MissionSite
top unreached locations

BIRMINGHAM, AL

CENSUS TRACT: 01073010804
REGION: North Central Region
ASSOCIATION: Birmingham
DISTRICT: 11: Birmingham Metro District
COUNTY: Jefferson
SITESCAPE: Suburbscape
DENSITY PATTERN: E3

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
State Board of Missions

MissionSite (TM)
## Table of Contents

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Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org 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	35223	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.2	Medium Suburbs
8	Sitescape Subgroup	3.24	Medium suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	E3	50000-250000-250000
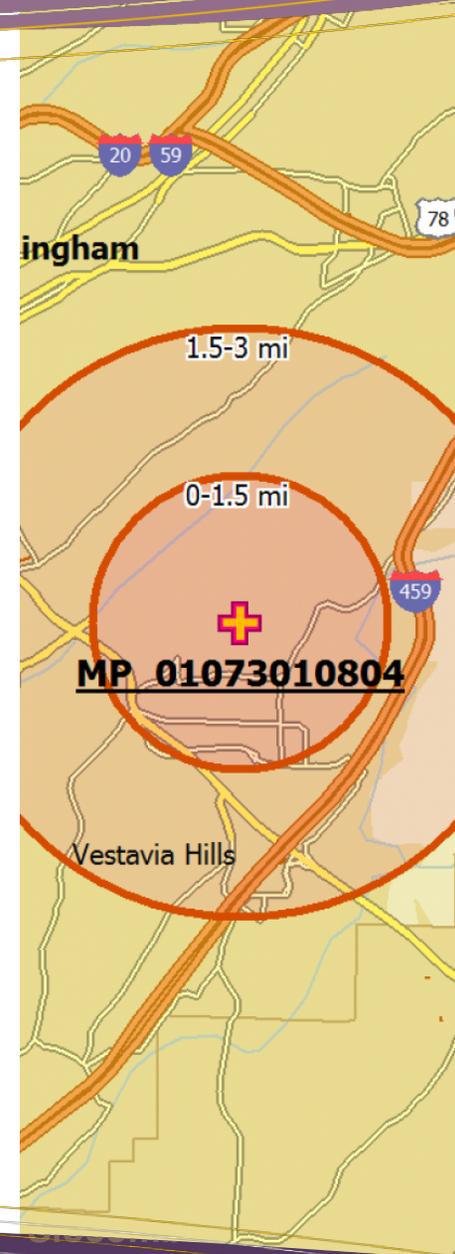
Site Location Summary - Map of the Site Location
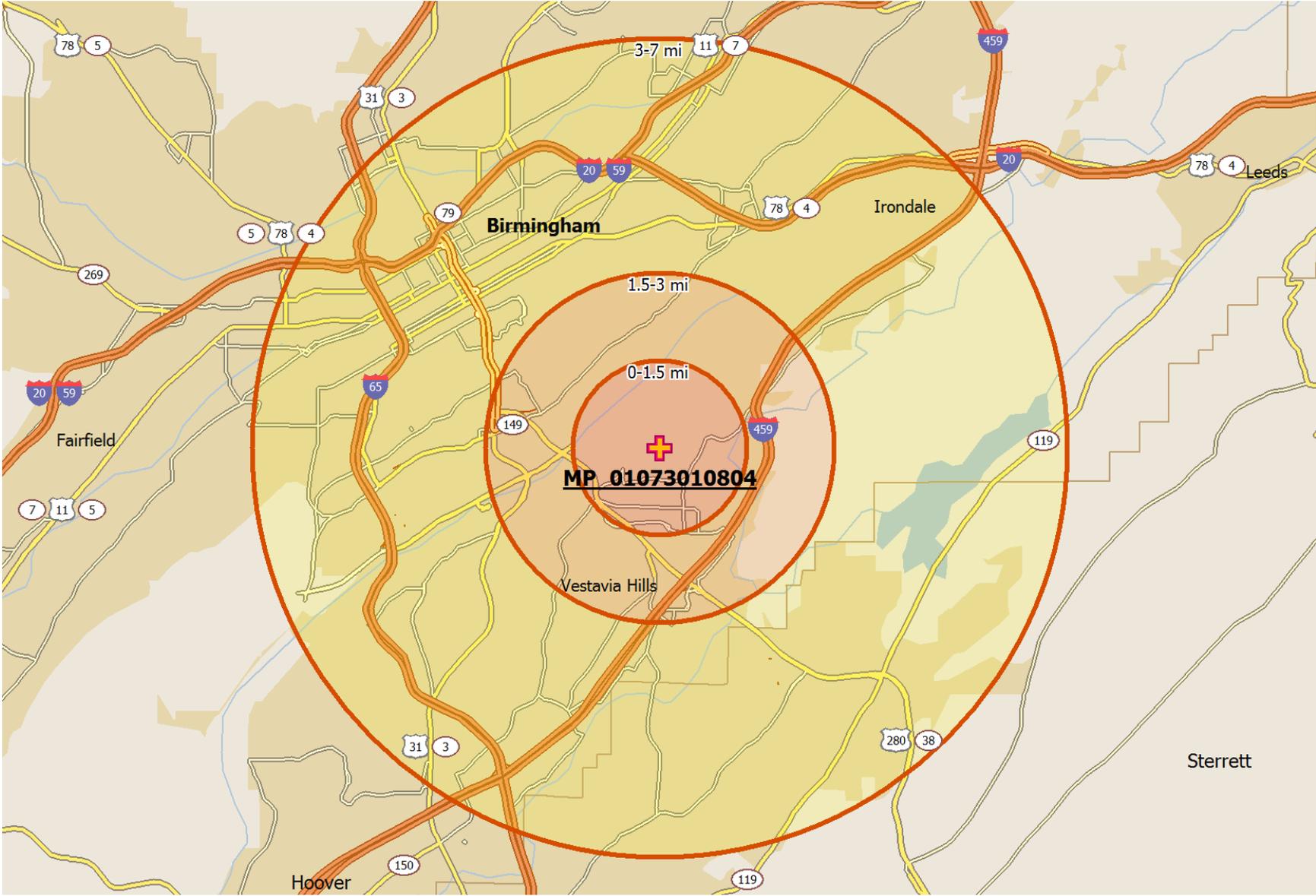
Site Location Summary - Urbanicity

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

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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	10,808	31,502	219,881
2010 Households	4,644	13,301	94,069
2010 Group Quarters Population	59	2,087	7,775

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	41	62	55
Language Diversity National Index	21	34	24
Foreign Born Diversity National Index	97	66	40
Ancestry Diversity National Index	80	24	6
Racial Diversity National Index	23	72	68

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Site Location Summary - County Environment

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

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

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,179	68.45%
Mainstay Communities	Established, Diverse Households	968	20.84%
Working Communities	Blue-collar, Working Families	34	0.73%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	462	9.95%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

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Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

Issues for Your Consideration

1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.

2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may
    have implications regarding types of anticipated ministry development - from "a neighborhood"
    congregation to a more "regional" approach. The numbers and types of group quarters (usually some form
    of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices
    compare this site to other site locations across the country. Values over 50 in each of these indicates a
    higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may
    affect the environment of this site location. The type of economic dependence of a county may shape the
    background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices
    and values that will need to be taken into consideration when starting a new ministry or new congregation.
    Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments.
    What implications do you see based on the dominant social environments in this location?

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Spirituality Indicators Overview - Evangelscape

The Evangelscape is an IICM dataset based on a national study conducted by the Simmons Market Research Bureau as indexed to the MOSAIC lifestyle segmentation system. The dataset includes the percent of households for each MOSAIC lifestyle segment that are considered "unreached," "religious but not evangelical," "spiritual but not religious or evangelical," and "not evangelical and not interested in religion or spirituality." For an explanation of these terms see the Evangelscape article at MissionalCyclopedia.org.

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 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	3,353	1.78%
Unreached %	70.04%	72.19%	103.07
Religious But NOT Evangelical HH	59,062	761	1.29%
Religious But NOT Evangelical %	21.91%	16.39%	74.8
Spiritual But NOT Relig or Evang HH	23,159	613	2.65%
Spiritual But NOT Relig or Evang %	8.59%	13.21%	153.77
Not Evangelical, Not Interested HH	108,094	1,978	1.83%
Not Evangelical, Not Interested %	40.09%	42.6%	106.25

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Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of ALSBOM Churches	258	7	2.71%
Active ALSBOM Attenders	47,650	2,544	5.34%
Active Evangelical Households	60,770	3,524	5.8%
Active Evangelical Percent	22.54%	19.64%	87.11
Inactive Evangelical Households	20,000	1,160	5.8%
Inactive Evangelical Percent	7.42%	6.46%	87.14
# New Churches Needed	0	2	0%

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Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Cahaba Heights	0.75 mi	91	Declining	16	Crestway	4.07 mi	233	Declining
2	Philadelphia	1.21 mi	239	Growing	17	Shades Mountain	4.49 mi	2,096	Growing
3	Brookwood	1.53 mi	562	Declining	18	Iglesia Cristiana Agape	4.52 mi	61	Growing
4	Vestavia Hills	1.75 mi	413	Plateauing	19	Lakeside	4.64 mi	987	Declining
5	Mountain Brook	1.80 mi	529	Plateauing	20	Downtown Church	4.65 mi	0	Plateauing
6	Birmingham First	2.63 mi	419	Declining	21	Grace Covenant	4.66 mi	0	Plateauing
7	Liberty Park	2.72 mi	291	Plateauing	22	New Birth Christian	4.67 mi	0	Plateauing
8	McElwain	3.15 mi	318	Plateauing	23	Mt. Mariah	4.76 mi	0	Plateauing
9	Christ for the Nations	3.51 mi	0	Plateauing	24	Irondale First	4.77 mi	216	Plateauing
10	Southside	3.68 mi	163	Declining	25	Raleigh Avenue	4.80 mi	141	Growing
11	Korean (Southside)	3.68 mi	0	Plateauing	26	Central Missionary	4.94 mi	65	Declining
12	Overton First	3.69 mi	29	Declining	27	Fullness Christian Fellowship	5.11 mi	215	Growing
13	Dawson Memorial	3.76 mi	2,245	Plateauing	28	Ruffner Valley	5.14 mi	60	Declining
14	Baptist Church of the Covenant	3.78 mi	176	Growing	29	The Church at Brook Hills	5.17 mi	2,792	Growing
15	New Hope-South Avondale	3.94 mi	0	Plateauing	30	Brook Hills Deaf	5.17 mi	50	Plateauing

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Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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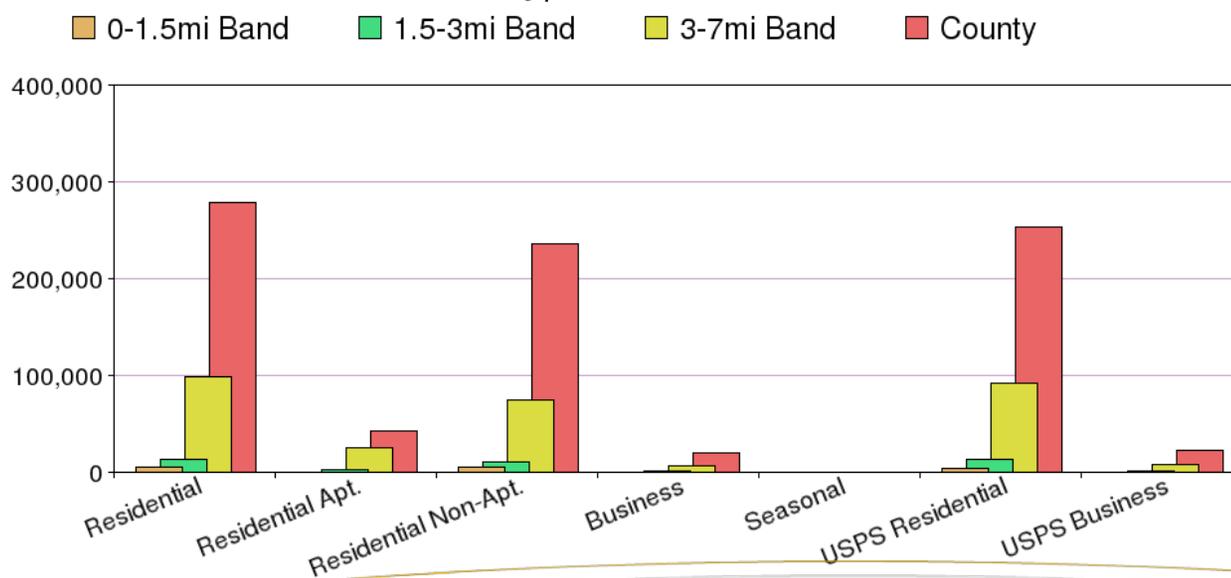
Current Demographic Summary

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	10,529	1.62%
2000 Population	662,047	11,262	1.7%
2010 Population	666,792	10,808	1.62%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	251,478	4,177	1.66%
2000 Households	263,265	4,718	1.79%
2010 Households	269,609	4,644	1.72%

Location Types in this MissionSite

Location Type	0-1.5mi Band
Residential	5,115
Residential Apt.	154
Residential Non-Apt.	4,961
Business	265
Seasonal	0
USPS Residential	4,565
USPS Business	303

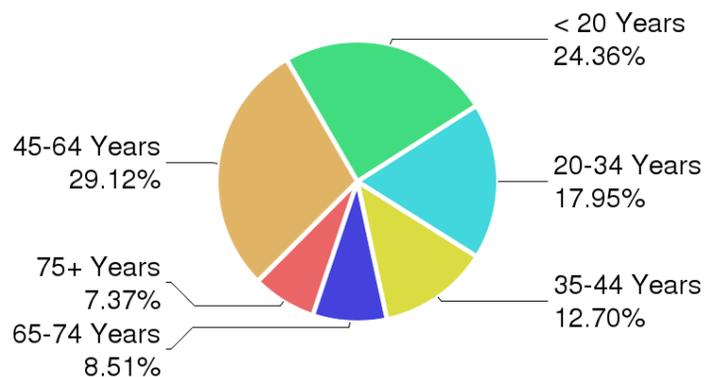Intercultural Institute
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Current Demographic Summary

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

- < 20 Years 24.36%
- 20-34 Years 17.95%
- 35-44 Years 12.70%
- 65-74 Years 8.51%
- 75+ Years 7.37%
- 45-64 Years 29.12%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	4.61%	81.16
4-5 Years	2.7%	2.4%	88.89
6-8 Years	3.98%	3.97%	99.75
9-11 Years	3.86%	3.98%	103.11
12-13 Years	2.52%	2.74%	108.73
14-17 Years	5.08%	4.61%	90.75
18-19 Years	2.53%	2.06%	81.42
0-5 Years	8.38%	7%	83.53
6-12 Years	9.1%	9.29%	102.09
13-19 Years	8.87%	8.07%	90.98
< 20 Years	26.35%	24.36%	92.45
20-34 Years	20.74%	17.95%	86.55
35-44 Years	12.98%	12.7%	97.84
45-64 Years	25.86%	29.13%	112.65
65-74 Years	7.12%	8.51%	119.52
75+ Years	6.94%	7.37%	106.2
Median Age	37	41	111.62
Median Age (Male)	35	41	114.97
Median Age (Female)	39	42	108.79

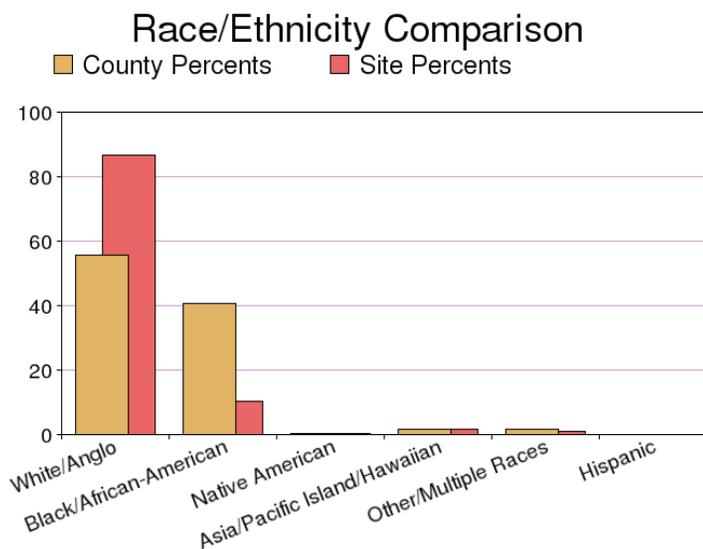Intercultural Institute
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Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	86.59%	155.64
Black, African-American	40.69%	10.28%	25.26
Native American	0.36%	0.19%	51.2
Asian	1.49%	1.76%	117.75
Pacific Island, Hawaiian	0.08%	0.06%	77.95
Other/Multiple Races	1.74%	1.13%	64.98
Hispanic	0%	1.72%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	7,635	
Less than 9th Grade	3.46%	0.62%	562.25
No High School Diploma	8.86%	2.25%	393.26
High School Graduate	28.96%	9.18%	315.37
Some College, no degree	22.64%	16.29%	138.95
Associate Degree	7.22%	3.86%	186.87
College Degree	17.82%	37.26%	47.83
Graduate/Prof. degree	11.04%	30.53%	36.16

Race/Ethnicity Comparison
☐ County Percents   ☐ Site Percents

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Current Demographic Summary

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

For each category both county and 0-1.5 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%	2.11%	32.82
$10,000 to $19,999	13.29%	4.11%	30.94
$20,000 to $29,999	12.05%	4.93%	40.93
$30,000 to $49,999	20.54%	13.89%	67.6
$50,000 to $59,999	8.47%	5.94%	70.14
$60,000 to $69,999	6.88%	6.59%	95.81
$70,000 to $79,999	5.9%	6.42%	108.71
$80,000 to $89,999	4.74%	6.09%	128.61
$90,000 to $99,999	3.22%	5.08%	158.01
$100,000 to $124,999	6.59%	10.16%	154.31
$125,000 to $149,999	3.44%	6.72%	195.23
$150,000 to $199,999	3.44%	9.39%	272.88
$200,000 to $249,999	1.12%	4.72%	419.61
$250,000 or more	2.08%	13.89%	666.29
Median Household	45,427	99,855	219.81
Average Household	68,011	173,853	255.62
Per Capita Household	28,213	74,709	264.8
Family/Non-Family Household Income			
Median Family Income	58,390	138,731	237.59
Average Family Income	83,931	210,134	250.37
Median Non-Family Income	28,382	55,134	194.26
Average Non-Family Income	39,159	81,381	207.82

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Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	64.44%	63.2%	98.07
Families with Children	32.53%	28.19%	86.64
Families without Children	31.91%	35.01%	109.73
Non-Family Households			
% Non-Family Households	35.56%	36.8%	103.49
Non-Families with Children	0.19	0.11	56.15
Non-Families without Children	35.37	36.69	103.75
Housing Units			Index
Total Housing Units	313,876	5,164	
Vacant percent	14.1%	10.07%	71.4
Owned percent	58.37%	67.41%	115.48%
Rented Percent	27.52%	22.54%	81.9
Households by Size			Index
Avg household size	2.41	2.31	95.85
Avg family hh size	3.12	3.00	96.15
Avg non-family hh size	1.13	1.15	101.77
Households By Count of Persons			Percent
One	84,836	1,470	1.73%
Two	81,467	1,620	1.99%
Three or Four	80,946	1,201	1.48%
Five+	22,360	353	1.58%

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Projected Demographic Summary

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	10,529	1.62%
2000 Population	662,047	11,262	1.7%
2010 Population	666,792	10,808	1.62%
2015 Population	675,554	10,754	1.59%

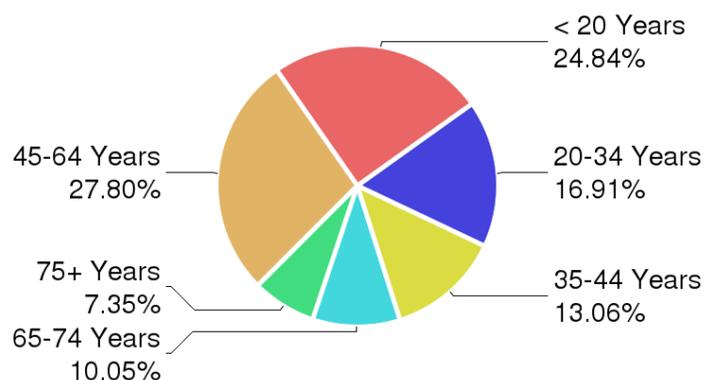| DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	251,478	4,177	1.66%
2000 Households	263,265	4,718	1.79%
2010 Households	269,609	4,644	1.72%
2015 Households	277,141	4,692	1.69%

Household Change from 1985 to 2030
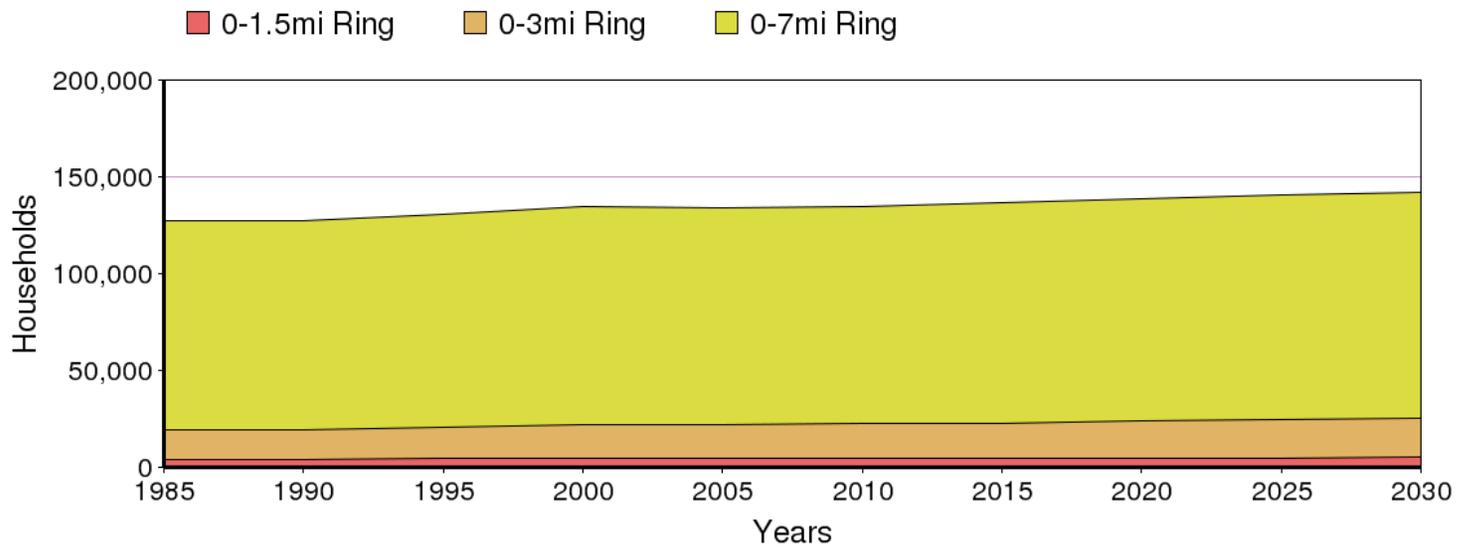
Projected Demographic Summary

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

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

Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.61%	4.73%	102.6
4-5 Years	2.4%	2.46%	102.5
6-8 Years	3.97%	4.08%	102.77
9-11 Years	3.98%	4.05%	101.76
12-13 Years	2.74%	2.84%	103.65
14-17 Years	4.61%	4.63%	100.43
18-19 Years	2.06%	2.05%	99.51
0-5 Years	7%	7.2%	102.86
6-12 Years	9.29%	9.53%	102.58
13-19 Years	8.07%	8.11%	100.5
< 20 Years	24.36%	24.84%	101.97
20-34 Years	17.95%	16.91%	94.21
35-44 Years	12.7%	13.06%	102.83
45-64 Years	29.13%	27.8%	95.43
65-74 Years	8.51%	10.05%	118.1
75+ Years	7.37%	7.35%	99.73
Median Age	37	42	112.43
Median Age (Male)	35	41	115.96
Median Age (Female)	39	43	109.58

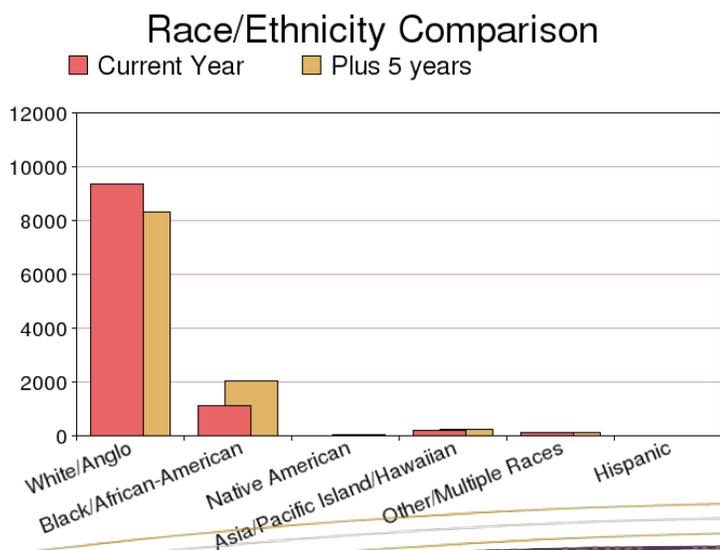Intercultural Institute for Contextual Ministry

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.

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	86.59%	77.47%	89.46
Black, African-American	10.28%	18.84%	183.27
Native American	0.19%	0.31%	165.83
Asian	1.76%	2.05%	116.37
Pacific Island, Hawaiian	0.06%	0.09%	143.57
Other/Multiple Races	1.13%	1.24%	109.56
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,635	7,557	
Less than 9th Grade	0.62%	0.41%	66.64
No High School Diploma	2.25%	1.81%	80.47
High School Graduate	9.18%	9.21%	100.31
Some College, no degree	16.29%	15.63%	95.92
Associate Degree	3.86%	4.29%	110.96
College Degree	37.26%	37.17%	99.75
Graduate/Prof. degree	30.53%	31.48%	103.11

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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	2.11%	1.71%	80.8
$10,000 to $19,999	4.11%	3.9%	94.83
$20,000 to $29,999	4.93%	4.33%	87.74
$30,000 to $49,999	13.89%	12.53%	90.23
$50,000 to $59,999	5.94%	5.8%	97.54
$60,000 to $69,999	6.59%	6.37%	96.71
$70,000 to $79,999	6.42%	6.33%	95.32
$80,000 to $89,999	6.09%	6.31%	101.43
$90,000 to $99,999	5.08%	5.07%	99.82
$100,000 to $249,999	10.16%	10.78%	106.11
$125,000 to $149,999	6.72%	7.35%	109.45
$150,000 to $199,999	9.39%	10.21%	108.74
$200,000 to $249,999	4.72%	5.07%	107.56
$250,000 or more	13.89%	14.19%	102.2
Median Household	99,855	104,485	104.64
Average Household	173,853	183,663	105.64
Per Capita Household	74,709	80,141	107.27
Family/Non-Family Household Income			
Median Family Income	138,731	145,170	104.64
Average Family Income	210,134	225,868	107.49
Median Non-Family Income	55,134	58,134	105.44
Average Non-Family Income	81,381	84,075	103.31

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Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.2%	61.96%	98.03
Families with Children	28.19	27.17	96.41
Families without Children	35.01	34.06	97.27
Non-Family Households			
% Non-Family Households	36.8%	38.04%	103.38
Non-Families with Children	0.11	0.06	103.38
Non-Families without Children	36.69	37.98	103.51
Housing Units			
Total Housing Units	5,164	5,224	101.16%
Vacant percent	10.07%	10.16%	100.94
Owned percent	67.41%	67.17%	99.65
Rented Percent	22.54%	22.65%	100.47
Households by Size			
Avg household size	2.31	2.28	98.7%
Avg family hh size	3.00	3.00	100%
Avg non-family hh size	1.15	1.11	96.52%
Households By Count of Persons			
One	1,470	1,545	105.1%
Two	1,620	1,613	99.57%
Three or Four	1,201	1,188	98.92%
Five+	353	346	98.02%

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Ethnographic Summary

The heart of the missional task is reaching specific people groups. Some of the ethnic, language, ancestry, and foreign-born groups in your missional site may need contextual approaches to reach them and multiply disciples among them. Foreign born peoples bring much of their culture from their homelands with them. However, over time they begin to adapt to their new surroundings. Different approaches may be needed for groups at different levels of acculturation. For more information about acculturation please see the MissionalCyclopedia.org.

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	270	749	8,986
Northern Europe	20	61	582
Western Europe	57	78	333
Southern Europe	5	31	148
Eastern Europe	0	96	462
Other Europe	0	0	0
Eastern Asia	22	87	1,475
So. Central Asia	4	62	887
SE Asia	31	48	502
Western Asia	30	30	324
Other Asia	0	2	66

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	0	29	367
Middle Africa	0	0	0
Northern Africa	7	6	26
Southern Africa	8	13	40
Western Africa	0	0	161
Other Africa	0	0	29
Oceania	7	2	23
Caribbean	0	11	266
Central Amer.	66	94	2,601
South America	0	28	400
North America	13	71	294
Born at sea	0	0	0

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Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	8,014	25,098	196,562
Spanish	142	531	6,168
Other Indo-Euro language	201	739	3,704
French (incl. Patois, Cajun)	52	256	1,069
French Creole	0	0	12
Italian	21	49	142
Portuguese	0	16	74
German	38	159	652
Yiddish	47	10	0
Other West Germanic	27	19	56
A Scandinavian Language	0	0	32
Greek	13	72	244
Russian	0	29	258
Polish	0	7	36
Serbo-Croatian	0	0	18
Other Slavic Language	0	23	82
Armenian	0	0	10
Persian	0	12	207
Gujarathi	0	13	77
Hindi	0	26	381
Urdu	3	1	70

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	26	109
Asian/PI languages	0	0	0
Chinese	7	98	1,108
Japanese	0	41	164
Korean	0	11	173
Mon-Khmer, Cambodian	28	3	7
Miao, Hmong	0	0	0
Thai	0	0	80
Laotian	0	0	0
Vietnamese	0	36	312
Other Asian	36	8	233
Tagalog	0	0	65
Other Pacific Is	0	0	21
Other languages	26	45	1,341
Navajo	0	0	0
Other Native N. American	0	0	34
Hungarian	0	4	16
Arabic	26	20	548
Hebrew	0	13	171
African languages	0	8	533
Other unspecified	0	0	39

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Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	6,641	21,272	171,695
Arab	56	130	1,156
Armenian	0	2	25
Austrian	7	49	157
British	67	358	1,406
Canadian	19	24	226
Croatian	0	8	31
Czech	9	32	155
Czechoslovak	9	16	42
Danish	0	19	131
Dutch	64	182	1,182
English	1,534	5,379	17,537
European	235	520	1,927
Finnish	0	21	100
French (not Basque)	175	563	2,345
French Canadian	25	63	368
German	592	1,984	9,433
Greek	77	213	837
Hungarian	18	55	235
Iranian	0	13	119

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	450	1,648	9,777
Italian	176	760	4,185
Lithuanian	8	66	118
Norwegian	12	206	673
Polish	84	136	957
Portuguese	0	17	72
Romanian	11	16	68
Russian	72	217	570
Scandinavian	0	6	136
Scotch-Irish	319	1,382	5,084
Scottish	279	1,145	4,322
Slovak	0	32	82
Subsaharan African	11	100	2,325
Swedish	6	100	509
Swiss	42	50	177
Ukrainian	27	23	150
US/American	1,268	2,723	15,199
Welsh	33	178	672
West Indian	0	0	270
Yugoslavian	8	2	25
Other	948	2,834	88,912

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Using the Demographic Indicators

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

Issues for Your Consideration

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

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

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

# Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

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Unreached Households by Lifestyle Segment

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

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

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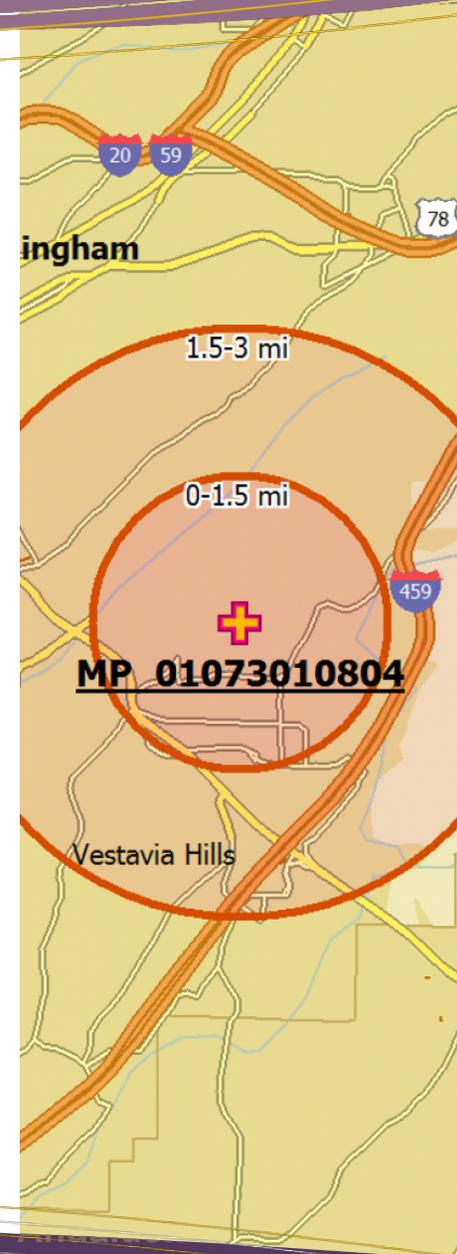
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,644	100%	3,353	100%
AFFLUENT SUBURBIA	2,383	51.31%	1,711	51.03%
America's Wealthiest	87	1.87%	70	2.09%
Dream Weavers	1,764	37.98%	1,262	37.64%
White Collar Suburbia	45	0.97%	37	1.1%
Upscale Suburbia	31	0.67%	26	0.78%
Enterprising Couples	0	0%	0	0%
Small Town Success	453	9.75%	314	9.36%
New Suburbia Fam.	3	0.06%	2	0.06%
UPSCALE AMERICA	796	17.14%	559	16.67%
Status Conscious Consumers	364	7.84%	255	7.61%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	263	5.66%	177	5.28%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	169	3.64%	127	3.79%
SM TWN SUCCESS	85	1.83%	60	1.79%
2nd City Homebodies	78	1.68%	55	1.64%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	7	0.15%	5	0.15%

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	4,644	100%	3,353	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	883	19.01%	639	19.06%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	875	18.84%	633	18.88%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	8	0.17%	6	0.18%
METRO FRINGE	34	0.73%	23	0.69%
Steadfast Conservative	31	0.67%	21	0.63%
Moderate Conventionalists	3	0.06%	2	0.06%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,644	100%	3,353	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	462	9.95%	361	10.77%
Young Cosmopolitans	457	9.84%	358	10.68%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	5	0.11%	3	0.09%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

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Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	4,644	100%	3,353	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

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Identifying Focus Groups in this Location

Within the 0-1.5 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?

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Potential Cultural Bridges

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

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

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

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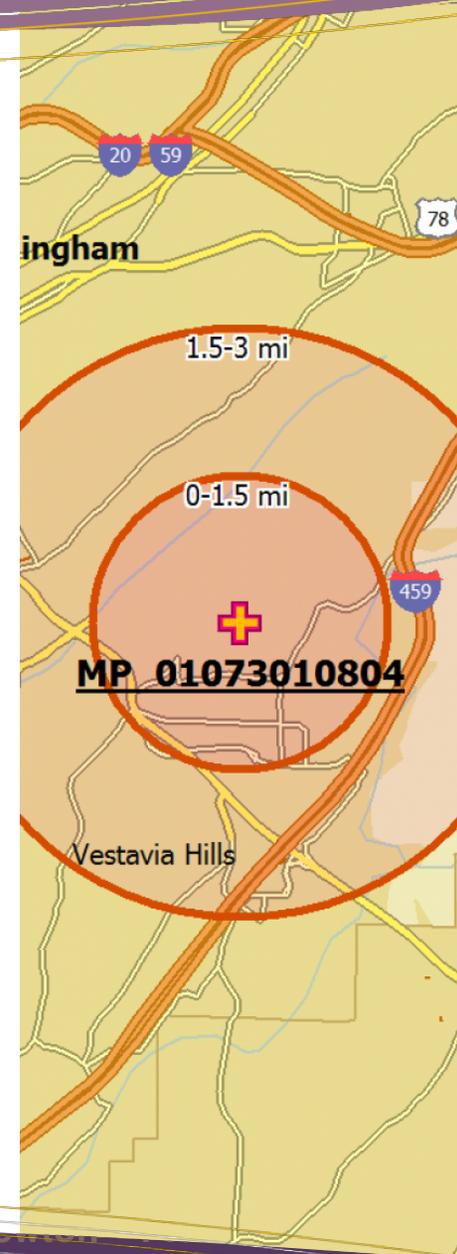
Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
PC-HH Own	88%	89%	76%
Use Comp. for Internet/E-mail	79%	78%	60%
Internet Use: E-Mail	69%	68%	53%
Use Comp. for Word Processing	62%	60%	42%
Use Comp. for Shopping	50%	51%	37%
Use Comp. for Comp. Games	46%	44%	37%
Use Comp. for Digital Camera Photo Editing	46%	45%	34%
Use Comp. for Banking	46%	46%	35%
Internet Use: News/ Weather	42%	42%	31%
Use Comp. for Education	41%	40%	33%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	39%	40%	32%
Use Comp. for News/Info./Data Service	39%	39%	27%
Internet Use: Banking	36%	36%	29%
PC-Network-HH Has One	31%	33%	22%
Use Comp. for Personal Financial Mngmnt	26%	27%	18%
Use Comp. for Accounting	24%	25%	17%
Internet Use: Shopping: Gathered Info. for Shopping	22%	22%	17%
Internet Use: Shopping: Made A Purchase	20%	21%	14%
Use Comp. for Telecommuting	19%	19%	12%
Internet Use: Travel Reservations	19%	20%	13%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Dining Out (Not Fast Food)	72%	72%	58%
Listening To Music	71%	71%	70%
Reading Books	66%	68%	58%
Go To A Beach/Lake	47%	47%	38%
Card Games	47%	46%	40%
Cooking for Fun	43%	44%	38%
Gardening	41%	39%	30%
Board Games	36%	35%	30%
Visit Museum	32%	34%	25%
Photography	23%	23%	20%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	67%	67%	65%
Gen./Fam. Practitioner	41%	40%	36%
Dentist	39%	39%	30%
Eye Dr.	25%	25%	21%
None Of These	21%	21%	21%
High Cholesterol	19%	19%	17%
Backache	19%	19%	21%
Hypertension/High Blood Pressure	17%	17%	18%
OB/GYN	15%	16%	13%
Any Arthritis	13%	14%	13%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	37.22%	39.38%	33.08%
Live Theater	35.1%	36.28%	27.02%
Live Theater Most Often	29.19%	29.95%	21.41%
Rock/Pop Concerts Most Often	18.6%	19.27%	17.58%
Classical Concerts Most Often	11.74%	12.42%	8.56%
Dance Performance	11.43%	12.88%	12.15%
Movies: Comedy	44.42%	43.64%	42.86%
Movies: Action/Adventure	42.67%	42.97%	41.61%
Movies: Drama	27.79%	28.25%	26.73%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	26.3%	27.12%	23.68%
Movies: Fam.	21.53%	21.08%	20.59%
Movies: Mystery	20.67%	20.25%	21.17%
MLB Baseball Reg. Season	14.84%	15.1%	10.47%
College Football Reg. Season	12.1%	11.8%	7.91%
NFL Football Reg. Season	11.4%	10.6%	7.92%
College Basketball Reg. Season	8.21%	8.33%	5.84%
NBA Basketball Reg. Season	7.28%	7.35%	5.05%
NHL Hockey Reg. Season	5.55%	5.83%	4.13%

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Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 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	50.6%	49.94%	42.46%
Swimming	41.42%	41.35%	32.02%
Golf	24.1%	23.06%	14.78%
Weight Training	23.32%	25.15%	18.82%
Bowling	23.24%	22.89%	20.88%
Using Cardio Machine	20.72%	22.42%	16.33%
Jogging/Running	20.11%	20.74%	18.84%
Billiards/Pool	18.4%	18.06%	18.24%
Mountain/Road Biking	18.07%	18.07%	13.21%
Stationary Cycling	16.86%	17.1%	13.57%
Camping Trips	13.69%	13.43%	10.47%
Basketball	13.41%	13.8%	15.34%
Aerobics	13.35%	13.97%	12.36%
Backpacking/Hiking	13.35%	13.78%	10.23%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Freshwater Fishing	13.11%	12.35%	12.52%
Power Boating	11.05%	10.87%	7.01%
Tennis	10.97%	11.74%	8.89%
Yoga	9.96%	10.99%	8.93%
Baseball	8.64%	9.12%	10.25%
Canoeing/Kayaking	8.55%	8.78%	6.09%
Downhill & X-Country Skiing	8.52%	9.9%	5.79%
Soccer	7.57%	8.17%	7.61%
Football	7.28%	7.79%	10.03%
Ice Skating	6.96%	7.29%	6%
Saltwater Fishing	6.8%	6.76%	6.41%
Volleyball	6.74%	6.83%	7.61%
Softball	6.49%	6.58%	7.33%
Snorkeling	6.17%	7.12%	5.39%

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Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Target Shooting	6.12%	6.13%	5.76%
Jet Skiing	5.5%	5.3%	4.5%
Motorcycling	5.14%	4.86%	4.46%
Water Skiing	5.1%	5.15%	3.94%
Horseback Riding	5.06%	5.12%	4.64%
Roller Skating	4.85%	5.13%	5.89%
Sailing	4.64%	5.04%	3.61%
Hunting	4.5%	5%	4.9%
Fly Fishing	3.68%	3.76%	3.72%
Racquetball	3.54%	3.72%	3.86%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Martial Arts	3.47%	4.05%	3.61%
Hockey	3.4%	3.41%	3.37%
Snowboarding	3.09%	3.43%	3.35%
Rock Climbing	3.08%	3.44%	3.49%
Snowmobiling	2.75%	2.9%	2.84%
Archery	2.68%	3.1%	2.91%
Rowing	2.6%	3.17%	2.49%
Surfing & Windsurfing	2.34%	2.82%	2.78%
Auto Racing	2.27%	2.3%	2.55%
Skateboarding	2.1%	2.42%	2.84%

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Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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

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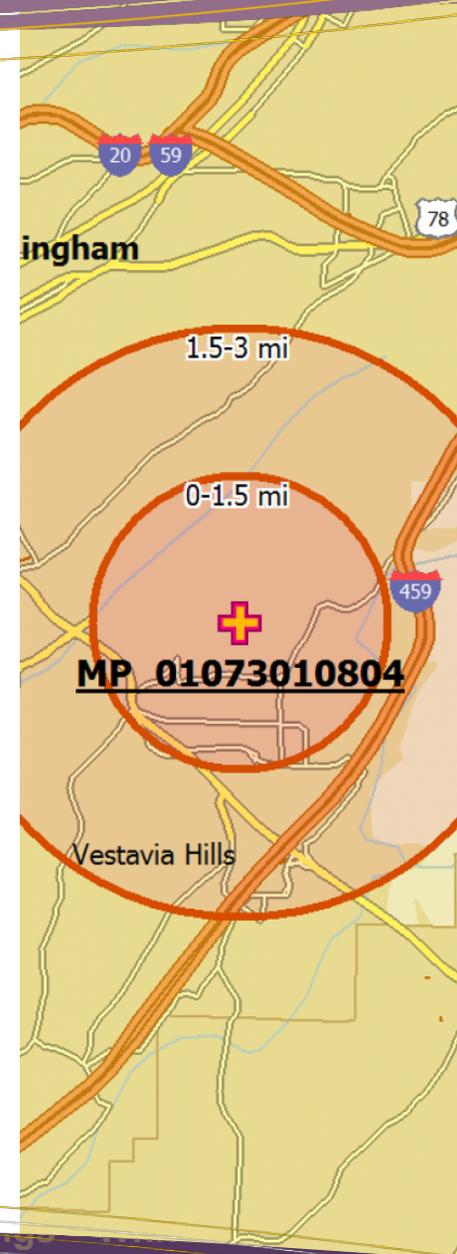
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

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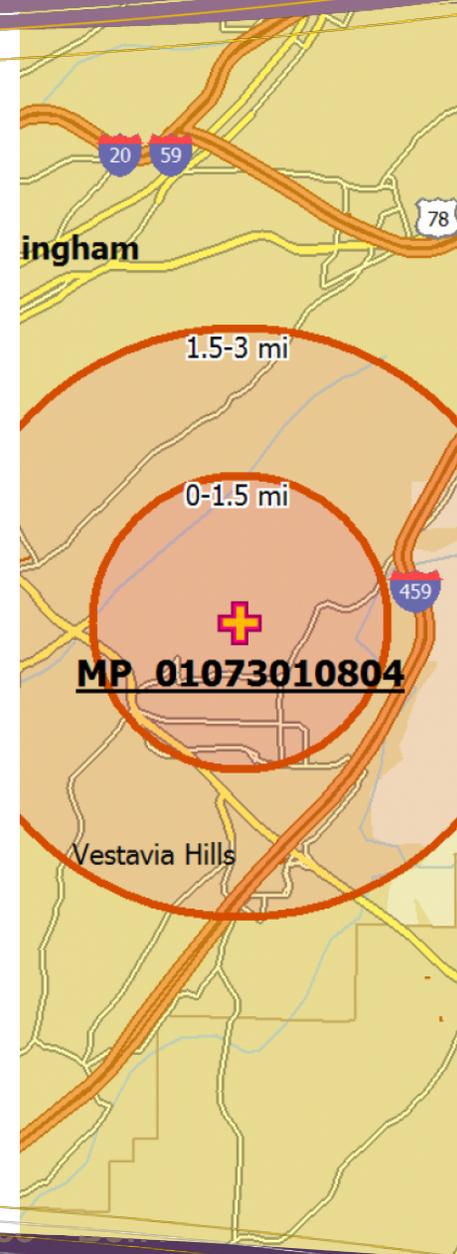
Potential Cultural Barriers:

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

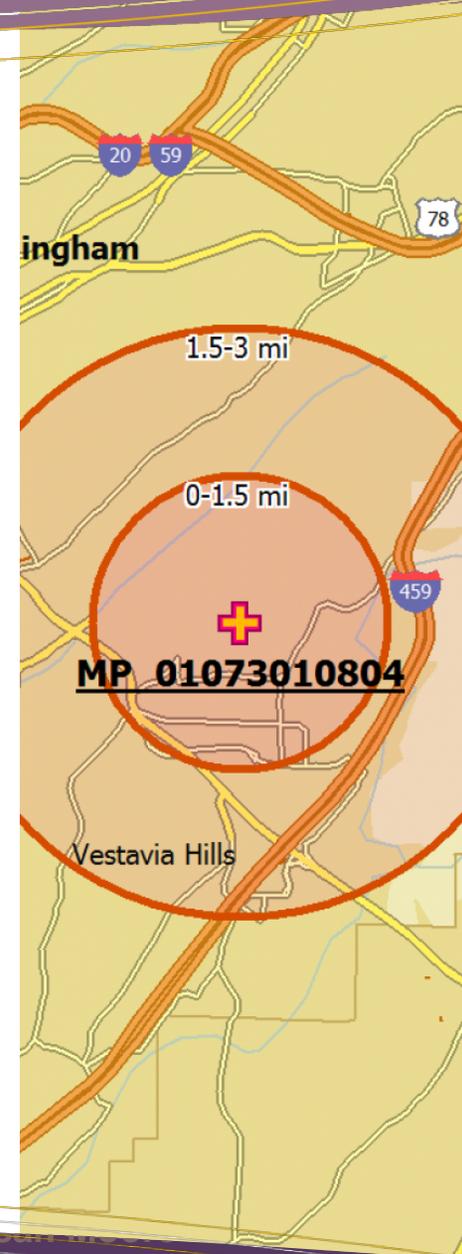| BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	49%	51%	51%
Prefer To Have Few Possessions As Possible	49%	50%	39%
Find It Difficult To Say No To My Kids	38%	37%	36%
If Won Lottery Would Never Work Again	38%	39%	30%
Friends More Important Than My Fam.	32%	34%	28%
Speak My Mind Even If It Upsets People	31%	31%	36%
Woman's Place Is In The Home	30%	31%	31%
Like Control Over People And Resources	27%	27%	33%
Don't Judge People/Way They Live Life	27%	29%	31%
Like To Do Unconventional Things	27%	27%	25%
Money Is Best Measure Of Success	25%	26%	25%
Marijuana Should Be Legalized	24%	24%	22%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like to Stand Out In A Crowd	19%	18%	21%
Like To Pursue Challenge/Novelty/Change	18%	19%	19%
Happy With My Standard Of Living	16%	18%	17%
Too Much Sponsorship In Arts/Sports	16%	16%	23%
Rarely Sit Down to a Meal Together At Home	16%	15%	15%
I Am A Workaholic	14%	15%	21%
Only Work Current Job for The Money	12%	13%	14%
We Should Strive for Equality for All	11%	12%	16%
On Whole People Get What They Deserve	10%	11%	12%
Indulge My Kids With The Little Extras	7%	8%	8%
Little I Can Do To Change My Life	7%	7%	8%
I Am A Perfectionist	5%	6%	9%

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Potential Cultural Themes

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

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

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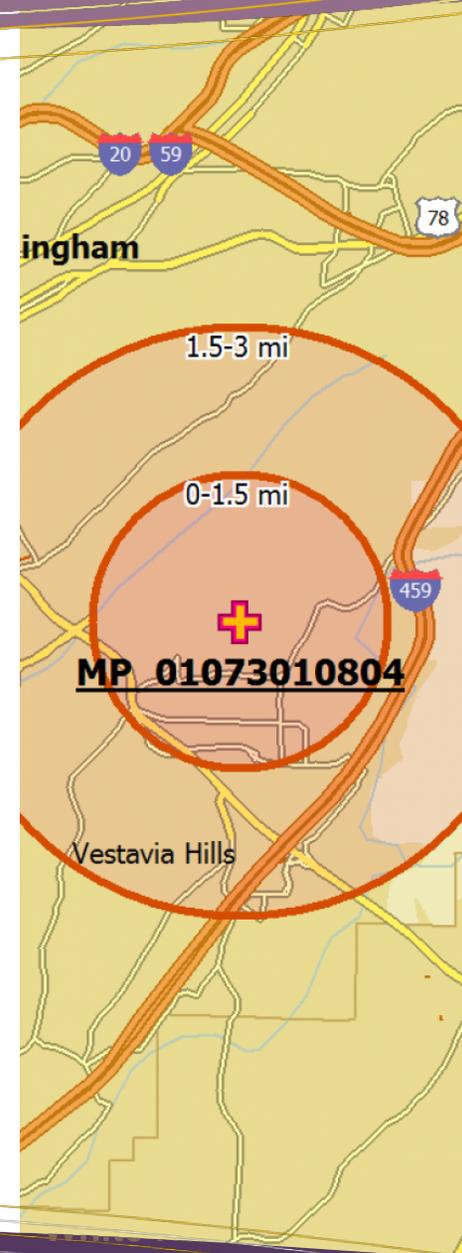
Potential Cultural Themes:

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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important To Respect Customs And Beliefs	76%	75%	63%
You Should Seize Opportunities In Life	58%	59%	58%
Prefer To Have Few Possessions As Possible	49%	50%	39%
Like To Understand About Nature	41%	41%	40%
Important Feel Respected By My Peers	32%	34%	34%
Prefer Work Part Of Team Than Alone	31%	32%	34%
Have Keen Sense Of Adventure	30%	30%	29%
People Have To Take Me As They Find Me	30%	29%	26%
Like To Just Enjoy Life	25%	28%	24%
Important To Juggle Various Tasks	25%	26%	31%
Good At Fixing Things	23%	23%	28%
Worried About Pollution Caused By Cars	22%	24%	22%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	17%	17%	20%
Real Men Don't Cry	15%	16%	17%
Try Not To Worry About The Future	15%	15%	16%
Is An Important Part Of Who I Am	13%	13%	15%
Looking for New Ideas To Improve Home	13%	12%	16%
Enjoy Spending Time With My Fam.	10%	10%	12%
Provide My Kids With The Little Extras	5%	6%	14%
Children Should Be Allowed To Express Themselves	4%	4%	6%
Like Spending Most Time With Fam.	4%	4%	5%
Feel Very Alone In The World	4%	4%	6%
Would Like To Set Up Own Business	3%	3%	4%
Decor Particular Interest To Me	3%	3%	4%

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Potential Shared Places

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

Potential Shared Places:

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

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Fam. Restaurants/Steak Houses-Visit Any	86.73%	83.71%	78%
Fast Food/Drive-In Restaurant-Visit Any	82.34%	80.08%	82.2%
McDonald's	56.45%	53.28%	53.79%
Burger King	32.2%	29.64%	34.97%
Applebee's	31.15%	28.21%	26.53%
Wendy's	30.96%	29.1%	28.96%
Subway	28.18%	27.71%	28.05%
Taco Bell	26.35%	24.73%	25.01%
Olive Garden	26.17%	24.04%	20.92%
Starbucks	21.47%	22.28%	16.89%
Arby's	20.75%	18.84%	19.16%
Chili's Grill and Bar	20.57%	19.9%	15.16%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Kentucky Fried Chicken (KFC)	20.52%	19.73%	27%
Outback Steakhouse	20.03%	18.47%	16.23%
Panera Bread	17.16%	16.1%	11.27%
Red Lobster	17%	15.12%	16.53%
Pizza Hut	16.78%	15.51%	19.08%
Chick-Fil-A	16.47%	15.58%	14.4%
Cracker Barrel	16.01%	14.28%	11.95%
IHOP (International House Of Pancakes)	15.96%	14.93%	15.57%
TGI Friday's	15.52%	15.54%	15.42%
Dairy Queen	14.98%	13.59%	13.92%
Quiznos Sub	13.19%	13.23%	11.77%
Dunkin' Donuts	12.65%	12.89%	13.46%

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Potential Shared Projects

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!
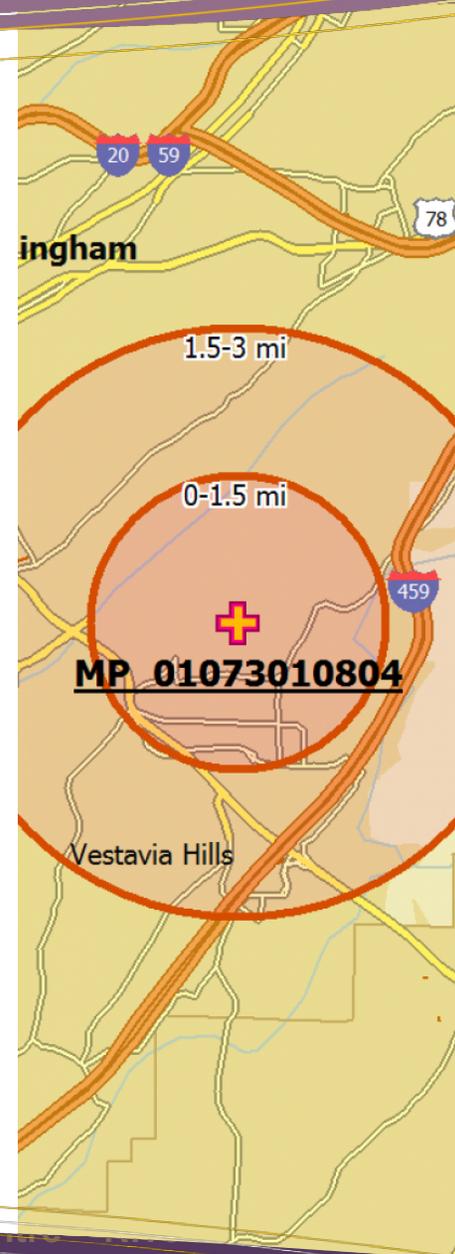
Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

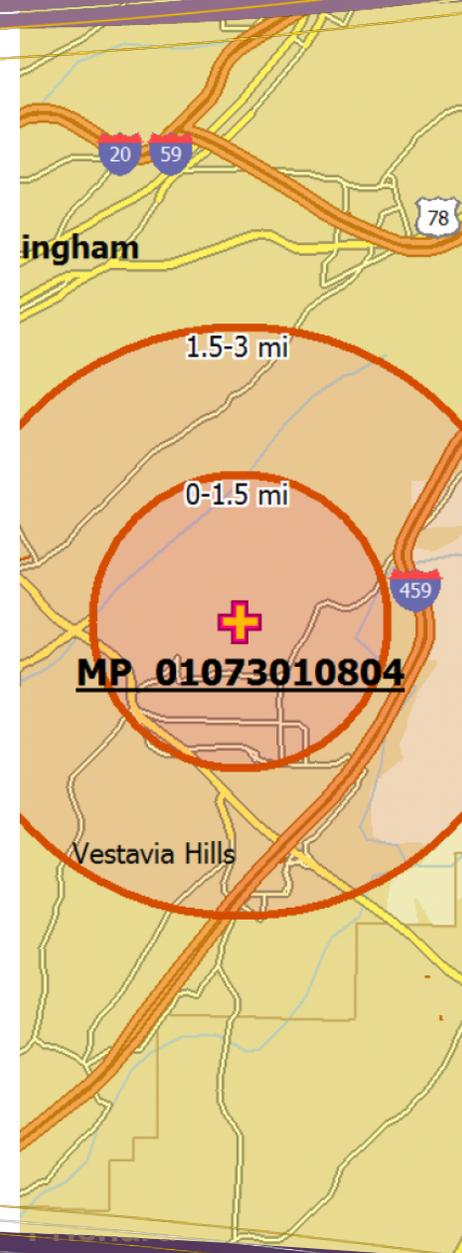| PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	57.91%	57.63%	47.1%
Recycled products	49.89%	49.82%	35.6%
Worked as volunteer (non political)	25.09%	24.91%	17.77%
Engaged in fund raising	14.75%	14.9%	11.99%
Wrote to elected offcl about publ bus	9.02%	9.46%	6.83%
Religious club member	8.51%	8.44%	7.72%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	8.26%	8.61%	6.16%
Wrote to editor of mag or newspaper	7.78%	7.55%	6.03%
Addressed a public meeting	6.83%	6.97%	5.21%
Took active part in local civic issue	6.4%	6.91%	5.81%
Union member	5.46%	5.42%	4.64%
Wrote to editor of mag or newspaper	5.35%	5.44%	4.03%

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Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.

Potential Print Media Content:

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	26.01%	26.58%	19.72%
Mystery	17.01%	16.82%	12.96%
Children's Books	16.11%	16.3%	14.03%
Cookbooks	12.5%	12.46%	10.85%
History	10.68%	11.06%	8.16%
Personal/Business Self-help	10.19%	10.19%	8%
Biography	9.99%	10.37%	7.98%
Religious (not Bibles)	8.55%	8.41%	8.98%
Romance	7.27%	7.19%	7.09%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	76.61%	76.96%	70.32%
Gen. Editorial	51.72%	53.21%	51.3%
Womens	44.52%	44.92%	44.47%
Service	43.23%	42.8%	35.25%
Business/Finance	29.07%	29.81%	22.98%
Sports	19.66%	19.72%	16.85%
Mens	19.05%	19.51%	19.45%
Travel	15.57%	15.87%	10.61%
Mature Market	14.3%	14.17%	11.59%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	61.73%	61.62%	53.99%
Business/Finance	42.42%	42.67%	32.04%
Sport	37.8%	37.33%	32.79%
Editorial Page	34.37%	34.89%	29.08%
Movie Listings & Reviews	30.85%	31.63%	27.33%
Food/Cooking	30%	30.3%	25.58%
Comics	29.02%	28.51%	25.6%
Travel	28.59%	28.81%	21.74%
Home/Gardening	27.45%	27.41%	21.52%
Classified	26.6%	26.23%	30.43%
TV/Radio Listings	26%	26.66%	23.55%
Science/Technology	23.85%	24.22%	18.29%
Fashion	16.8%	17.11%	16.35%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	22.34%	21.64%	16.96%
News/Talk	21.15%	21.55%	13.55%
CHR Contemp Hit Radio	16.33%	16.63%	17.98%
Country	15.04%	14.18%	12.81%
Alternative	14.59%	14.52%	10.38%
Rock	13.63%	12.72%	9.93%
Oldies	13.32%	13.2%	11.08%
Classic Rock	12.65%	12.49%	8.81%
All News	11.46%	12.64%	8.58%
Soft Contemporary	9.05%	9.01%	7.03%
All Talk	8.41%	7.55%	5.23%
Variety	8.13%	8.89%	9.58%
Religious	7.68%	6.9%	5.71%
Sports	7.38%	7.83%	5.21%
Urban Contemporary	6.89%	7.2%	23.29%
Classical	6.5%	7.65%	4.97%
Public	6.5%	6.85%	4.01%
Jazz	6.05%	6.49%	7.39%

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Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 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	71.36%	70.54%	63.03%
Soapnet	55.59%	55.65%	51.59%
Satellite Dish	54.86%	55.02%	49.94%
Comedy Central	51.9%	51.57%	39.05%
Other Video-On-Demand	40.86%	39.15%	41.82%
ESPN Classic	39.86%	39.64%	28.21%
Sci-Fi Channel	39.15%	39.06%	34.57%
Adult Pay Per View TV	35.93%	32.94%	29.54%
ABC Fam.	35.71%	35.93%	29.5%
TV Info From Sunday TV Magazine	34.84%	34.15%	29.44%
MSNBC	34.09%	34.28%	32.22%
Hallmark Channel	33.72%	33.19%	27.26%

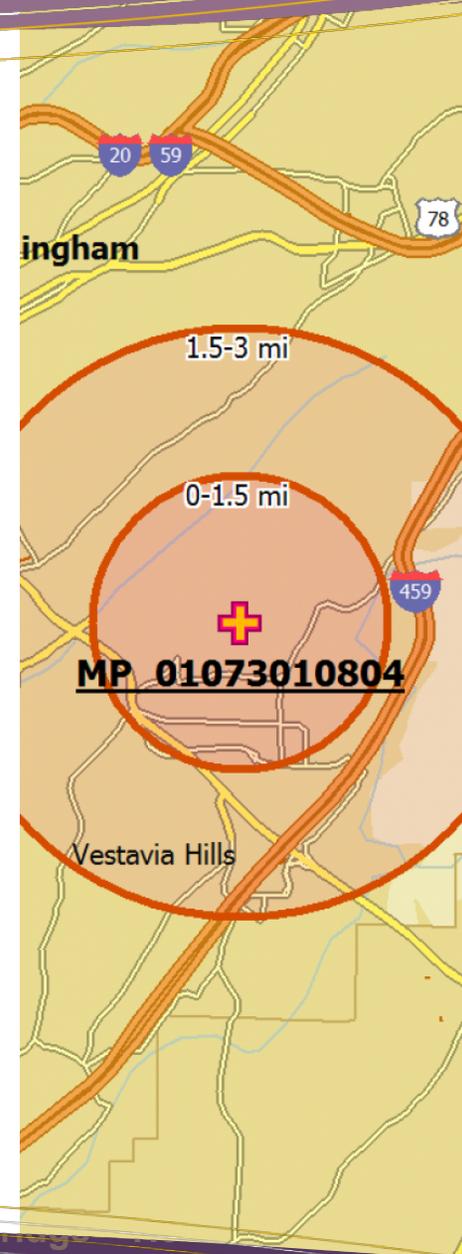| MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
The Golf Channel	33.22%	33.04%	25.46%
ESPN News	33.19%	33.56%	24.26%
Subscribe Digital Cable	32.45%	31.72%	31.69%
USA Network	31.96%	31.87%	25.33%
Discovery Health Channel	31.83%	32.78%	21.76%
ESPN2	31.39%	31.34%	28.2%
Adult Swim	30.94%	30.39%	24.82%
TCM (Turner Classic Movies)	30.61%	30.74%	26.13%
Video-On-Demand Movies	28.78%	28.99%	22.53%
BET (Black Entertainment TV)	28.38%	28.61%	26.39%
TV Info From Newspapers	27.97%	27.5%	25.95%
Nickelodeon	27.19%	27.04%	25.89%

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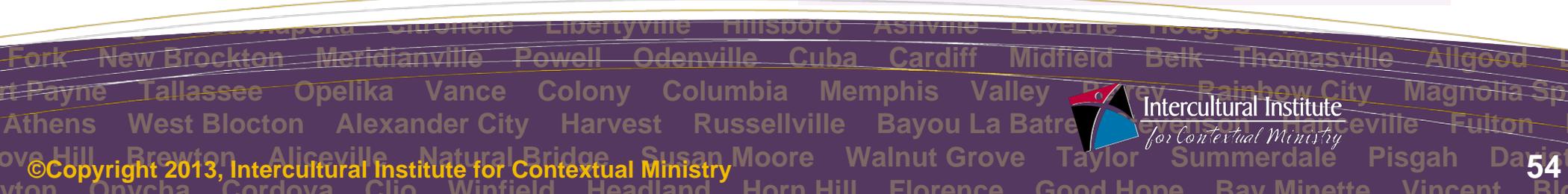
Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.

Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	27.29%	28.12%	21.86%
Medium Users (4-6)	13.95%	14.05%	10.97%
Light Users (1-3)	22.15%	21.55%	20.37%
Quintiles (20%)			
Newspaper I (Heavy)	0.83%	0.79%	1.07%
Newspaper II	1.02%	1.01%	1.62%
Newspaper III	2.34%	2.56%	2.54%
Newspaper IV	0.18%	0.14%	0.3%
Newspaper V (Light)	1.11%	1.12%	0.94%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.17%	18.26%	20.79%
Magazines II	6.96%	7.22%	9.38%
Magazines III	8.18%	8.69%	10.08%
Magazines IV	11.2%	11.07%	12.24%
Magazines V (Light)	0.67%	0.74%	0.76%
Outdoor I (Heavy)	7.36%	7.53%	8.55%
Outdoor II	2.34%	2.64%	3.48%
Outdoor III	3.2%	3.3%	4.39%
Outdoor IV	13.6%	14.12%	15.64%
Outdoor V (Light)	26.1%	25.8%	24.51%
Yellow Pages I (Heavy)	11.39%	11.6%	14.14%
Yellow Pages II	6.06%	6.71%	7.59%
Yellow Pages III	3.99%	4.39%	7.54%
Yellow Pages IV	16.84%	17.31%	21.26%
Yellow Pages V (Light)	2.33%	2.6%	4.05%

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Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.44%	2.64%	3.29%
Drive Time III (Medium)	0.87%	0.83%	0.9%
Radio IV & V (Light)	2.06%	1.9%	2.68%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.02%	9.26%	10.19%
Radio III (Medium)	4.57%	4.58%	4.56%
Radio IV & V (Light)	2.79%	2.68%	3.76%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	17.53%	18.67%	15.12%
Cable III (Medium)	3.96%	4.27%	5.07%
Cable IV & V (Light)	33.41%	32.31%	35.12%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	2.93%	3.17%	4.09%
Prime Time III (Medium)	1.68%	1.55%	1.52%
Prime Time IV & V (Light)	5.85%	6.21%	10.1%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	44.22%	43.81%	41.31%
Fringe III (Medium)	47.54%	47.24%	50.21%
Fringe IV (Light)	52.53%	52.75%	53.44%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	10.85%	11.22%	14.6%
All Day III (Medium)	22.97%	23.25%	23.71%
All Day IV (Light)	12.67%	13.3%	17.46%

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Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-1.5 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]	14.92%	14.1%	12.62%
6:00am - 10:00am	26.12%	27.39%	22.11%
10:00am - 3:00pm	7.46%	7.63%	12.38%
3:00pm - 7:00pm	12.93%	12.3%	15.38%
7:00pm - Midnight	18.73%	18.39%	15.44%
Midnight - 6:00am	6.66%	6.52%	8.15%
Weekend Radio Listeners			
Dayparts [summary]	13.81%	13.25%	14.46%
6:00am - 10:00am	6.4%	6.41%	5.13%
10:00am-3:00pm	9.64%	10.9%	8.53%
3:00pm - 7:00pm	6.98%	6.96%	8.61%
7:00pm - Midnight	10.75%	10.94%	10.64%
Midnight - 6:00am	13.74%	14.46%	15%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	10.8%	11.38%	8.91%
Saturday: 8:00-11:00pm	8.55%	9.07%	8.78%
Sunday: 7:00-11:00pm	11.75%	11.54%	10.33%
9:00am-1:00pm	25.08%	25.35%	23.49%
9:00am-4:00pm	28.74%	29.23%	27.39%
4:00pm-7:00pm	35.72%	35.59%	30.98%
11:00pm-1:00am	41.16%	41.75%	40.48%
AVG Prime time Mon-Sun	3.47%	3.59%	4.46%

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Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	21.74%	21.78%	19.83%
7-9am	31.39%	31.34%	28.2%
9am-12noon	20.91%	21.32%	17.73%
12noon-4pm	7.83%	7.91%	9.66%
4-6pm	63.59%	64.29%	53.46%
6-7pm	19.62%	18.61%	17.31%
7-7:30pm	1.59%	1.86%	1.77%
7:30-8pm	9.72%	9.54%	10.35%
8-11pm	10.8%	11.38%	8.91%
11pm-12am	34.09%	34.28%	32.22%
11pm-1am	41.16%	41.75%	40.48%
1-6am	41.37%	40.59%	34.94%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	26.05%	25.94%	21.54%
Sat: 10am-1pm	10.48%	10.36%	10.09%
Sat: 1-4pm	27.03%	27.1%	24.83%
Sat: 4-6pm	7.91%	8.02%	8.12%
Sat: 6-7pm	3.16%	2.98%	2.08%
Sat: 7-8pm	1.53%	1.75%	1.38%
Sat: 8-11pm	8.55%	9.07%	8.78%
Sat: 11pm-1am	5.85%	5.96%	6.5%
Sat: 1am-7pm	31.96%	31.87%	25.33%
Sun: 7-10am	1.55%	1.78%	2%
Sun: 10am-1pm	6.8%	6.6%	5.58%
Sun: 1-4pm	7.75%	7.54%	6.34%
Sun: 4-7pm	14.88%	14.04%	12.87%
Sun: 7-11pm	11.75%	11.54%	10.33%
Sun: 11pm-1am	4.7%	5.03%	5.61%
Sun: 1-7am	25.19%	24.74%	21.79%

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Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.

2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?

3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.

4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

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Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

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

2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.

3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?

4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?
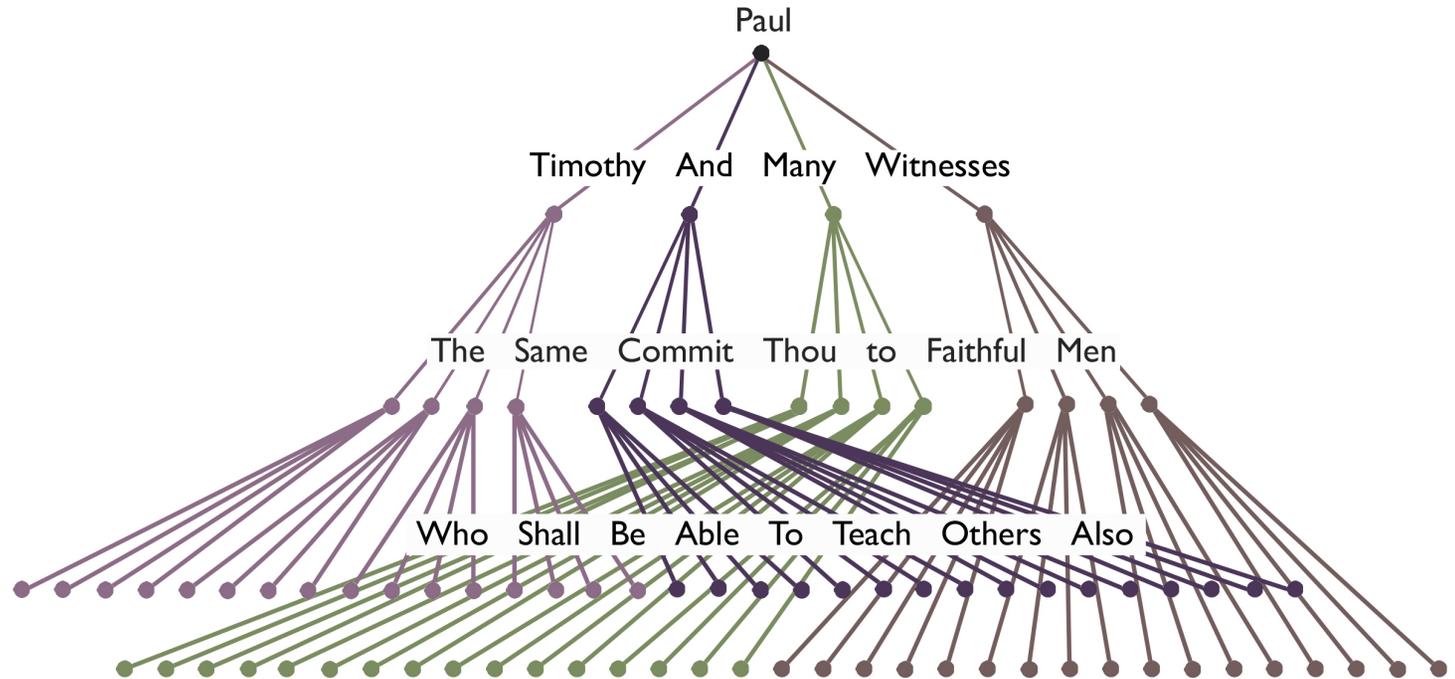
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Biblical Missional Multiplication

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

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

Missional Multiplication Principle
2nd Timothy 2:2

Paul

Timothy   And   Many   Witnesses

The   Same   Commit   Thou   to   Faithful   Men

Who   Shall   Be   Able   To   Teach   Others   Also

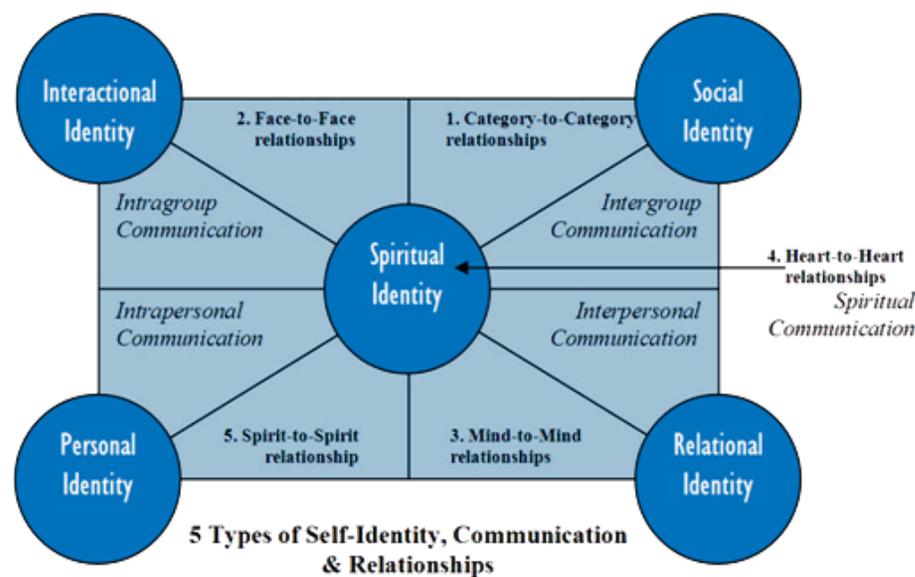Intercultural Institute *for Contextual Ministry*

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

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Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituallity of this particular location. This report relects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at www.iicm.net.
IICM provides access to a number of resources:

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

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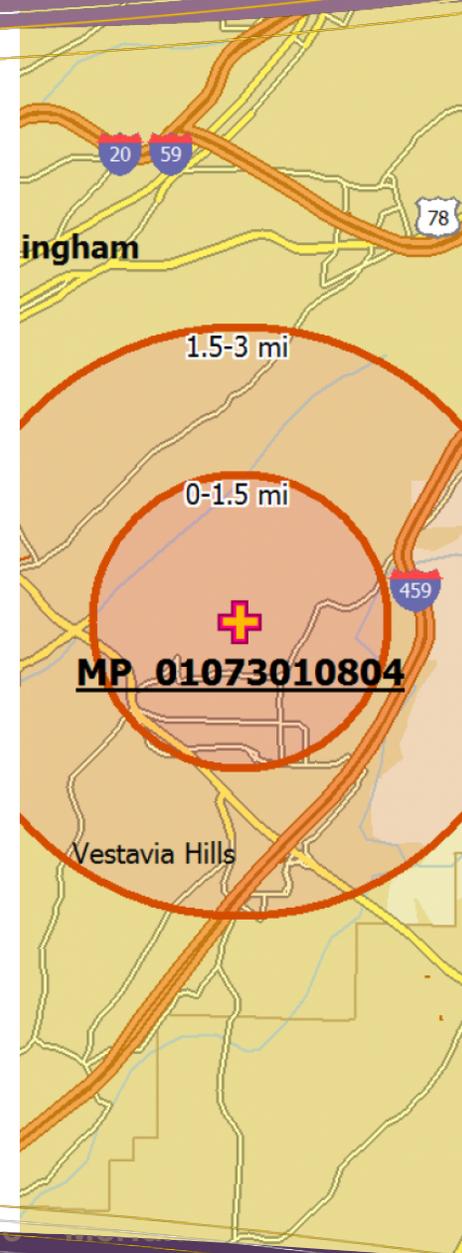
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	0.75 mi	91	Declining
2	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	1.21 mi	239	Growing
3	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	1.53 mi	562	Declining
4	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	1.75 mi	413	Plateauing
5	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	1.80 mi	529	Plateauing
6	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	2.63 mi	419	Declining
7	Liberty Park	12001 Liberty Pkwy Vestavia Hills, AL 35242	2.72 mi	291	Plateauing
8	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	3.15 mi	318	Plateauing
9	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	3.51 mi	0	Plateauing
10	Southside	PO Box 55058 Birmingham, AL 35255	3.68 mi	163	Declining
11	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	3.68 mi	0	Plateauing
12	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	3.69 mi	29	Declining
13	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	3.76 mi	2,245	Plateauing
14	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	3.78 mi	176	Growing
15	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	3.94 mi	0	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	4.07 mi	233	Declining
17	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	4.49 mi	2,096	Growing
18	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	4.52 mi	61	Growing
19	Lakeside	2865 Old Rocky Ridge Rd Birmingham, AL 35243	4.64 mi	987	Declining
20	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	4.65 mi	0	Plateauing
21	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	4.66 mi	0	Plateauing
22	New Birth Christian	19 Ragland Drive Odenville, AL 35120	4.67 mi	0	Plateauing
23	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	4.76 mi	0	Plateauing
24	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	4.77 mi	216	Plateauing
25	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	4.80 mi	141	Growing
26	Central Missionary	PO Box 12784 Birmingham, AL 35202	4.94 mi	65	Declining
27	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	5.11 mi	215	Growing
28	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	5.14 mi	60	Declining
29	The Church at Brook Hills	PO Box 380543 Birmingham, AL 35238	5.17 mi	2,792	Growing
30	Brook Hills Deaf	PO Box 380543 Birmingham, AL 35238	5.17 mi	50	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Meadow Brook	4984 Meadow Brook Rd Birmingham, AL 35242	5.19 mi	387	Growing
32	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	5.55 mi	180	Declining
33	Pineview	905 Pineview Rd Irondale, AL 35210	5.60 mi	51	Declining
34	Oak Grove	6555 Cahaba Valley Rd Birmingham, AL 35242	5.65 mi	44	Declining
35	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	5.72 mi	1,615	Growing
36	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	5.90 mi	87	Growing
37	Rocky Ridge First	2209 Rocky Ridge Rd Hoover, AL 35216	5.94 mi	25	Declining
38	Grantswood	4850 Grantswood Pl Irondale, AL 35210	5.96 mi	47	Growing
39	The People's Church at Oak Mountain	5184 Caldwell Mill Rd, Ste 204-174 Hoover, AL 35244	6.15 mi	103	Declining
40	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	6.20 mi	14	Plateauing
41	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	6.33 mi	0	Plateauing
42	Lakewood	8300 9th Ave S Birmingham, AL 35206	6.63 mi	118	Declining
43	Hoover First	2025 Patton Chapel Rd Hoover, AL 35216	6.71 mi	183	Declining
44	Valleydale	501 Riverchase Pkwy E Ste 200 Birmingham, AL 35244	6.71 mi	1,815	Declining
45	Rose Hill	1670 Alton Rd Irondale, AL 35210	6.82 mi	27	Growing

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