MissionSite
top unreached locations

BIRMINGHAM, AL

CENSUS TRACT: 01073004702
REGION: North Central Region
ASSOCIATION: Birmingham
DISTRICT: 11: Birmingham Metro District
COUNTY: Jefferson
SITESCAPE: Suburbscape
DENSITY PATTERN: K

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 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org 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	35222	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	100000-250000-250000

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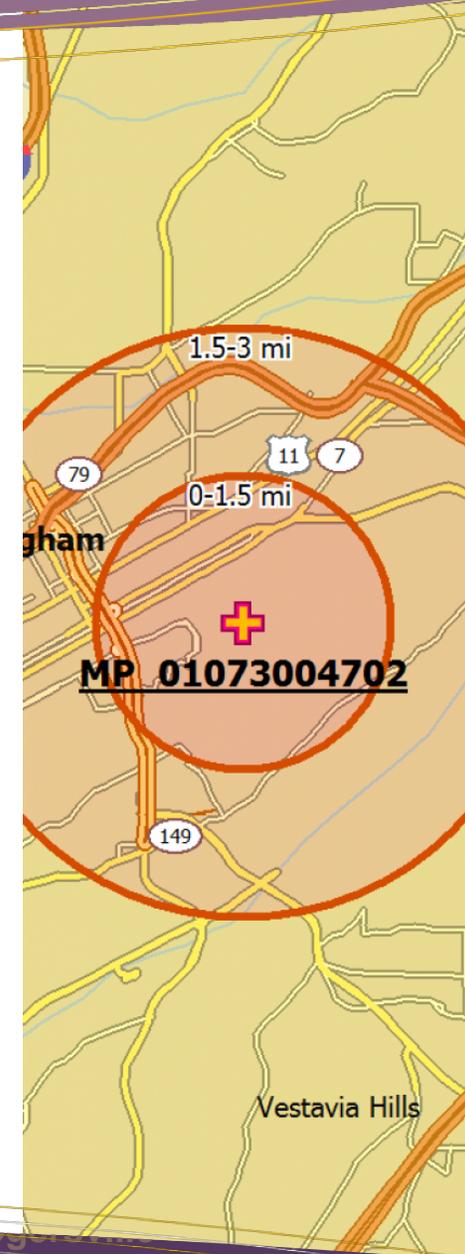
Site Location Summary - Map of the Site Location
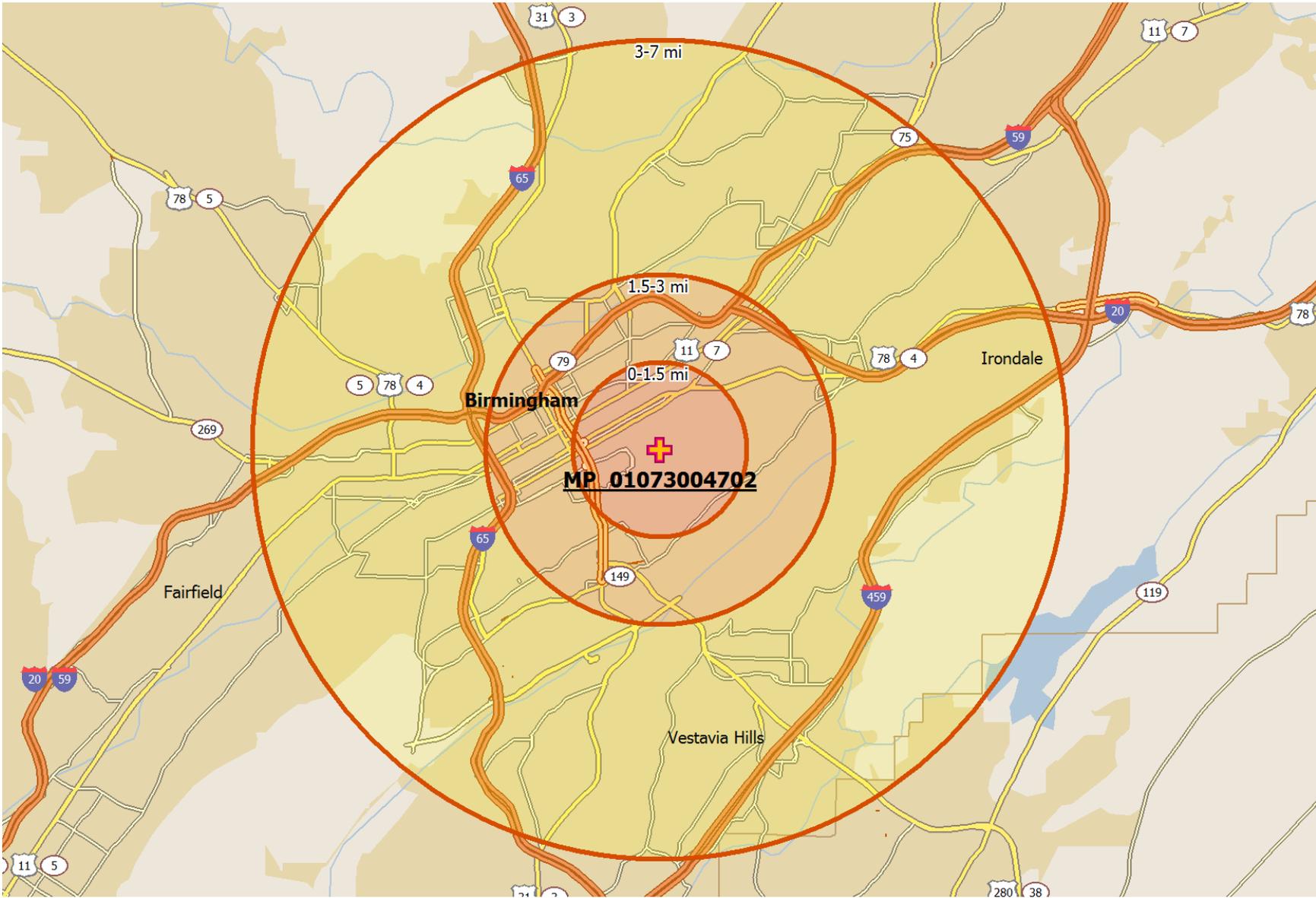
Site Location Summary - Urbanicity

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	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	19,446	46,813	195,827
2010 Households	10,185	20,008	80,726
2010 Group Quarters Population	369	4,515	6,327

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	54	61	59
Language Diversity National Index	38	26	28
Foreign Born Diversity National Index	63	78	49
Ancestry Diversity National Index	30	11	21
Racial Diversity National Index	73	67	68

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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 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	4,121	40.46%
Mainstay Communities	Established, Diverse Households	876	8.6%
Working Communities	Blue-collar, Working Families	499	4.9%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	3,097	30.41%
Urban Communities	High Density, Inner-city Neighborhoods	1,592	15.63%

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?

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	7,621	4.04%
Unreached %	70.04%	74.83%	106.83
Religious But NOT Evangelical HH	59,062	2,074	3.51%
Religious But NOT Evangelical %	21.91%	20.36%	92.94
Spiritual But NOT Relig or Evang HH	23,159	1,263	5.45%
Spiritual But NOT Relig or Evang %	8.59%	12.4%	144.36
Not Evangelical, Not Interested HH	108,094	4,318	3.99%
Not Evangelical, Not Interested %	40.09%	42.39%	105.74

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	10	3.88%
Active ALSBOM Attenders	47,650	1,484	3.11%
Active Evangelical Households	60,770	5,979	9.84%
Active Evangelical Percent	22.54%	19.80%	87.86
Inactive Evangelical Households	20,000	1,967	9.84%
Inactive Evangelical Percent	7.42%	6.52%	87.84
# New Churches Needed	0	5	0%

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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	New Hope-South Avondale	0.89 mi	0	Plateauing	16	Cahaba Heights	3.78 mi	91	Declining
2	Mountain Brook	1.27 mi	529	Plateauing	17	Brookwood	3.92 mi	562	Declining
3	Baptist Church of the Covenant	1.52 mi	176	Growing	18	Irondale First	4.04 mi	216	Plateauing
4	Southside	1.82 mi	163	Declining	19	Ruffner Valley	4.14 mi	60	Declining
5	Korean (Southside)	1.82 mi	0	Plateauing	20	Philadelphia	4.18 mi	239	Growing
6	Downtown Church	1.93 mi	0	Plateauing	21	Agape Missionary	4.22 mi	0	Plateauing
7	Central Missionary	2.25 mi	65	Declining	22	New Birth Christian	4.30 mi	0	Plateauing
8	McElwain	2.40 mi	318	Plateauing	23	Victory Missionary	4.31 mi	75	Plateauing
9	Crestway	2.44 mi	233	Declining	24	Spirit of Faith	4.37 mi	14	Plateauing
10	Mt. Mariah	2.98 mi	0	Plateauing	25	Plainview	4.40 mi	38	Declining
11	Christ for the Nations	3.14 mi	0	Plateauing	26	Sixth Avenue	4.49 mi	1,615	Growing
12	Birmingham First	3.20 mi	419	Declining	27	Tarrant First	4.56 mi	69	Declining
13	Dawson Memorial	3.35 mi	2,245	Plateauing	28	Good News	4.63 mi	0	Plateauing
14	Vestavia Hills	3.37 mi	413	Plateauing	29	Overton First	4.64 mi	29	Declining
15	East Lake Full Gospel	3.74 mi	87	Growing	30	Mt. Zion	4.73 mi	100	Plateauing

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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.

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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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	651,526	21,349	3.28%
2000 Population	662,047	20,846	3.15%
2010 Population	666,792	19,446	2.92%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	10,897	4.33%
2000 Households	263,265	10,840	4.12%
2010 Households	269,609	10,185	3.78%

Location Types in this MissionSite
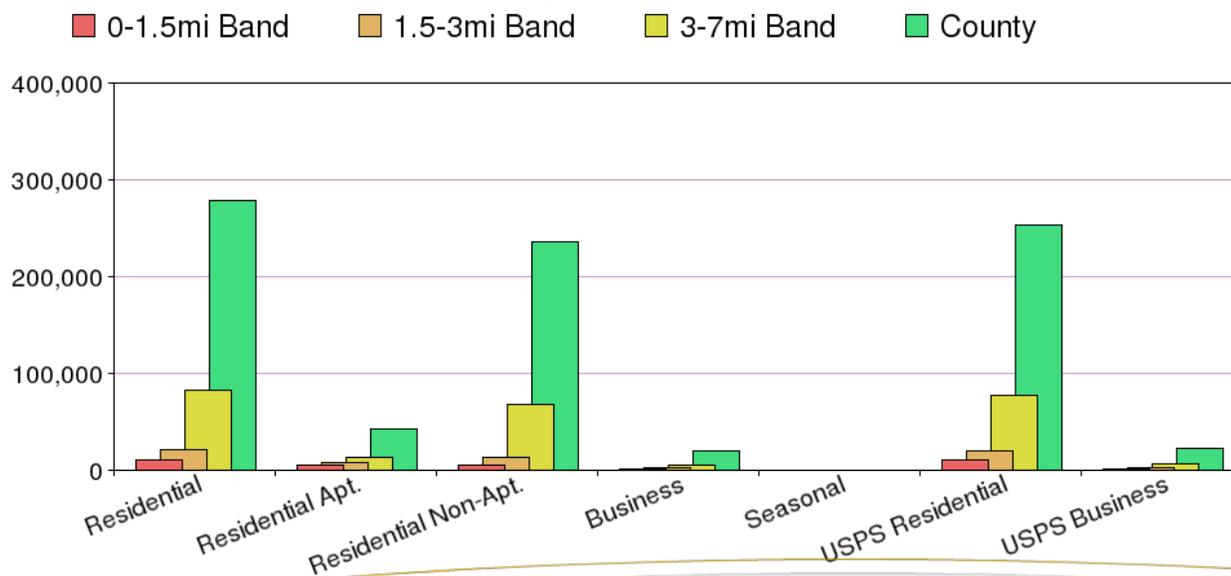
Location Type	0-1.5mi Band
Residential	10,857
Residential Apt.	5,241
Residential Non-Apt.	5,616
Business	972
Seasonal	0
USPS Residential	11,112
USPS Business	1,091

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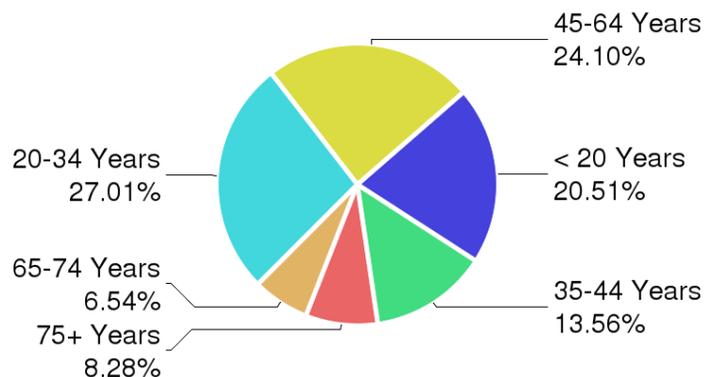*for Contextual Ministry*

Current Demographic Summary

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

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

Age Group Percentages

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.56%	97.89
4-5 Years	2.7%	2.26%	83.7
6-8 Years	3.98%	3.3%	82.91
9-11 Years	3.86%	2.88%	74.61
12-13 Years	2.52%	1.75%	69.44
14-17 Years	5.08%	3.26%	64.17
18-19 Years	2.53%	1.49%	58.89
0-5 Years	8.38%	7.82%	93.32
6-12 Years	9.1%	7.07%	77.69
13-19 Years	8.87%	5.61%	63.25
< 20 Years	26.35%	20.5%	77.8
20-34 Years	20.74%	27%	130.18
35-44 Years	12.98%	13.56%	104.47
45-64 Years	25.86%	24.09%	93.16
65-74 Years	7.12%	6.54%	91.85
75+ Years	6.94%	8.28%	119.31
Median Age	37	40	106.38
Median Age (Male)	35	38	108.68
Median Age (Female)	39	41	106.4

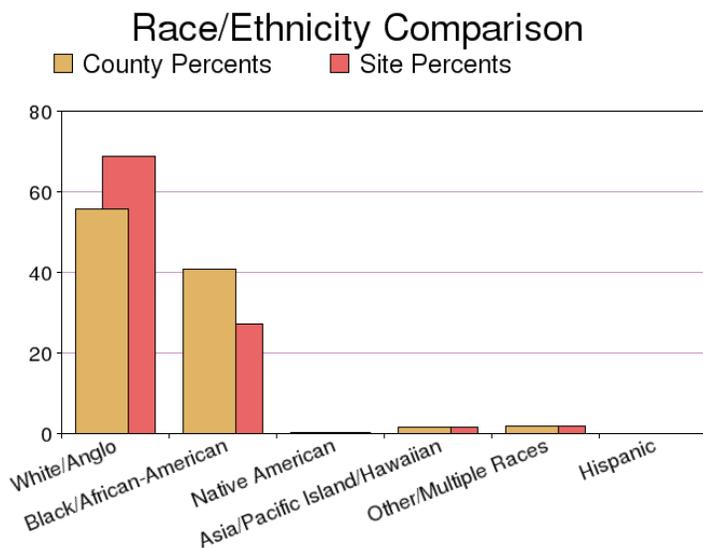Intercultural Institute
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Current Demographic Summary

A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	68.76%	123.6
Black, African-American	40.69%	27.23%	66.93
Native American	0.36%	0.33%	92.48
Asian	1.49%	1.64%	109.53
Pacific Island, Hawaiian	0.08%	0.06%	68.08
Other/Multiple Races	1.74%	1.97%	113.68
Hispanic	0%	4.57%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	14,090	
Less than 9th Grade	3.46%	1.75%	198.24
No High School Diploma	8.86%	4.41%	200.69
High School Graduate	28.96%	13.58%	213.16
Some College, no degree	22.64%	19.02%	119.03
Associate Degree	7.22%	3.81%	189.44
College Degree	17.82%	29.45%	60.52
Graduate/Prof. degree	11.04%	27.97%	39.47

Race/Ethnicity Comparison

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	8.23%	8.01%	124.61
$10,000 to $19,999	13.29%	13.01%	97.86
$20,000 to $29,999	12.05%	11.67%	96.9
$30,000 to $49,999	20.54%	18.51%	90.09
$50,000 to $59,999	8.47%	6.07%	71.61
$60,000 to $69,999	6.88%	4.94%	71.81
$70,000 to $79,999	5.9%	3.72%	63.04
$80,000 to $89,999	4.74%	2.81%	59.26
$90,000 to $99,999	3.22%	2.23%	69.3
$100,000 to $124,999	6.59%	7.04%	106.88
$125,000 to $149,999	3.44%	4.78%	138.95
$150,000 to $199,999	3.44%	7.27%	211.18
$200,000 to $249,999	1.12%	3.34%	297.04
$250,000 or more	2.08%	6.61%	316.99
Median Household	45,427	60,592	133.38
Average Household	68,011	102,209	150.28
Per Capita Household	28,213	53,652	190.17
Family/Non-Family Household Income			
Median Family Income	58,390	106,421	182.26
Average Family Income	83,931	140,535	167.44
Median Non-Family Income	28,382	36,863	129.88
Average Non-Family Income	39,159	59,394	151.67

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	64.44%	40.99%	63.61
Families with Children	32.53%	19.02%	58.46
Families without Children	31.91%	21.97%	68.86
Non-Family Households			
% Non-Family Households	35.56%	59.01%	165.95
Non-Families with Children	0.19	0.1	51.2
Non-Families without Children	35.37	58.91	166.57
Housing Units			Index
Total Housing Units	313,876	12,082	
Vacant percent	14.1%	15.71%	111.39
Owned percent	58.37%	41.25%	70.67%
Rented Percent	27.52%	43.05%	156.41
Households by Size			Index
Avg household size	2.41	1.87	77.59
Avg family hh size	3.12	2.90	92.95
Avg non-family hh size	1.13	1.16	102.65
Households By Count of Persons			Percent
One	84,836	5,180	6.11%
Two	81,467	2,819	3.46%
Three or Four	80,946	1,728	2.13%
Five+	22,360	459	2.05%

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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 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	21,349	3.28%
2000 Population	662,047	20,846	3.15%
2010 Population	666,792	19,446	2.92%
2015 Population	675,554	19,379	2.87%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	10,897	4.33%
2000 Households	263,265	10,840	4.12%
2010 Households	269,609	10,185	3.78%
2015 Households	277,141	10,317	3.72%

Household Change from 1985 to 2030
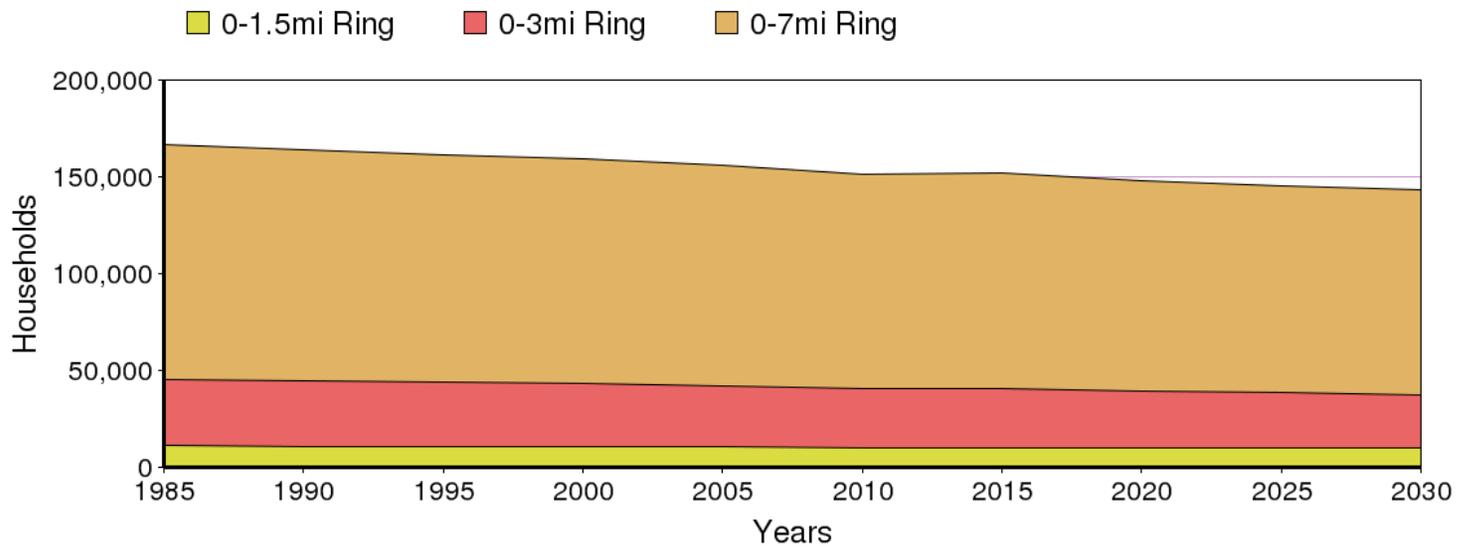
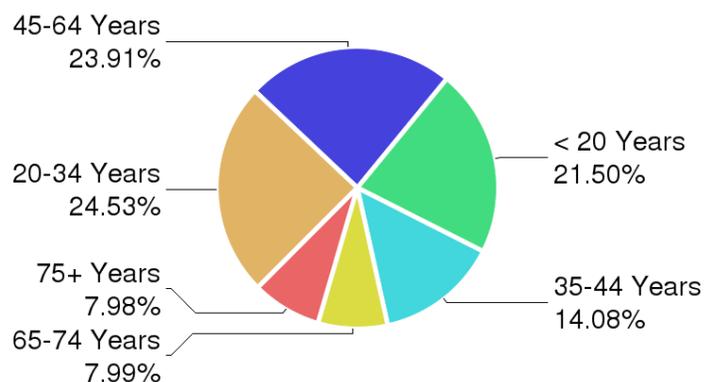Legend: 0-1.5mi Ring, 0-3mi Ring, 0-7mi Ring

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.56%	5.58%	100.36
4-5 Years	2.26%	2.37%	104.87
6-8 Years	3.3%	3.42%	103.64
9-11 Years	2.88%	3.15%	109.38
12-13 Years	1.75%	1.96%	112
14-17 Years	3.26%	3.48%	106.75
18-19 Years	1.49%	1.54%	103.36
0-5 Years	7.82%	7.95%	101.66
6-12 Years	7.07%	7.59%	107.36
13-19 Years	5.61%	5.96%	106.24
< 20 Years	20.5%	21.5%	104.88
20-34 Years	27%	24.53%	90.85
35-44 Years	13.56%	14.08%	103.83
45-64 Years	24.09%	23.91%	99.25
65-74 Years	6.54%	7.99%	122.17
75+ Years	8.28%	7.98%	96.38
Median Age	37	40	108.5
Median Age (Male)	35	38	109.1
Median Age (Female)	39	41	105.34

Projected Age Group Percentages

- 45-64 Years 23.91%
- 20-34 Years 24.53%
- 75+ Years 7.98%
- 65-74 Years 7.99%
- < 20 Years 21.50%
- 35-44 Years 14.08%

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

Race/Ethnicity Comparison
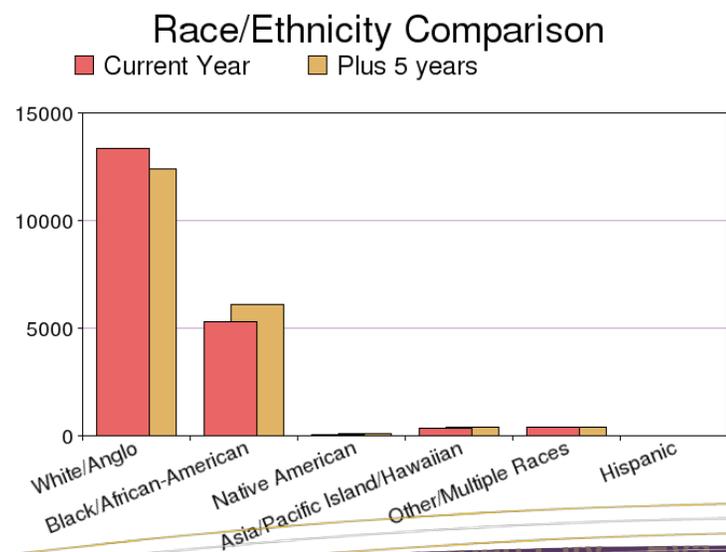
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	68.76%	64.11%	93.22
Black, African-American	27.23%	31.42%	115.35
Native American	0.33%	0.41%	123.5
Asian	1.64%	1.9%	116.44
Pacific Island, Hawaiian	0.06%	0.09%	164.2
Other/Multiple Races	1.97%	2.07%	104.79
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,090	13,919	
Less than 9th Grade	1.75%	1.34%	76.95
No High School Diploma	4.41%	3.5%	79.26
High School Graduate	13.58%	13.67%	100.65
Some College, no degree	19.02%	18.45%	97
Associate Degree	3.81%	4.22%	110.65
College Degree	29.45%	29.72%	100.91
Graduate/Prof. degree	27.97%	29.1%	104.03

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	8.01%	7.01%	87.47
$10,000 to $19,999	13.01%	12.81%	98.5
$20,000 to $29,999	11.67%	10.91%	93.49
$30,000 to $49,999	18.51%	17.55%	94.85
$50,000 to $59,999	6.07%	5.72%	94.25
$60,000 to $69,999	4.94%	4.99%	101.08
$70,000 to $79,999	3.72%	3.8%	100.02
$80,000 to $89,999	2.81%	2.96%	102.52
$90,000 to $99,999	2.23%	2.36%	105.68
$100,000 to $249,999	7.04%	7.74%	110.01
$125,000 to $149,999	4.78%	5.3%	110.88
$150,000 to $199,999	7.27%	8.03%	110.46
$200,000 to $249,999	3.34%	3.68%	110.33
$250,000 or more	6.61%	7.09%	107.23
Median Household	60,592	65,320	107.8
Average Household	102,209	110,860	108.46
Per Capita Household	53,652	59,151	110.25
Family/Non-Family Household Income			
Median Family Income	106,421	114,641	107.72
Average Family Income	140,535	155,278	110.49
Median Non-Family Income	36,863	39,964	108.41
Average Non-Family Income	59,394	63,751	107.34

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	40.99%	40.07%	97.75
Families with Children	19.02	18.46	97.09
Families without Children	21.97	21.29	96.91
Non-Family Households			
% Non-Family Households	59.01%	59.93%	101.56
Non-Families with Children	0.1	0.09	101.56
Non-Families without Children	58.91	59.84	101.58
Housing Units			
Total Housing Units	12,082	12,247	101.37%
Vacant percent	15.71%	15.77%	100.37
Owned percent	41.25%	41.01%	99.4
Rented Percent	43.05%	43.23%	100.42
Households by Size			
Avg household size	1.87	1.84	98.4%
Avg family hh size	2.90	2.91	100.34%
Avg non-family hh size	1.16	1.12	96.55%
Households By Count of Persons			
One	5,180	5,382	103.9%
Two	2,819	2,779	98.58%
Three or Four	1,728	1,707	98.78%
Five+	459	449	97.82%

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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:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	731	2,500	4,992
Northern Europe	41	90	311
Western Europe	64	113	271
Southern Europe	5	57	81
Eastern Europe	66	215	192
Other Europe	0	0	0
Eastern Asia	148	513	565
So. Central Asia	8	159	516
SE Asia	62	139	318
Western Asia	28	38	215
Other Asia	0	17	48

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	45	68	275
Middle Africa	0	0	0
Northern Africa	4	12	23
Southern Africa	0	13	22
Western Africa	5	21	127
Other Africa	0	17	20
Oceania	7	16	9
Caribbean	17	93	119
Central Amer.	121	812	1,383
South America	71	46	254
North America	39	61	243
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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	19,525	40,542	182,143
Spanish	396	1,614	4,974
Other Indo-Euro language	403	1,014	2,858
French (incl. Patois, Cajun)	154	360	964
French Creole	0	9	10
Italian	8	22	179
Portuguese	0	16	59
German	133	194	469
Yiddish	10	0	47
Other West Germanic	7	18	69
A Scandinavian Language	0	6	10
Greek	5	46	200
Russian	7	161	97
Polish	0	7	22
Serbo-Croatian	0	18	0
Other Slavic Language	33	5	28
Armenian	10	0	0
Persian	0	10	113
Gujarathi	0	12	58
Hindi	0	13	286
Urdu	0	20	54

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	36	46	62
Asian/PI languages	0	0	0
Chinese	98	568	384
Japanese	28	61	65
Korean	32	8	136
Mon-Khmer, Cambodian	0	7	31
Miao, Hmong	0	0	0
Thai	0	34	50
Laotian	0	0	0
Vietnamese	35	16	259
Other Asian	14	45	146
Tagalog	15	10	19
Other Pacific Is	0	11	34
Other languages	117	319	839
Navajo	0	0	0
Other Native N. American	0	3	2
Hungarian	0	0	15
Arabic	24	125	338
Hebrew	48	79	45
African languages	45	112	400
Other unspecified	0	0	39

Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	16,957	35,264	158,619
Arab	88	308	720
Armenian	0	0	27
Austrian	56	37	109
British	247	341	828
Canadian	9	52	171
Croatian	0	9	24
Czech	55	27	72
Czechoslovak	0	17	46
Danish	29	22	52
Dutch	123	229	681
English	2,943	3,596	12,630
European	279	421	1,310
Finnish	15	9	86
French (not Basque)	379	496	1,519
French Canadian	51	54	231
German	1,153	1,921	5,920
Greek	89	191	545
Hungarian	28	40	150
Iranian	15	26	23

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	1,134	1,722	6,643
Italian	429	809	2,570
Lithuanian	47	55	62
Norwegian	165	114	380
Polish	119	127	573
Portuguese	31	4	67
Romanian	22	3	59
Russian	99	241	379
Scandinavian	12	25	105
Scotch-Irish	808	988	3,792
Scottish	759	871	2,748
Slovak	31	4	37
Subsaharan African	162	462	2,385
Swedish	46	69	299
Swiss	57	39	84
Ukrainian	17	11	89
US/American	1,733	2,593	12,585
Welsh	170	126	502
West Indian	19	97	101
Yugoslavian	4	14	10
Other	5,535	19,092	100,007

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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?

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Using the Demographic Indicators

*Issues for Your Consideration - continued*

4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?

5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?

6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?

Unreached Households by Lifestyle Segment

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

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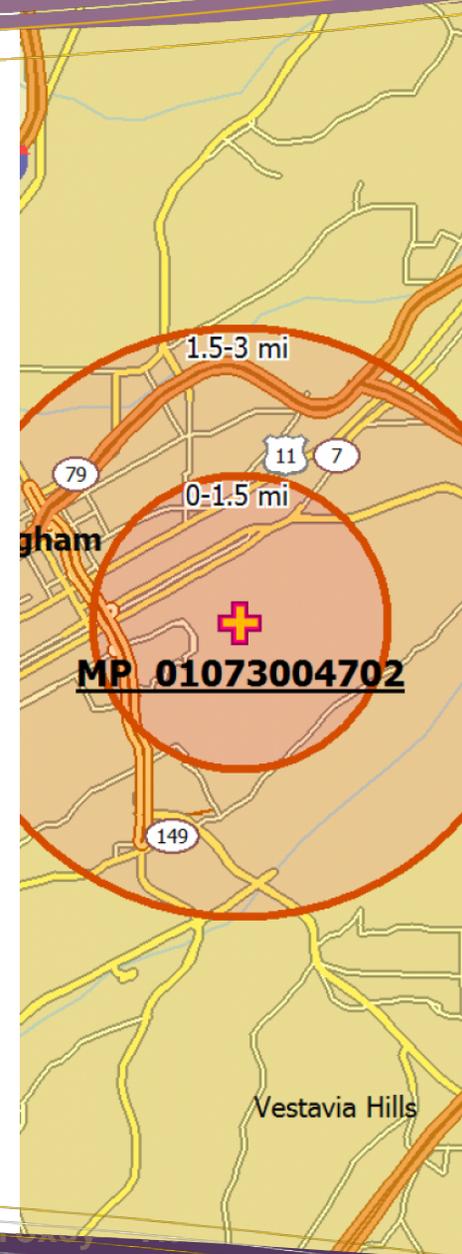
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,185	100%	7,619	100%
AFFLUENT SUBURBIA	3,027	29.72%	2,326	30.53%
America's Wealthiest	979	9.61%	786	10.32%
Dream Weavers	1,283	12.6%	918	12.05%
White Collar Suburbia	29	0.28%	24	0.32%
Upscale Suburbia	630	6.19%	525	6.89%
Enterprising Couples	0	0%	0	0%
Small Town Success	106	1.04%	73	0.96%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,094	10.74%	815	10.7%
Status Conscious Consumers	290	2.85%	203	2.66%
Affluent Urban Professionals	498	4.89%	402	5.28%
Urban Commuter Fam.	252	2.47%	169	2.22%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	54	0.53%	41	0.54%
SM TWN SUCCESS	80	0.79%	57	0.75%
2nd City Homebodies	80	0.79%	57	0.75%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,185	100%	7,619	100%
BLUE COLLAR BACKBONE	48	0.47%	29	0.38%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	47	0.46%	28	0.37%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	1	0.01%	1	0.01%
AMER. DIVERSITY	796	7.82%	558	7.32%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	17	0.17%	11	0.14%
Professional Urbanites	468	4.59%	338	4.44%
Urban Advancement	311	3.05%	209	2.74%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	451	4.43%	309	4.06%
Steadfast Conservative	449	4.41%	308	4.04%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	2	0.02%	1	0.01%
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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,185	100%	7,619	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	3,097	30.41%	2,368	31.08%
Young Cosmopolitans	1,987	19.51%	1,556	20.42%
Minority Metro Communities	584	5.73%	433	5.68%
Stable Careers	526	5.16%	379	4.97%
Aspiring Hispania	0	0%	0	0%
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%

Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	10,185	100%	7,619	100%
STRUGGLING SOCIETIES	626	6.15%	427	5.6%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	598	5.87%	405	5.32%
College Town Communities	15	0.15%	12	0.16%
New Beginnings	13	0.13%	10	0.13%
URBAN ESSENCE	966	9.48%	730	9.58%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	75	0.74%	52	0.68%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	891	8.75%	678	8.9%
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%

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?

2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?

3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?

4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?

5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?
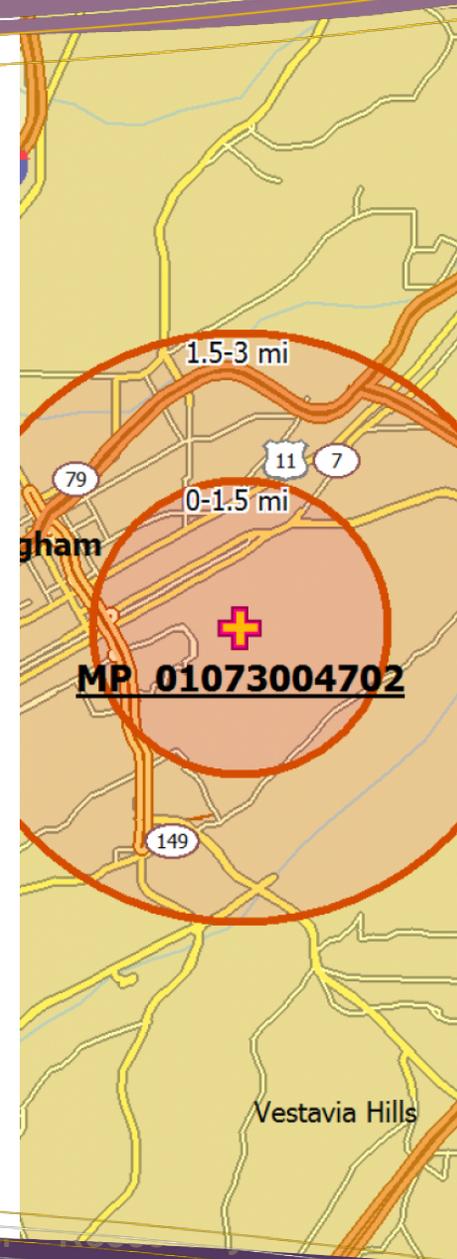
Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, 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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	80%	76%	71%
Use Comp. for Internet/E-mail	66%	59%	53%
Internet Use: E-Mail	59%	53%	46%
Use Comp. for Word Processing	48%	42%	36%
Use Comp. for Shopping	42%	37%	31%
Use Comp. for Banking	38%	33%	29%
Use Comp. for Digital Camera Photo Editing	37%	32%	29%
Internet Use: News/ Weather	37%	32%	26%
Use Comp. for Comp. Games	36%	35%	33%
HH Owns DVD Player	34%	32%	29%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	33%	29%	25%
Use Comp. for Education	33%	32%	31%
Use Comp. for News/Info./Data Service	31%	27%	23%
PC-Network-HH Has One	24%	22%	19%
Use Comp. for Personal Financial Mngmnt	22%	18%	15%
Use Comp. for Accounting	20%	17%	14%
Internet Use: Shopping: Made A Purchase	19%	14%	11%
Internet Use: Shopping: Gathered Info. for Shopping	18%	16%	14%
Internet Use: Read Magazines/ Newspapers	17%	15%	12%
Internet Use: Research/ Education	16%	14%	12%

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Listening To Music	70%	69%	69%
Dining Out (Not Fast Food)	63%	58%	53%
Reading Books	62%	59%	55%
Card Games	41%	41%	39%
Cooking for Fun	40%	39%	36%
Go To A Beach/Lake	40%	37%	33%
Gardening	31%	29%	27%
Board Games	30%	30%	28%
Visit Museum	30%	26%	22%
Going To Bars/Nightclubs/Dancing	24%	21%	20%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	65%	65%	65%
Gen./Fam. Practitioner	36%	36%	35%
Dentist	33%	30%	27%
Eye Dr.	23%	22%	20%
None Of These	22%	21%	20%
Backache	20%	21%	21%
Hypertension/High Blood Pressure	18%	19%	19%
High Cholesterol	18%	17%	17%
OB/GYN	14%	13%	12%
Any Arthritis	13%	13%	13%

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	36.31%	33.12%	30.3%
Live Theater	30.78%	27.53%	24.11%
Live Theater Most Often	24.47%	21.7%	18.95%
Rock/Pop Concerts Most Often	17.98%	16.85%	15.87%
Dance Performance	13.61%	12.65%	12.2%
Comedy Club	11.32%	11.3%	11.12%
Movies: Action/Adventure	43.34%	41.84%	40.59%
Movies: Comedy	43.04%	41.71%	41.99%
Movies: Drama	28.61%	27.01%	26.32%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	23.75%	23.12%	22.96%
Movies: Mystery	23.02%	22.47%	21.18%
Movies: Fam.	18.77%	19.82%	20.77%
MLB Baseball Reg. Season	12.49%	9.98%	8.55%
College Football Reg. Season	8.39%	7.42%	6.45%
NFL Football Reg. Season	8.23%	7.32%	6.37%
College Basketball Reg. Season	6.22%	5.33%	4.92%
NBA Basketball Reg. Season	5.92%	4.98%	4.16%
NHL Hockey Reg. Season	5.09%	3.89%	3.27%

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	45.68%	42.19%	39.65%
Swimming	33.84%	31.01%	28.11%
Weight Training	21.47%	19.2%	16.83%
Bowling	19.97%	20.06%	20.29%
Jogging/Running	19.81%	18.7%	18.17%
Using Cardio Machine	19.39%	16.65%	14%
Billiards/Pool	17.84%	17.77%	17.68%
Golf	16%	14.91%	12.51%
Stationary Cycling	15.18%	13.53%	12.36%
Mountain/Road Biking	14.77%	13.53%	11.51%
Basketball	13.58%	15.17%	15.82%
Aerobics	13.05%	12.21%	11.9%
Backpacking/Hiking	12.25%	10.66%	8.48%
Freshwater Fishing	11.63%	12.08%	12.45%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Yoga	11.26%	9.5%	8.12%
Camping Trips	10.83%	9.95%	9.02%
Tennis	10.36%	9.09%	7.95%
Baseball	8.96%	9.93%	10.81%
Football	8.21%	10.08%	11.1%
Soccer	8.15%	7.85%	6.95%
Downhill & X-Country Skiing	7.39%	6.53%	5.05%
Softball	7.28%	7.11%	7.34%
Volleyball	7.05%	7.45%	7.87%
Power Boating	7.03%	6.96%	6.18%
Canoeing/Kayaking	6.92%	6.1%	5.19%
Saltwater Fishing	6.66%	6.35%	5.99%
Ice Skating	6.41%	6.28%	5.76%
Snorkeling	6.41%	5.79%	4.89%

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Roller Skating	5.36%	5.65%	6.09%
Hunting	5.06%	4.9%	4.63%
Horseback Riding	4.8%	4.54%	4.2%
Target Shooting	4.68%	5.48%	5.71%
Jet Skiing	4.42%	4.42%	4.23%
Sailing	4.28%	3.86%	3.23%
Martial Arts	4.24%	3.86%	3.26%
Water Skiing	3.98%	3.99%	3.62%
Motorcycling	3.76%	4.12%	4.17%
Fly Fishing	3.47%	3.65%	3.78%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Racquetball	3.39%	3.6%	4.06%
Snowboarding	3.27%	3.39%	3.24%
Rock Climbing	3.27%	3.5%	3.29%
Hockey	3.22%	3.33%	3.36%
Rowing	2.98%	2.8%	2.31%
Surfing & Windsurfing	2.97%	2.95%	2.64%
Skateboarding	2.67%	3.02%	3.02%
Snowmobiling	2.66%	2.87%	2.86%
Archery	2.64%	2.93%	3.04%
Auto Racing	2.38%	2.72%	2.59%

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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.

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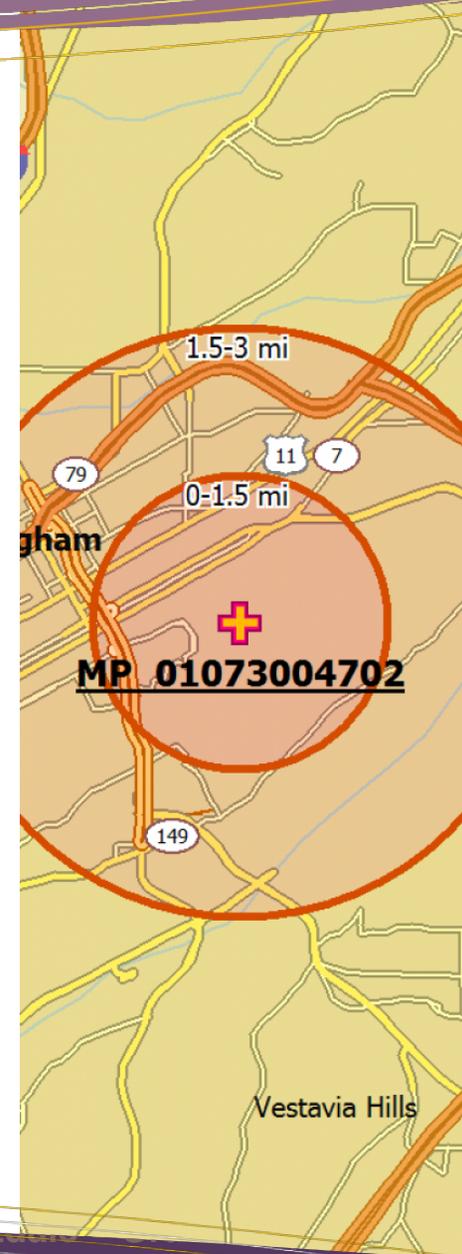
Potential Cultural Barriers -- Introduction (part 2)

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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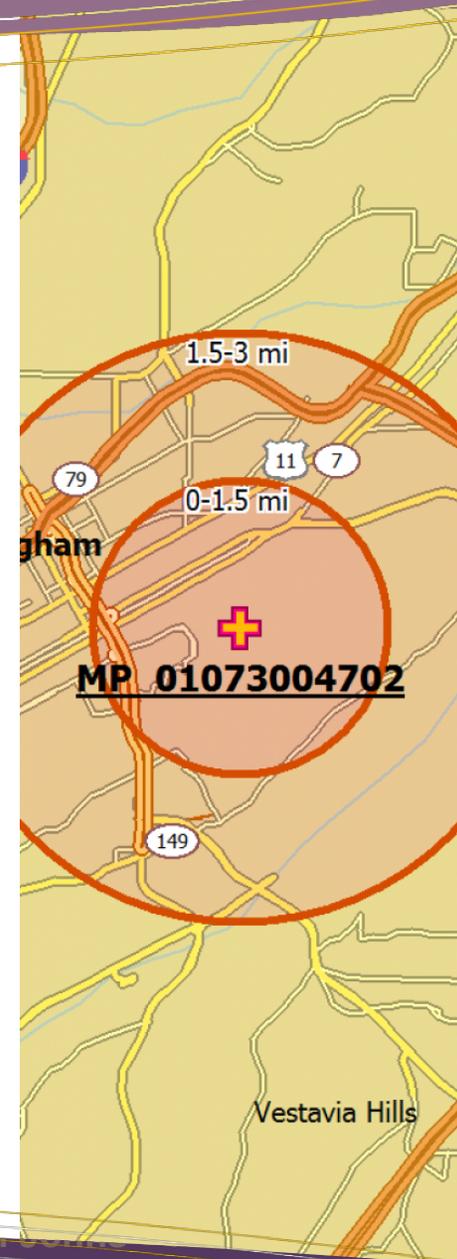
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
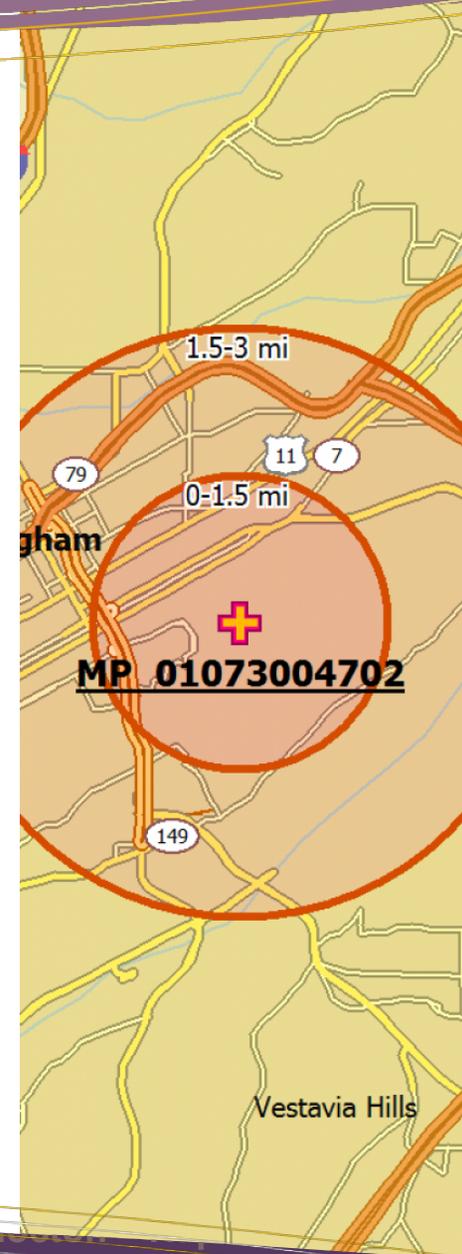
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	51%	52%	52%
Prefer To Have Few Possessions As Possible	44%	39%	35%
Find It Difficult To Say No To My Kids	36%	35%	34%
Speak My Mind Even If It Upsets People	35%	36%	37%
If Won Lottery Would Never Work Again	35%	32%	28%
Friends More Important Than My Fam.	32%	29%	26%
Don't Judge People/Way They Live Life	31%	31%	31%
Like Control Over People And Resources	31%	33%	35%
Woman's Place Is In The Home	30%	30%	32%
Money Is Best Measure Of Success	26%	25%	24%
Like To Do Unconventional Things	24%	25%	25%
Marijuana Should Be Legalized	23%	23%	22%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like To Pursue Challenge/Novelty/Change	21%	19%	19%
Too Much Sponsorship In Arts/Sports	20%	23%	26%
Happy With My Standard Of Living	20%	18%	16%
I Am A Workaholic	19%	21%	23%
Like to Stand Out In A Crowd	19%	20%	21%
We Should Strive for Equality for All	16%	17%	17%
Rarely Sit Down to a Meal Together At Home	15%	15%	15%
Only Work Current Job for The Money	14%	15%	15%
On Whole People Get What They Deserve	13%	12%	13%
I Am A Perfectionist	9%	10%	10%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	8%	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.

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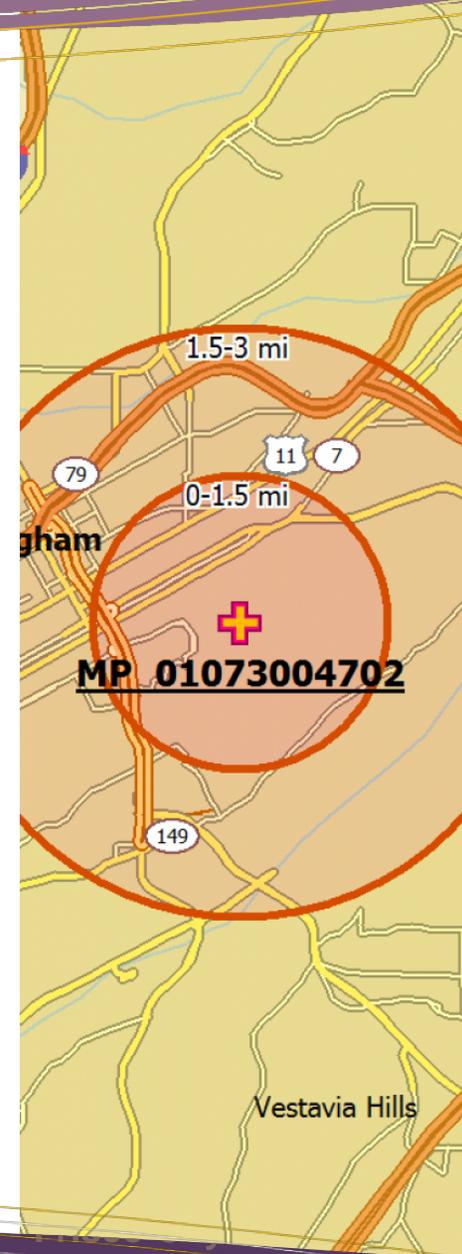
Potential Cultural Themes:

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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	67%	62%	59%
You Should Seize Opportunities In Life	60%	59%	58%
Prefer To Have Few Possessions As Possible	44%	39%	35%
Like To Understand About Nature	40%	40%	40%
Important Feel Respected By My Peers	37%	36%	35%
Prefer Work Part Of Team Than Alone	31%	34%	35%
Important To Juggle Various Tasks	31%	32%	32%
Have Keen Sense Of Adventure	29%	29%	29%
People Have To Take Me As They Find Me	28%	26%	24%
Like To Just Enjoy Life	26%	24%	22%
Good At Fixing Things	26%	28%	30%
Worried About Pollution Caused By Cars	25%	23%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	19%	20%	21%
Real Men Don't Cry	17%	17%	17%
Try Not To Worry About The Future	16%	17%	17%
Is An Important Part Of Who I Am	15%	15%	16%
Looking for New Ideas To Improve Home	14%	16%	17%
Enjoy Spending Time With My Fam.	11%	12%	12%
Provide My Kids With The Little Extras	10%	14%	17%
Children Should Be Allowed To Express Themselves	6%	6%	7%
Feel Very Alone In The World	5%	6%	6%
Like Spending Most Time With Fam.	4%	5%	5%
Would Like To Set Up Own Business	4%	4%	5%
Decor Particular Interest To Me	4%	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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fast Food/Drive-In Restaurant-Visit Any	79.62%	80.84%	82.09%
Fam. Restaurants/Steak Houses-Visit Any	77.65%	76.15%	75%
McDonald's	51.32%	52.37%	53.08%
Burger King	31.43%	34.16%	36.24%
Subway	26.38%	27.33%	27.44%
Wendy's	26.23%	27.27%	29.16%
Applebee's	24.56%	25.27%	24.67%
Taco Bell	24.43%	24.61%	24.55%
Kentucky Fried Chicken (KFC)	23.77%	26.83%	29.62%
Olive Garden	20.23%	19.79%	19.9%
Starbucks	18.23%	16.23%	14.9%
Arby's	18.05%	18.39%	18.61%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Pizza Hut	17.3%	18.92%	20.41%
Outback Steakhouse	15.68%	14.96%	14.6%
TGI Friday's	15.42%	15.38%	14.84%
Chili's Grill and Bar	15.19%	14.9%	13.38%
IHOP (International House Of Pancakes)	15.07%	15.43%	15.16%
Red Lobster	15.02%	16.2%	16.8%
Chick-Fil-A	13.66%	13.74%	13.66%
Quiznos Sub	12.65%	11.45%	10.72%
Domino's Pizza	12.43%	13.9%	14.78%
Dunkin' Donuts	12.35%	13.15%	13.64%
Dairy Queen	12.32%	13.91%	14.18%
Cracker Barrel	11.43%	11.45%	10.87%

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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!
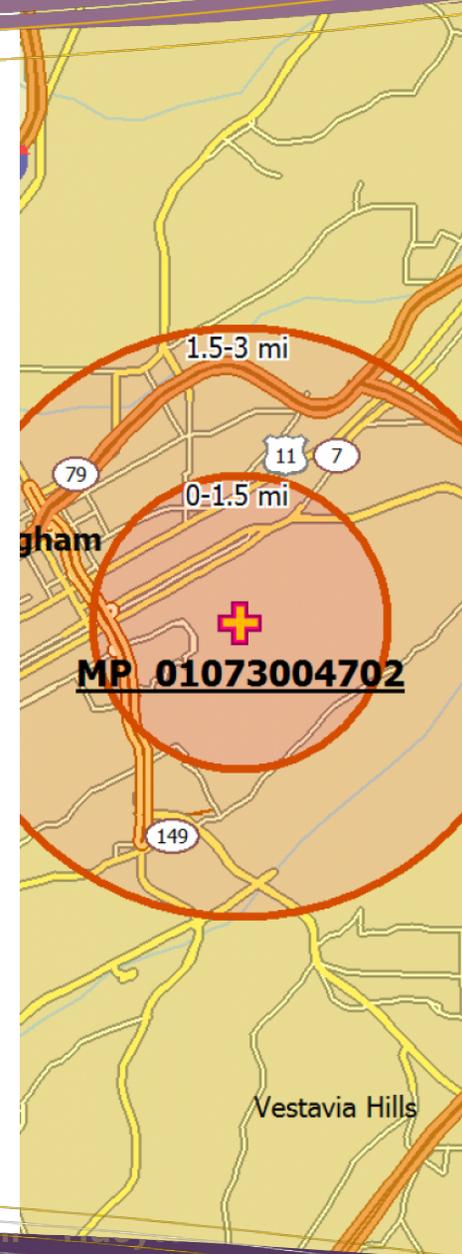
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
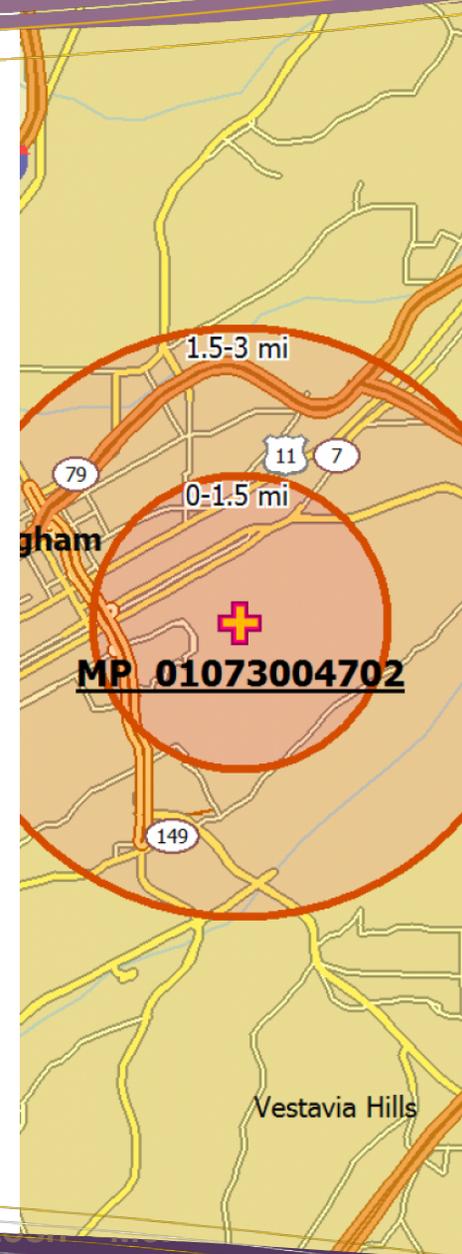
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	49.66%	46.09%	44.14%
Recycled products	41.05%	35.19%	30.5%
Worked as volunteer (non political)	19.67%	17.36%	15.42%
Engaged in fund raising	12.01%	11.37%	11.65%
Wrote to elected offcl about publ bus	8.03%	6.78%	6.02%
Religious club member	7.79%	7.71%	7.49%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	7.18%	6.22%	5.58%
Took active part in local civic issue	6.59%	5.95%	5.51%
Wrote to editor of mag or newspaper	6.51%	5.93%	5.43%
Addressed a public meeting	5.62%	5.13%	4.67%
Union member	5%	4.53%	4.31%
Church Board	4.74%	4.89%	5.28%

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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.

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	22.9%	19.71%	17.21%
Children's Books	14.33%	13.56%	13.41%
Mystery	14.21%	12.76%	11.6%
Cookbooks	12.02%	10.81%	9.73%
History	9.67%	8.23%	7.24%
Biography	9.29%	8.02%	7.19%
Personal/Business Self-help	8.81%	7.77%	7.1%
Religious (not Bibles)	8.75%	8.81%	9.19%
Romance	6.35%	6.65%	7.27%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	72.08%	69.87%	68.79%
Gen. Editorial	53.72%	52.29%	51.33%
Womens	45.34%	45.25%	44.41%
Service	37.38%	35.17%	32.75%
Business/Finance	25.93%	23.35%	21.02%
Mens	20.39%	19.43%	18.86%
Sports	17.79%	17.07%	15.76%
Health	13.02%	13.15%	12.91%
Travel	12.98%	10.85%	9.23%

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Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the particpation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	56.15%	53.04%	51.28%
Business/Finance	35.35%	31.58%	28.78%
Sport	33.84%	32.25%	31.66%
Editorial Page	31.27%	28.84%	27.03%
Movie Listings & Reviews	29.27%	27.21%	25.95%
Classified	28.13%	30.11%	31.65%
Food/Cooking	27.78%	25.65%	23.8%
Comics	26.39%	25.59%	24.42%
TV/Radio Listings	24.88%	23.69%	22.74%
Travel	24.13%	21.36%	19.52%
Home/Gardening	23.43%	21.2%	19.78%
Science/Technology	21.01%	18.29%	16.17%
Fashion	16.91%	16.08%	16.21%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	18.91%	16.89%	14.57%
CHR Contemp Hit Radio	18.2%	18.04%	17.42%
Urban Contemporary	18.09%	23.86%	29.85%
News/Talk	16.35%	13.11%	10.81%
Alternative	12.49%	9.94%	8.24%
Country	12.24%	12.21%	11.65%
Oldies	11.43%	10.76%	10.37%
All News	10.62%	8.82%	7.79%
Rock	10.07%	9.27%	8.46%
Classic Rock	9.7%	8.42%	7.11%
Variety	9.59%	9.3%	9.5%
Jazz	7.82%	7.77%	7.82%
Soft Contemporary	7.19%	6.59%	6.09%
Classical	6.98%	5.32%	4.11%
Sports	6.09%	5.06%	4.37%
All Talk	5.89%	5.05%	4.64%
Religious	5.6%	5.43%	5.27%
Public	5.46%	4.23%	3.22%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fox News Channel	64.56%	62.17%	60.72%
Soapnet	52.67%	50.66%	50.15%
Satellite Dish	46.56%	46.75%	47.38%
Comedy Central	44.71%	39.43%	34.13%
Other Video-On-Demand	40.9%	42.68%	42.24%
Sci-Fi Channel	35.34%	33.86%	33.11%
ESPN Classic	33.94%	28.66%	23.8%
ABC Fam.	32.73%	29.3%	26.4%
MSNBC	31.99%	31.64%	31.4%
ESPN2	30.62%	28.38%	26.41%
TV Info From Sunday TV Magazine	29.91%	28.32%	27.97%
Subscribe Digital Cable	29.84%	31.17%	32.13%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
ESPN News	28.86%	25.38%	21.16%
Adult Pay Per View TV	28.63%	28.83%	27.99%
Discovery Health Channel	28.22%	23.09%	17.99%
Hallmark Channel	28.06%	26.29%	24.9%
TCM (Turner Classic Movies)	27.34%	25.74%	24.48%
USA Network	27.23%	24.91%	23.36%
The Golf Channel	27.16%	25.44%	22.98%
BET (Black Entertainment TV)	26.36%	25.81%	25.27%
Adult Swim	25.77%	23.82%	22.32%
TV Info From Newspapers	25.66%	25.14%	25.26%
Nickelodeon	25.48%	24.79%	24.97%
CMT (Country Music Television)	25.26%	21.9%	20.37%

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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.
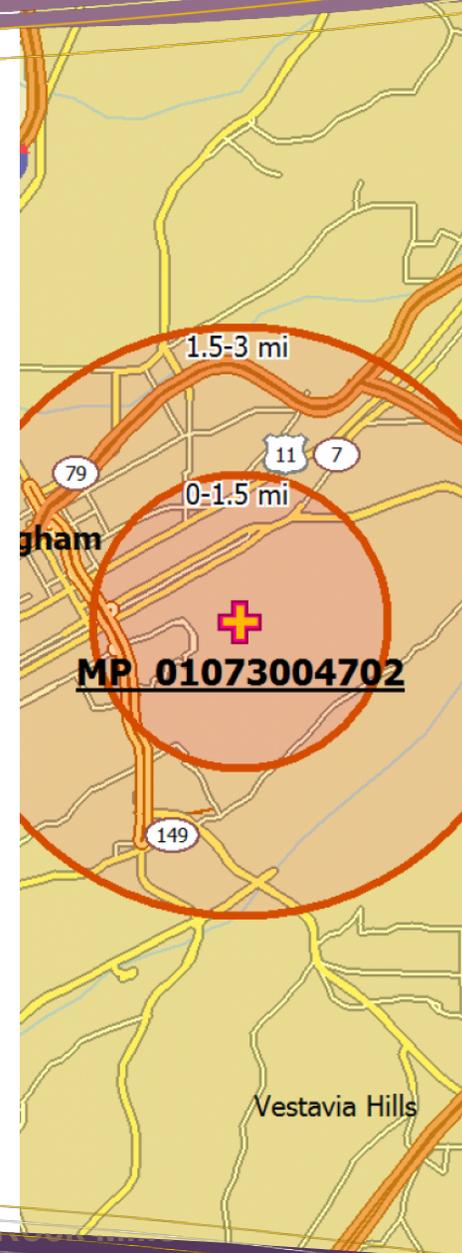
Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	24.61%	21.81%	19.38%
Medium Users (4-6)	12.3%	10.99%	9.78%
Light Users (1-3)	20.09%	19.75%	19.99%
Quintiles (20%)			
Newspaper I (Heavy)	0.99%	1.1%	0.99%
Newspaper II	1.46%	1.67%	1.69%
Newspaper III	2.66%	2.35%	2.74%
Newspaper IV	0.26%	0.29%	0.3%
Newspaper V (Light)	0.96%	0.88%	1%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.98%	19.93%	22.01%
Magazines II	8.84%	9.02%	9.94%
Magazines III	9.09%	9.73%	10.78%
Magazines IV	10.7%	11.69%	13.56%
Magazines V (Light)	0.78%	0.77%	0.79%
Outdoor I (Heavy)	9.08%	8.7%	8.58%
Outdoor II	3.15%	3.68%	4.13%
Outdoor III	3.79%	4.48%	5.16%
Outdoor IV	16.01%	15.64%	16%
Outdoor V (Light)	25.84%	24.77%	24.1%
Yellow Pages I (Heavy)	13.23%	13.78%	14.93%
Yellow Pages II	7.98%	7.83%	7.93%
Yellow Pages III	6.5%	7.89%	8.61%
Yellow Pages IV	21.25%	21.36%	22.37%
Yellow Pages V (Light)	3.77%	4.16%	4.74%

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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.94%	3.35%	3.71%
Drive Time III (Medium)	0.72%	0.83%	1.12%
Radio IV & V (Light)	2.03%	2.56%	3.2%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.05%	9.78%	11.15%
Radio III (Medium)	4.35%	4.08%	4.39%
Radio IV & V (Light)	3.2%	3.6%	4.06%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	17.16%	14.9%	13.28%
Cable III (Medium)	4.99%	5.5%	5.47%
Cable IV & V (Light)	35.47%	35.6%	36.07%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.89%	4.17%	4.43%
Prime Time III (Medium)	1.65%	1.4%	1.38%
Prime Time IV & V (Light)	8.47%	9.78%	10.8%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	42.48%	40.77%	40.77%
Fringe III (Medium)	49.22%	49.49%	51.72%
Fringe IV (Light)	53.53%	52.36%	53.95%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	12.96%	14.2%	16.52%
All Day III (Medium)	23.76%	23.51%	24.22%
All Day IV (Light)	15.52%	17.06%	19.43%

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Day-time Radio Listeners			
Dayparts [summary]	13.48%	12.65%	12.02%
6:00am - 10:00am	25.26%	21.9%	20.37%
10:00am - 3:00pm	11.75%	13.34%	13.87%
3:00pm - 7:00pm	13.18%	14.92%	16.42%
7:00pm - Midnight	16.57%	14.7%	13.91%
Midnight - 6:00am	8.44%	8.66%	8.56%
Weekend Radio Listeners			
Dayparts [summary]	13.26%	14.25%	14.32%
6:00am - 10:00am	6.13%	5.23%	4.46%
10:00am-3:00pm	10.15%	9.22%	7.96%
3:00pm - 7:00pm	8.21%	9.13%	9%
7:00pm - Midnight	10.01%	10.54%	10.91%
Midnight - 6:00am	15.2%	15.82%	15.24%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	9.19%	8.58%	7.72%
Saturday: 8:00-11:00pm	8.72%	8.64%	8.96%
Sunday: 7:00-11:00pm	9.88%	10.3%	9.68%
9:00am-1:00pm	24.43%	23.59%	22.55%
9:00am-4:00pm	28.86%	27.81%	26.43%
4:00pm-7:00pm	30.83%	30.45%	30.38%
11:00pm-1:00am	39.6%	40.35%	40.15%
AVG Prime time Mon-Sun	4.29%	4.63%	4.93%

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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	21.07%	19.65%	18.8%
7-9am	30.62%	28.38%	26.41%
9am-12noon	19.16%	17.54%	16.31%
12noon-4pm	9.7%	10.27%	10.13%
4-6pm	55.31%	52.64%	50.29%
6-7pm	17.25%	16.98%	16.74%
7-7:30pm	2.1%	1.93%	1.73%
7:30-8pm	10.55%	10.24%	10.26%
8-11pm	9.19%	8.58%	7.72%
11pm-12am	31.99%	31.64%	31.4%
11pm-1am	39.6%	40.35%	40.15%
1-6am	36.86%	35.38%	32.6%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	22.4%	20.75%	19.8%
Sat: 10am-1pm	9.74%	9.79%	10.61%
Sat: 1-4pm	25.92%	24.3%	23.67%
Sat: 4-6pm	8.53%	8.13%	8.21%
Sat: 6-7pm	2.4%	1.98%	1.93%
Sat: 7-8pm	1.2%	1.18%	1.27%
Sat: 8-11pm	8.72%	8.64%	8.96%
Sat: 11pm-1am	6.22%	6.2%	6.9%
Sat: 1am-7pm	27.23%	24.91%	23.36%
Sun: 7-10am	1.87%	2.14%	2.05%
Sun: 10am-1pm	5.09%	5.54%	5.28%
Sun: 1-4pm	5.91%	5.74%	5.56%
Sun: 4-7pm	11.81%	12.56%	12.26%
Sun: 7-11pm	9.88%	10.3%	9.68%
Sun: 11pm-1am	5.4%	5.69%	5.72%
Sun: 1-7am	20.79%	21.21%	20.52%

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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.

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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

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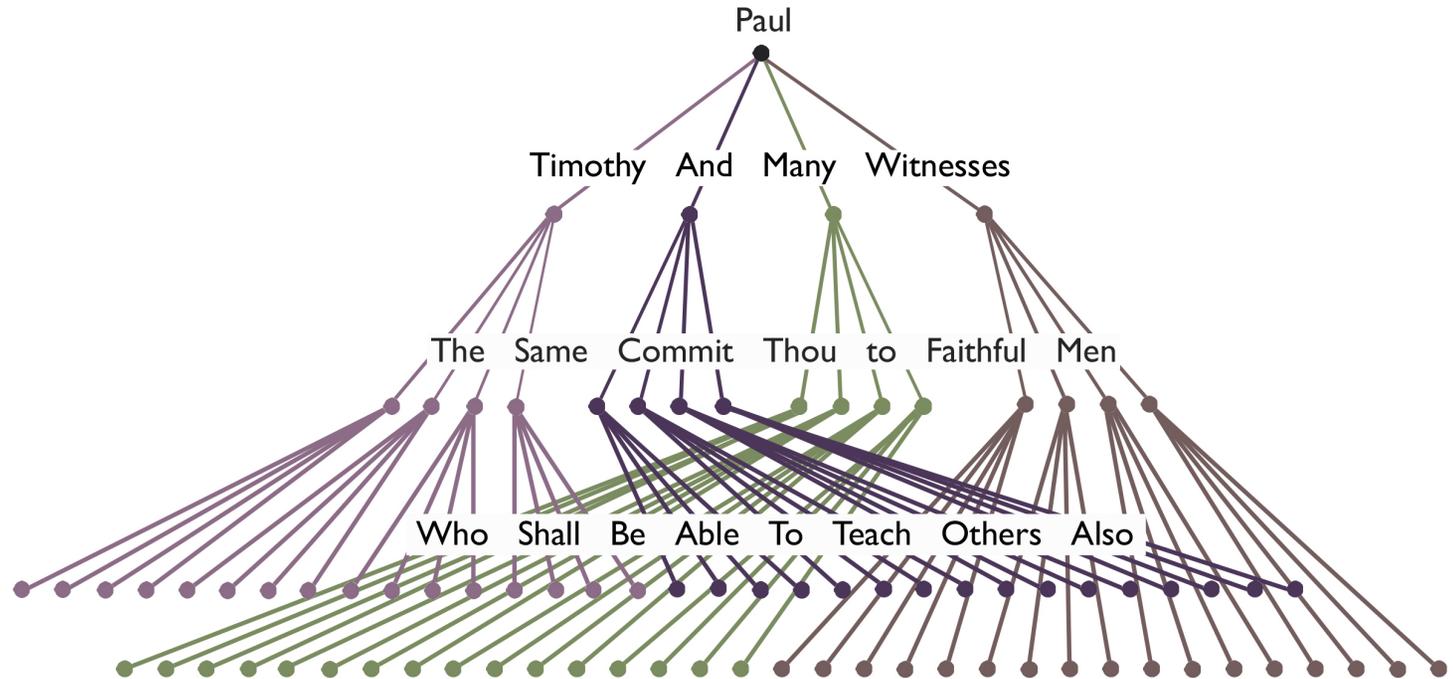
Establishing Redemptive Relationships

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.

5 Types of Self-Identity, Communication & Relationships
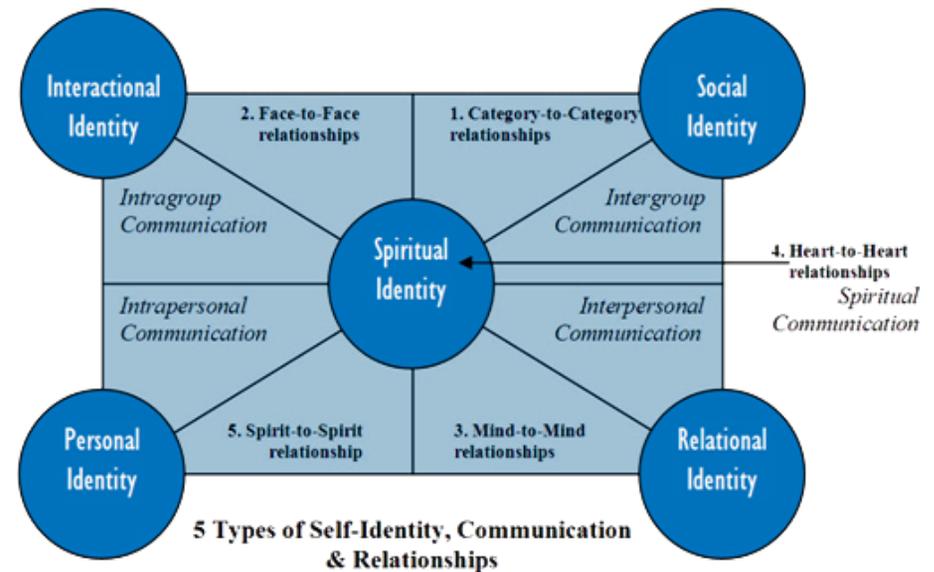
Your MissionSite and the Missional Suite

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
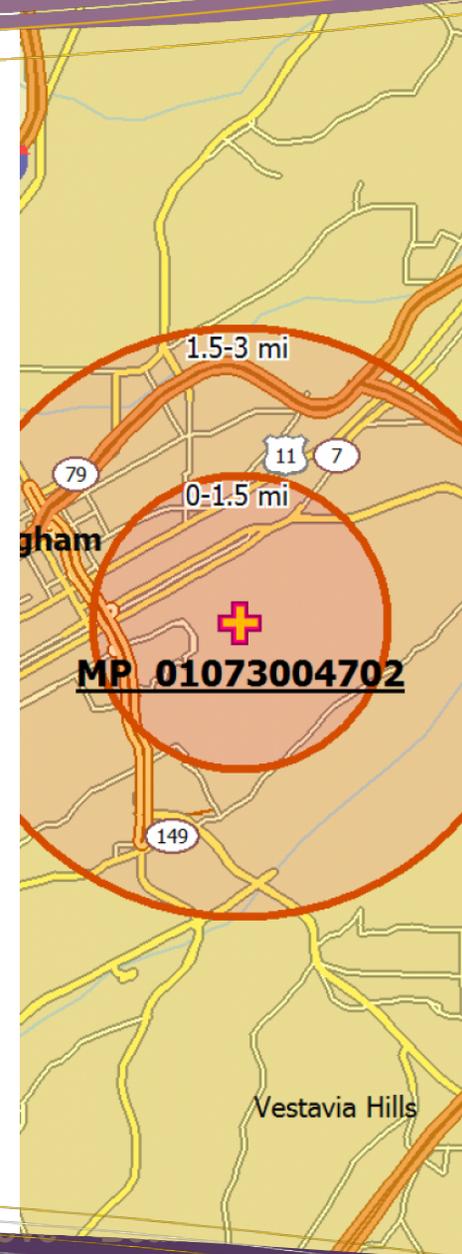
Notes and Sources

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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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	0.89 mi	0	Plateauing
2	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	1.27 mi	529	Plateauing
3	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	1.52 mi	176	Growing
4	Southside	PO Box 55058 Birmingham, AL 35255	1.82 mi	163	Declining
5	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	1.82 mi	0	Plateauing
6	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	1.93 mi	0	Plateauing
7	Central Missionary	PO Box 12784 Birmingham, AL 35202	2.25 mi	65	Declining
8	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	2.40 mi	318	Plateauing
9	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	2.44 mi	233	Declining
10	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	2.98 mi	0	Plateauing
11	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	3.14 mi	0	Plateauing
12	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	3.20 mi	419	Declining
13	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	3.35 mi	2,245	Plateauing
14	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	3.37 mi	413	Plateauing
15	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	3.74 mi	87	Growing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	3.78 mi	91	Declining
17	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	3.92 mi	562	Declining
18	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	4.04 mi	216	Plateauing
19	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	4.14 mi	60	Declining
20	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	4.18 mi	239	Growing
21	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	4.22 mi	0	Plateauing
22	New Birth Christian	19 Ragland Drive Odenville, AL 35120	4.30 mi	0	Plateauing
23	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	4.31 mi	75	Plateauing
24	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	4.37 mi	14	Plateauing
25	Plainview	1389 Park Ave Birmingham, AL 35217	4.40 mi	38	Declining
26	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	4.49 mi	1,615	Growing
27	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	4.56 mi	69	Declining
28	Good News	2023 37th Ave N Birmingham, AL 35207	4.63 mi	0	Plateauing
29	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	4.64 mi	29	Declining
30	Mt. Zion	715 12th Ave W Birmingham, AL 35204	4.73 mi	100	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Central	1225 E Lake Blvd Birmingham, AL 35217	4.75 mi	101	Declining
32	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	4.78 mi	141	Growing
33	Lake Highland	508 82nd St N Birmingham, AL 35206	4.78 mi	58	Growing
34	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	4.78 mi	79	Declining
35	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	4.90 mi	0	Plateauing
36	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	4.96 mi	76	Growing
37	Liberty Park	12001 Liberty Pkwy Vestavia Hills, AL 35242	5.00 mi	291	Plateauing
38	Lakewood	8300 9th Ave S Birmingham, AL 35206	5.15 mi	118	Declining
39	Pineview	905 Pineview Rd Irondale, AL 35210	5.40 mi	51	Declining
40	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	5.44 mi	2,096	Growing
41	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	5.47 mi	61	Growing
42	Sardis	1615 4th Ct W Birmingham, AL 35208	5.48 mi	1,100	Plateauing
43	Thomas First	153 1st Street Thomas Birmingham, AL 35214	5.57 mi	38	Growing
44	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	5.63 mi	0	Plateauing
45	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	5.78 mi	1,431	Growing

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In Partnership with:

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

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