	8.7%	8.67%
Sat: 11pm-1am	6.03%	6.21%	6.35%
Sat: 1am-7pm	30.62%	27.61%	25.3%
Sun: 7-10am	1.81%	1.91%	1.99%
Sun: 10am-1pm	5.92%	5.86%	5.67%
Sun: 1-4pm	7.94%	6.78%	6.3%
Sun: 4-7pm	14.14%	13.17%	12.92%
Sun: 7-11pm	11.91%	10.63%	10.22%
Sun: 11pm-1am	6%	5.38%	5.52%
Sun: 1-7am	25.07%	22.65%	21.76%

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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 ths 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?

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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2
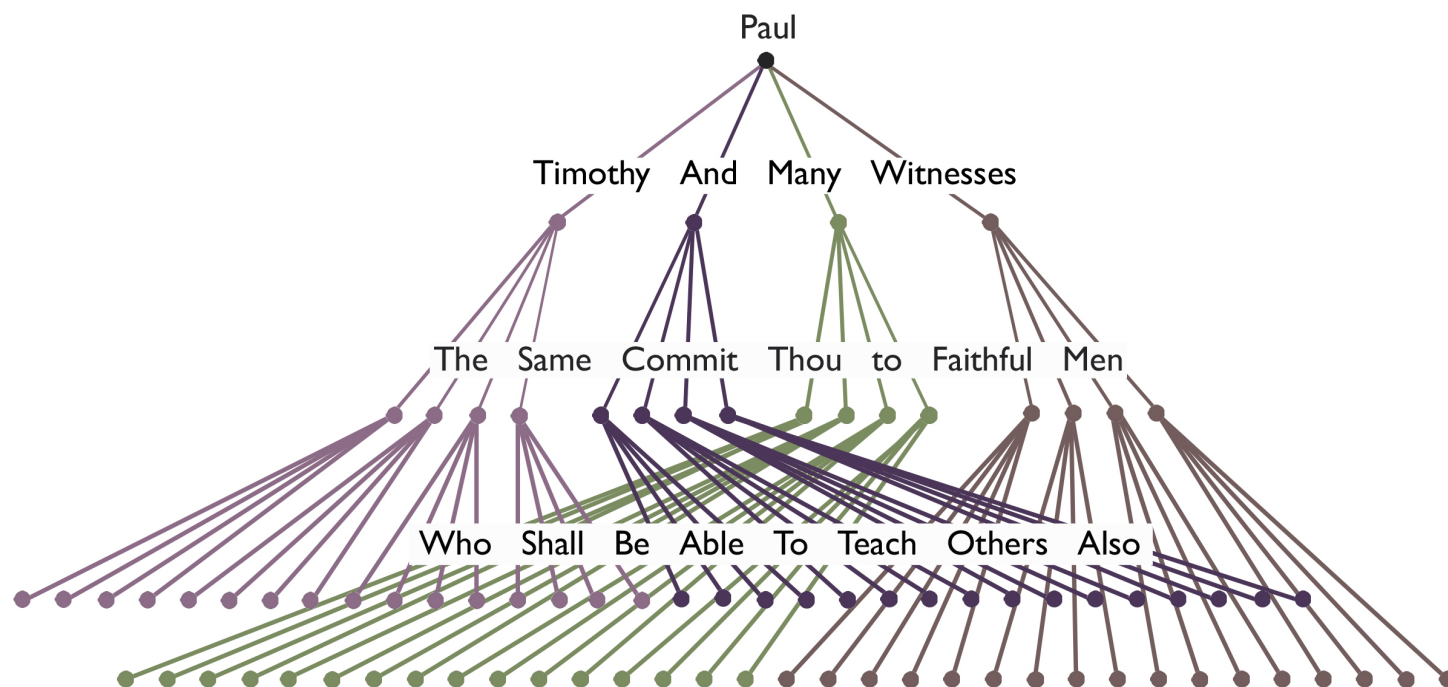
Establishing Redemptive Relationships

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

Communication Steps

1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.

2. Face-to-Face: Begin interacting with the person; building a personal rapport.

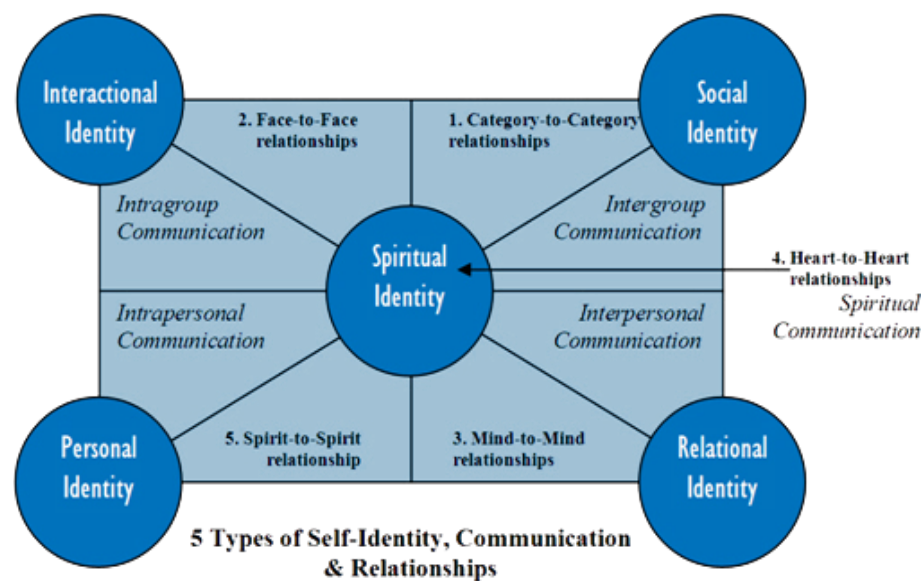3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.

4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.

5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.

Interactional Identity — Social Identity
2. Face-to-Face relationships   1. Category-to-Category relationships
Intragroup Communication   Intergroup Communication
Spiritual Identity
4. Heart-to-Heart relationships
Spiritual Communication
Intrapersonal Communication   Interpersonal Communication
Personal Identity
5. Spirit-to-Spirit relationship   3. Mind-to-Mind relationships
Relational Identity

5 Types of Self-Identity, Communication & Relationships

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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 spirituallity of this particular location. This report relects 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.
IICM provides access to a number of resources:

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

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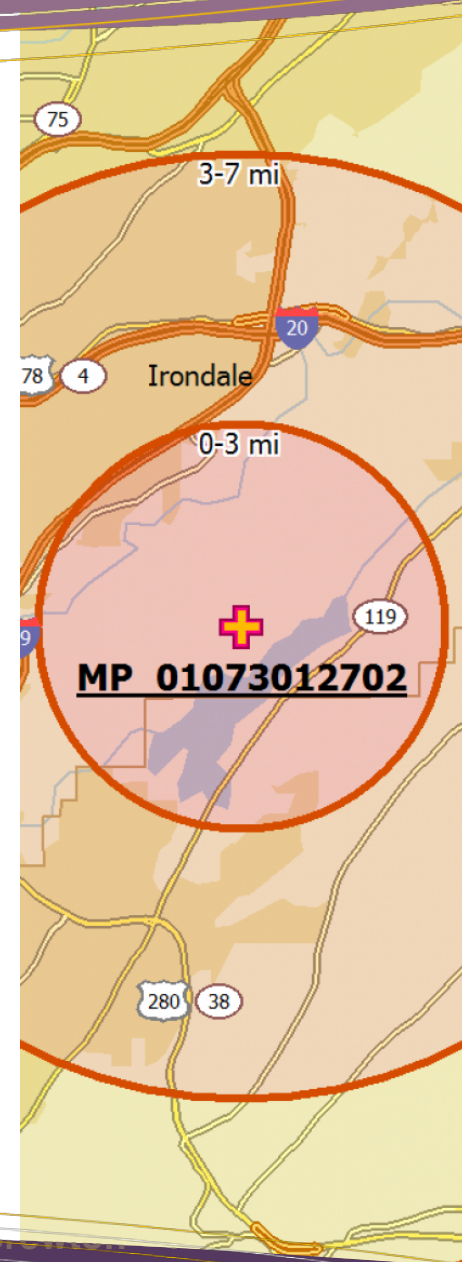
Notes and Sources

1. Sitescape 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.

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Liberty Park	12001 Liberty Pkwy Vestavia Hills, AL 35242	0.55 mi	291	Plateauing
2	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	1.64 mi	562	Declining
3	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	2.45 mi	29	Declining
4	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	2.49 mi	91	Declining
5	The Church at Brook Hills	PO Box 380543 Birmingham, AL 35238	3.05 mi	2,792	Growing
6	Brook Hills Deaf	PO Box 380543 Birmingham, AL 35238	3.05 mi	50	Plateauing
7	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	3.11 mi	239	Growing
8	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	3.83 mi	0	Plateauing
9	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	4.08 mi	318	Plateauing
10	Oak Grove	6555 Cahaba Valley Rd Birmingham, AL 35242	4.11 mi	44	Declining
11	Meadow Brook	4984 Meadow Brook Rd Birmingham, AL 35242	4.20 mi	387	Growing
12	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	4.39 mi	529	Plateauing
13	Grantswood	4850 Grantswood Pl Irondale, AL 35210	4.41 mi	47	Growing
14	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	4.65 mi	413	Plateauing
15	Pineview	905 Pineview Rd Irondale, AL 35210	4.70 mi	51	Declining

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	4.71 mi	216	Plateauing
17	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	5.14 mi	233	Declining
18	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	5.21 mi	60	Declining
19	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	5.65 mi	419	Declining
20	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	5.66 mi	0	Plateauing
21	Rose Hill	1670 Alton Rd Irondale, AL 35210	5.69 mi	27	Growing
22	Lakeside	2865 Old Rocky Ridge Rd Birmingham, AL 35243	6.00 mi	987	Declining
23	Mount Hebron	2617 Eastern Valley Rd Leeds, AL 35094	6.14 mi	57	Declining
24	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	6.24 mi	0	Plateauing
25	The People's Church at Oak Mountain	5184 Caldwell Mill Rd, Ste 204-174 Hoover, AL 35244	6.52 mi	103	Declining
26	Southside	PO Box 55058 Birmingham, AL 35255	6.61 mi	163	Declining
27	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	6.61 mi	0	Plateauing
28	Central Missionary	PO Box 12784 Birmingham, AL 35202	6.62 mi	65	Declining
29	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	6.62 mi	176	Growing
30	Lakewood	8300 9th Ave S Birmingham, AL 35206	6.74 mi	118	Declining

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	6.76 mi	14	Plateauing
32	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	6.83 mi	2,245	Plateauing
33	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	6.84 mi	87	Growing
34	Cahaba View	1441 W Riverview Rd Trussville, AL 35173	6.84 mi	33	Plateauing
35	Pleasant Site	PO Box 338 Chelsea, AL 35043	6.88 mi	26	Growing
36	North Shelby	PO Box 380816 Birmingham, AL 35238	6.88 mi	316	Growing
37	Double Oak Community Church	115 Olmstead St Birmingham, AL 35242	6.99 mi	0	Plateauing
38	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	7.14 mi	0	Plateauing
39	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	7.17 mi	2,096	Growing
40	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	7.20 mi	61	Growing
41	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	7.31 mi	0	Plateauing
42	Valleydale	501 Riverchase Pkwy E Ste 200 Birmingham, AL 35244	7.33 mi	1,815	Declining
43	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	7.37 mi	0	Plateauing
44	Clearwater Community Church	30 Dunnavant Valley Road Birmingham, AL 35242	7.39 mi	160	Growing
45	Lake Highland	508 82nd St N Birmingham, AL 35206	7.53 mi	58	Growing

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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.

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