MissionSite
top unreached locations

BIRMINGHAM, AL

CENSUS TRACT: 01117030304
REGION: North Central Region
ASSOCIATION: Shelby
DISTRICT: 11: Birmingham Metro District
COUNTY: Shelby
SITESCAPE: Suburbscape
DENSITY PATTERN: K

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
**State Board of Missions**

MissionSite (TM)
Table of Contents

Intercultural Institute
for Contextual Ministry

Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1805	Shelby
3	District	11	Birmingham Metro District
4	County Location	01117	Shelby
5	Zipcode	35244	Shelby
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	K	50000-250000-250000

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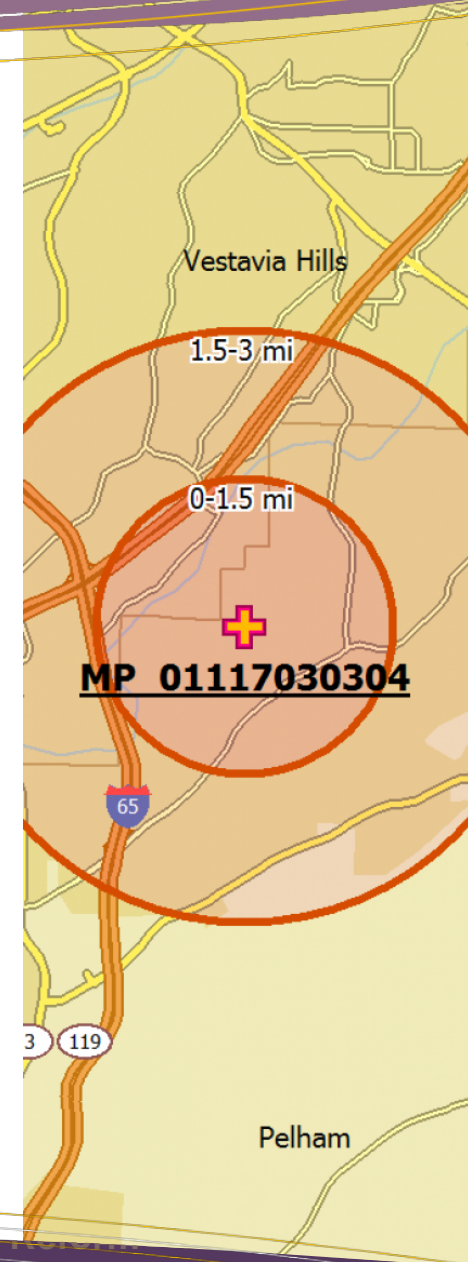
Site Location Summary - Map of the Site Location
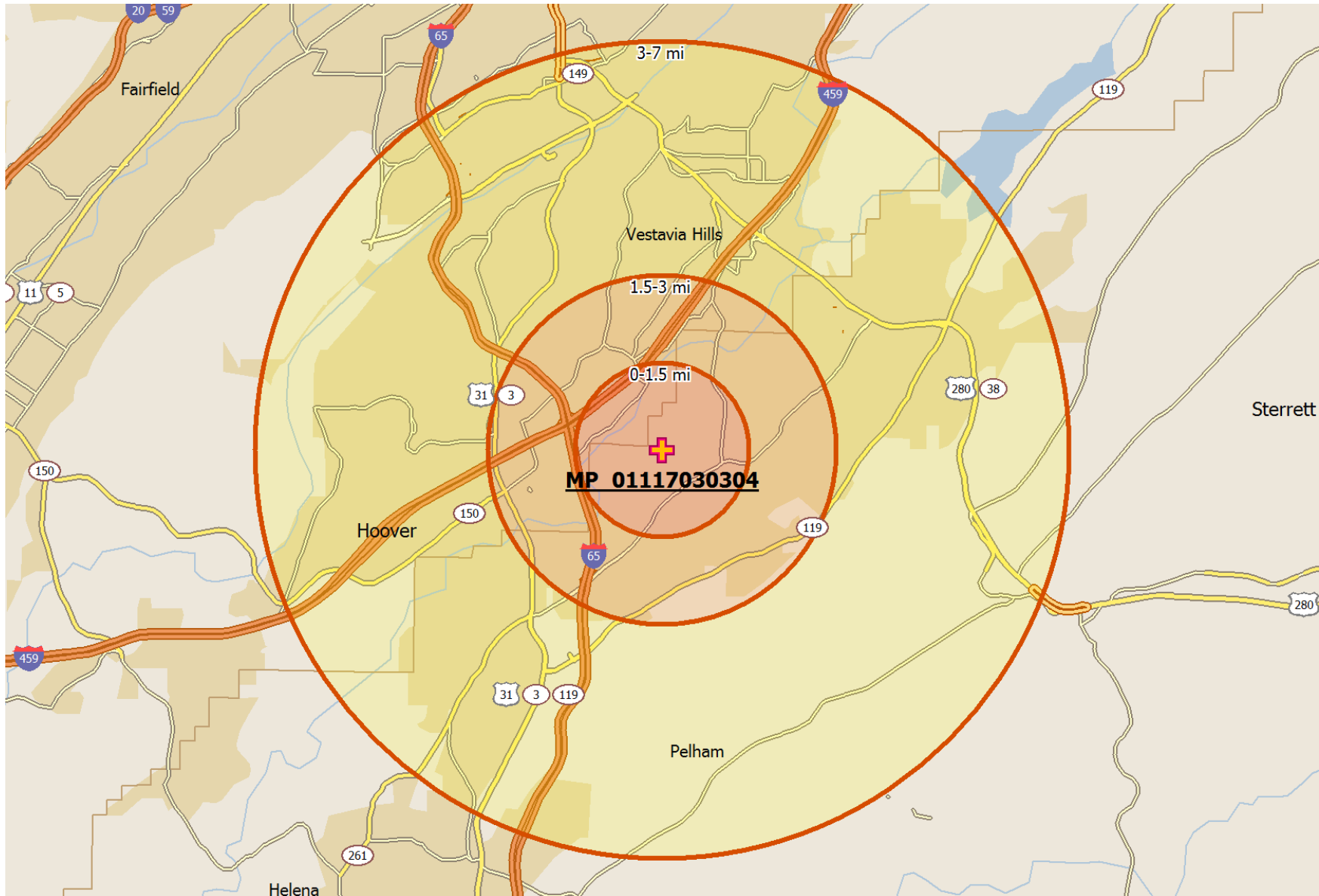
Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
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

Intercultural Institute
for Contextual Ministry

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	9,204	34,357	140,905
2010 Households	3,527	14,599	58,639
2010 Group Quarters Population	0	190	2,526

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	46	49	55
Language Diversity National Index	48	37	30
Foreign Born Diversity National Index	46	80	75
Ancestry Diversity National Index	84	84	16
Racial Diversity National Index	43	36	70

Intercultural Institute
for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	1	True

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	0	False
Nonspecialized-dependent county indicator	1	True

Intercultural Institute
for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,432	97.31%
Mainstay Communities	Established, Diverse Households	44	1.25%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	28	0.79%
Aspiring Communities	Young Singles / Aspiring-Multihousing	23	0.65%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Intercultural Institute
for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

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

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

Intercultural Institute
for Contextual Ministry

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	50,280	2,453	4.88%
Unreached %	68.16%	69.54%	102.01
Religious But NOT Evangelical HH	10,961	548	5%
Religious But NOT Evangelical %	14.86%	15.54%	104.56
Spiritual But NOT Relig or Evang HH	9,257	411	4.44%
Spiritual But NOT Relig or Evang %	12.55%	11.65%	92.86
Not Evangelical, Not Interested HH	30,115	1,493	4.96%
Not Evangelical, Not Interested %	40.83%	42.34%	103.72

Intercultural Institute *for Contextual Ministry*

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of ALSBOM Churches	78	6	7.69%
Active ALSBOM Attenders	19,143	3,306	17.27%
Active Evangelical Households	10,307	2,303	22.35%
Active Evangelical Percent	13.97%	12.71%	90.94
Inactive Evangelical Households	13,177	2,945	22.35%
Inactive Evangelical Percent	17.86%	16.24%	90.94
# New Churches Needed	0	3	0%

Intercultural Institute
for Contextual Ministry

Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Valleydale	0.57 mi	1,815	Declining	16	Iglesia Cristiana Agape	4.84 mi	61	Growing
2	The People's Church at Oak Mountain	1.05 mi	103	Declining	17	Hunter Street	5.01 mi	3,349	Plateauing
3	Lakeside	1.82 mi	987	Declining	18	Philadelphia	5.11 mi	239	Growing
4	Indian Springs First	1.98 mi	193	Declining	19	Bluff Park	5.29 mi	105	Declining
5	Rocky Ridge First	2.26 mi	25	Declining	20	North Shelby	5.41 mi	316	Growing
6	Hoover First	2.77 mi	183	Declining	21	Trace Crossing Baptist Church	5.42 mi	0	Plateauing
7	Riverchase	3.31 mi	253	Declining	22	Church at Shelby Crossings	5.47 mi	351	Growing
8	Green Valley	3.81 mi	776	Growing	23	Vestavia Hills	5.51 mi	413	Plateauing
9	Meadow Brook	3.92 mi	387	Growing	24	Crosscreek	5.61 mi	118	Declining
10	World Overcomers Christian Church	4.17 mi	63	Growing	25	The Church at Brook Hills	5.82 mi	2,792	Growing
11	Fullness Christian Fellowship	4.23 mi	215	Growing	26	Brook Hills Deaf	5.82 mi	50	Plateauing
12	Berney Points	4.71 mi	180	Declining	27	Oak Mountain	5.84 mi	44	Plateauing
13	Grace Covenant	4.78 mi	0	Plateauing	28	Shades Crest	5.90 mi	484	Plateauing
14	Oak Grove	4.81 mi	44	Declining	29	Cahaba Heights	5.93 mi	91	Declining
15	Shades Mountain	4.84 mi	2,096	Growing	30	Pelham First	6.02 mi	1,259	Plateauing

Intercultural Institute
for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

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

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

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

Intercultural Institute
for Contextual Ministry

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	99,358	5,814	5.85%
2000 Population	143,293	7,825	5.46%
2010 Population	197,013	9,204	4.67%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	35,985	2,040	5.67%
2000 Households	54,631	2,965	5.43%
2010 Households	73,764	3,527	4.78%

Location Types in this MissionSite
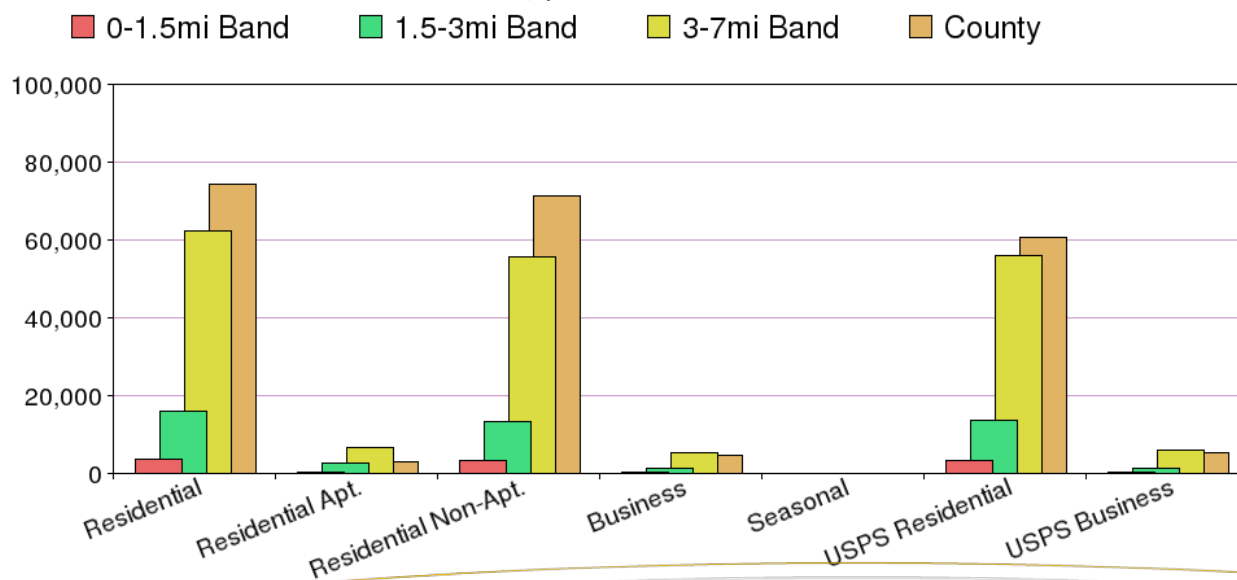
Location Type	0-1.5mi Band
Residential	3,689
Residential Apt.	209
Residential Non-Apt.	3,480
Business	219
Seasonal	0
USPS Residential	3,394
USPS Business	425

Intercultural Institute
for Contextual Ministry

Current Demographic Summary

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

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

Age Group Percentages

- < 20 Years 27.16%
- 35-44 Years 15.92%
- 20-34 Years 14.51%
- 65-74 Years 6.55%
- 75+ Years 3.29%
- 45-64 Years 32.57%

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.22%	4.86%	93.1
4-5 Years	2.86%	2.53%	88.46
6-8 Years	4.43%	4.65%	104.97
9-11 Years	4.39%	4.51%	102.73
12-13 Years	2.9%	3.21%	110.69
14-17 Years	5.45%	5.11%	93.76
18-19 Years	2.64%	2.3%	87.12
0-5 Years	8.08%	7.39%	91.46
6-12 Years	10.26%	10.75%	104.78
13-19 Years	9.54%	9.03%	94.65
< 20 Years	27.88%	27.17%	97.45
20-34 Years	19.44%	14.52%	74.69
35-44 Years	15.36%	15.93%	103.71
45-64 Years	26.91%	32.58%	121.07
65-74 Years	6.5%	6.55%	100.77
75+ Years	3.9%	3.29%	84.36
Median Age	37	41	110.7
Median Age (Male)	36	41	113.55
Median Age (Female)	37	41	108.72
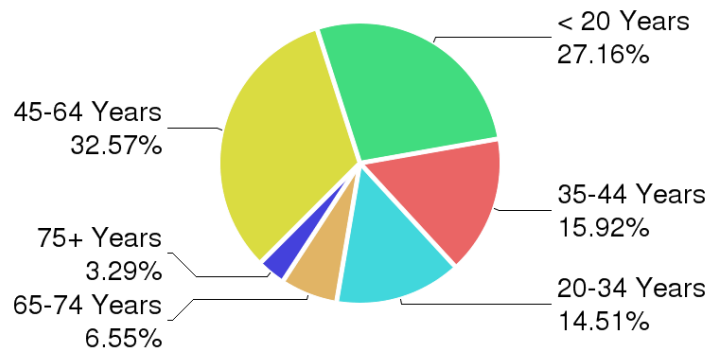
Intercultural Institute
for Contextual Ministry

Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	85.73%	87.83%	102.46
Black, African-American	10.98%	8.67%	78.96
Native American	0.29%	0.16%	55.55
Asian	1.49%	2.12%	142.46
Pacific Island, Hawaiian	0.01%	0.02%	164.65
Other/Multiple Races	1.5%	1.21%	80.41
Hispanic	0%	2.84%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	130,581	6,348	
Less than 9th Grade	2.31%	0.65%	357.49
No High School Diploma	4.68%	1.75%	267.77
High School Graduate	22%	12.56%	175.23
Some College, no degree	23.24%	22.27%	104.35
Associate Degree	7.47%	6.49%	115.04
College Degree	27.54%	36.55%	75.35
Graduate/Prof. degree	12.76%	19.74%	64.64

Race/Ethnicity Comparison
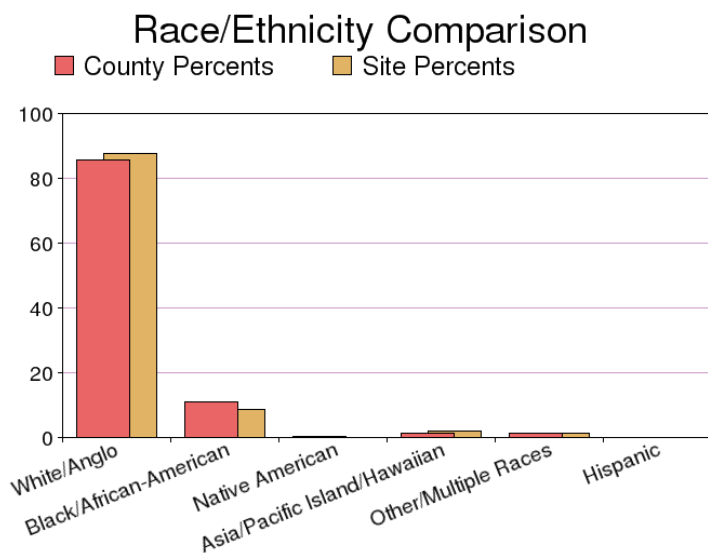
Intercultural Institute for Contextual Ministry

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< $10,000	3.55%	0.62%	21.16
$10,000 to $19,999	5.96%	3.37%	56.59
$20,000 to $29,999	8.79%	4.82%	54.82
$30,000 to $49,999	16.88%	10.92%	64.67
$50,000 to $59,999	9.15%	8%	87.36
$60,000 to $69,999	6.68%	5.27%	78.97
$70,000 to $79,999	7.42%	6.41%	86.31
$80,000 to $89,999	6.26%	5.84%	93.25
$90,000 to $99,999	4.61%	5.93%	128.67
$100,000 to $124,999	12%	14.12%	117.69
$125,000 to $149,999	6.5%	11.85%	182.32
$150,000 to $199,999	6.01%	12.28%	204.33
$200,000 to $249,999	2.3%	4.88%	211.6
$250,000 or more	3.88%	5.7%	146.83
Median Household	68,395	98,580	144.13
Average Household	94,055	125,134	133.04
Per Capita Household	35,594	47,952	134.72
Family/Non-Family Household Income			
Median Family Income	81,908	115,940	141.55
Average Family Income	110,621	139,559	126.16
Median Non-Family Income	41,086	52,754	128.4
Average Non-Family Income	52,870	76,475	144.65

Intercultural Institute
for Contextual Ministry
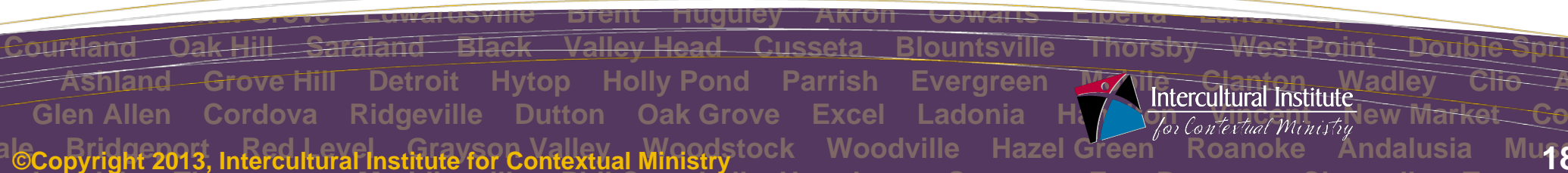
Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	71.32%	72.16%	101.18
Families with Children	36.68%	35.13%	95.77
Families without Children	34.64%	37.03%	106.91
Non-Family Households			
% Non-Family Households	28.68%	27.84%	97.06
Non-Families with Children	0.06	0.03	48.64
Non-Families without Children	28.63	27.81	97.16
Housing Units			Index
Total Housing Units	81,438	3,801	
Vacant percent	9.42%	7.21%	76.5
Owned percent	73.74%	81.64%	110.71%
Rented Percent	16.84%	11.15%	66.25
Households by Size			Index
Avg household size	2.64	2.61	98.86
Avg family hh size	3.25	3.18	97.85
Avg non-family hh size	1.15	1.12	97.39
Households By Count of Persons			Percent
One	18,426	832	4.52%
Two	21,982	1,118	5.09%
Three or Four	26,056	1,254	4.81%
Five+	7,300	324	4.44%

Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	99,358	5,814	5.85%
2000 Population	143,293	7,825	5.46%
2010 Population	197,013	9,204	4.67%
2015 Population	219,539	9,465	4.31%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	35,985	2,040	5.67%
2000 Households	54,631	2,965	5.43%
2010 Households	73,764	3,527	4.78%
2015 Households	80,354	3,600	4.48%

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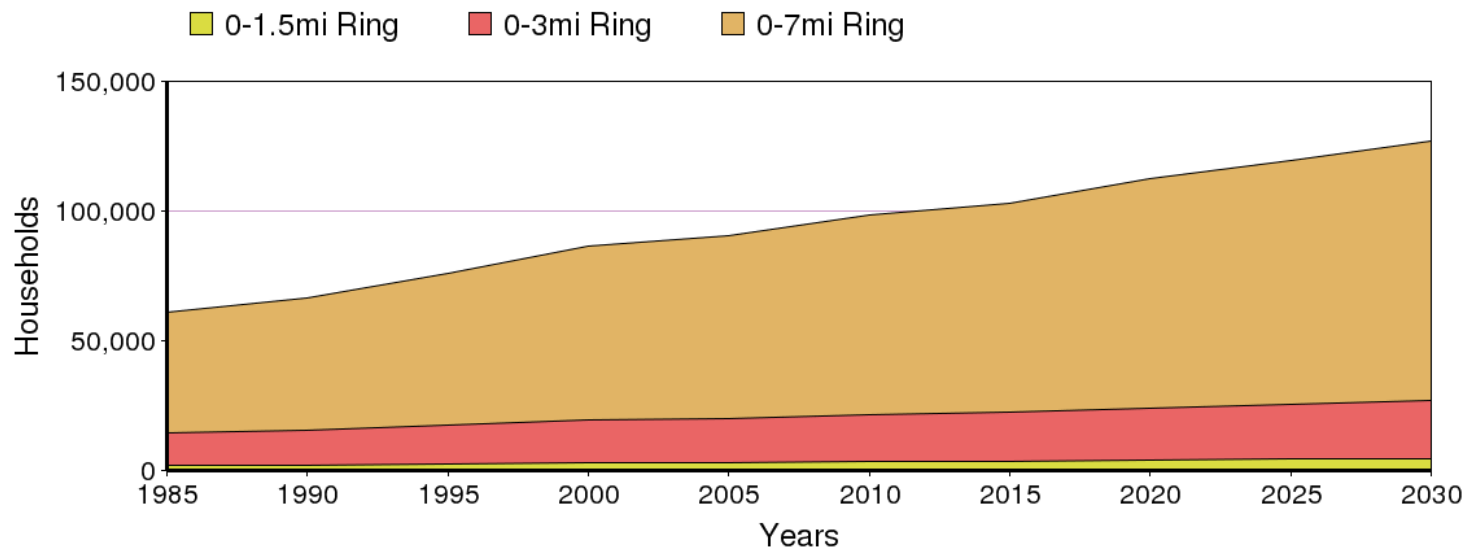
Legend: 0-1.5mi Ring · 0-3mi Ring · 0-7mi Ring

Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.
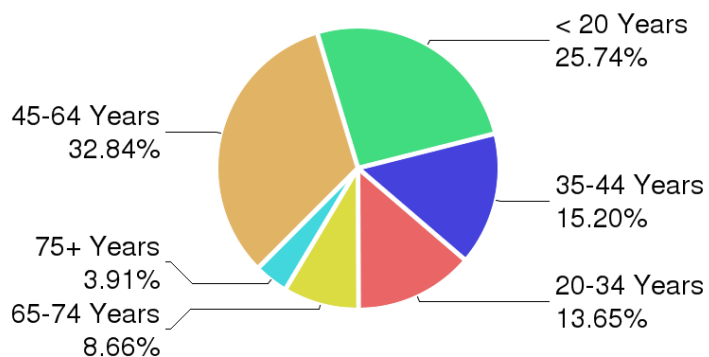
For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.86%	4.1%	84.36
4-5 Years	2.53%	2.22%	87.75
6-8 Years	4.65%	4.08%	87.74
9-11 Years	4.51%	4.34%	96.23
12-13 Years	3.21%	3.28%	102.18
14-17 Years	5.11%	5.22%	102.15
18-19 Years	2.3%	2.49%	108.26
0-5 Years	7.39%	6.32%	85.52
6-12 Years	10.75%	10.05%	93.49
13-19 Years	9.03%	9.36%	103.65
< 20 Years	27.17%	25.73%	94.7
20-34 Years	14.52%	13.65%	94.01
35-44 Years	15.93%	15.2%	95.42
45-64 Years	32.58%	32.83%	100.77
65-74 Years	6.55%	8.66%	132.21
75+ Years	3.29%	3.91%	118.84
Median Age	37	43	115.93
Median Age (Male)	36	43	118.42
Median Age (Female)	37	43	113.42

Projected Age Group Percentages

- < 20 Years 25.74%
- 35-44 Years 15.20%
- 20-34 Years 13.65%
- 65-74 Years 8.66%
- 75+ Years 3.91%
- 45-64 Years 32.84%

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	87.83%	84.4%	96.09
Black, African-American	8.67%	11.99%	138.31
Native American	0.16%	0.24%	149.11
Asian	2.12%	2.27%	107.22
Pacific Island, Hawaiian	0.02%	0.03%	145.86
Other/Multiple Races	1.21%	1.07%	88.48
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,348	6,640	
Less than 9th Grade	0.65%	0.42%	65.29
No High School Diploma	1.75%	1.27%	72.35
High School Graduate	12.56%	12.15%	96.8
Some College, no degree	22.27%	21.73%	97.56
Associate Degree	6.49%	7.12%	109.76
College Degree	36.55%	36.96%	101.12
Graduate/Prof. degree	19.74%	20.35%	103.08
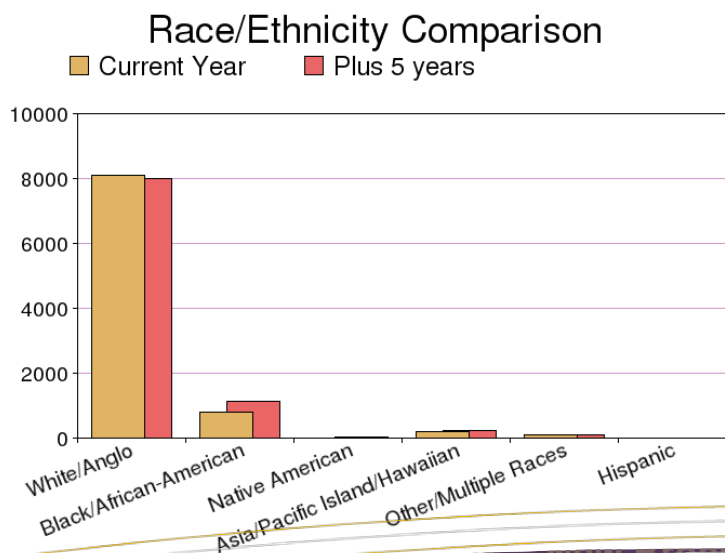
Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	0.62%	0.58%	93.52
$10,000 to $19,999	3.37%	3.06%	90.56
$20,000 to $29,999	4.82%	4.44%	92.21
$30,000 to $49,999	10.92%	9.56%	87.54
$50,000 to $59,999	8%	7.53%	94.15
$60,000 to $69,999	5.27%	4.81%	91.12
$70,000 to $79,999	6.41%	6.22%	95.8
$80,000 to $89,999	5.84%	5.92%	98.45
$90,000 to $99,999	5.93%	5.86%	98.91
$100,000 to $249,999	14.12%	15.14%	107.22
$125,000 to $149,999	11.85%	12.78%	107.82
$150,000 to $199,999	12.28%	12.97%	105.67
$200,000 to $249,999	4.88%	5.11%	104.81
$250,000 or more	5.7%	6.11%	107.23
Median Household	98,580	103,168	104.65
Average Household	125,134	135,466	108.26
Per Capita Household	47,952	51,524	107.45
Family/Non-Family Household Income			
Median Family Income	115,940	121,944	105.18
Average Family Income	139,559	153,043	109.66
Median Non-Family Income	52,754	56,290	106.7
Average Non-Family Income	76,475	81,774	106.93

Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	72.16%	70.58%	97.82
Families with Children	35.13	34.11	97.1
Families without Children	37.03	36.17	97.67
Non-Family Households			
% Non-Family Households	27.84%	29.42%	105.65
Non-Families with Children	0.03	0	105.65
Non-Families without Children	27.81	29.42	105.76
Housing Units			
Total Housing Units	3,801	3,888	102.29%
Vacant percent	7.21%	7.41%	102.76
Owned percent	81.64%	81.1%	99.34
Rented Percent	11.15%	11.5%	103.07
Households by Size			
Avg household size	2.61	2.63	100.77%
Avg family hh size	3.18	3.27	102.83%
Avg non-family hh size	1.12	1.09	97.32%
Households By Count of Persons			
One	832	915	109.98%
Two	1,118	1,058	94.63%
Three or Four	1,254	1,270	101.28%
Five+	324	357	110.19%

Intercultural Institute
for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Foreign Born Pop	451	2,225	5,346
Northern Europe	70	105	414
Western Europe	6	44	277
Southern Europe	4	39	87
Eastern Europe	9	0	247
Other Europe	0	0	0
Eastern Asia	83	192	751
So. Central Asia	63	181	787
SE Asia	14	181	316
Western Asia	85	33	200
Other Asia	0	28	21

BORN IN:	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Eastern Africa	16	42	142
Middle Africa	0	0	0
Northern Africa	0	6	23
Southern Africa	26	0	18
Western Africa	0	100	87
Other Africa	0	0	12
Oceania	0	0	9
Caribbean	43	51	108
Central Amer.	7	1,090	1,390
South America	0	83	247
North America	25	50	210
Born at sea	0	0	0

Intercultural Institute
for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only	11,653	19,143	102,925
Spanish	163	1,622	3,119
Other Indo-Euro language	206	456	2,647
French (incl. Patois, Cajun)	23	71	660
French Creole	0	0	0
Italian	5	20	195
Portuguese	2	8	74
German	55	84	355
Yiddish	0	0	56
Other West Germanic	1	8	61
A Scandinavian Language	4	16	9
Greek	0	102	238
Russian	0	1	93
Polish	4	10	16
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	39
Armenian	0	0	0
Persian	14	97	180
Gujarathi	24	0	234
Hindi	55	0	287
Urdu	17	20	24

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Other Indo-Euro	0	0	19
Asian/PI languages	0	0	0
Chinese	48	130	487
Japanese	2	23	144
Korean	4	17	114
Mon-Khmer, Cambodian	0	0	31
Miao, Hmong	0	0	8
Thai	0	8	33
Laotian	0	0	0
Vietnamese	0	195	198
Other Asian	0	10	181
Tagalog	0	27	20
Other Pacific Is	0	10	0
Other languages	81	299	576
Navajo	0	0	0
Other Native N. American	0	16	40
Hungarian	0	0	14
Arabic	78	133	272
Hebrew	0	0	40
African languages	3	130	171
Other unspecified	0	20	39

Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Reporting ancestry	9,406	18,182	87,406
Arab	139	138	774
Armenian	0	0	17
Austrian	13	0	96
British	132	190	1,100
Canadian	32	35	173
Croatian	3	0	90
Czech	24	37	51
Czechoslovak	7	9	43
Danish	26	18	122
Dutch	209	144	1,009
English	1,836	2,598	16,772
European	156	273	1,712
Finnish	0	56	106
French (not Basque)	207	387	2,149
French Canadian	66	68	401
German	1,211	1,755	8,527
Greek	73	117	659
Hungarian	8	17	261
Iranian	0	73	91

ANCESTRY	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Irish	920	1,817	8,583
Italian	444	648	3,778
Lithuanian	0	7	101
Norwegian	56	58	596
Polish	164	271	702
Portuguese	7	0	20
Romanian	5	18	54
Russian	33	114	353
Scandinavian	2	32	100
Scotch-Irish	538	886	4,594
Scottish	423	707	3,662
Slovak	8	13	82
Subsaharan African	10	218	415
Swedish	50	134	418
Swiss	19	17	209
Ukrainian	6	26	160
US/American	1,582	2,081	13,456
Welsh	69	58	524
West Indian	0	80	163
Yugoslavian	14	0	30
Other	914	5,082	15,255

Intercultural Institute for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry
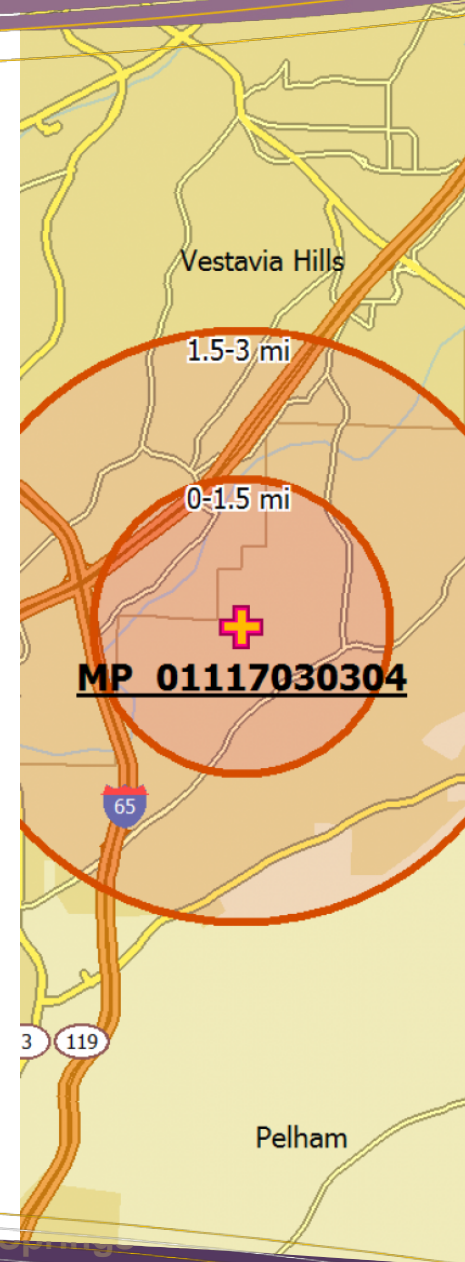
Using the Demographic Indicators

Issues for Your Consideration - continued

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

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

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

Unreached Households by Lifestyle Segment

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

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

Vestavia Hills

1.5-3 mi

0-1.5 mi

MP 01117030304

65

3 119

Pelham

Intercultural Institute
for Contextual Ministry

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	3,527	100%	2,451	100%
AFFLUENT SUBURBIA	2,324	65.89%	1,631	66.54%
America's Wealthiest	23	0.65%	18	0.73%
Dream Weavers	1,296	36.75%	927	37.82%
White Collar Suburbia	44	1.25%	36	1.47%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	713	20.22%	478	19.5%
Small Town Success	235	6.66%	163	6.65%
New Suburbia Fam.	13	0.37%	9	0.37%
UPSCALE AMERICA	1,108	31.41%	756	30.84%
Status Conscious Consumers	401	11.37%	281	11.46%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	707	20.05%	475	19.38%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	16	0.45%	10	0.41%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	16	0.45%	10	0.41%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Intercultural Institute
for Contextual Ministry

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	3,527	100%	2,451	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	28	0.79%	20	0.82%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	28	0.79%	20	0.82%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Intercultural Institute
for Contextual Ministry

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,527	100%	2,451	100%
REMOTE AMERICA	28	0.79%	16	0.65%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	28	0.79%	16	0.65%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	23	0.65%	18	0.73%
Young Cosmopolitans	22	0.62%	17	0.69%
Minority Metro Communities	1	0.03%	1	0.04%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Intercultural Institute for Contextual Ministry

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	3,527	100%	2,451	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%

Intercultural Institute
for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

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

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

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

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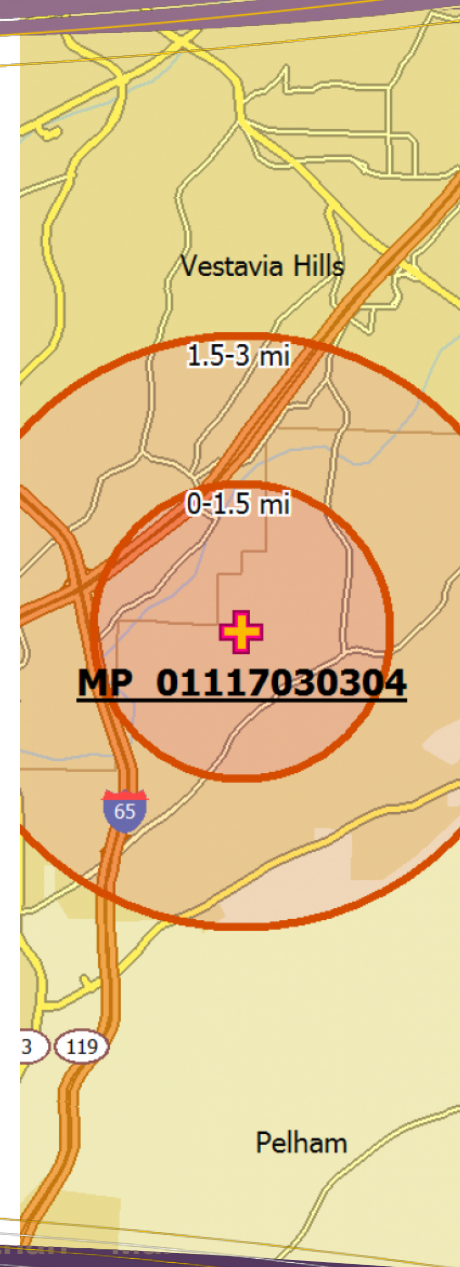
Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

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

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

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).

Vestavia Hills

1.5-3 mi

0-1.5 mi

MP 01117030304

65

119

Pelham

Intercultural Institute
for Contextual Ministry

36

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	90%	84%	86%
Use Comp. for Internet/E-mail	79%	72%	73%
Internet Use: E-Mail	71%	64%	65%
Use Comp. for Word Processing	61%	53%	55%
Use Comp. for Shopping	53%	47%	47%
Use Comp. for Comp. Games	50%	43%	43%
Use Comp. for Banking	48%	44%	44%
Use Comp. for Digital Camera Photo Editing	48%	41%	42%
Internet Use: News/ Weather	43%	39%	39%
Use Comp. for Education	42%	38%	37%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
HH Owns DVD Player	40%	36%	36%
Internet Use: Banking	38%	36%	36%
Use Comp. for News/Info./Data Service	38%	33%	33%
PC-Network-HH Has One	35%	27%	27%
Use Comp. for Personal Financial Mngmnt	28%	22%	23%
Use Comp. for Accounting	27%	21%	21%
Internet Use: Shopping: Gathered Info. for Shopping	23%	21%	21%
Internet Use: Shopping: Made A Purchase	20%	18%	19%
Use Comp. for Filing/DB Mngmnt	20%	16%	17%
Internet Use: Travel Reservations	19%	17%	18%

Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Dining Out (Not Fast Food)	73%	67%	68%
Listening To Music	72%	70%	71%
Reading Books	64%	62%	63%
Go To A Beach/Lake	50%	44%	45%
Card Games	46%	42%	43%
Cooking for Fun	42%	41%	41%
Gardening	41%	33%	36%
Board Games	39%	35%	34%
Visit Museum	33%	29%	30%
Visit Zoo	27%	23%	23%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Any Ailment	66%	65%	67%
Gen./Fam. Practitioner	41%	40%	41%
Dentist	39%	35%	36%
Eye Dr.	24%	23%	24%
None Of These	21%	22%	22%
Backache	19%	19%	20%
High Cholesterol	19%	18%	19%
OB/GYN	16%	14%	15%
Hypertension/High Blood Pressure	15%	16%	17%
Nasal Allergies/Hay Fever	13%	11%	12%

Intercultural Institute for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Concert	38.72%	35.89%	37.38%
Live Theater	35.51%	30.17%	31.28%
Live Theater Most Often	29.02%	24.55%	25.34%
Rock/Pop Concerts Most Often	21.23%	20.13%	20.52%
Comedy Club	11.62%	10.98%	11.06%
Dance Performance	10.81%	10.62%	11.59%
Movies: Comedy	45.9%	44.26%	44.61%
Movies: Action/Adventure	42.37%	41.41%	42.47%
Movies: Drama	28.18%	25.95%	26.21%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Movies: Romantic Comedy	27.95%	24.56%	24.88%
Movies: Fam.	22.99%	20.31%	20.83%
Movies: Mystery	18.3%	18.69%	19.36%
MLB Baseball Reg. Season	14.95%	13.16%	13.95%
College Football Reg. Season	13.71%	9.84%	10.43%
NFL Football Reg. Season	12.92%	10.73%	10.54%
College Basketball Reg. Season	9.14%	6.85%	7.56%
NBA Basketball Reg. Season	6.83%	6.28%	6.34%
NHL Hockey Reg. Season	5.53%	5.23%	5.63%

Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Walking for Exercise	49%	46.37%	47.61%
Swimming	43.91%	39.54%	39.44%
Bowling	25.8%	22.53%	22.77%
Golf	24.02%	17.96%	19%
Weight Training	22.88%	20.81%	21.85%
Using Cardio Machine	20.81%	19.27%	20%
Jogging/Running	20.29%	19.17%	19.49%
Billiards/Pool	18.66%	19.03%	19.53%
Mountain/Road Biking	18.08%	15.71%	16.03%
Stationary Cycling	16.77%	14.65%	15.65%
Basketball	15.6%	14.31%	14.39%
Camping Trips	15.26%	13.81%	13.99%
Aerobics	14.27%	12.42%	12.86%
Backpacking/Hiking	14.12%	13.32%	12.94%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Freshwater Fishing	13.66%	13.07%	13.49%
Power Boating	10.67%	8.01%	8.71%
Tennis	10.66%	10%	10.26%
Baseball	9.77%	8.76%	9.76%
Yoga	9.27%	9.84%	9.98%
Football	8.84%	7.91%	8.1%
Canoeing/Kayaking	8.8%	7.58%	7.93%
Soccer	8.14%	8.66%	8.39%
Volleyball	8.08%	6.71%	7.36%
Downhill & X-Country Skiing	8.07%	6.55%	6.76%
Ice Skating	7.5%	5.94%	6.12%
Saltwater Fishing	7.14%	6.54%	7.29%
Target Shooting	7.13%	6.52%	6.59%
Softball	7.07%	7.02%	7.48%

Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Motorcycling	6.22%	5.2%	5.31%
Snorkeling	5.83%	5.52%	6.03%
Horseback Riding	5.73%	5.63%	5.53%
Roller Skating	5.55%	5.34%	5.61%
Water Skiing	5.26%	4.22%	4.52%
Jet Skiing	5.22%	4.35%	5.03%
Hunting	5.08%	5.3%	5.97%
Racquetball	4.48%	3.44%	3.73%
Fly Fishing	4.32%	3.47%	3.68%
Sailing	4.11%	3.55%	4.13%

BRIDGES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hockey	4.04%	3.37%	3.45%
Rock Climbing	3.83%	3.92%	3.81%
Snowboarding	3.62%	3.51%	3.45%
Martial Arts	3.48%	4.06%	3.93%
Archery	3.2%	2.72%	2.86%
Snowmobiling	3.18%	2.6%	2.83%
Rowing	2.8%	2.53%	2.67%
Surfing & Windsurfing	2.66%	2.51%	2.81%
Auto Racing	2.61%	2.28%	2.4%
Skateboarding	2.31%	2.21%	2.39%

Intercultural Institute
for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

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

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

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

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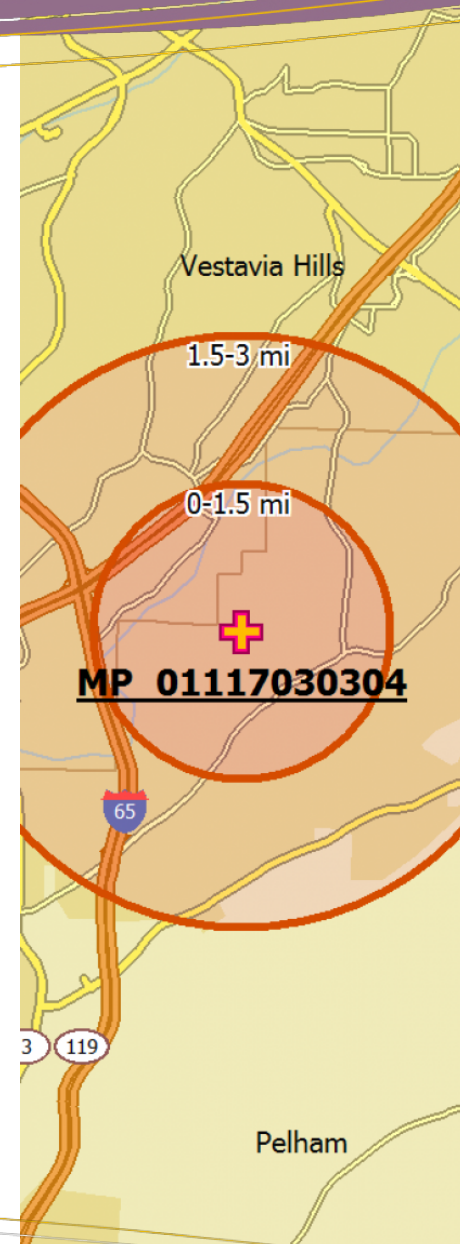
Potential Cultural Barriers -- Introduction (part 2)

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

CULTURAL BARRIERS OF ACCEPTANCE

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

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

Intercultural Institute
for Contextual Ministry
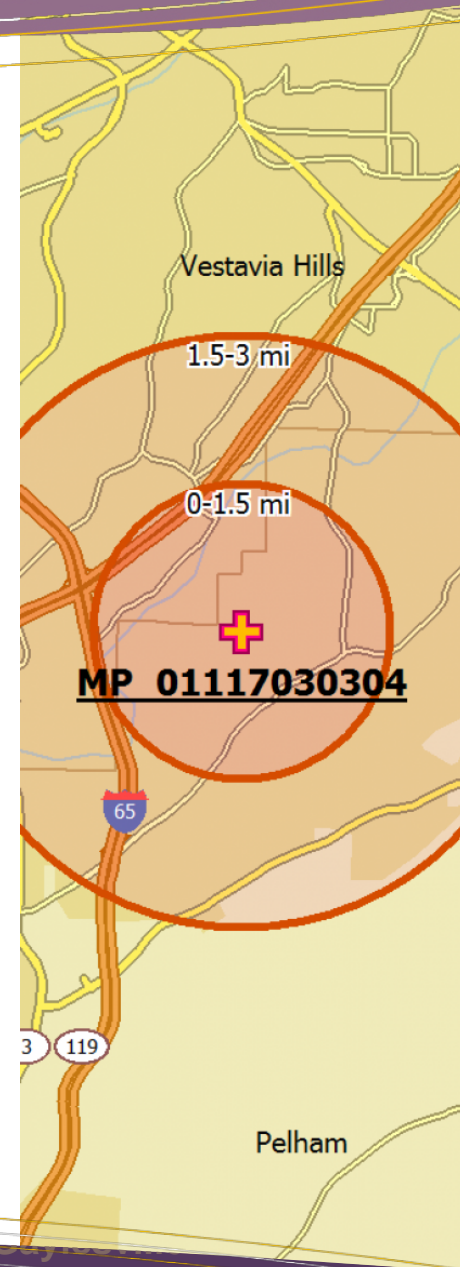
Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.
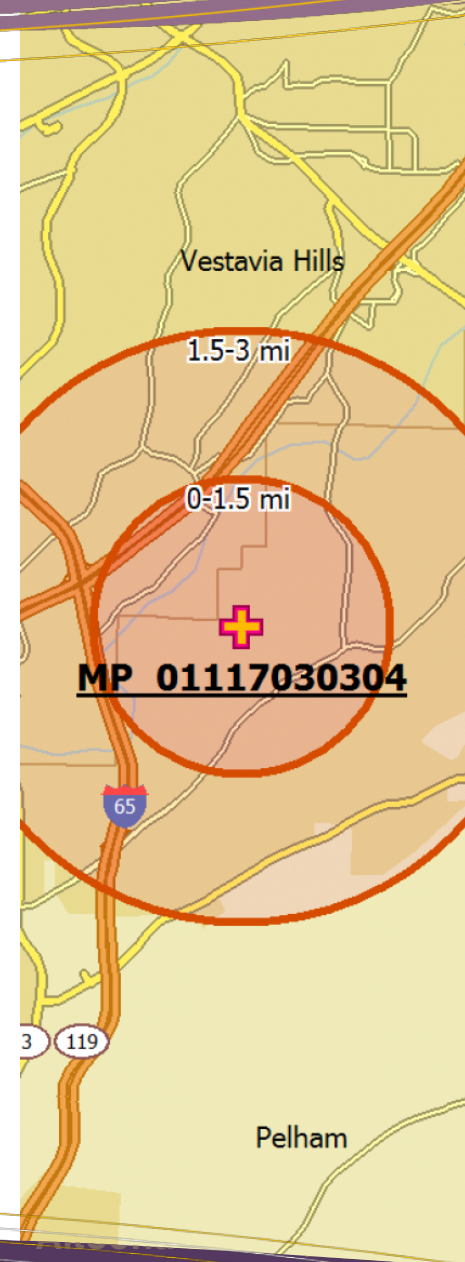
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prefer To Have Few Possessions As Possible	48%	44%	46%
Important Continue Learning New Things	47%	49%	49%
Find It Difficult To Say No To My Kids	39%	39%	39%
If Won Lottery Would Never Work Again	35%	33%	34%
Woman's Place Is In The Home	32%	32%	32%
Friends More Important Than My Fam.	31%	31%	31%
Speak My Mind Even If It Upsets People	31%	33%	33%
Like Control Over People And Resources	28%	30%	29%
Like To Do Unconventional Things	27%	25%	26%
Don't Judge People/Way They Live Life	27%	29%	28%
Money Is Best Measure Of Success	25%	26%	26%
Marijuana Should Be Legalized	24%	22%	22%

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Like to Stand Out In A Crowd	19%	19%	19%
Like To Pursue Challenge/Novelty/Change	19%	21%	20%
Too Much Sponsorship In Arts/Sports	18%	18%	17%
Happy With My Standard Of Living	16%	18%	17%
Rarely Sit Down to a Meal Together At Home	16%	15%	15%
I Am A Workaholic	14%	17%	16%
Only Work Current Job for The Money	11%	13%	12%
We Should Strive for Equality for All	11%	14%	13%
On Whole People Get What They Deserve	9%	10%	11%
Indulge My Kids With The Little Extras	8%	9%	8%
Little I Can Do To Change My Life	6%	7%	7%
I Am A Perfectionist	5%	7%	6%

Intercultural Institute
for Contextual Ministry

Potential Cultural Themes

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

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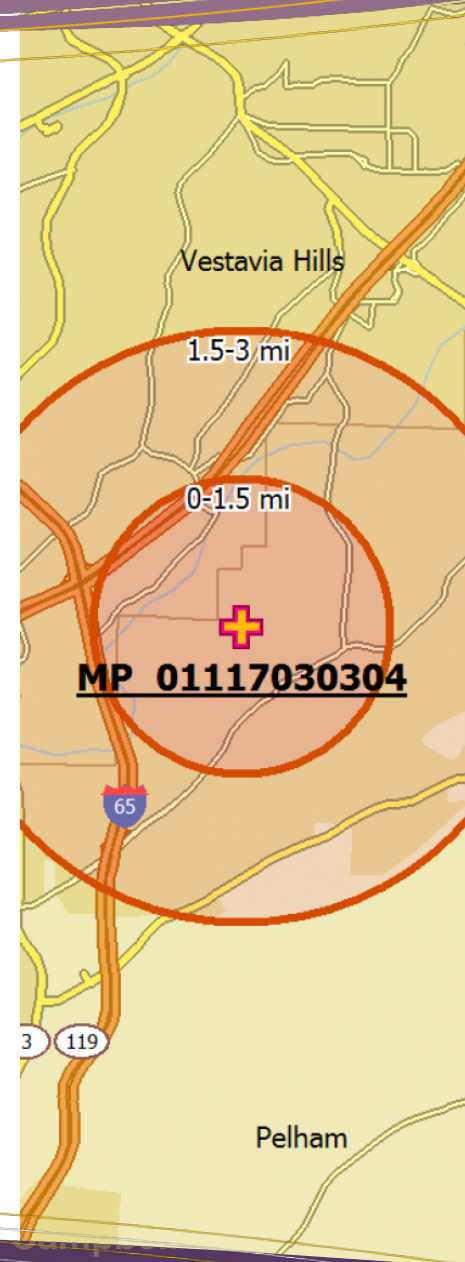
Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 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%	71%	72%
You Should Seize Opportunities In Life	58%	59%	58%
Prefer To Have Few Possessions As Possible	48%	44%	46%
Like To Understand About Nature	42%	41%	40%
Prefer Work Part Of Team Than Alone	31%	31%	30%
Important Feel Respected By My Peers	31%	34%	33%
People Have To Take Me As They Find Me	29%	28%	28%
Have Keen Sense Of Adventure	29%	28%	28%
Like To Just Enjoy Life	26%	26%	26%
Important To Juggle Various Tasks	25%	28%	27%
Worried About Pollution Caused By Cars	24%	25%	24%
Good At Fixing Things	23%	26%	25%

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Consider Myself Interested In The Arts	18%	19%	18%
Real Men Don't Cry	16%	18%	17%
Is An Important Part Of Who I Am	14%	16%	15%
Try Not To Worry About The Future	14%	14%	14%
Looking for New Ideas To Improve Home	13%	13%	12%
Enjoy Spending Time With My Fam.	11%	11%	11%
Provide My Kids With The Little Extras	5%	8%	7%
Feel Very Alone In The World	4%	5%	4%
Children Should Be Allowed To Express Themselves	4%	5%	5%
Like Spending Most Time With Fam.	4%	4%	4%
Decor Particular Interest To Me	3%	4%	3%
Would Like To Set Up Own Business	3%	4%	3%

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	88.55%	84.38%	84.91%
Fast Food/Drive-In Restaurant-Visit Any	85.02%	83.64%	83.05%
McDonald's	59.12%	56.65%	55.62%
Applebee's	34.27%	30.46%	30.7%
Wendy's	33.8%	29.95%	30.03%
Burger King	33.78%	34.67%	33.21%
Subway	31.33%	29.9%	29.58%
Taco Bell	26.55%	27.16%	26.69%
Olive Garden	25.56%	22.81%	23.53%
Starbucks	22.77%	19.37%	20.12%
Arby's	22.53%	20.74%	21%
Kentucky Fried Chicken (KFC)	22.16%	22.47%	22.56%

PLACE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Chili's Grill and Bar	21.88%	18.26%	18.26%
Outback Steakhouse	21.68%	19.08%	19.21%
Panera Bread	19.39%	15.12%	14.81%
Chick-Fil-A	18.36%	15.36%	15.65%
Red Lobster	18.24%	16.34%	16.17%
Cracker Barrel	17.32%	13.83%	14.71%
IHOP (International House Of Pancakes)	17.22%	16.43%	15.7%
TGI Friday's	17.12%	15.48%	15.78%
Pizza Hut	16.6%	17.38%	17.22%
Dunkin' Donuts	15.47%	12.98%	12.67%
Dairy Queen	15.11%	13.82%	14.04%
Ruby Tuesday	13.9%	11.19%	12.37%

Intercultural Institute *for Contextual Ministry*

Potential Shared Projects

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

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

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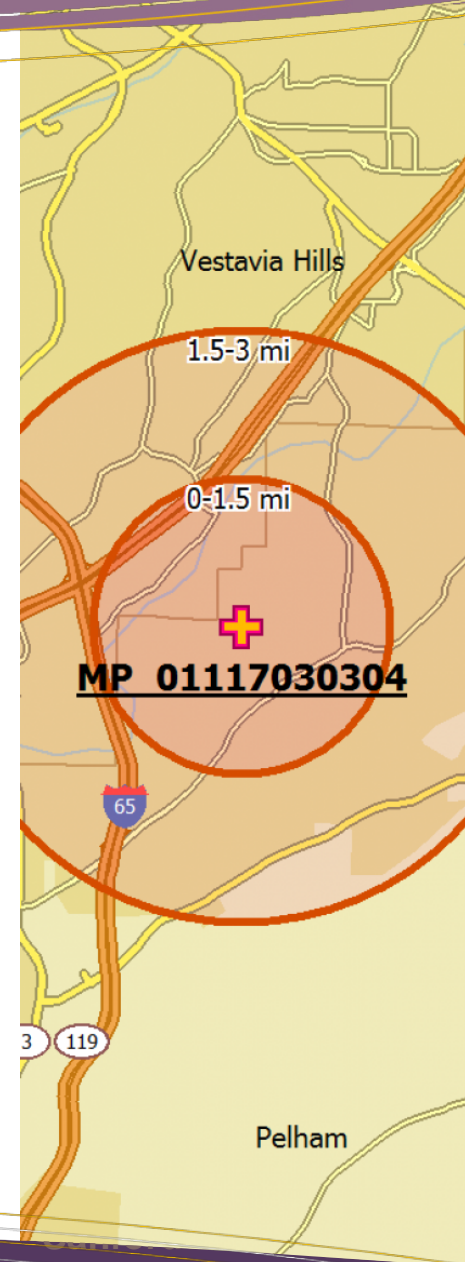
Potential Shared Projects

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

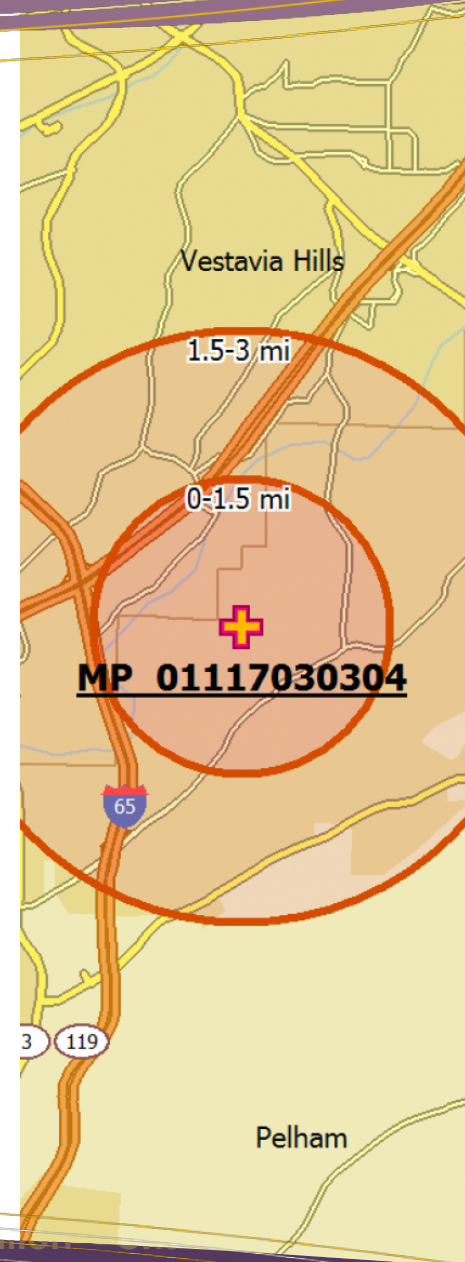| PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Voted in fed/state/local election	58.23%	51.79%	53.97%
Recycled products	48.15%	43.88%	45.35%
Worked as volunteer (non political)	25.29%	21.58%	22.38%
Engaged in fund raising	15.43%	12.98%	13.3%
Wrote to elected offcl about publ bus	8.99%	7.98%	8.39%
Religious club member	8.74%	7.93%	8.19%

PROJECTS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Charitable Organization	7.94%	6.96%	7.18%
Wrote to editor of mag or newspaper	7.44%	7.13%	7.23%
Addressed a public meeting	6.96%	5.87%	6.17%
Took active part in local civic issue	6.55%	5.93%	6.28%
Union member	5.74%	5.21%	5.54%
Wrote to editor of mag or newspaper	5.29%	4.91%	5.04%

Intercultural Institute
for Contextual Ministry

Communication Media Content

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

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

Potential Print Media Content:

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

BOOKS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Novel	25.3%	23.54%	24%
Children's Books	16.28%	14.86%	15.37%
Mystery	15.84%	15.06%	15.43%
Cookbooks	12.78%	12.69%	12.63%
Personal/Business Self-help	10.05%	9.37%	9.63%
History	9.96%	9.49%	9.69%
Biography	9.78%	8.96%	9.29%
Religious (not Bibles)	8.62%	8.39%	8.81%
Romance	7.42%	6.72%	7.07%

MAGAZINES	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Newspaper Distributed	76.54%	72.69%	73.8%
Gen. Editorial	50.79%	49.74%	50.32%
Womens	44.4%	43.61%	43.79%
Service	43.94%	38.83%	39.74%
Business/Finance	29.23%	25.12%	25.68%
Sports	20%	18.79%	18.46%
Mens	19.69%	21.23%	20.38%
Mature Market	14.73%	12.67%	13.48%
Travel	14.47%	12.58%	12.72%

Intercultural Institute
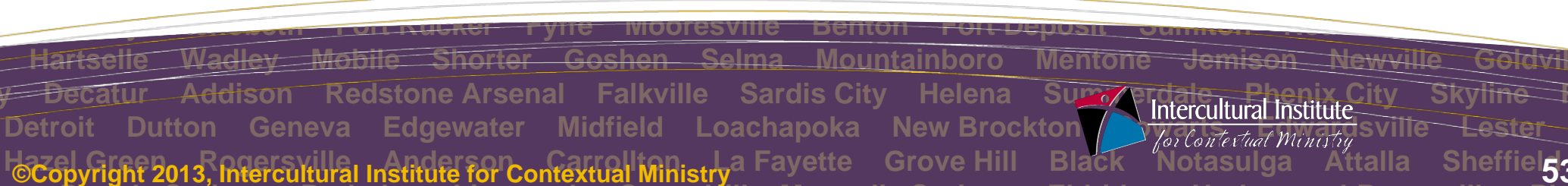*for Contextual Ministry*

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Gen. News	62.15%	58.31%	60.05%
Business/Finance	41.6%	36.73%	38.19%
Sport	37%	34.61%	35.48%
Editorial Page	34.81%	31.63%	33.47%
Movie Listings & Reviews	30.68%	29.38%	30.01%
Food/Cooking	30.53%	27.22%	28.87%
Comics	28.82%	27.6%	28.15%
Classified	28.49%	28.8%	28.89%
Home/Gardening	27.97%	23.89%	25.19%
Travel	27.92%	24.57%	25.98%
TV/Radio Listings	26.63%	24.42%	25.18%
Science/Technology	23.52%	21.06%	22.48%
Fashion	17.55%	16.16%	16.55%

RADIO	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Adult Contemporary	21.61%	21.35%	20.89%
News/Talk	21.2%	17.99%	18.89%
CHR Contemp Hit Radio	17.32%	19.86%	18.51%
Country	15.74%	15.44%	16.18%
Alternative	14.93%	14.09%	14.24%
Rock	14%	14%	13.44%
Oldies	13.94%	12.32%	12.62%
Classic Rock	13.28%	12.32%	12.16%
All News	11.74%	9.54%	9.51%
Soft Contemporary	10.36%	8.66%	8.76%
Variety	9.22%	9.6%	9.73%
Urban Contemporary	8.02%	10.51%	9.91%
Sports	7.86%	6.57%	6.67%
Religious	7.38%	6.88%	6.86%
All Talk	6.34%	6.49%	6.32%
Classical	6.15%	5.87%	6.23%
Jazz	6%	5.8%	6.2%
Public	5.75%	5.16%	5.32%

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	70.89%	66.39%	68.07%
Satellite Dish	66.46%	54.45%	56.6%
Soapnet	56.62%	54.28%	54.83%
Comedy Central	50.25%	44.93%	46.16%
Other Video-On-Demand	41.65%	40.11%	39.57%
Sci-Fi Channel	38.83%	37.26%	38.09%
Adult Pay Per View TV	38.76%	31.29%	33.14%
ESPN Classic	38.4%	33.94%	34.56%
Subscribe Digital Cable	36.38%	29.81%	30.69%
ABC Fam.	36.02%	33.95%	33.97%
TV Info From Sunday TV Magazine	35.81%	32.52%	32.51%
MSNBC	35.26%	33.56%	33.93%

MULTIMEDIA: TV	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Hallmark Channel	34.48%	30.23%	31.32%
Video-On-Demand Movies	33.53%	27.31%	28.41%
ESPN2	32.58%	28.92%	29.97%
The Golf Channel	32.26%	28.49%	29.5%
USA Network	32.17%	28.66%	29.07%
Adult Swim	32.08%	28.22%	30.35%
TCM (Turner Classic Movies)	31.57%	28.83%	29.26%
ESPN News	31%	26.87%	28.19%
BET (Black Entertainment TV)	29.67%	27.33%	28.32%
TV Info From Newspapers	29.18%	27.18%	27.84%
Discovery Health Channel	28.57%	26.36%	26.65%
Nickelodeon	28.26%	27.96%	28.14%

Intercultural Institute
for Contextual Ministry

Communication Media Usage

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

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

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

Intercultural Institute
for Contextual Ministry
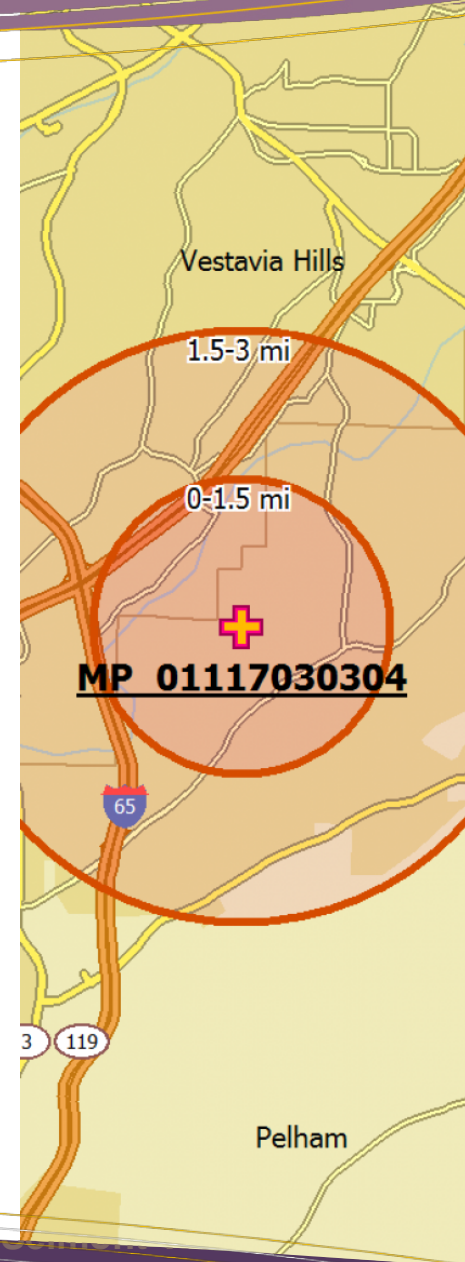
Potential Print Media Usage:

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Book Readers			
Heavy Users (7+)	27.12%	25.58%	26.05%
Medium Users (4-6)	13.6%	12.94%	12.96%
Light Users (1-3)	22.3%	21.59%	21.74%
Quintiles (20%)			
Newspaper I (Heavy)	0.91%	1.83%	1.05%
Newspaper II	1.41%	1.63%	1.35%
Newspaper III	2.24%	2.17%	2.53%
Newspaper IV	0.25%	0.45%	0.29%
Newspaper V (Light)	0.92%	0.82%	0.93%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.12%	19.41%	19.01%
Magazines II	7.89%	8.83%	8.42%
Magazines III	9.17%	8.96%	9%
Magazines IV	10.7%	10.59%	10.6%
Magazines V (Light)	0.67%	0.74%	0.77%
Outdoor I (Heavy)	7.63%	9.02%	7.91%
Outdoor II	2.43%	2.26%	2.16%
Outdoor III	3.23%	3.36%	2.99%
Outdoor IV	13.27%	15.25%	15%
Outdoor V (Light)	25.17%	24.32%	24.88%
Yellow Pages I (Heavy)	12.3%	13.4%	13.06%
Yellow Pages II	6.34%	7.05%	6.46%
Yellow Pages III	4.96%	6.13%	4.98%
Yellow Pages IV	15.77%	20.44%	19.6%
Yellow Pages V (Light)	2.52%	3.15%	2.71%

Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Radio Drive Time Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.25%	2.53%	2.59%
Drive Time III (Medium)	0.75%	0.74%	0.64%
Radio IV & V (Light)	1.81%	2.06%	2%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.54%	8.6%	8.65%
Radio III (Medium)	5.05%	5.32%	5.15%
Radio IV & V (Light)	3%	3.38%	3.22%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	18.38%	17.07%	18.28%
Cable III (Medium)	3.42%	4.39%	4.05%
Cable IV & V (Light)	30.83%	32.96%	32.74%

MEDIUM	0-1.5 MILES	1.5-3 MILES	3-7 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	2.95%	3.8%	3.48%
Prime Time III (Medium)	1.7%	1.77%	1.92%
Prime Time IV & V (Light)	8.43%	9.55%	8.15%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	42.16%	42.02%	42.71%
Fringe III (Medium)	46.84%	48.69%	48.97%
Fringe IV (Light)	52.69%	54.2%	54.11%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	11.09%	11.49%	11.39%
All Day III (Medium)	22.4%	23.34%	22.91%
All Day IV (Light)	15.19%	14.43%	13.61%

Intercultural Institute
for Contextual Ministry

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]	14.09%	13.33%	13.84%
6:00am - 10:00am	25.48%	22.99%	24.79%
10:00am - 3:00pm	7.81%	7.76%	8.13%
3:00pm - 7:00pm	14.29%	13.65%	13.43%
7:00pm - Midnight	19.68%	17.71%	18.06%
Midnight - 6:00am	5.85%	6%	6.49%
Weekend Radio Listeners			
Dayparts [summary]	15.93%	14.67%	14.45%
6:00am - 10:00am	5.98%	6.08%	6.06%
10:00am-3:00pm	9.03%	8.3%	8.86%
3:00pm - 7:00pm	7.56%	6.53%	7%
7:00pm - Midnight	11.16%	9.71%	10.03%
Midnight - 6:00am	14.89%	12.68%	13.28%

USAGE	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prime Time TV Viewers			
8:00-11:00pm	12.3%	10.32%	10.8%
Saturday: 8:00-11:00pm	8.73%	8.69%	8.6%
Sunday: 7:00-11:00pm	12.39%	10.88%	11.33%
9:00am-1:00pm	25.27%	24.62%	25.08%
9:00am-4:00pm	28.36%	28.07%	28.8%
4:00pm-7:00pm	34.78%	31.35%	32.72%
11:00pm-1:00am	41.85%	40.15%	41.08%
AVG Prime time Mon-Sun	3.8%	3.09%	3.24%

Intercultural Institute
for Contextual Ministry
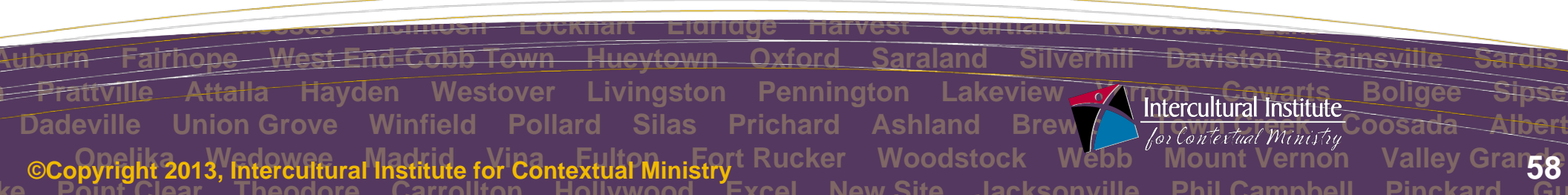
Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekday			
6-7am	21.38%	20.24%	21.02%
7-9am	32.58%	28.92%	29.97%
9am-12noon	20.69%	20.61%	20.96%
12noon-4pm	7.67%	7.46%	7.85%
4-6pm	64.07%	56.32%	58.81%
6-7pm	19.29%	18.1%	18.51%
7-7:30pm	1.51%	1.62%	1.8%
7:30-8pm	9.46%	10.01%	10.55%
8-11pm	12.3%	10.32%	10.8%
11pm-12am	35.26%	33.56%	33.93%
11pm-1am	41.85%	40.15%	41.08%
1-6am	42.5%	37.4%	37.87%

TV VIEWERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Weekend			
Sat: 7-10am	27.17%	24.52%	24.56%
Sat: 10am-1pm	10.24%	8.76%	9.16%
Sat: 1-4pm	28.72%	26.87%	27.18%
Sat: 4-6pm	7.64%	7.82%	7.96%
Sat: 6-7pm	2.9%	2.21%	2.61%
Sat: 7-8pm	2.03%	1.61%	1.61%
Sat: 8-11pm	8.73%	8.69%	8.6%
Sat: 11pm-1am	6.12%	5.91%	5.86%
Sat: 1am-7pm	32.17%	28.66%	29.07%
Sun: 7-10am	1.62%	1.7%	1.86%
Sun: 10am-1pm	7.66%	6.17%	6.37%
Sun: 1-4pm	8.62%	7.85%	7.87%
Sun: 4-7pm	15.41%	13.88%	14.05%
Sun: 7-11pm	12.39%	10.88%	11.33%
Sun: 11pm-1am	4.9%	4.56%	5.23%
Sun: 1-7am	26.55%	23.74%	24.28%

Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

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

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

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

Intercultural Institute
for Contextual Ministry

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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

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

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

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

Intercultural Institute
for Contextual Ministry

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

Intercultural Institute
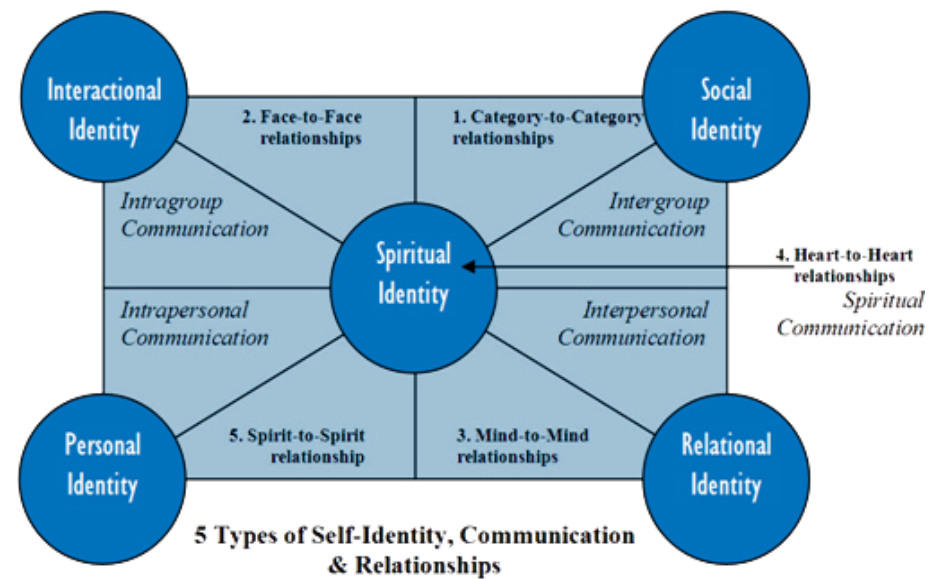*for Contextual Ministry*

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

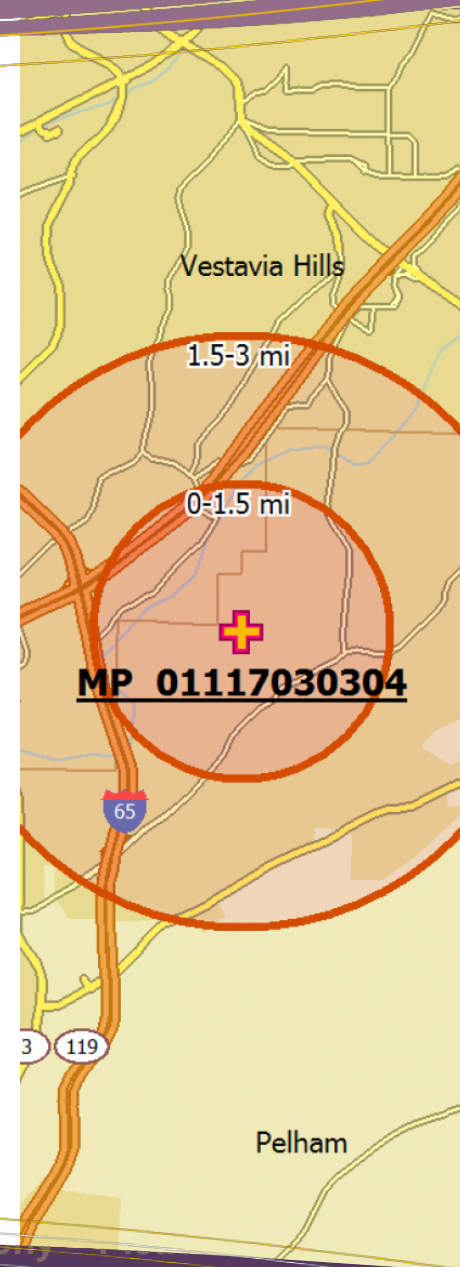Intercultural Institute
for Contextual Ministry

Your MissionSite and the Missional Suite

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

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

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

Vestavia Hills

1.5-3 mi

0-1.5 mi

MP 01117030304

Pelham

Intercultural Institute
for Contextual Ministry

Notes and Sources

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

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

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

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

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

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

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Valleydale	501 Riverchase Pkwy E Ste 200 Birmingham, AL 35244	0.57 mi	1,815	Declining
2	The People's Church at Oak Mountain	5184 Caldwell Mill Rd, Ste 204-174 Hoover, AL 35244	1.05 mi	103	Declining
3	Lakeside	2865 Old Rocky Ridge Rd Birmingham, AL 35243	1.82 mi	987	Declining
4	Indian Springs First	3375 Cahaba Valley Rd Indian Springs, AL 35124	1.98 mi	193	Declining
5	Rocky Ridge First	2209 Rocky Ridge Rd Hoover, AL 35216	2.26 mi	25	Declining
6	Hoover First	2025 Patton Chapel Rd Hoover, AL 35216	2.77 mi	183	Declining
7	Riverchase	2020 Crossvine Rd Birmingham, AL 35244	3.31 mi	253	Declining
8	Green Valley	1815 Patton Chapel Rd Hoover, AL 35226	3.81 mi	776	Growing
9	Meadow Brook	4984 Meadow Brook Rd Birmingham, AL 35242	3.92 mi	387	Growing
10	World Overcomers Christian Church	510 4th Ave SW Bessemer, AL 35022	4.17 mi	63	Growing
11	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	4.23 mi	215	Growing
12	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	4.71 mi	180	Declining
13	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	4.78 mi	0	Plateauing
14	Oak Grove	6555 Cahaba Valley Rd Birmingham, AL 35242	4.81 mi	44	Declining
15	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	4.84 mi	2,096	Growing

Intercultural Institute
for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	4.84 mi	61	Growing
17	Hunter Street	2600 John Hawkins Pkwy Hoover, AL 35244	5.01 mi	3,349	Plateauing
18	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	5.11 mi	239	Growing
19	Bluff Park	2211 McGwier Dr Hoover, AL 35226	5.29 mi	105	Declining
20	North Shelby	PO Box 380816 Birmingham, AL 35238	5.41 mi	316	Growing
21	Trace Crossing Baptist Church	109 Mars Hill Rd Hoover, AL 35244	5.42 mi	0	Plateauing
22	Church at Shelby Crossings	532 George Roy Pkwy Calera, AL 35040	5.47 mi	351	Growing
23	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	5.51 mi	413	Plateauing
24	Crosscreek	600 Crosscreek Trl Pelham, AL 35124	5.61 mi	118	Declining
25	The Church at Brook Hills	PO Box 380543 Birmingham, AL 35238	5.82 mi	2,792	Growing
26	Brook Hills Deaf	PO Box 380543 Birmingham, AL 35238	5.82 mi	50	Plateauing
27	Oak Mountain	1805 Highway 35 Pelham, AL 35124	5.84 mi	44	Plateauing
28	Shades Crest	452 Park Ave Hoover, AL 35226	5.90 mi	484	Plateauing
29	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	5.93 mi	91	Declining
30	Pelham First	2867 Pelham Pkwy Pelham, AL 35124	6.02 mi	1,259	Plateauing

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	6.03 mi	419	Declining
32	Perimeter Pointe	701 Barkley Circle Alabaster, AL 35007	6.17 mi	46	Plateauing
33	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	6.40 mi	141	Growing
34	Shannon Fist	PO Box 238 Shannon, AL 35142	6.79 mi	89	Declining
35	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	6.89 mi	2,245	Plateauing
36	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	6.90 mi	562	Declining
37	New Birth Christian	19 Ragland Drive Odenville, AL 35120	6.90 mi	0	Plateauing
38	Clearwater Community Church	30 Dunnavant Valley Road Birmingham, AL 35242	6.94 mi	160	Growing
39	Liberty Park	12001 Liberty Pkwy Vestavia Hills, AL 35242	7.31 mi	291	Plateauing
40	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	7.60 mi	46	Declining
41	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	7.77 mi	529	Plateauing
42	Helena First	815 Highway 52 E Helena, AL 35080	8.17 mi	224	Growing
43	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	8.26 mi	76	Declining
44	Liberty	11050 Chelsea Rd Chelsea, AL 35043	8.32 mi	633	Growing
45	Southside	PO Box 55058 Birmingham, AL 35255	8.32 mi	163	Declining

Intercultural Institute
for Contextual Ministry

Intercultural Institute
for Contextual Ministry

6 Wateroak Court
North Augusta, SC 29841

In Partnership with:

Alabama Baptist Convention
State Board of Missions

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

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

CONTACT US:

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

Intercultural Institute
for Contextual Ministry