MissionSite
top unreached locations

FAIRFIELD, AL

CENSUS TRACT: 01073010603
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)
Table of Contents

Intercultural Institute
for Contextual Ministry

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	35064	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

Intercultural Institute
for Contextual Ministry
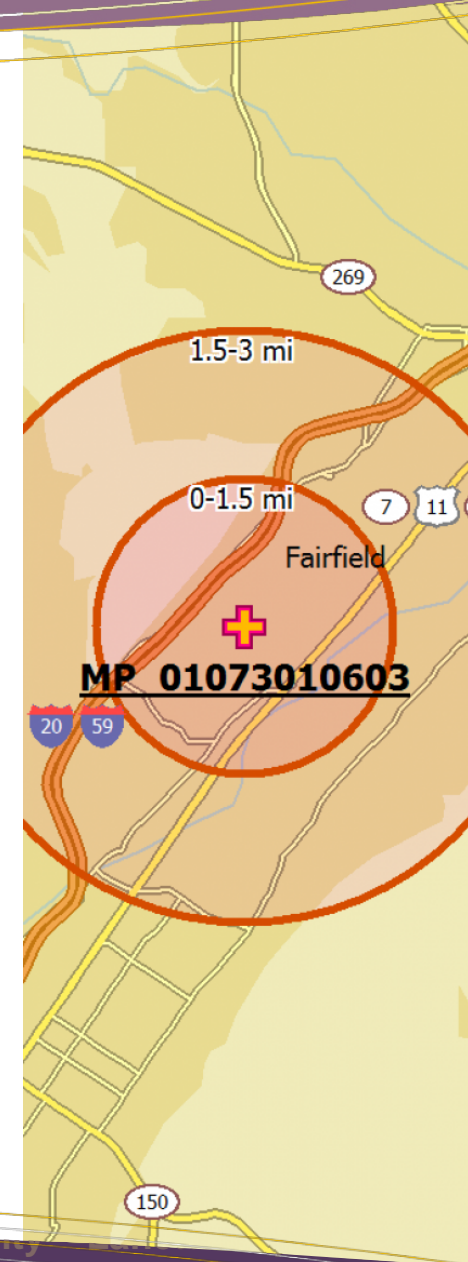
Site Location Summary - Map of the Site Location
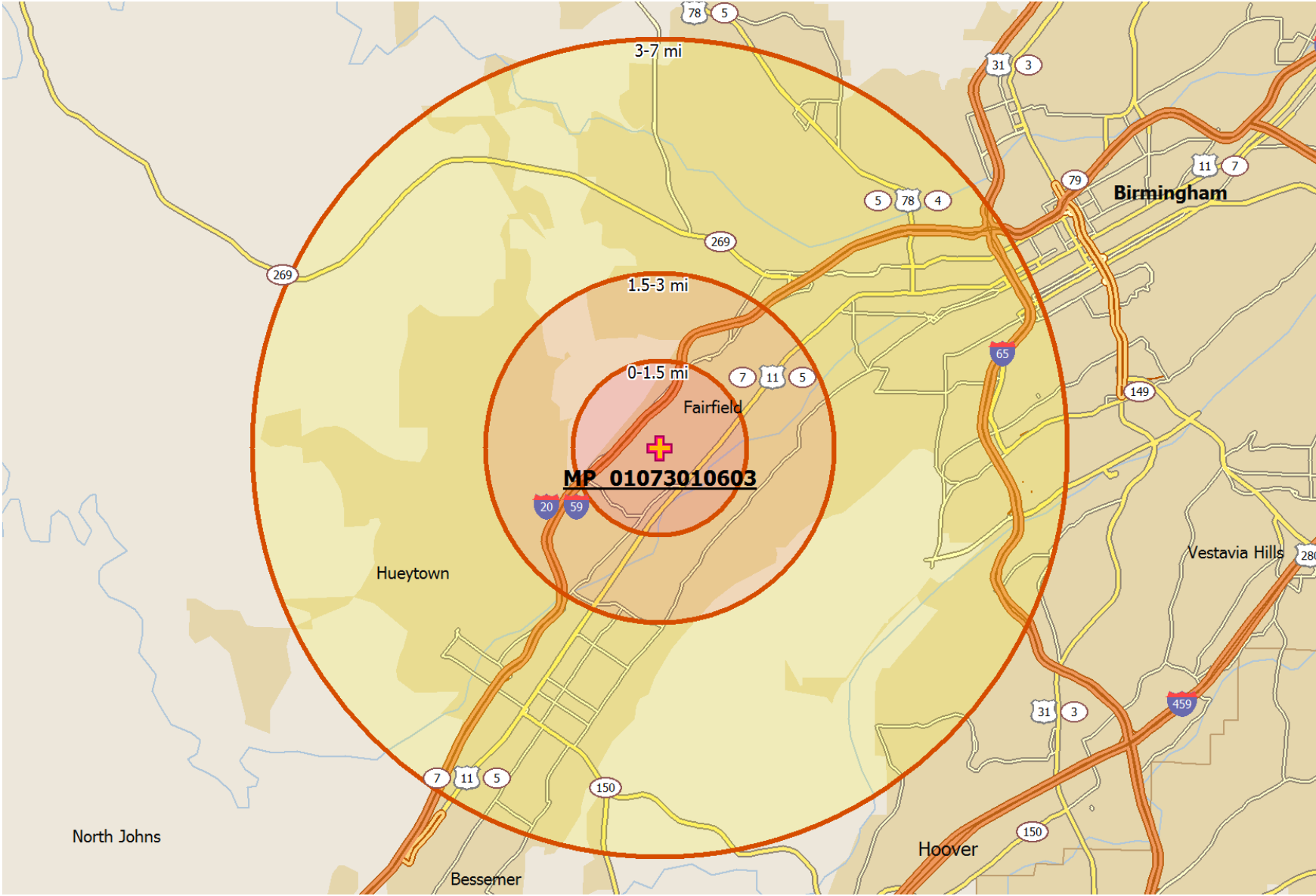
Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric Locale Codes	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	15,318	43,686	155,490
2010 Households	5,909	16,327	64,817
2010 Group Quarters Population	798	592	3,411

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	53	54	55
Language Diversity National Index	11	23	36
Foreign Born Diversity National Index	32	66	65
Ancestry Diversity National Index	2	6	39
Racial Diversity National Index	34	64	63

Intercultural Institute
for Contextual Ministry

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

Intercultural Institute
for Contextual Ministry

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	0	0%
Mainstay Communities	Established, Diverse Households	13	0.22%
Working Communities	Blue-collar, Working Families	25	0.42%
Country Communities	Rural, Agri. & Mining Families	4	0.07%
Aspiring Communities	Young Singles / Aspiring-Multihousing	911	15.42%
Urban Communities	High Density, Inner-city Neighborhoods	4,956	83.87%

Intercultural Institute
for Contextual Ministry

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	4,143	2.19%
Unreached %	70.04%	70.11%	100.1
Religious But NOT Evangelical HH	59,062	1,841	3.12%
Religious But NOT Evangelical %	21.91%	31.15%	142.21
Spiritual But NOT Relig or Evang HH	23,159	114	0.49%
Spiritual But NOT Relig or Evang %	8.59%	1.94%	22.54
Not Evangelical, Not Interested HH	108,094	2,270	2.1%
Not Evangelical, Not Interested %	40.09%	38.42%	95.83

Intercultural Institute
for Contextual Ministry

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	15	5.81%
Active ALSBOM Attenders	47,650	1,060	2.22%
Active Evangelical Households	60,770	5,025	8.27%
Active Evangelical Percent	22.54%	22.60%	100.26
Inactive Evangelical Households	20,000	1,654	8.27%
Inactive Evangelical Percent	7.42%	7.44%	100.28
# New Churches Needed	0	0	0%

Intercultural Institute
for Contextual Ministry

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 Beginnings Family Church	1.07 mi	180	Growing	16	Cathedral of Faith	3.23 mi	0	NoData
2	Wilkes	1.23 mi	68	Plateauing	17	New Faith	3.51 mi	67	Growing
3	Fairfield Highlands	1.40 mi	252	Declining	18	Katherwood	3.55 mi	59	Declining
4	Green Acres	1.88 mi	42	Declining	19	Fairview	3.60 mi	54	Plateauing
5	Dolomite	2.19 mi	35	Plateauing	20	Bethel	3.67 mi	294	Plateauing
6	Cottage Hill	2.30 mi	142	Plateauing	21	Pleasant Valley	3.67 mi	76	Declining
7	Richmond Street	2.49 mi	16	Plateauing	22	New Hope	3.68 mi	1,431	Growing
8	Garywood	2.51 mi	27	Plateauing	23	Union	3.71 mi	65	Declining
9	New Covenant	2.59 mi	0	Plateauing	24	New Birth Missionary	3.72 mi	0	Plateauing
10	Brighton	2.72 mi	23	Declining	25	Pleasant Grove Fist	3.76 mi	777	Declining
11	Central Park	2.75 mi	118	Plateauing	26	Industrial City	3.86 mi	58	Growing
12	Judah Family	2.76 mi	0	Plateauing	27	Hueytown	4.13 mi	261	Growing
13	Westside	2.93 mi	18	Declining	28	Edgewater	4.14 mi	46	Declining
14	Christian Walk	2.93 mi	70	Growing	29	Sardis	4.39 mi	1,100	Plateauing
15	South Park	2.98 mi	69	Growing	30	Vineland Park	4.51 mi	62	Plateauing

Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

Current Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 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	16,363	2.51%
2000 Population	662,047	16,287	2.46%
2010 Population	666,792	15,318	2.3%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	6,257	2.49%
2000 Households	263,265	6,180	2.35%
2010 Households	269,609	5,909	2.19%

Location Types in this MissionSite
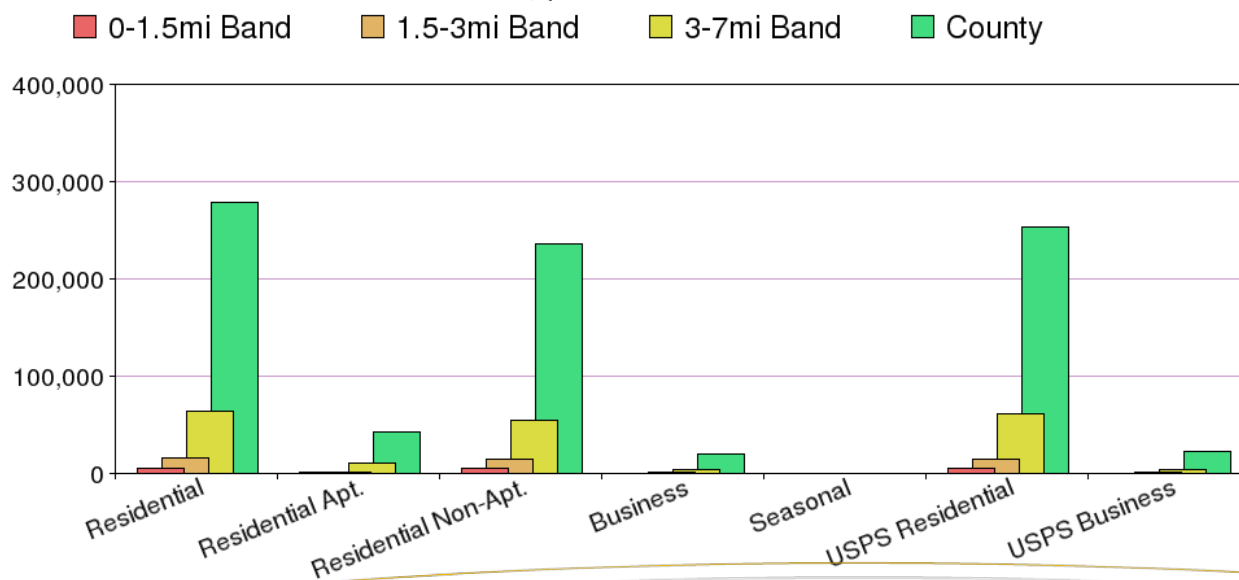
Location Type	0-1.5mi Band
Residential	5,911
Residential Apt.	764
Residential Non-Apt.	5,147
Business	275
Seasonal	0
USPS Residential	5,597
USPS Business	293

Intercultural Institute
for Contextual Ministry

Current Demographic Summary

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

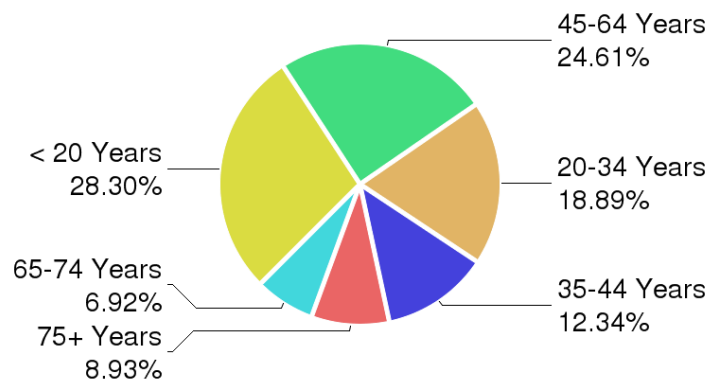For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

Age Group Percentages

- 45-64 Years 24.61%
- 20-34 Years 18.89%
- 35-44 Years 12.34%
- 75+ Years 8.93%
- 65-74 Years 6.92%
- < 20 Years 28.30%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.03%	88.56
4-5 Years	2.7%	2.6%	96.3
6-8 Years	3.98%	4.2%	105.53
9-11 Years	3.86%	4.32%	111.92
12-13 Years	2.52%	2.98%	118.25
14-17 Years	5.08%	6.01%	118.31
18-19 Years	2.53%	3.17%	125.3
0-5 Years	8.38%	7.63%	91.05
6-12 Years	9.1%	10.01%	110
13-19 Years	8.87%	10.66%	120.18
< 20 Years	26.35%	28.3%	107.4
20-34 Years	20.74%	18.89%	91.08
35-44 Years	12.98%	12.34%	95.07
45-64 Years	25.86%	24.61%	95.17
65-74 Years	7.12%	6.92%	97.19
75+ Years	6.94%	8.93%	128.67
Median Age	37	38	102.69
Median Age (Male)	35	35	99.72
Median Age (Female)	39	39	101

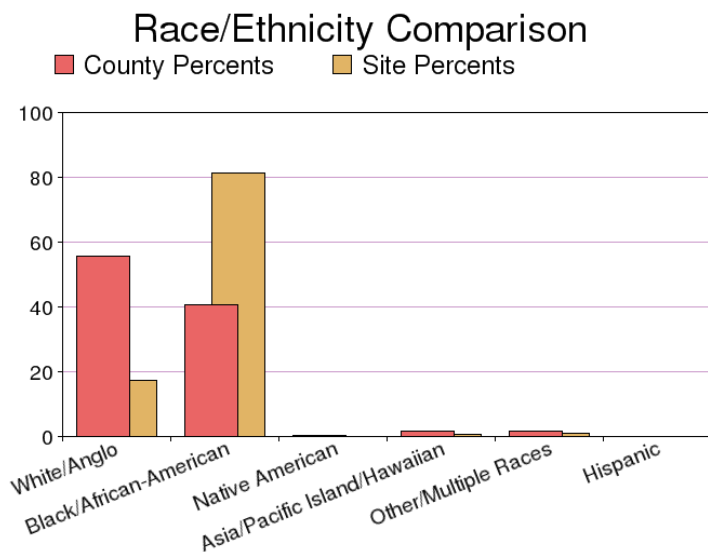Intercultural Institute
for Contextual Ministry

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.

Race/Ethnicity Comparison

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	17.27%	31.05
Black, African-American	40.69%	81.21%	199.59
Native American	0.36%	0.1%	27.09
Asian	1.49%	0.5%	33.67
Pacific Island, Hawaiian	0.08%	0.07%	86.43
Other/Multiple Races	1.74%	0.85%	48.86
Hispanic	0%	0.97%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	9,906	
Less than 9th Grade	3.46%	4.3%	80.48
No High School Diploma	8.86%	9.77%	90.66
High School Graduate	28.96%	30.79%	94.04
Some College, no degree	22.64%	23.21%	97.55
Associate Degree	7.22%	11.53%	62.63
College Degree	17.82%	13.18%	135.2
Graduate/Prof. degree	11.04%	7.22%	152.96

Intercultural Institute
for Contextual Ministry

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	8.23%	11.69%	181.89
$10,000 to $19,999	13.29%	16.53%	124.37
$20,000 to $29,999	12.05%	14.11%	117.15
$30,000 to $49,999	20.54%	21.61%	105.19
$50,000 to $59,999	8.47%	9.44%	111.45
$60,000 to $69,999	6.88%	5.79%	84.16
$70,000 to $79,999	5.9%	5.89%	99.77
$80,000 to $89,999	4.74%	4.67%	98.58
$90,000 to $99,999	3.22%	2.56%	79.46
$100,000 to $124,999	6.59%	5.23%	79.39
$125,000 to $149,999	3.44%	0.83%	24.1
$150,000 to $199,999	3.44%	0.88%	25.58
$200,000 to $249,999	1.12%	0.08%	7.53
$250,000 or more	2.08%	0.69%	33.29
Median Household	45,427	37,105	81.68
Average Household	68,011	49,503	72.79
Per Capita Household	28,213	19,287	68.36
Family/Non-Family Household Income			
Median Family Income	58,390	48,819	83.61
Average Family Income	83,931	60,509	72.09
Median Non-Family Income	28,382	19,773	69.67
Average Non-Family Income	39,159	26,139	66.75

Intercultural Institute
for Contextual Ministry

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%	64.83%	100.61
Families with Children	32.53%	36.49%	112.15
Families without Children	31.91%	28.35%	88.84
Non-Family Households			
% Non-Family Households	35.56%	35.17%	98.9
Non-Families with Children	0.19	0.3	158.86
Non-Families without Children	35.37	34.86	98.58
Housing Units			Index
Total Housing Units	313,876	6,772	
Vacant percent	14.1%	12.74%	90.36
Owned percent	58.37%	59.88%	102.58%
Rented Percent	27.52%	27.38%	99.47
Households by Size			Index
Avg household size	2.41	2.46	102.07
Avg family hh size	3.12	3.20	102.56
Avg non-family hh size	1.13	1.09	96.46
Households By Count of Persons			Percent
One	84,836	1,927	2.27%
Two	81,467	1,540	1.89%
Three or Four	80,946	1,902	2.35%
Five+	22,360	540	2.42%
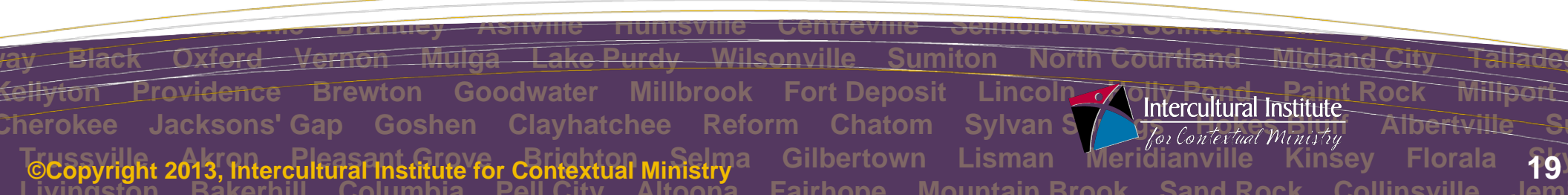
Intercultural Institute
*for Contextual Ministry*

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	16,363	2.51%
2000 Population	662,047	16,287	2.46%
2010 Population	666,792	15,318	2.3%
2015 Population	675,554	15,012	2.22%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	6,257	2.49%
2000 Households	263,265	6,180	2.35%
2010 Households	269,609	5,909	2.19%
2015 Households	277,141	5,861	2.11%

Household Change from 1985 to 2030
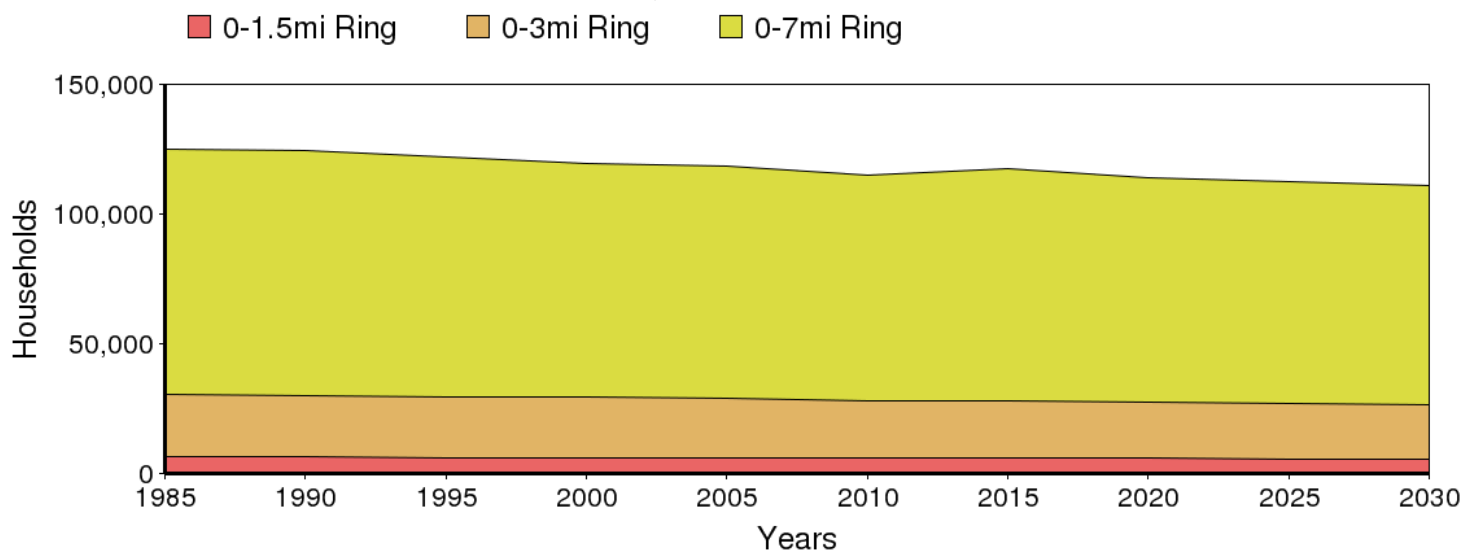
Intercultural Institute
for Contextual Ministry

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.

Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.03%	5.1%	101.39
4-5 Years	2.6%	2.65%	101.92
6-8 Years	4.2%	4.34%	103.33
9-11 Years	4.32%	4.38%	101.39
12-13 Years	2.98%	2.98%	100
14-17 Years	6.01%	5.86%	97.5
18-19 Years	3.17%	3.04%	95.9
0-5 Years	7.63%	7.75%	101.57
6-12 Years	10.01%	10.21%	102
13-19 Years	10.66%	10.4%	97.56
< 20 Years	28.3%	28.36%	100.21
20-34 Years	18.89%	17.87%	94.6
35-44 Years	12.34%	12.7%	102.92
45-64 Years	24.61%	24.2%	98.33
65-74 Years	6.92%	8.36%	120.81
75+ Years	8.93%	8.54%	95.63
Median Age	37	38	102.45
Median Age (Male)	35	36	101.11
Median Age (Female)	39	40	101.93

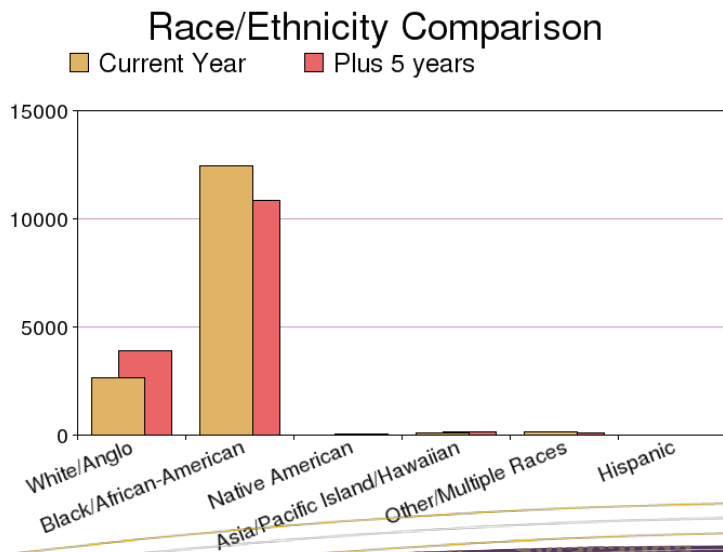Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	17.27%	25.88%	149.82
Black, African-American	81.21%	72.16%	88.85
Native American	0.1%	0.19%	197.27
Asian	0.5%	0.88%	174.92
Pacific Island, Hawaiian	0.07%	0.07%	102.04
Other/Multiple Races	0.85%	0.83%	97.33
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,906	9,746	
Less than 9th Grade	4.3%	3.34%	77.78
No High School Diploma	9.77%	7.82%	80.01
High School Graduate	30.79%	31.02%	100.74
Some College, no degree	23.21%	23.14%	99.7
Associate Degree	11.53%	12.46%	108.05
College Degree	13.18%	14.12%	107.09
Graduate/Prof. degree	7.22%	8.11%	112.3

Race/Ethnicity Comparison

Legend: Current Year, Plus 5 years

X-axis categories: White/Anglo, Black/African-American, Native American, Asia/Pacific Island/Hawaiian, Other/Multiple Races, Hispanic

Intercultural Institute *for Contextual Ministry*

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	11.69%	10.15%	86.81
$10,000 to $19,999	16.53%	16.46%	99.58
$20,000 to $29,999	14.11%	13.67%	96.83
$30,000 to $49,999	21.61%	21.16%	97.9
$50,000 to $59,999	9.44%	9.79%	103.71
$60,000 to $69,999	5.79%	5.89%	101.7
$70,000 to $79,999	5.89%	6.26%	101.69
$80,000 to $89,999	4.67%	5.03%	105.93
$90,000 to $99,999	2.56%	2.71%	106.16
$100,000 to $249,999	5.23%	6.01%	114.85
$125,000 to $149,999	0.83%	0.87%	104.93
$150,000 to $199,999	0.88%	0.99%	112.45
$200,000 to $249,999	0.08%	0.1%	120.98
$250,000 or more	0.69%	0.7%	100.82
Median Household	37,105	39,495	106.44
Average Household	49,503	53,894	108.87
Per Capita Household	19,287	21,256	110.21
Family/Non-Family Household Income			
Median Family Income	48,819	53,378	109.34
Average Family Income	60,509	66,683	110.2
Median Non-Family Income	19,773	21,750	110
Average Non-Family Income	26,139	28,287	108.22

Intercultural Institute
for Contextual Ministry

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	64.83%	63.62%	98.13
Families with Children	36.49	35.85	98.25
Families without Children	28.35	26.84	94.68
Non-Family Households			
% Non-Family Households	35.17%	36.38%	103.44
Non-Families with Children	0.3	0.22	103.44
Non-Families without Children	34.86	36.15	103.71
Housing Units			
Total Housing Units	6,772	6,724	99.29%
Vacant percent	12.74%	12.83%	100.71
Owned percent	59.88%	59.56%	99.47
Rented Percent	27.38%	27.62%	100.88
Households by Size			
Avg household size	2.46	2.42	98.37%
Avg family hh size	3.20	3.20	100%
Avg non-family hh size	1.09	1.06	97.25%
Households By Count of Persons			
One	1,927	2,000	103.79%
Two	1,540	1,515	98.38%
Three or Four	1,902	1,827	96.06%
Five+	540	519	96.11%

Intercultural Institute *for Contextual Ministry*

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	47	376	3,518
Northern Europe	0	11	139
Western Europe	11	34	123
Southern Europe	0	0	38
Eastern Europe	0	0	50
Other Europe	0	0	0
Eastern Asia	11	12	465
So. Central Asia	0	26	307
SE Asia	0	0	259
Western Asia	0	15	162
Other Asia	0	0	57

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	19	256
Middle Africa	0	0	0
Northern Africa	0	0	6
Southern Africa	0	0	5
Western Africa	0	5	123
Other Africa	0	0	23
Oceania	0	0	0
Caribbean	8	63	151
Central Amer.	17	187	1,118
South America	0	4	107
North America	0	0	129
Born at sea	0	0	0

Intercultural Institute
for Contextual Ministry

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	13,740	44,390	138,041
Spanish	240	937	3,564
Other Indo-Euro language	128	401	1,339
French (incl. Patois, Cajun)	74	243	582
French Creole	0	0	0
Italian	27	31	100
Portuguese	0	0	2
German	27	90	210
Yiddish	0	0	9
Other West Germanic	0	0	11
A Scandinavian Language	0	0	16
Greek	0	0	41
Russian	0	0	29
Polish	0	0	5
Serbo-Croatian	0	0	0
Other Slavic Language	0	11	28
Armenian	0	0	0
Persian	0	0	48
Gujarathi	0	26	61
Hindi	0	0	69
Urdu	0	0	28

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	0	29
Asian/PI languages	0	0	0
Chinese	0	0	370
Japanese	0	25	41
Korean	45	32	93
Mon-Khmer, Cambodian	0	0	7
Miao, Hmong	0	0	0
Thai	0	29	29
Laotian	0	0	0
Vietnamese	0	24	179
Other Asian	0	15	82
Tagalog	0	0	6
Other Pacific Is	0	8	31
Other languages	53	52	861
Navajo	0	0	0
Other Native N. American	0	0	37
Hungarian	0	0	10
Arabic	25	7	346
Hebrew	12	0	92
African languages	16	45	368
Other unspecified	0	0	8

Intercultural Institute for Contextual Ministry

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	12,459	39,310	116,278
Arab	20	14	477
Armenian	0	0	18
Austrian	0	0	19
British	25	47	315
Canadian	5	4	97
Croatian	0	2	17
Czech	0	0	47
Czechoslovak	0	0	16
Danish	0	3	78
Dutch	0	119	558
English	256	503	6,098
European	50	90	659
Finnish	0	0	27
French (not Basque)	31	73	857
French Canadian	0	0	149
German	85	306	3,253
Greek	11	20	156
Hungarian	0	15	62
Iranian	0	0	28

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	238	669	4,356
Italian	161	190	1,639
Lithuanian	0	0	26
Norwegian	4	14	141
Polish	7	58	256
Portuguese	0	0	5
Romanian	16	12	8
Russian	0	7	33
Scandinavian	0	1	61
Scotch-Irish	97	188	1,835
Scottish	19	100	1,176
Slovak	0	0	42
Subsaharan African	110	486	1,945
Swedish	0	10	122
Swiss	0	0	50
Ukrainian	0	0	20
US/American	316	1,516	11,377
Welsh	7	36	174
West Indian	8	40	157
Yugoslavian	0	0	0
Other	10,992	34,787	79,923

Using the Demographic Indicators

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

Issues for Your Consideration

1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?

2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?

3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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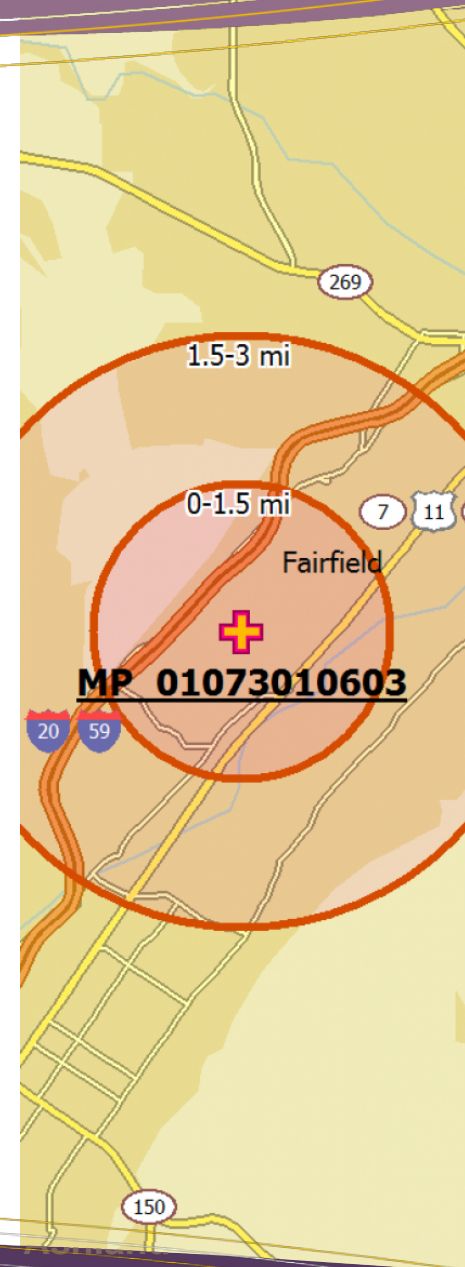
Unreached Households by Lifestyle Segment

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

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

Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	5,909	100%	4,143	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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	5,909	100%	4,143	100%
BLUE COLLAR BACKBONE	3	0.05%	2	0.05%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	3	0.05%	2	0.05%
AMER. DIVERSITY	13	0.22%	8	0.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	13	0.22%	8	0.19%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	22	0.37%	15	0.36%
Steadfast Conservative	17	0.29%	12	0.29%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	5	0.08%	3	0.07%

Intercultural Institute
for Contextual Ministry

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	5,909	100%	4,143	100%
REMOTE AMERICA	2	0.03%	1	0.02%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	2	0.03%	1	0.02%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	911	15.42%	675	16.29%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	911	15.42%	675	16.29%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	2	0.03%	1	0.02%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	2	0.03%	1	0.02%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Intercultural Institute
for Contextual Ministry

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	5,909	100%	4,143	100%
STRUGGLING SOCIETIES	1,478	25.01%	1,002	24.19%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,478	25.01%	1,002	24.19%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	3,478	58.86%	2,439	58.87%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	3,388	57.34%	2,370	57.2%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	90	1.52%	69	1.67%
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%

Intercultural Institute
for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.
[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).
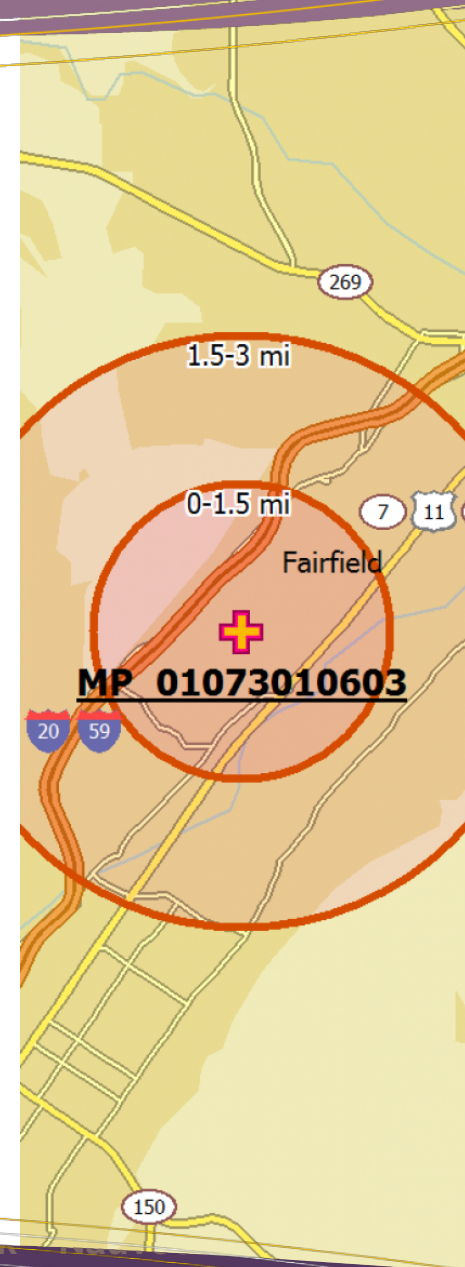
Potential Cultural Bridges

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	55%	56%	63%
Use Comp. for Internet/E-mail	34%	35%	43%
Internet Use: E-Mail	28%	29%	37%
Use Comp. for Comp. Games	24%	24%	30%
Use Comp. for Education	23%	23%	27%
HH Owns DVD Player	19%	19%	24%
Use Comp. for Word Processing	17%	18%	26%
Use Comp. for Digital Camera Photo Editing	17%	18%	23%
Use Comp. for Banking	16%	17%	22%
Use Comp. for Shopping	16%	17%	24%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Internet Use: Banking	14%	14%	19%
PC-Network-HH Has One	13%	13%	15%
Use Comp. for News/Info./Data Service	13%	14%	17%
Internet Use: News/ Weather	13%	13%	19%
Use Comp. for Filing/DB Mngmnt	9%	9%	11%
Internet Use: Play/ Download Online Games	8%	8%	8%
Use Comp. for Graphics/Presentation	7%	8%	7%
Internet Use: Research/ Education	7%	7%	9%
Internet Use: Shopping: Gathered Info. for Shopping	7%	7%	10%
Use Comp. for Personal Financial Mngmnt	6%	7%	10%

Intercultural Institute
for Contextual Ministry

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	68%	69%	68%
Reading Books	47%	47%	50%
Dining Out (Not Fast Food)	39%	40%	45%
Cooking for Fun	32%	32%	33%
Card Games	31%	31%	35%
Go To A Beach/Lake	23%	23%	28%
Board Games	21%	21%	25%
Gardening	18%	19%	23%
Going To Bars/Nightclubs/Dancing	16%	16%	18%
Photography	13%	13%	15%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	63%	63%	64%
Gen./Fam. Practitioner	30%	30%	33%
Backache	21%	21%	21%
Hypertension/High Blood Pressure	20%	20%	20%
Dentist	20%	21%	22%
None Of These	18%	18%	19%
Eye Dr.	17%	17%	18%
High Cholesterol	15%	15%	16%
Acid Reflux Disease (GERD)	14%	14%	14%
Any Arthritis	14%	14%	14%

Intercultural Institute *for Contextual Ministry*

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	24.08%	24.29%	25.92%
Live Theater	17.69%	18.07%	18.91%
Live Theater Most Often	13.67%	14.01%	14.64%
Rock/Pop Concerts Most Often	12.3%	12.39%	13.9%
Dance Performance	12.14%	12.1%	11.42%
Comedy Club	10.73%	10.81%	10.84%
Movies: Comedy	41.21%	40.92%	41.37%
Movies: Action/Adventure	36.34%	36.21%	38.66%
Movies: Drama	26.02%	25.46%	25.04%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	23.18%	23.05%	21.96%
Movies: Fam.	22.02%	21.67%	21.37%
Movies: Horror	19.36%	18.71%	17.78%
MLB Baseball Reg. Season	4.13%	4.47%	5.74%
College Basketball Reg. Season	3.35%	3.42%	3.72%
College Football Reg. Season	3.22%	3.4%	4.48%
NFL Football Reg. Season	2.88%	3.1%	4.58%
NBA Basketball Reg. Season	1.72%	1.74%	2.7%
Bowling	1.69%	1.75%	1.51%

Intercultural Institute
for Contextual Ministry

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	32.91%	33.35%	35.59%
Bowling	19.93%	20.31%	20.03%
Swimming	18.28%	19.05%	23.28%
Basketball	18.02%	17.79%	16.94%
Jogging/Running	17.25%	17.25%	16.89%
Billiards/Pool	15.79%	15.89%	17.24%
Football	14.69%	14.42%	12.74%
Baseball	12.84%	13.03%	11.77%
Freshwater Fishing	11.74%	12.24%	13.2%
Aerobics	11.63%	11.62%	11.05%
Weight Training	11.22%	11.41%	13.2%
Stationary Cycling	9.03%	9.19%	10.27%
Volleyball	8.02%	8.03%	8.29%
Softball	7.49%	7.63%	7.63%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Using Cardio Machine	7.35%	7.73%	10.13%
Roller Skating	6.89%	6.88%	6.38%
Mountain/Road Biking	6.21%	6.53%	8.81%
Golf	5.97%	6.34%	8.64%
Yoga	5.84%	5.88%	6.55%
Tennis	5.71%	5.76%	6.25%
Soccer	5.4%	5.43%	6.06%
Racquetball	5.03%	5.08%	4.39%
Target Shooting	4.93%	5.4%	5.93%
Saltwater Fishing	4.39%	4.58%	5.53%
Ice Skating	4.35%	4.27%	5%
Fly Fishing	3.61%	3.66%	3.85%
Camping Trips	3.55%	4.28%	7.53%
Hockey	3.19%	3.19%	3.3%

Intercultural Institute for Contextual Ministry

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
Power Boating	3.13%	3.38%	4.74%
Motorcycling	2.94%	3.12%	4.01%
Horseback Riding	2.92%	3.09%	3.82%
Backpacking/Hiking	2.9%	3.3%	5.83%
Skateboarding	2.9%	2.87%	3.1%
Archery	2.88%	3.08%	3.23%
Jet Skiing	2.79%	2.78%	3.65%
Snowboarding	2.67%	2.69%	3.02%
Snorkeling	2.62%	2.61%	3.74%
Hunting	2.56%	2.95%	4.67%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Rock Climbing	2.55%	2.65%	3.04%
Downhill & X-Country Skiing	2.38%	2.46%	3.2%
Snowmobiling	2.35%	2.38%	2.85%
Water Skiing	2.27%	2.34%	3.03%
Canoeing/Kayaking	2.01%	2.24%	3.84%
Auto Racing	1.66%	1.83%	2.47%
Sailing	1.66%	1.67%	2.3%
Martial Arts	1.62%	1.71%	2.53%
Surfing & Windsurfing	1.57%	1.59%	2.2%
Rowing	1.33%	1.4%	1.87%

Intercultural Institute
for Contextual Ministry
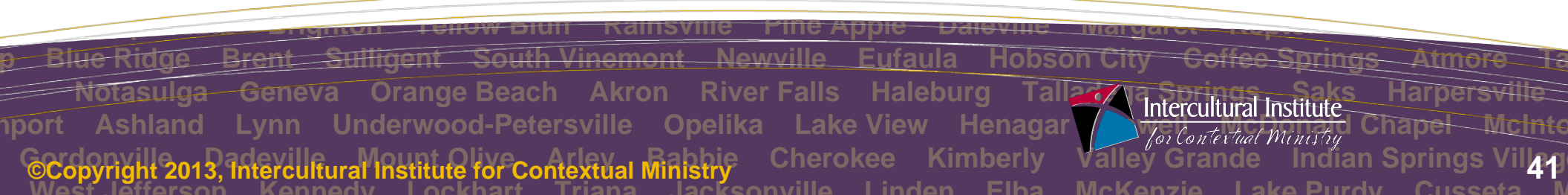
Potential Cultural Barriers -- Introduction (part 1)

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.

Intercultural Institute
for Contextual Ministry
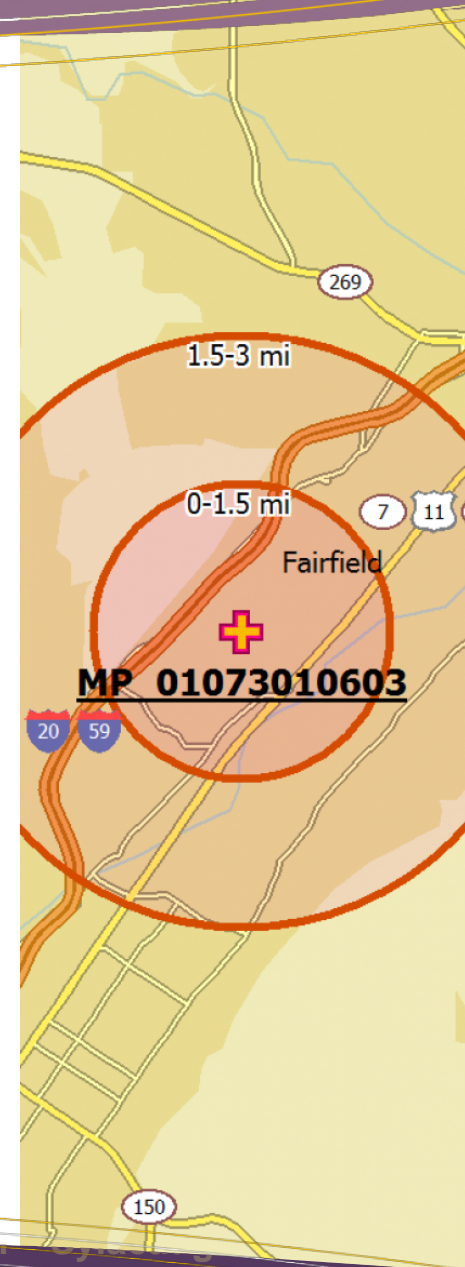
Potential Cultural Barriers -- Introduction (part 2)

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.

Intercultural Institute
for Contextual Ministry
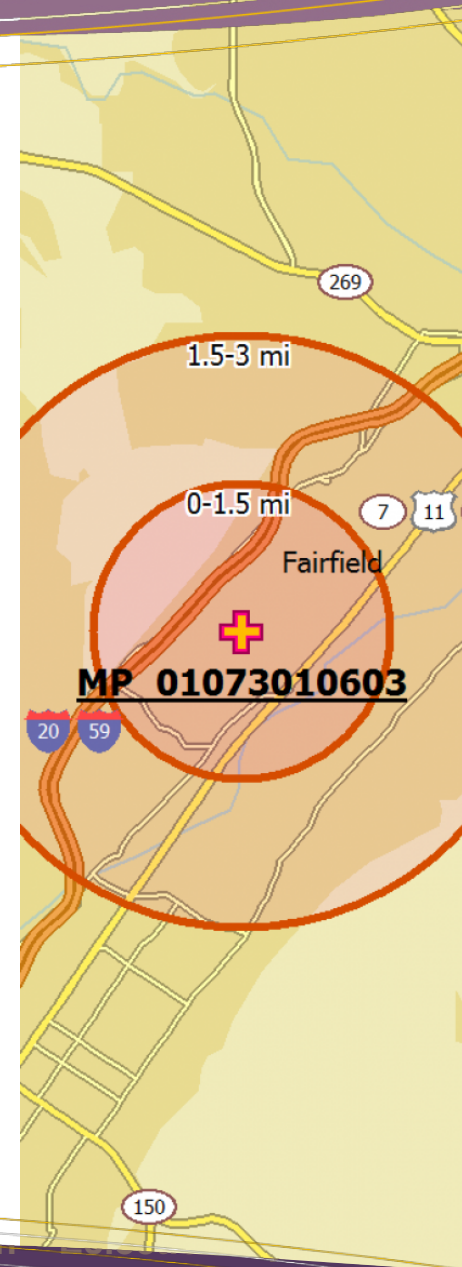
Potential Cultural Barriers:

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	55%	54%	53%
Like Control Over People And Resources	43%	42%	39%
Speak My Mind Even If It Upsets People	39%	38%	38%
Woman's Place Is In The Home	35%	35%	33%
Don't Judge People/Way They Live Life	34%	34%	33%
Too Much Sponsorship In Arts/Sports	33%	32%	30%
I Am A Workaholic	31%	31%	27%
Find It Difficult To Say No To My Kids	31%	31%	34%
Prefer To Have Few Possessions As Possible	26%	27%	29%
Like To Do Unconventional Things	24%	24%	25%
Like to Stand Out In A Crowd	24%	23%	23%
Money Is Best Measure Of Success	23%	23%	23%

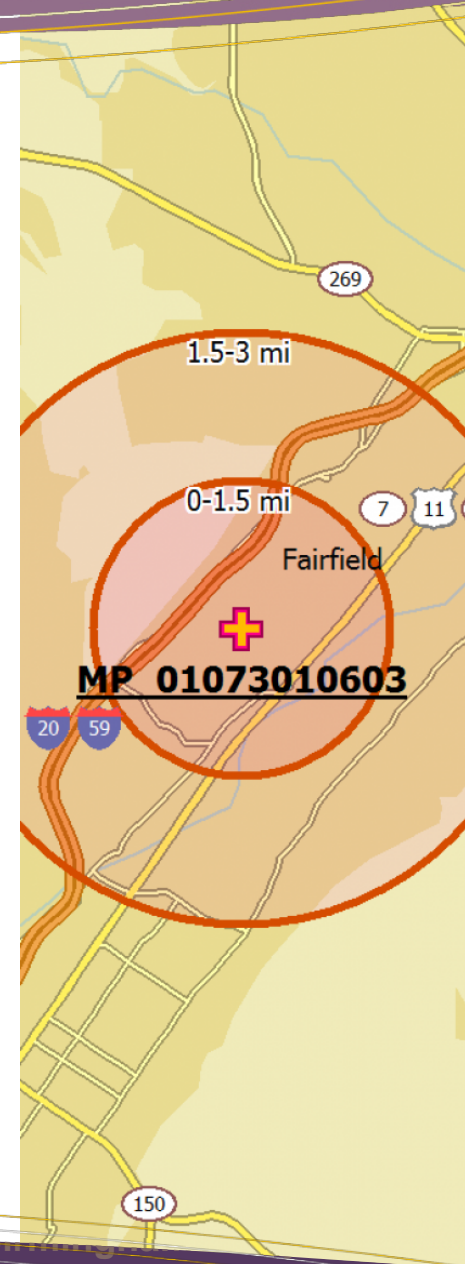| BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
If Won Lottery Would Never Work Again	22%	22%	24%
We Should Strive for Equality for All	21%	21%	19%
Marijuana Should Be Legalized	21%	21%	20%
Friends More Important Than My Fam.	19%	20%	21%
Like To Pursue Challenge/Novelty/Change	19%	19%	18%
Only Work Current Job for The Money	19%	18%	16%
Very Happy With My Life As It Is	15%	14%	12%
On Whole People Get What They Deserve	15%	15%	13%
Rarely Sit Down to a Meal Together At Home	14%	14%	15%
Happy With My Standard Of Living	13%	13%	13%
More Important Do Duty Than Enjoy Life	13%	12%	10%
I Am A Perfectionist	12%	12%	11%
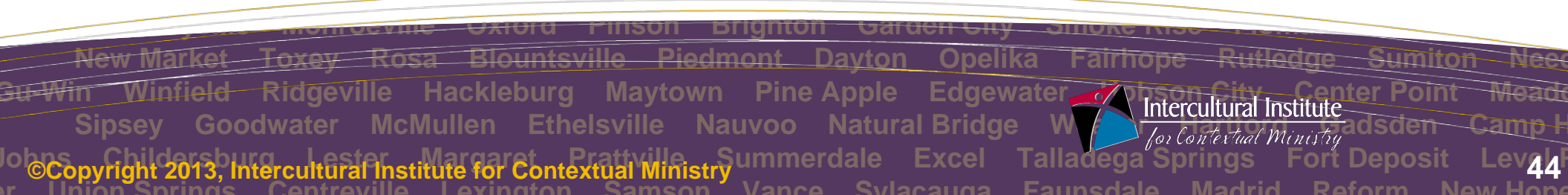
Potential Cultural Themes

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.

Intercultural Institute
for Contextual Ministry
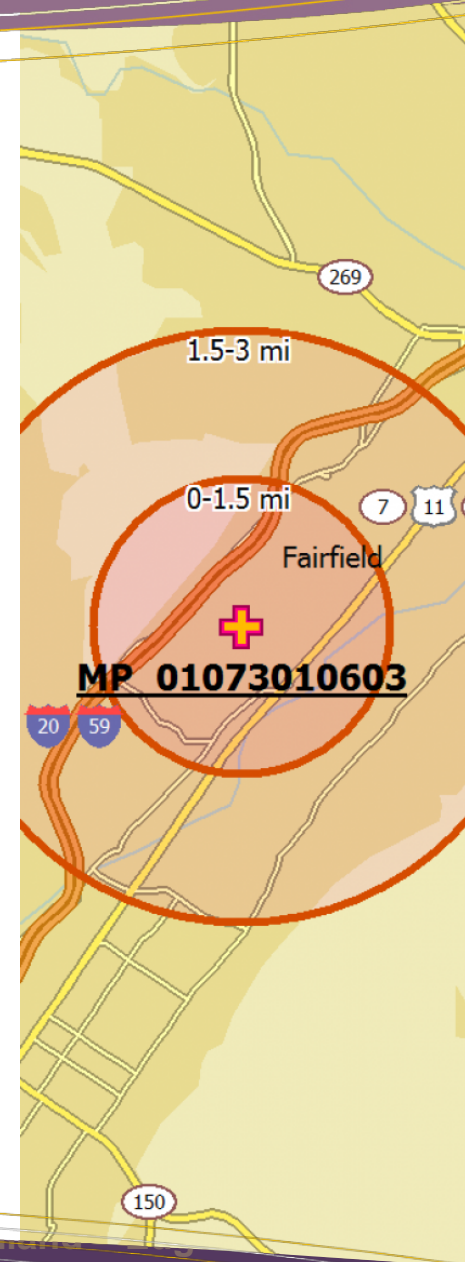
Potential Cultural Themes:

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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
You Should Seize Opportunities In Life	56%	56%	57%
Important To Respect Customs And Beliefs	50%	50%	54%
Like To Understand About Nature	41%	41%	40%
Prefer Work Part Of Team Than Alone	41%	40%	38%
Important To Juggle Various Tasks	37%	37%	35%
Good At Fixing Things	34%	34%	32%
Important Feel Respected By My Peers	33%	33%	34%
Have Keen Sense Of Adventure	31%	31%	29%
Provide My Kids With The Little Extras	27%	26%	22%
Prefer To Have Few Possessions As Possible	26%	27%	29%
Consider Myself Interested In The Arts	24%	24%	23%
Looking for New Ideas To Improve Home	22%	21%	20%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
People Have To Take Me As They Find Me	22%	21%	22%
Try Not To Worry About The Future	20%	19%	18%
Like To Just Enjoy Life	20%	20%	20%
Is An Important Part Of Who I Am	17%	18%	17%
Real Men Don't Cry	16%	16%	17%
Worried About Pollution Caused By Cars	15%	15%	17%
Enjoy Spending Time With My Fam.	12%	12%	13%
Children Should Be Allowed To Express Themselves	9%	8%	8%
Feel Very Alone In The World	8%	8%	7%
Like Spending Most Time With Fam.	6%	6%	6%
Would Like To Set Up Own Business	6%	6%	5%
Decor Particular Interest To Me	3%	3%	4%

Intercultural Institute
for Contextual Ministry

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	81.57%	81.3%	83.33%
Fam. Restaurants/Steak Houses-Visit Any	68.01%	68.42%	72.36%
McDonald's	51.24%	51.12%	53.47%
Burger King	39.1%	38.99%	38.91%
Kentucky Fried Chicken (KFC)	36.07%	35.07%	33.92%
Wendy's	32.03%	31.53%	30.78%
Subway	25.48%	25.41%	27.89%
Pizza Hut	23.18%	22.72%	22.86%
Taco Bell	21.77%	21.96%	24.53%
Popeyes	21.2%	20.17%	16.79%
Applebee's	19.61%	19.8%	23.44%
Olive Garden	17.4%	17.67%	18.61%

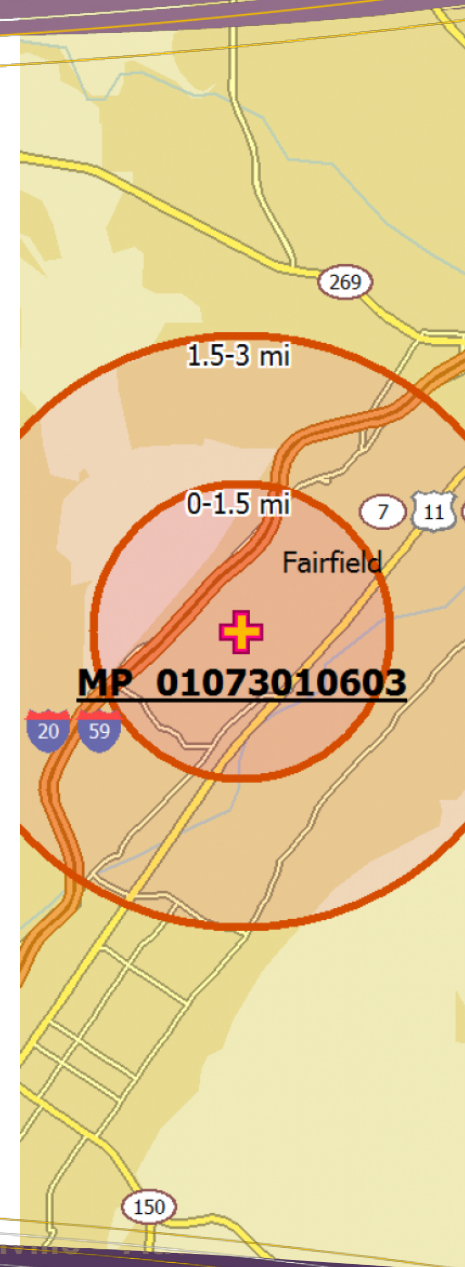| PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Domino's Pizza	17.26%	16.8%	16.29%
Red Lobster	17.09%	16.88%	17.52%
Church's Fried Chicken	17.04%	16.26%	13.07%
Golden Corral	15.81%	15.36%	14.15%
Arby's	15.74%	15.87%	18.82%
Dunkin' Donuts	15.06%	15%	13.88%
IHOP (International House Of Pancakes)	14.57%	14.41%	14.88%
TGI Friday's	13.39%	13.19%	13.84%
Sonic	13.35%	13.29%	13.39%
Chick-Fil-A	13%	12.88%	13.32%
White Castle	12.49%	12.18%	9.85%
Dairy Queen	12.38%	12.3%	14.75%

Intercultural Institute
for Contextual Ministry

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.
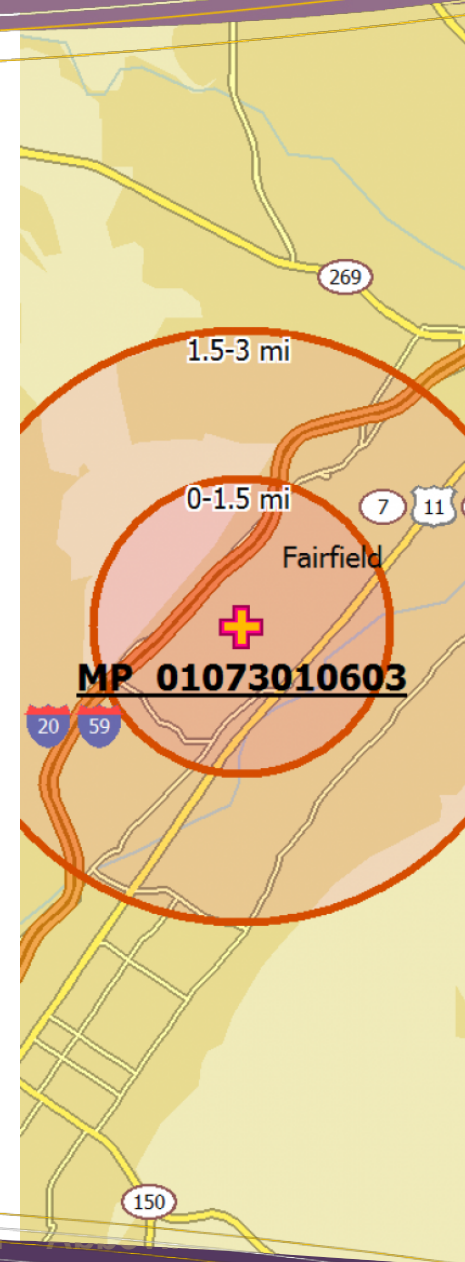
PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	37.56%	38.08%	40.08%
Recycled products	17.18%	17.94%	23.13%
Engaged in fund raising	12.67%	12.79%	11.36%
Worked as volunteer (non political)	9.13%	9.5%	11.87%
Religious club member	7.19%	7.18%	7.25%
Church Board	6.87%	6.72%	5.92%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Took active part in local civic issue	4.66%	4.74%	4.92%
Charitable Organization	4.25%	4.38%	4.49%
Wrote to elected offcl about publ bus	4.24%	4.44%	4.78%
Fraternal order member	4.04%	4.17%	4.12%
Union member	3.81%	3.92%	4.09%
Wrote to editor of mag or newspaper	3.79%	3.9%	4.58%

Intercultural Institute
for Contextual Ministry

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
Children's Books	12.97%	13.03%	12.69%
Novel	11.45%	11.79%	13.38%
Religious (not Bibles)	10.35%	10.34%	9.68%
Romance	8.49%	8.57%	7.59%
Mystery	7.81%	8.17%	9.26%
Mail order	6.39%	6.42%	5.66%
Cookbooks	6.37%	6.5%	8.21%
Biography	5.51%	5.63%	5.87%
Personal/Business	5.32%	5.43%	5.83%
Self-help			

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	65.48%	65.62%	66.3%
Gen. Editorial	51.89%	51.08%	50.6%
Womens	44.42%	43.84%	44.07%
Service	25.1%	25.53%	28.99%
Music	22.2%	21.45%	19.05%
Mens	18.04%	17.84%	18.52%
Business/Finance	17.61%	17.09%	17.81%
Parenthood	13.77%	13.55%	14.3%
Sports	12.62%	12.67%	13.99%

Intercultural Institute
for Contextual Ministry

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	44.56%	45.31%	47.69%
Classified	33.64%	34.07%	33.83%
Sport	29.19%	29.51%	29.87%
Movie Listings & Reviews	22.69%	22.98%	23.75%
Business/Finance	21.17%	21.62%	23.67%
Editorial Page	20.74%	21.34%	24.01%
TV/Radio Listings	19.73%	19.88%	21.25%
Comics	19.51%	20.04%	22.55%
Food/Cooking	18.05%	18.4%	20.87%
Fashion	17.53%	17.47%	16.17%
Home/Gardening	15.36%	15.74%	17.22%
Travel	14.57%	14.83%	16%
Science/Technology	10.57%	10.95%	13.02%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Urban Contemporary	51.22%	48.79%	39.21%
CHR Contemp Hit Radio	16.1%	16.39%	17.06%
Variety	11.44%	11.22%	9.9%
Jazz	10.51%	9.74%	8.56%
Gospel	9.35%	8.89%	7.32%
Oldies	8.45%	8.61%	9.41%
All News	7.98%	7.87%	6.48%
Adult Contemporary	6.65%	7.14%	11.16%
Country	5.41%	6.46%	10.73%
Religious	4.65%	4.76%	4.93%
Soft Contemporary	4.32%	4.41%	5.05%
Rock	4.24%	4.83%	6.97%
All Talk	4.11%	4.22%	3.75%
News/Talk	3.74%	4.15%	6.67%
Sports	2.82%	2.87%	3.11%
Alternative	2.48%	2.76%	5.4%
Classic Rock	2.12%	2.61%	4.89%
Hispanic	1.99%	2.02%	2.45%

Intercultural Institute
for Contextual Ministry

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	56.02%	56.12%	57.96%
Soapnet	47.85%	47.87%	48.5%
Satellite Dish	43.64%	44.11%	46.44%
Other Video-On-Demand	38.73%	37.61%	42.54%
Subscribe Digital Cable	33.84%	33.64%	32.63%
Sci-Fi Channel	30.15%	30.22%	31.76%
MSNBC	30.06%	29.84%	31.15%
TV Info From Sunday TV Magazine	26.43%	26.59%	26.39%
TV Info From Newspapers	24.44%	24.57%	24.88%
Nickelodeon	23.35%	23.49%	24.87%
Adult Pay Per View TV	22.81%	22.74%	26.75%
TV Info From Other	22.75%	22.77%	21.73%

| MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
BET (Black Entertainment TV)	22.38%	22.32%	23.74%
ESPN2	21.78%	21.91%	23.34%
TCM (Turner Classic Movies)	20.98%	20.77%	22.38%
Comedy Central	20.78%	21.1%	25.8%
TV Land	20.67%	20.23%	18.76%
TV Info From Monthly Cable Guide	20.51%	20.64%	22.06%
Hallmark Channel	19.81%	19.74%	21.77%
Nick At Nite	19.55%	19.3%	21.67%
CNN (Cable News Network)	19.41%	18.98%	18.02%
Lifetime	19.12%	18.79%	19.81%
ABC Fam.	19.04%	18.98%	21.75%
TV Guide Channel	18.85%	18.76%	17.36%

Intercultural Institute for Contextual Ministry

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.
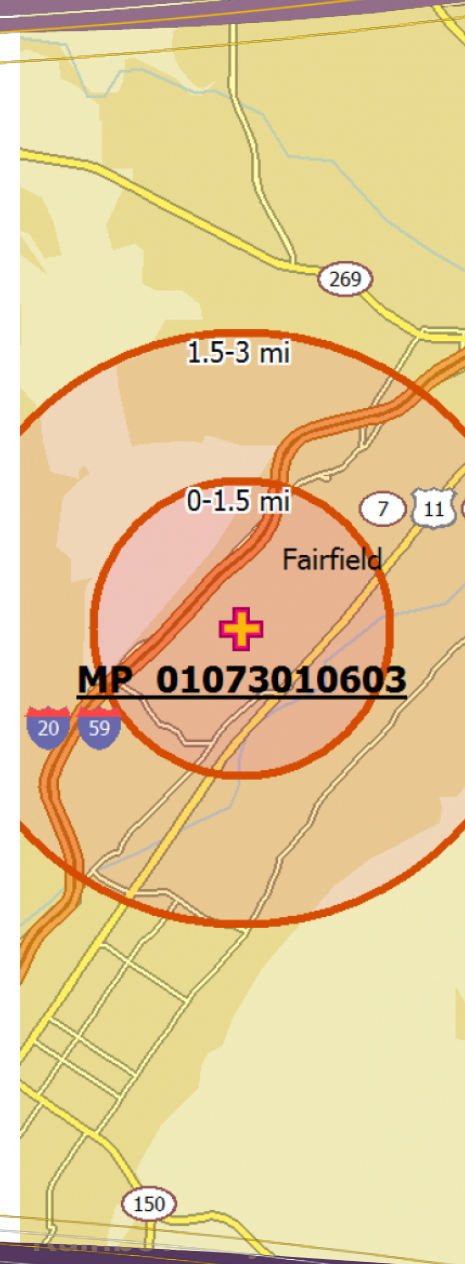
Intercultural Institute
for Contextual Ministry

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+)	13.38%	13.68%	15.74%
Medium Users (4-6)	6.36%	6.58%	7.96%
Light Users (1-3)	20.23%	20.62%	19.7%
Quintiles (20%)			
Newspaper I (Heavy)	0.54%	0.55%	0.99%
Newspaper II	1.77%	1.78%	1.81%
Newspaper III	4.02%	4.11%	2.99%
Newspaper IV	0.26%	0.26%	0.38%
Newspaper V (Light)	1.08%	1.07%	1.04%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	27.47%	27.31%	24.19%
Magazines II	12.39%	12.36%	11.03%
Magazines III	13.77%	13.82%	11.99%
Magazines IV	18.6%	18.32%	15.44%
Magazines V (Light)	1.13%	1.08%	0.86%
Outdoor I (Heavy)	9.17%	8.88%	8.73%
Outdoor II	5.97%	5.67%	4.93%
Outdoor III	7.48%	7.26%	6.09%
Outdoor IV	16.35%	16.35%	16.44%
Outdoor V (Light)	21.03%	20.99%	23.06%
Yellow Pages I (Heavy)	17.52%	17.37%	16.48%
Yellow Pages II	9.92%	9.63%	8.47%
Yellow Pages III	11.83%	11.26%	10.24%
Yellow Pages IV	25.73%	25.45%	24.48%
Yellow Pages V (Light)	6.74%	6.53%	5.67%

Intercultural Institute
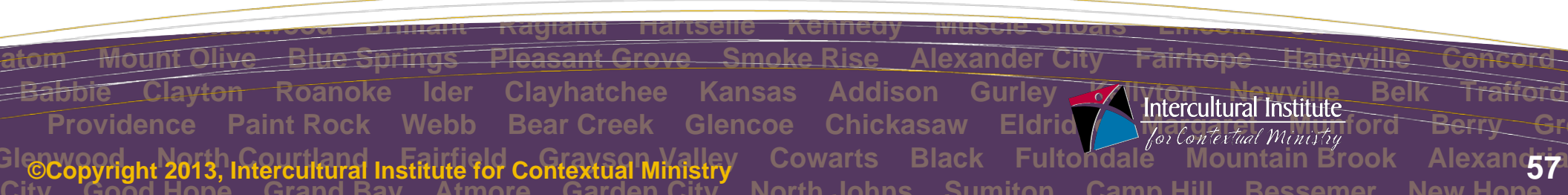*for Contextual Ministry*

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)	5.22%	5.38%	4.24%
Drive Time III (Medium)	2.13%	2.12%	1.48%
Radio IV & V (Light)	5.03%	5.07%	3.89%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	14.69%	14.32%	12.51%
Radio III (Medium)	4.72%	4.86%	4.45%
Radio IV & V (Light)	5.33%	5.35%	4.66%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	8.69%	8.85%	10.65%
Cable III (Medium)	6.2%	6.05%	5.79%
Cable IV & V (Light)	37.45%	36.56%	37.12%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	6.02%	6.02%	5.02%
Prime Time III (Medium)	0.99%	1.08%	1.28%
Prime Time IV & V (Light)	12.85%	12.65%	12.2%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	40.98%	41.11%	39.9%
Fringe III (Medium)	56.29%	56.05%	54.39%
Fringe IV (Light)	56.93%	56.85%	55.55%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	22.7%	22.57%	19.16%
All Day III (Medium)	25.87%	25.61%	25.04%
All Day IV (Light)	27.63%	26.79%	22.7%

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]	10.09%	10.15%	11.04%
6:00am - 10:00am	17.89%	17.84%	17.24%
10:00am - 3:00pm	16.89%	16.35%	15.05%
3:00pm - 7:00pm	19.41%	18.98%	18.02%
7:00pm - Midnight	11.13%	11.06%	11.99%
Midnight - 6:00am	8.48%	8.06%	8.53%
Weekend Radio Listeners			
Dayparts [summary]	13.23%	13.11%	14.41%
6:00am - 10:00am	2.62%	2.7%	3.31%
10:00am-3:00pm	6.58%	6.62%	6.37%
3:00pm - 7:00pm	7.87%	7.8%	8.87%
7:00pm - Midnight	12.21%	11.92%	11.18%
Midnight - 6:00am	15.13%	14.65%	14.79%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	4.72%	4.89%	6.29%
Saturday: 8:00-11:00pm	10.42%	10.47%	9.21%
Sunday: 7:00-11:00pm	7.38%	7.21%	8.81%
9:00am-1:00pm	19.55%	19.3%	21.67%
9:00am-4:00pm	23.05%	22.77%	25.36%
4:00pm-7:00pm	31.42%	30.97%	29.72%
11:00pm-1:00am	39.63%	39.07%	40.34%
AVG Prime time Mon-Sun	6.18%	5.86%	5.41%

Intercultural Institute
for Contextual Ministry

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	15.49%	15.31%	17.01%
7-9am	21.78%	21.91%	23.34%
9am-12noon	13.06%	13.08%	15.15%
12noon-4pm	9.99%	9.69%	10.21%
4-6pm	44.53%	44.17%	45.47%
6-7pm	14.84%	14.91%	16.16%
7-7:30pm	1.88%	1.88%	1.68%
7:30-8pm	9.45%	9.35%	10.27%
8-11pm	4.72%	4.89%	6.29%
11pm-12am	30.06%	29.84%	31.15%
11pm-1am	39.63%	39.07%	40.34%
1-6am	26.5%	26.08%	29.06%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	16.41%	16.51%	17.39%
Sat: 10am-1pm	12.91%	12.92%	11.08%
Sat: 1-4pm	21.11%	21%	22.57%
Sat: 4-6pm	8.9%	8.91%	8.26%
Sat: 6-7pm	1.71%	1.73%	1.68%
Sat: 7-8pm	1.56%	1.56%	1.23%
Sat: 8-11pm	10.42%	10.47%	9.21%
Sat: 11pm-1am	9.39%	9.26%	7.61%
Sat: 1am-7pm	18.76%	19.05%	20.49%
Sun: 7-10am	2.15%	2.14%	2.13%
Sun: 10am-1pm	4.39%	4.46%	5.03%
Sun: 1-4pm	4.01%	4.09%	4.77%
Sun: 4-7pm	10.32%	10.49%	11.68%
Sun: 7-11pm	7.38%	7.21%	8.81%
Sun: 11pm-1am	5.63%	5.49%	5.82%
Sun: 1-7am	17.18%	17.15%	19.06%

Intercultural Institute
for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry

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?
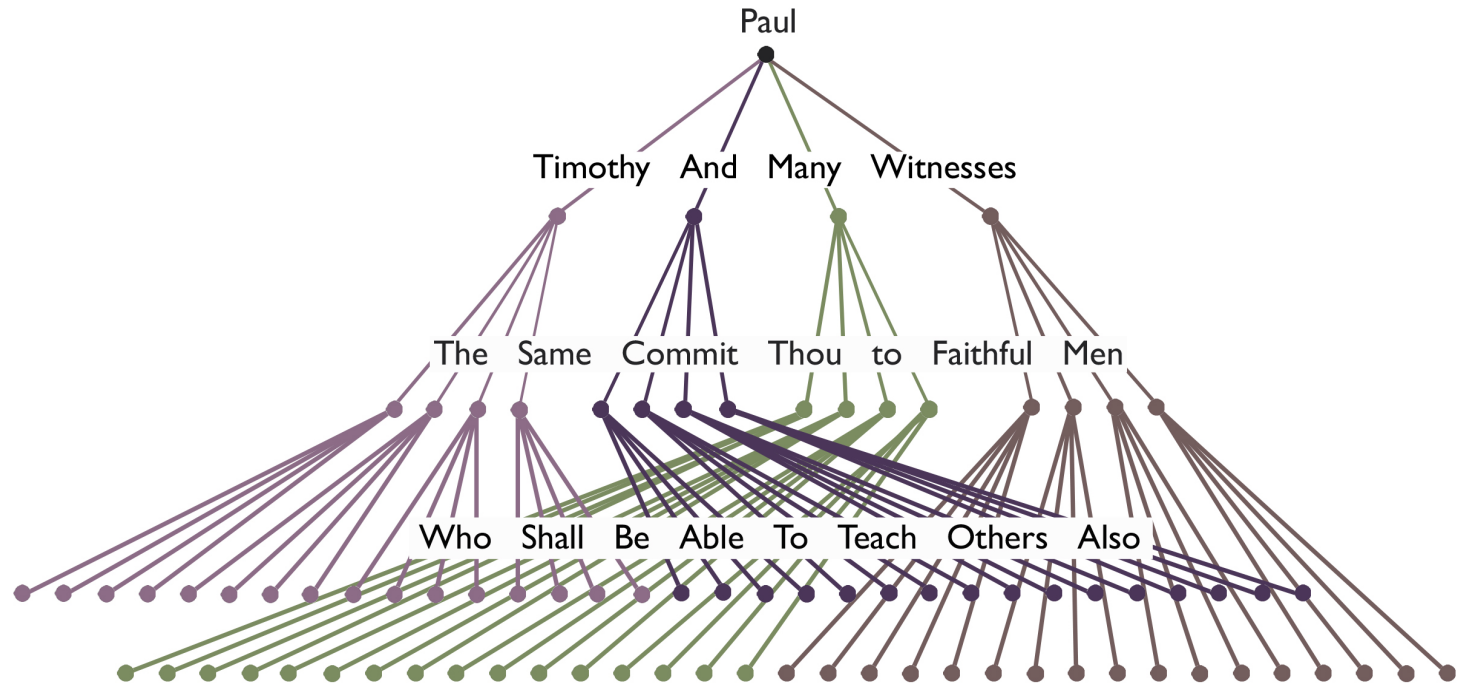
Biblical Missional Multiplication

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

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

Missional Multiplication Principle
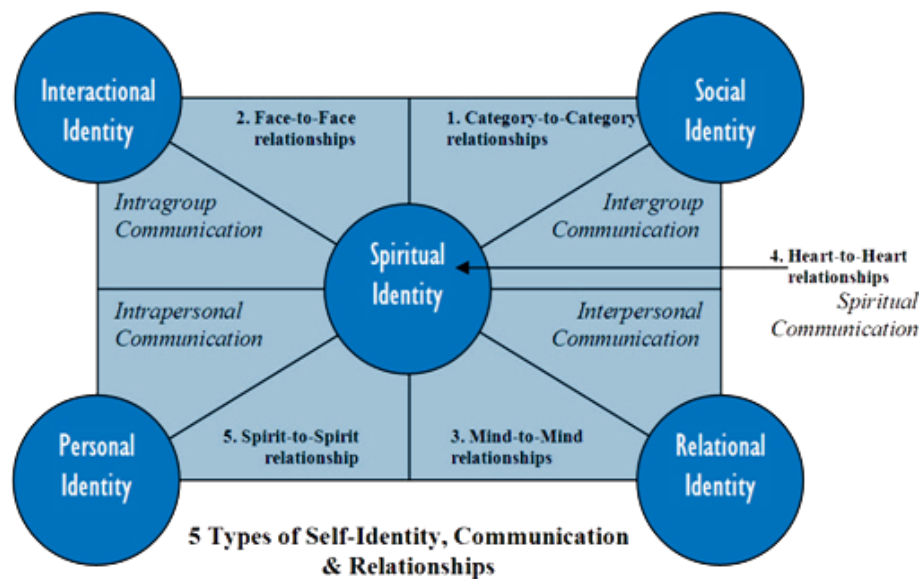*2nd Timothy 2:2*

Establishing Redemptive Relationships

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

Communication Steps

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

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

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

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

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


5 Types of Self-Identity, Communication & Relationships

Intercultural Institute
for Contextual Ministry

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
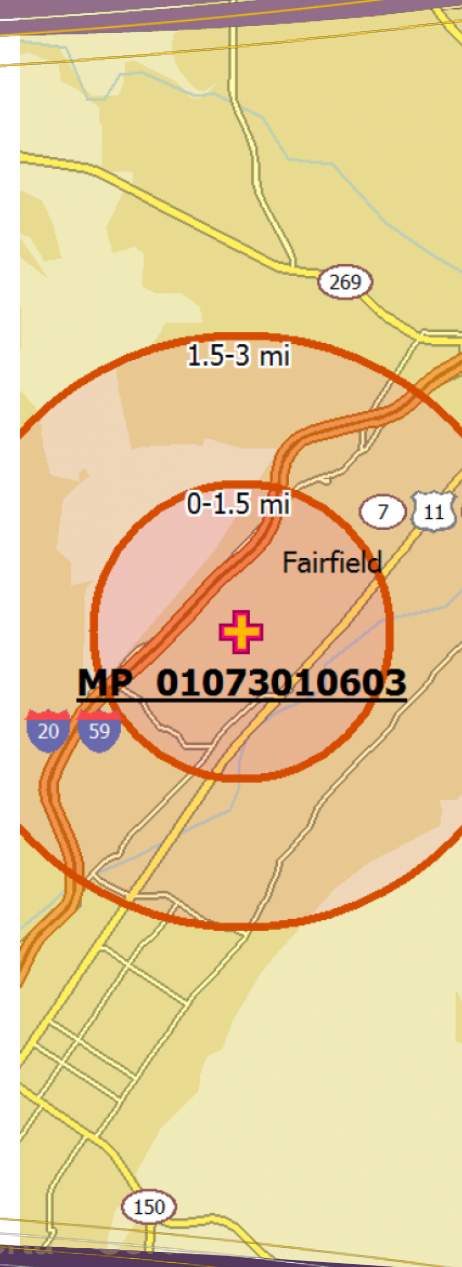
Notes and Sources

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.

Intercultural Institute
for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	New Beginnings Family Church	500 B Y Williams Sr Dr Birmingham, AL 35228	1.07 mi	180	Growing
2	Wilkes	1023 Woodward Rd Midfield, AL 35228	1.23 mi	68	Plateauing
3	Fairfield Highlands	910 9th St Midfield, AL 35228	1.40 mi	252	Declining
4	Green Acres	6505 Avenue O Birmingham, AL 35228	1.88 mi	42	Declining
5	Dolomite	PO Box 188 Dolomite, AL 35061	2.19 mi	35	Plateauing
6	Cottage Hill	PO Box 515 Pleasant Grove, AL 35127	2.30 mi	142	Plateauing
7	Richmond Street	5212 9th Ave Birmingham, AL 35224	2.49 mi	16	Plateauing
8	Garywood	917 Old Warrior River Rd Hueytown, AL 35023	2.51 mi	27	Plateauing
9	New Covenant	4121 7th Ave Wylam, AL 35224	2.59 mi	0	Plateauing
10	Brighton	PO Box 3586 Hueytown, AL 35023	2.72 mi	23	Declining
11	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	2.75 mi	118	Plateauing
12	Judah Family	2912 Avenue D Birmingham, AL 35218	2.76 mi	0	Plateauing
13	Westside	329 Oregon St Birmingham, AL 35224	2.93 mi	18	Declining
14	Christian Walk	PO Box 427 Bessemer, AL 35021	2.93 mi	70	Growing
15	South Park	2341 Pearson Ave SW Birmingham, AL 35211	2.98 mi	69	Growing

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Cathedral of Faith	4720 Court V Birmingham, AL 35208	3.23 mi	0	NoData
17	New Faith	135 2nd Ave Pleasant Grove, AL 35127	3.51 mi	67	Growing
18	Katherwood	600 Roanoke St Birmingham, AL 35224	3.55 mi	59	Declining
19	Fairview	2501 29th Place Ensley Birmingham, AL 35208	3.60 mi	54	Plateauing
20	Bethel	PO Box 127 Pleasant Grove, AL 35127	3.67 mi	294	Plateauing
21	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	3.67 mi	76	Declining
22	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	3.68 mi	1,431	Growing
23	Union	5187 Avenue K Lipscomb, AL 35020	3.71 mi	65	Declining
24	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	3.72 mi	0	Plateauing
25	Pleasant Grove Fist	724 4th St Pleasant Grove, AL 35127	3.76 mi	777	Declining
26	Industrial City	121 Ivy Ave Hueytown, AL 35023	3.86 mi	58	Growing
27	Hueytown	3000 Dwaine Ave Hueytown, AL 35023	4.13 mi	261	Growing
28	Edgewater	800 Galveston St Birmingham, AL 35224	4.14 mi	46	Declining
29	Sardis	1615 4th Ct W Birmingham, AL 35208	4.39 mi	1,100	Plateauing
30	Vineland Park	151 20th St Hueytown, AL 35023	4.51 mi	62	Plateauing

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Pleasant Ridge	1343 Hueytown Rd Hueytown, AL 35023	4.55 mi	460	Declining
32	North Highlands	4851 15th Street Rd Hueytown, AL 35023	4.72 mi	571	Plateauing
33	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	4.77 mi	46	Declining
34	First Missionary	3244 Allison Bonnett Memorial Hueytown, AL 35023	4.82 mi	0	Plateauing
35	Bessemer First	1801 5th Ave N Bessemer, AL 35020	4.90 mi	89	Declining
36	West Side	1801 5th Ave N Bessemer, AL 35020	4.91 mi	99	Declining
37	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	4.97 mi	1,615	Growing
38	Westmont	2963 Mulga Loop Rd Birmingham, AL 35224	5.08 mi	183	Growing
39	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	5.13 mi	0	Plateauing
40	South Highland	410 19th St S Bessemer, AL 35020	5.17 mi	167	Declining
41	West Highland	4839 W Highlands Church Rd Bessemer, AL 35023	5.21 mi	147	Declining
42	Shannon Fist	PO Box 238 Shannon, AL 35142	5.28 mi	89	Declining
43	McNeil	1720 13th St N Bessemer, AL 35020	5.33 mi	22	Plateauing
44	River Road	3352 Warrior River Rd Hueytown, AL 35023	5.42 mi	76	Declining
45	Calvary	1031 11th St N Bessemer, AL 35020	5.49 mi	17	Plateauing

Intercultural Institute
for Contextual Ministry

Intercultural Institute *for Contextual Ministry*

6 Wateroak Court
North Augusta, SC 29841

In Partnership with:

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

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

CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
           www.apept.org
           www.missionalcoach.org
           www.missionalcontext.org
           www.missionalcorps.org
           www.missionalcyclopedia.org
           www.missionalzipcode.org
           www.missionalpartners.org

Intercultural Institute *for Contextual Ministry*