MissionSite top unreached locations

PRATTVILLE, AL CENSUS TRACT: 01001020800 REGION: South Central Region ASSOCIATION: Autauga DISTRICT: 12: Central Black Belt District COUNTY: Autauga SITESCAPE: Townscape DENVITY PATTERN: E3 Alabama Baptist Convention

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 Fairhope
 Trinity
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 Arsenal
 Fairfield
 Headland
 Midfield
 Coosada
 Pairfield

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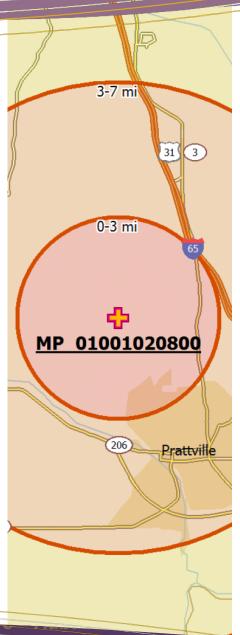
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Site Location Summary

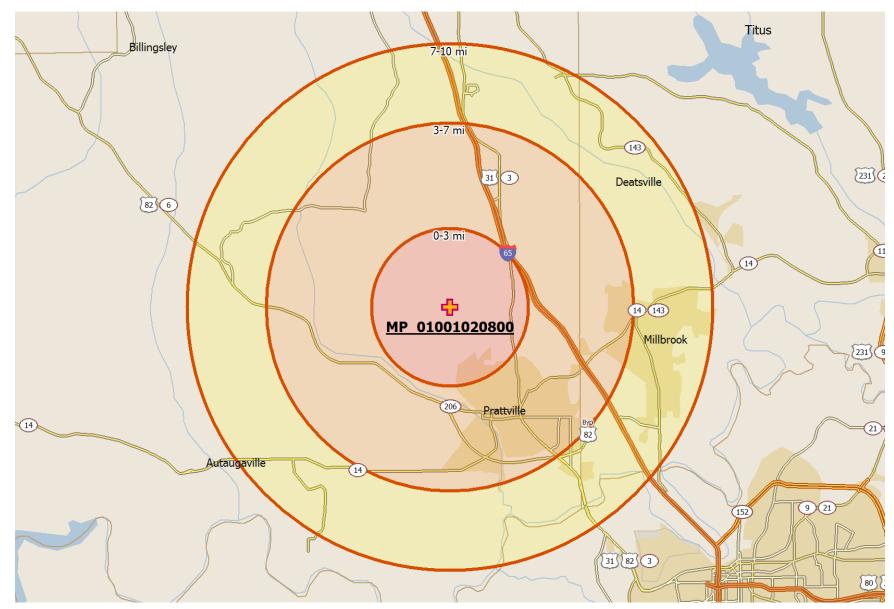
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1030	Autauga
3	District	12	Central Black Belt District
4	County Location	01001	Autauga
5	Zipcode	36067	Autauga
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	E3	10000-50000-50000



Underwood-Petersville Boaz Birmingham Andalusia McMullen Faunsdale Athens Geiger Arley Midway bozier Littleville Sylvan Springs Grand Bay Trussville Cullman Jack Intercultural Institute rden City Smiths Station Madrid Hazel Green Vance Kennedy Helena B Copyright 2011, Intercultural Institute for Contextual Ministry B Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



wton Jackson Vance Reform Concord Andalusia Napier Field Mosses Daphne Obstchee Powell Wa Jas Ozark Rutledge Elba Bessemer Bakerhill Lineville Atmore To Intercultural Institute New Market Mountain Brook Dauphin Island Woodland Heath Elkmon Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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	COD	EXPLANATION
		Е	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,807	43,344	26,181
2010 Households	1,350	15,445	7,856
2010 Group Quarters Population	0	506	3,260

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	14	32	23
Language Diversity National Index	11	9	8
Foreign Born Diversity National Index	47	56	60
Ancestry Diversity National Index	56	48	26
Racial Diversity National Index	29	32	40

rattville Level Plains Montgomery Sipsey Loxley Blue Springs Trafford Colony Susan Moore Underwood Columbiana Taylor Killen Gordon Dozier Faunsdale Riverview Chieve Contextual Institute Nectar Leesburg Opp Pelham Talladega Troy Newbern Eutaw Live Tor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Corported to Solve Solver Solver Solver Solver Solver Solver Contextual Ministry Contextual Ministry Lynn Billingsley Moody Coffee Springs Union Grov6

Site Location Summary - County Environment

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

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

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

Town Creek Union Springs Lanett Pisgah Goodwater Nauvoo Fort Payne Black Atmore Wedowee Statistic Monroeville Ethelsville Hamilton Lakeview Myrtlewood Vances Intercultural Institute Hamilton Shford McDonald Chapel Robertsdale Grimes Gadsden Point Clear Good Intercultural Institute Inam Arab R Copyright 2011, 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 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	234	17.33%
Mainstay Communities	Established, Diverse Households	555	41.11%
Working Communities	Blue-collar, Working Families	33	2.44%
Country Communities	Rural, Agri. & Mining Families	516	38.22%
Aspiring Communities	Young Singles / Aspiring-Multihousing	4	0.3%
Urban Communities	High Density, Inner-city Neighborhoods	9	0.67%

ha Excel Mountainboro Providence Carrollton Spanish Fort Guin Cottonwood Montgomery Holly Pond Elberta Hartselle Moulton Vestavia Hills Valley Head Midland City Intercultural Institute Merville Brantley Dauphin Island Midway Theodore Orrville Brundidge (ontextual Ministry Dodge City Me Jacopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.

Idridge Cleveland Alabaster Selma Elmore Dadeville Grove Hill Piedmont Gardendale Grimes Roand Tuskegee Bakerhill Geraldine Rutledge River Falls Cullman McMut Intercultural Institute iy Bayou La Batre South Vinemont Spanish Fort Blue Ridge Riverside Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Mini

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?

Indalusia Oak Hill Hobson City Frisco City Haleburg Flomaton Carbon Hill Stocomb Hurtsboro Phenix G tahut Grove Town Creek Dauphin Island McDonald Chapel Notasulga Fair take Spanish Fort Berry Let Dutton Foley Saks Owens Cross Roads Montgomery Toxey Geraldi Dutton Foley Saks Owens Cross Roads Montgomery Toxey Geraldi Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	12,590	850	6.75%
Unreached %	66.6%	62.97%	94.55
Religious But NOT Evangelical HH	3,161	163	5.14%
Religious But NOT Evangelical %	16.72%	12.04%	72
Spiritual But NOT Relig or Evang HH	2,054	173	8.4%
Spiritual But NOT Relig or Evang %	10.86%	12.78%	117.65
Not Evangelical, Not Interested HH	7,461	515	6.91%
Not Evangelical, Not Interested %	39.47%	38.16%	96.7



Berry Pickensville Ridgeville Hammondville Tarrant Satsuma Trafford Creola Columbiana Memph Hayden Pennington McDonald Chapel Westover Mountain Brook Dother Intercultural Institute ier Sylvan Springs Coaling Sumiton Coffee Springs McMullen Pricevil for Confectual Ministry Coosada Tho Copyright 2011, 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	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	31	2	6.45%
Active ALSBOM Attenders	4,839	130	2.69%
Active Evangelical Households	3,959	314	7.93%
Active Evangelical Percent	20.94%	23.27%	111.1
Inactive Evangelical Households	2,355	187	7.92%
Inactive Evangelical Percent	12.46%	13.82%	110.96
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Pleasant Hill	1.69 mi	83	Declining		16	Journey Church	6.91 mi	241	Growing
2	Pine Level First	2.91 mi	47	Growing	,	17	Millbrook	7.25 mi	203	Declining
3	Boone's Chapel	4.15 mi	180	Growing		18	Deatsville	7.26 mi	89	Declining
4	County Line	4.22 mi	23	Declining	ŕ	19	Brookwood	7.99 mi	33	Plateauin a
5	Liberty	4.49 mi	95	Growing	2	20	New Prospect	8.95 mi	52	Plateauin
6	East Memorial	4.55 mi	874	Plateauing		21	Primera Iglesia Hispana Bautista de Autauga	9.29 mi	12	Growing
7	Camellia	5.16 mi	386	Growing	2	22	Coosada	9.36 mi	249	Growing
8	Calvary	5.27 mi	65	Declining		23	Mitts Chapel	9.37 mi	81	Declining
9	Crestview	5.36 mi	108	Declining	2	24	Wadsworth	9.62 mi	165	Plateauin
10	Prattville First	5.46 mi	1,157	Growing	2	25	Mt. Hebron West	9.76 mi	428	Plateauin
11	Pratt Court	5.93 mi	37	Declining		26	White Pond	9.93 mi	121	Plateauin
12	Glynwood	6.00 mi	305	Plateauing	2	27	Bethlehem	9.97 mi	61	Plateauin
13	Pueblo de Dios	6.21 mi	18	Declining		28	Shoal Creek	10.19 mi	184	Plateauin
14	New Vision	6.26 mi	107	Plateauing	2	29	Hunter Station	11.08 mi	68	Declining
15	Prattmont	6.32 mi	168	Declining		30	Unity Southern	11.23 mi	70	Declining

ant Morris Marion Somerville Shiloh Centreville Kellyton Trafford Newton Gordonville Goshen Sar Grand Bay Needham Adamsville Moundville Dauphin Island Bear Creek, Intercultural Institute Paint Rock Kansas Thomasville Sipsey Clio Tillmans Corner Clay For Contextual Ministry Contextual Ministry Mulga Muscle Sh13 Copyright 2011, Intercultural Institute for Contextual Ministry Mulga Muscle Sh13

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

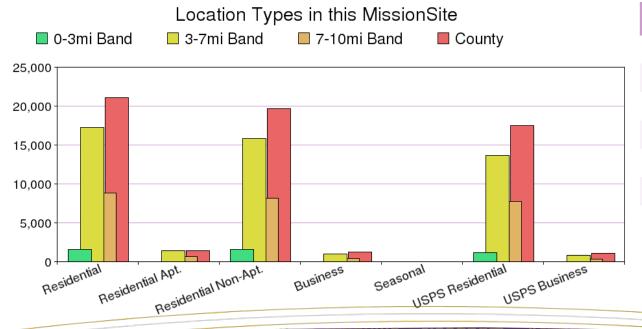
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	34,222	1,870	5.46%
2000 Population	43,671	3,379	7.74%
2010 Population	51,216	3,807	7.43%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	11,826	619	5.23%
2000 Households	16,003	1,201	7.5%
2010 Households	18,904	1,350	7.14%

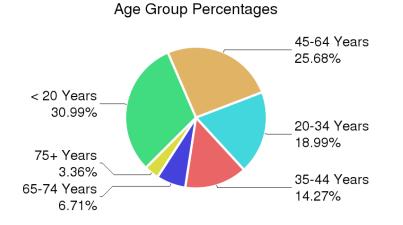


Location Type	0-3mi Band
Residential	1,595
Residential Apt.	4
Residential Non-Apt.	1,591
Business	34
Seasonal	0
USPS Residential	1,139
USPS Business	19

ope Bessemer <u>Blue Springs Gadsden Sylacauga</u> Warrior <u>Level Plains</u> Atmore Hayden Robertsdale H Opp Glencoe Underwood-Petersville Rosa Clayhatchee Madison Nature <u>Intercultural Institute</u> Prings Pisgate Monroeville Butler Jacksons' Gap West Jefferson River Falls Epes Scopyright 2011, Intercultural Institute for Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry

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

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

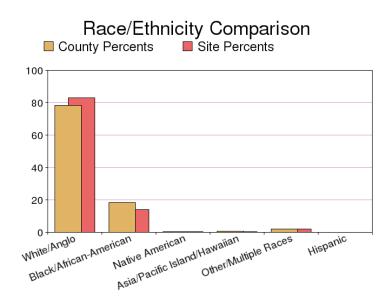


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.31%	5.91%	111.3
4-5 Years	2.84%	2.68%	94.37
6-8 Years	4.35%	4.47%	102.76
9-11 Years	4.58%	4.52%	98.69
12-13 Years	3.16%	3.52%	111.39
14-17 Years	6.28%	6.7%	106.69
18-19 Years	3.15%	3.18%	100.95
0-5 Years	8.15%	8.59%	105.4
6-12 Years	10.5%	10.66%	101.52
13-19 Years	11.02%	11.72%	106.35
< 20 Years	29.67%	30.97%	104.38
20-34 Years	17.9%	18.97%	105.98
35-44 Years	14.25%	14.26%	100.07
45-64 Years	25.72%	25.66%	99.77
65-74 Years	7.56%	6.7%	88.62
75+ Years	4.9%	3.36%	68.57
Median Age	37	35	96.3
Median Age (Male)	36	34	95.31
Median Age (Female)	38	37	97.26

Ance Bay Minette Cleveland Dora Alexander City Newbern Good Hope Hackleburg Valley Head Mayton Pollard Baileyton Springville Eutaw Northport West Blocton Millbron Intercultural Institute win Mobile Mountain Brook Coffeeville Lanett Center Point Phil Campbon Field Contextual Ministry Contextual Ministry Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	78.35%	83.11%	106.07
Black, African-American	18.43%	14.13%	76.7
Native American	0.46%	0.47%	103.49
Asian	0.65%	0.42%	64.64
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	2.09%	1.86%	89.44
Hispanic	0%	1.65%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	32,761	2,384	
Less than 9th Grade	4.95%	4.11%	120.52
No High School Diploma	9.29%	9.52%	97.61
High School Graduate	36.9%	41.65%	88.6
Some College, no degree	19.97%	19.09%	104.63
Associate Degree	6.85%	7.76%	88.23
College Degree	15.22%	12.54%	121.32
Graduate/Prof. degree	6.82%	5.33%	127.95

nagar Concord <u>Vance</u> Valley Head Walnut Grove Guin Smiths Station Brewton Reform Rock Mills Mig Varie Ozark Banks Pine Ridge Russellville Lowndesboro Hartford Jack Concentration Bridgeport Warrior Brundidge Benton Carbon Hill Pennington Eva Providence Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	5.71%	3.56%	106.02
\$10,000 to \$19,999	10.33%	7.41%	71.74
\$20,000 to \$29,999	10.82%	11.93%	110.19
\$30,000 to \$49,999	21.28%	25.85%	121.48
\$50,000 to \$59,999	9.49%	7.78%	81.96
\$60,000 to \$69,999	7.75%	8.37%	107.94
\$70,000 to \$79,999	7.3%	8.07%	110.6
\$80,000 to \$89,999	6.31%	6.44%	102.2
\$90,000 to \$99,999	4.32%	4.37%	101.25
\$100,000 to \$124,999	7.06%	9.33%	132.16
\$125,000 to \$149,999	4.63%	3.63%	78.33
\$150,000 to \$199,999	4.27%	3.19%	74.52
\$200,000 to \$249,999	0.45%	0.07%	16.47
\$250,000 or more	0.27%	0%	0
Median Household	51,688	53,386	103.29
Average Household	63,870	60,549	94.8
Per Capita Household	23,701	21,471	90.59
Family/Non-Family Household			
Income			
Median Family Income	62,913	62,037	98.61
Average Family Income	75,113	71,660	95.4
Median Non-Family Income	29,508	30,319	102.75
Average Non-Family Income	35,979	28,216	78.42

nford Jasper Heffin New Brockton Headland Chelsea Millbrook Trinity Hollywood Huntsville Shiloh Newbern Hackleburg Mooresville Ohatchee Florala Cherokee Stern Intercultural Institute Excel Boligee Lester Powell Pennington Millport Kennedy Pine Ridger ForContextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bargand Roanoke Union Springs Huguley Underwood-Peters

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.27%	75.19%	105.49
Families with Children	37.56%	41.63%	110.82
Families without Children	33.71%	33.56%	99.55
Non-Family Households			
% Non-Family Households	28.73%	24.81%	86.37
Non-Families with Children	0.05	0.07	140.03
Non-Families without Children	28.68	24.74	86.28
Housing Units			Index
Total Housing Units	20,437	1,488	
Vacant percent	7.5%	9.27%	123.64
Owned percent	70.49%	79.3%	112.5%
Rented Percent	22.01%	11.42%	51.91
Households by Size			Index
Avg household size	2.70	2.82	104.44
Avg family hh size	3.33	3.36	100.9
Avg non-family hh size	1.12	1.20	107.14
Households By Count of Persons			Percent
One	4,765	299	6.27%
Тwo	5,186	366	7.06%
Three or Four	6,837	526	7.69%
Five+	2,116	160	7.56%

Intosh Vina Hytep Repton Concord Spanish Fort Twin Riverside Carbon Hill Brilliant Ragland Brun Gowarts Newville Valley Head Fulton Alexander City Northport Pell Intercultural Institute withurst Weaver Tuscumbia Tillmans Corner Fairfield Brantley Mountain Fort Jon Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Ridgeville Taylor Headland Sylacauga Colony

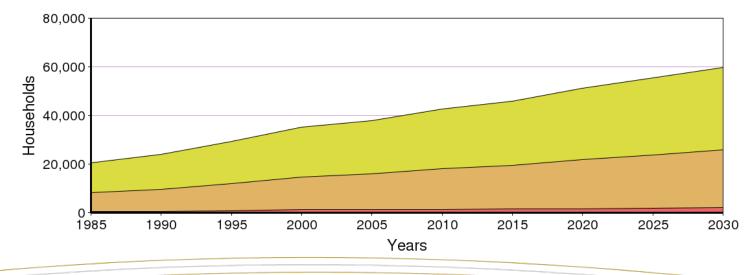
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	34,222	1,870	5.46%
2000 Population	43,671	3,379	7.74%
2010 Population	51,216	3,807	7.43%
2015 Population	53,513	4,191	7.83%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

g 🛛 📃 0-10mi Ring



Clear Vance Jackson Goshen Grant Chatom Cullman Louisville Chickasaw Prattville Rockford Brig une Elberta Ridgeville Somerville Benton Talladega Springs Mosses Intercultural Institute milton Banks Repton Good Hope Elmore Twin Collinsville Demopolis For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

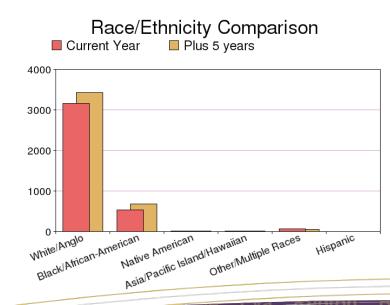
Projected Age Group Percentages 45-64 Years 26.78% 20-34 Years 20.55% 4.08% 65-74 Years 7.21%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.91%	5.61%	94.92
4-5 Years	2.68%	2.36%	88.06
6-8 Years	4.47%	4.01%	89.71
9-11 Years	4.52%	4.27%	94.47
12-13 Years	3.52%	3.17%	90.06
14-17 Years	6.7%	6.44%	96.12
18-19 Years	3.18%	3.46%	108.81
0-5 Years	8.59%	7.97%	92.78
6-12 Years	10.66%	9.85%	92.4
13-19 Years	11.72%	11.5%	98.12
< 20 Years	30.97%	29.32%	94.67
20-34 Years	18.97%	20.54%	108.28
35-44 Years	14.26%	12.03%	84.36
45-64 Years	25.66%	26.77%	104.33
65-74 Years	6.7%	7.21%	107.61
75+ Years	3.36%	4.08%	121.43
Median Age	37	36	98.83
Median Age (Male)	36	36	100.34
Median Age (Female)	38	37	98.52

Lineville Myrtlewood Margaret Addison Lisman Henagar Dozier Marion Leeds Butler Havden Gold tentone Springville Mountainboro Brent Minor Paint Rock Goodwater <u>Intercultural Institute</u> Satsuma Data Smiths Station Greenville Arley Elberta South Vinemont Edwardsville <u>Jor Contextual Ministry</u> Lexington All Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	83.11%	81.65%	98.24
Black, African-American	14.13%	16.3%	115.32
Native American	0.47%	0.48%	100.93
Asian	0.42%	0.45%	107.87
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.86%	1.12%	60.13
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,384	2,640	
Less than 9th Grade	4.11%	3.86%	93.99
No High School Diploma	9.52%	7.58%	79.56
High School Graduate	41.65%	43.71%	104.94
Some College, no degree	19.09%	17.73%	92.88
Associate Degree	7.76%	8.75%	112.76
College Degree	12.54%	13.26%	105.71

5.33%

5.11%

95.99

Johns Luverne Create Leads Indian Springs Village Vestavia Hills Mignon Mooresville Goldville Pleas Attaila Wilton Heflin Lockhart Greensboro Roanoke Rutledge Lake in Intercultural Institute Sanford Elkmont Lincoln Centre Forestdale Prichard Enterprise For Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Myrtlewood Cottonwood West Point Oakman Elmore

Graduate/Prof. degree

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	3.56%	2.42%	68.18
\$10,000 to \$19,999	7.41%	6.6%	89.09
\$20,000 to \$29,999	11.93%	11.58%	97.12
\$30,000 to \$49,999	25.85%	25.72%	99.51
\$50,000 to \$59,999	7.78%	7.68%	98.7
\$60,000 to \$69,999	8.37%	8.15%	97.35
\$70,000 to \$79,999	8.07%	8.01%	91.74
\$80,000 to \$89,999	6.44%	7.27%	104.49
\$90,000 to \$99,999	4.37%	4.38%	100.15
\$100,000 to \$249,999	9.33%	10.24%	109.67
\$125,000 to \$149,999	3.63%	4.24%	116.88
\$150,000 to \$199,999	3.19%	3.5%	109.94
\$200,000 to \$249,999	0.07%	0%	0
\$250,000 or more	0%	0%	0
Median Household	53,386	56,695	106.2
Average Household	60,549	64,143	105.94
Per Capita Household	21,471	22,728	105.85
Family/Non-Family Household			
Income			
Median Family Income	62,037	65,549	105.66
Average Family Income	71,660	77,463	108.1
Median Non-Family Income	30,319	29,826	98.37
Average Non-Family Income	28,216	31,058	110.07

Daphne Vredenburgh Bayou La Batre Bon Air Center Point Alexandria Clay Cusseta York Forkit Atmore Section Childersburg Andalusia Meridianville Fairfield Ozaro Talladera Spanish Fort Cla Brantley Odenville Dothan Rainbow City Mount Vernon Hodges Gov for Contestual Ministry Contestual Ministry Union Grove Susan Moore Haleburg West End-Cobb Tallader Brantley Bridgenort Beaverton Dadeville Lockbart Taylor Baileyton South Vinemont La Favette

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	75.19%	71.72%	95.39
Families with Children	41.63	38.92	93.5
Families without Children	33.56	33.87	100.94
Non-Family Households			
% Non-Family Households	24.81%	28.28%	113.98
Non-Families with Children	0.07	0	113.98
Non-Families without	24.74	28.28	114.32
Children			
Housing Units			
Total Housing Units	1,488	1,638	110.08%
Vacant percent	9.27%	9.34%	100.72
Owned percent	79.3%	79.43%	100.16
Rented Percent	11.42%	11.23%	98.32
Households by Size			
Avg household size	2.82	2.82	100%
Avg family hh size	3.36	3.50	104.17%
Avg non-family hh size	1.20	1.10	91.67%
Households By Count of			
Persons			
One	299	368	123.08%
Two	366	362	98.91%
Three or Four	526	565	107.41%
Five+	160	189	118.13%

ille Columbiana Hytop Deatsville Natural Bridge Fort Deposit Centreville Warrior Hodges Lineville Generation Jemison Andalusia Meridianville Pisgah Nectar Union Springs Intercultural Institute Alle Hills Montevallo Kinston Moulton Midland City Blountsville Allgood Kans Intercultural Institute ake View Hills OCopyright 2011, Intercultural Institute for Contextual Ministry North Johns Roanoke Indian Springs Village Webb 24

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	0	452	260	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	74	36	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	89	64	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	5	6	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	0	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	0	74	36	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	8	13	Caribbean	Caribbean 0	Caribbean 0 3
SE Asia	0	83	24	Central Amer.	Central Amer. 0	Central Amer. 0 85
Western Asia	0	0	0	South America	South America 0	South America 0 5
Other Asia	0	0	0	North America	North America 0	North America 0 26
				Born at sea	Born at sea 0	Born at sea 0 0

Bridgeport Creela Tuscumbia Garden City Daphne Fort Payne Cuba Autaugaville Opp Livingston For Silverhill Montevallo Lincoln Phil Campbell Silas Phenix City Butler Intercultural Institute w Brockton Lanett Thomaston Oak Grove Jacksons' Gap Pinckard Low for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Waterloo Boaz Hanceville Daleville Attalla Franklin

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	AT HOME 0-3 3-7 7-10 SPOKEN AT HOME		KEN AT HOME	KEN AT HOME 0-3	KEN AT HOME 0-3 3-7		
	MILES	MILES	MILES			MILES	MILES MILES
English only	0	32,467	17,781	Other Indo-Euro		0	0 13
Spanish	0	431	263	Asian/PI languages	5	s 0	s 0 0
Other Indo-Euro	0	467	182	Chinese		0	0 0
anguage				Japanese		0	0 6
French (incl. Patois,	0	160	45	Korean		0	0 29
Cajun)				Mon-Khmer,		0	0 52
rench Creole	0	0	0	Cambodian			
talian	0	70	9	Miao, Hmong		0	0 0
Portuguese	0	4	4	Thai		0	0 0
Serman	0	150	63	Laotian		0	0 0
′iddish	0	0	0	Vietnamese		0	0 40
Other West Germanic	0	32	10	Other Asian		0	0 0
Scandinavian	0	15	15	Tagalog	(C	0 14
anguage				Other Pacific Is	C)) 3
Greek	0	0	0	Other languages	0		9
ussian	0	0	0	Navajo	0		0
Polish	0	16	2	Other Native N.	0		9
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0		0
Armenian	0	0	0	Arabic	0		0
Persian	0	0	29	Hebrew	0		0
Gujarathi	0	0	0	African languages	0		0
Hindi	0	0	0	Other unspecified	0		0
Urdu	0	0	0				

arion Kinston Oak Hill Tarrant West Blocton Robertsdale Point Clear Newbern Sloomb Yellow Bluff Union Grove Ashford Kinsey Geneva Lake Purdy Tillmans Corner Arles Intercultural Institute Evergreen Lynn St. Florian Fultondale Snead Jemison Petrey Vall Confectual Ministry ©Copyright 2011, 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	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	25,340	14,056	Irish	Irish 0	Irish 0 1,968
Arab	0	42	24	Italian	Italian 0	Italian 0 469
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	17	0	Norwegian	Norwegian 0	Norwegian 0 77
British	0	128	65	Polish	Polish 0	Polish 0 231
Canadian	0	18	9	Portuguese	Portuguese 0	Portuguese 0 4
Croatian	0	4	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	28	6	Russian	Russian 0	Russian 0 25
Czechoslovak	0	9	3	Scandinavian	Scandinavian 0	Scandinavian 0 17
Danish	0	19	8	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 777
Dutch	0	232	112	Scottish	Scottish 0	Scottish 0 471
English	0	3,187	1,289	Slovak	Slovak 0	Slovak 0 12
European	0	465	193	Subsaharan African	Subsaharan African 0	Subsaharan African 0 142
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 78
French (not Basque)	0	488	267	Swiss	Swiss 0	Swiss 0 5
French Canadian	0	147	50	Ukrainian	Ukrainian 0	Ukrainian 0 2
German	0	2,168	900	US/American	US/American 0	US/American 0 6,549
Greek	0	26	18	Welsh	Welsh 0	Welsh 0 52
Hungarian	0	20	22	West Indian	West Indian 0	West Indian 0 42
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 4
				Other	Other 0	Other 0 7,417

1 Bay Minette TOTK

Lake Purdy Roanoke Berry Hayneville Holt Bessemer Anniston Collinsville Dothan Carbon Hill Sa Locust Fork Henagar Bear Creek Opelika Rehobeth Alexandria <u>Intercultural Institute</u> Blountsville Clay McIntosh Underwood-Petersville Creola Mount Vern Jor Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Underwood Petersville Creola Mount Vern Jor Confectual Ministry Tuskagee Sanford Blue Springs Billingsley Twin

Using the Demographic Indicators

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

Issues for Your Consideration

- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
- 2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
- 3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?



Using the Demographic Indicators

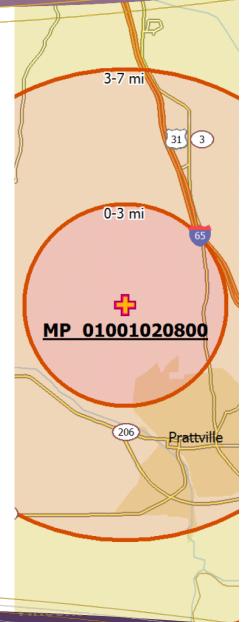
Issues for Your Consideration - continued

- 4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
- 5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
- 6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



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.



Deatsville Parrish Skyline Toxey Chickasaw Troy Elba Ashville Decatur Rosa Vestavia Hills Coffee Cultural Onycha Pell City Mentone Argo Indian Springs Village Frisco Intercultural Institute sville Fayette Piedmont Madison Rogersville Garden City Mignon Wo for Confectual Ministry for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,350	100%	851	100%
AFFLUENT SUBURBIA	1	0.07%	1	0.12%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	1	0.07%	1	0.12%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	233	17.26%	159	18.68%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	207	15.33%	139	16.33%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	26	1.93%	20	2.35%
SM TWN SUCCESS	551	40.81%	354	41.6%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	180	13.33%	117	13.75%
Urban Optimists	0	0%	0	0%
Family Convenience	371	27.48%	237	27.85%
Mid-Market Enterprise	0	0%	0	0%

okes Bluff Brookside York Snead Needham Myrtlewood Helena Pisgan Aliceville Triana Baileyton E Hillsboro Babbie Selma Newville Moundville Marion Glen Allen Butley Intercultural Institute Hill Elkmont Grimes Hobson City Fairhope New Market Riverside Sar for Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,350	100%	851	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	4	0.3%	3	0.35%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	4	0.3%	3	0.35%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	33	2.44%	23	2.7%
Steadfast Conservative	23	1.7%	16	1.88%
Moderate Conventionalists	10	0.74%	7	0.82%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

West Jefferson Lipscemb West Point Dothan Spanish Fort Tillmans Corner Woodland Attalla Lynn West Point Dothan Spanish Fort Tillmans Corner Woodland Attalla Lynn West Point Office Geneva Dodge City Clanton Date Intercultural Institute Midland City Hest Point Structure Midland City Hest Point Contextual Muscle Shoals Mountain Brook For Contextual Ministry Out Olive Leeds Skyline Jemison Hazel Green Gr 32

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,350	100%	851	100%
REMOTE AMERICA	497	36.81%	292	34.31%
Hardy Rural Fam.	48	3.56%	29	3.41%
Rural Southern Living	449	33.26%	263	30.9%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	4	0.3%	3	0.35%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	4	0.3%	3	0.35%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	19	1.41%	10	1.18%
Industrious Country Living	11	0.81%	7	0.82%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	8	0.59%	3	0.35%

Shiloh Redstone Arsenal Cusseta Brookwood Hayden Ider Avon Aliceville Russelville Sanford Ga York Faunsdale Mentone Haleyville Brilliant Daleville Detroit English Intercultural Institute Kord Creola Woodstock Evergreen Glen Allen Silas Opp Lincoln For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,350	100%	851	100%
STRUGGLING SOCIETIES	9	0.67%	6	0.71%
Rugged Southern Style	5	0.37%	3	0.35%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	4	0.3%	3	0.35%
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%

t Deposit Forestdale Coaling Dora Rock Creek Lester Homewood Emelle Triana Parrish Cuin Guile Hereit Lynn Hazel Green Citronelle Jackson Phil Campbell Fairfield Itsville Ethelsville Fort Rucker Pleasant Groves Phenix City Greenville Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Moody Shorter Cherokee Allgood Valley Rainsville

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

- 1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
- 2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
- 3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
- 4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
- 5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

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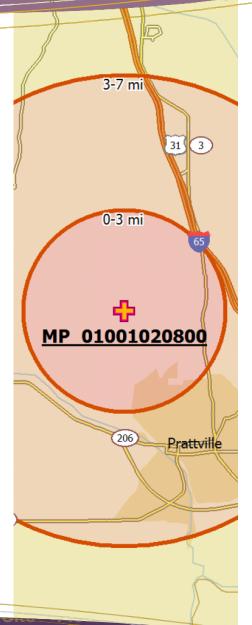
Potential Cultural Bridges

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).



Millry Fairhope Thomaston Sardis City Demopolis Hamilton Newbern Vredenburgh Attalla Banks Millport Dadeville Arley Falkville Brilliant Moulton Ragland Pleas Intercultural Institute osada Madison Evergreen Morris Orange Beach Camp Hill Forestdale Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	85%	83%	82%
Use Comp. for Internet/E-mail	69%	69%	66%
Internet Use: E-Mail	57%	57%	55%
Use Comp. for Comp. Games	45%	44%	43%
Use Comp. for Word Processing	44%	47%	44%
Use Comp. for Shopping	40%	43%	41%
Use Comp. for Banking	39%	40%	38%
Use Comp. for Education	37%	38%	36%
Use Comp. for Digital Camera	36%	40%	38%
Photo Editing			
Internet Use: Banking	35%	32%	31%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	32%	32%	31%
HH Owns DVD Player	32%	33%	31%
Use Comp. for News/Info./Data	23%	27%	26%
Service			
PC-Network-HH Has One	21%	23%	22%
Use Comp. for Accounting	21%	18%	17%
Internet Use: Shopping: Made A	15%	13%	13%
Purchase			
Use Comp. for Personal Financial	15%	17%	16%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	14%	15%	14%
Internet Use: Shopping: Gathered	12%	15%	14%
Info. for Shopping			
HH Owns Video/Webcam	11%	11%	11%

McKenzie Ardmore Haleburg Moundville Sulligent Columbiana Fort Payne Benton Waverly New Hard Midland City Jackson Boaz Point Clear Reece City Horn Hill Intercultural Institute Anniston Classic Sumiton Albertville Billingsley Forestdale Dozier Lipscomb Geraldi for Contextual Ministry Gega Elba Br Copyright 2011, Intercultural Institute for Contextual Ministry Ministry Principal Clay Town Creek Center Point Lynn, Pike Boad

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	70%	70%	69%
Dining Out (Not Fast Food)	61%	61%	60%
Reading Books	52%	54%	53%
Card Games	45%	44%	43%
Go To A Beach/Lake	40%	41%	39%
Cooking for Fun	39%	36%	36%
Board Games	38%	36%	35%
Gardening	37%	36%	35%
Visit Zoo	24%	22%	21%
Going To	21%	21%	21%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	68%	68%
Gen./Fam. Practitioner	45%	43%	42%
Dentist	27%	29%	28%
Backache	24%	22%	22%
Eye Dr.	20%	20%	21%
None Of These	19%	21%	20%
High Cholesterol	17%	17%	17%
Heartburn	17%	14%	14%
Hypertension/High Blood Pressure	17%	17%	18%
Overweight (30 Pounds Or More)	16%	13%	14%

avia Hills Union Springs Eutaw Mignon Hobson City Gordon Dutton Napier Field Blue Ridge Mulga Sp Blocton Bessemer Berry Rutledge Theodore Hartford Forkland Gilbert Trinity West Point Hance Hamilton Thomasville Coker Jasper Fairhope Demopolis Wedowe Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Rockford Huntsville Libertyville Myrtlewood Grays 38

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	27.71%	29.61%	28.96%		Movies: Drama	Movies: Drama 19.34%	Movies: Drama 19.34% 20.45%
Live Theater	17.84%	21.23%	20.55%		Movies: Romantic Comedy	Movies: Romantic Comedy 19.08%	Movies: Romantic Comedy 19.08% 21.47%
Live Theater Most Often	15.35%	17.58%	16.99%		Movies: Mystery	Movies: Mystery 16.97%	Movies: Mystery 16.97% 16.52%
Rock/Pop Concerts Most	13.61%	15.93%	15.5%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 9.01%	MLB Baseball Reg. Season 9.01% 9.93%
Often					NFL Football Reg. Season	NFL Football Reg. Season 7.2%	NFL Football Reg. Season 7.2% 8.38%
Country Concerts Most	10.38%	8.21%	7.98%		College Football Reg.	College Football Reg. 7.18%	College Football Reg. 7.18% 7.55%
Often					Season	Season	Season
Comedy Club	9.46%	11.11%	10.79%		College Basketball Reg.	College Basketball Reg. 4.9%	College Basketball Reg. 4.9% 5.11%
Movies: Comedy	41.61%	42.94%	42.34%		Season	Season	Season
Movies: Action/Adventure	40.2%	41.7%	40.98%		Auto Racing Events	Auto Racing Events 3.46%	Auto Racing Events 3.46% 4.14%
Movies: Fam.	19.96%	22.7%	22.22%		Rodeo	Rodeo 3.41%	Rodeo 3.41% 2.76%

d Wedowee Rutledge Loxley Franklin Wilsonville Arley Uniontown Shiloh Mount Vernon Arab Roge Newton Odenville Jackson Sanford Rosa Rainsville Hanceville Certon Intercultural Institute Comb Piedmont Meridianville Autaugaville Priceville Eva Alexander Citor Intercultural Institute For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands -0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	BRIDGES		0-3
	MILES	MILES	MILES		MILES	
Swimming	39.81%	38%	36.8%	Baseball	11.92%	
Walking for Exercise	37.92%	42.14%	41.23%	Target Shooting	11.5%	
Freshwater Fishing	27.24%	20.31%	20.32%	Stationary Cycling	10.54%	
Bowling	24.43%	24.32%	23.83%	Saltwater Fishing	10.4%	
Billiards/Pool	23.12%	21.41%	21.07%	Backpacking/Hiking	9.36%	
Camping Trips	19.24%	16.98%	16.46%	Volleyball	8.43%	
Weight Training	17.34%	18.91%	18.12%	Motorcycling	8.43%	
Basketball	15.76%	16.33%	16.29%	Softball	8.41%	
Golf	14.51%	15.98%	15.03%	Horseback Riding	8.31%	
Hunting	14.22%	10.39%	10.33%	Power Boating	8.3%	
Using Cardio Machine	13.62%	16.05%	15.25%	Aerobics	7.73%	
Jogging/Running	13.23%	15.88%	15.45%	Canoeing/Kayaking	6.79%	
Mountain/Road Biking	12.8%	13.84%	13.18%	Soccer	6.63%	
Football	12.02%	10.88%	11.1%	Archery	6.4%	

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The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Tennis	6.22%	7.52%	7.27%
Yoga	5.21%	6.88%	6.68%
Fly Fishing	5.05%	4.7%	4.66%
Roller Skating	4.25%	5.53%	5.44%
Water Skiing	4.15%	4.53%	4.34%
Snorkeling	3.96%	5.36%	5.11%
Jet Skiing	3.84%	5.22%	4.92%
Downhill & X-Country	3.65%	4.96%	4.65%
Skiing			
Ice Skating	3.61%	4.92%	4.76%
Snowmobiling	3.59%	3.74%	3.66%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.47%	3.91%	3.92%
Rock Climbing	2.57%	3.64%	3.47%
Snowboarding	2.56%	3.54%	3.39%
Sailing	2.55%	3.13%	3.03%
Skateboarding	2.49%	3.12%	3.08%
Rowing	2.35%	3.06%	2.93%
Auto Racing	2.25%	3.07%	2.96%
Hockey	2.03%	2.88%	2.91%
Martial Arts	2.02%	3.12%	3.01%
Surfing & Windsurfing	1.97%	2.81%	2.7%



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.

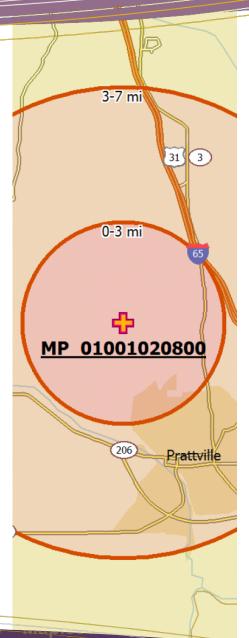
BIBLICAL BARRIERS

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 referring 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.



untain Brook Brighton Riverside Glen Allen Troy Ohatchee Mooresville Leeds Beatrice Powell Garder deport Underwood-Petersville Hartford St. Florian Hazel Green Attalla Cedar Bluff Lynn Allgood Helena Owens Cross Roads Holly Pond Confectual Ministry Copyright 2011, 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.



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Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-1 Mi
Important Continue Learning New Things	48%	50%	50%	Friends More Important Than My 2 Fam.	20%	23%	23%
Find It Difficult To Say No To My Kids	43%	41%	41%	Rarely Sit Down to a Meal Together At Home	18%	17%	17%
Woman's Place Is In The Home	36%	35%	35%	Marijuana Should Be Legalized	17%	20%	20%
Like To Do Unconventional	33%	30%	30%	I Am A Workaholic	17%	18%	19%
Things				Like To Pursue	14%	15%	16%
Like Control Over People And	31%	31%	32%	Challenge/Novelty/Change			
Resources				Only Work Current Job for The	13%	13%	13%
Speak My Mind Even If It Upsets	31%	34%	35%	Money			
People				We Should Strive for Equality for	12%	13%	13%
Don't Judge People/Way They	27%	28%	28%	All			
Live Life				On Whole People Get What They §	9%	9%	10%
Prefer To Have Few	27%	32%	31%	Deserve			
Possessions As Possible					9%	10%	11%
Money Is Best Measure Of	26%	25%	25%	Living			
Success				8,	8%	9%	9%
If Won Lottery Would Never	24%	29%	28%	Extras			
Work Again				0,	7%	8%	8%
Like to Stand Out In A Crowd	21%	21%	21%	Life			
Too Much Sponsorship In	20%	22%	22%	e	5%	5%	5%
Arts/Sports				Fam. To Advance			

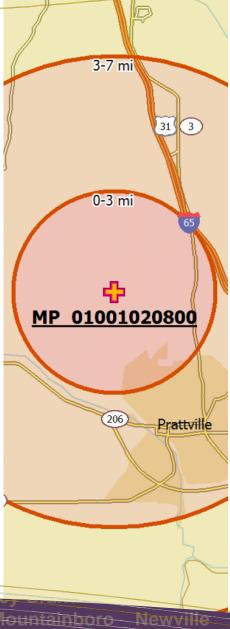
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Jackson Oak Grove Moundville Lipscomb Coosada Clayhatchee Day Littleville Summerdale West End-Cobb Town Pleasant Grove Cullman Cowarts Andalusia Day Intercultural Institute Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.



Hamilton Jackson Orrelie Mount Vernon Petrey Clay Andalusia Gainesville Hountainboro Newville F Ariton Holly Pond Brilliant Weaver Rainbow City Gantt Blountsville Intercultural Institute Ville Arab Fairhope New Hope Atmore Anderson Union Grove Mosse For Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEM	ES	0-3 MII ES	3-7 MILES	7-10 MILES
	MILES					MILES		
Important To Respect Customs And Beliefs	71%	69%	68%	Arts	der Myself Interested In The	15%	17%	17%
You Should Seize Opportunities In Life	56%	57%	57%	Lookin Home	ng for New Ideas To Improve	15%	16%	17%
Like To Understand About	37%	37%	37%	Is An I	mportant Part Of Who I Am	15%	14%	14%
Nature				Real M	len Don't Cry	14%	16%	16%
Prefer Work Part Of Team Than Alone	33%	34%	34%	Enjoy Fam.	Spending Time With My	12%	12%	13%
Important Feel Respected By My Peers	30%	31%	31%	Try No Future	ot To Worry About The	12%	13%	14%
Prefer To Have Few Possessions As Possible	27%	32%	31%	Provid Extras	e My Kids With The Little	9%	11%	12%
Important To Juggle Various Tasks	26%	28%	28%	Like S Fam.	pending Most Time With	4%	5%	5%
People Have To Take Me As	25%	25%	24%	Decor	Particular Interest To Me	4%	4%	4%
They Find Me				Feel V	ery Alone In The World	4%	4%	5%
Have Keen Sense Of Adventure	23%	26%	26%	Childre	en Should Be Allowed To	4%	5%	5%
Good At Fixing Things	23%	26%	26%	Expres	ss Themselves			
Worried About Pollution Caused By Cars	18%	21%	20%	Would Busine	Like To Set Up Own ess	2%	3%	3%
Like To Just Enjoy Life	18%	20%	20%					

s Melntosh Cardiff Sand Rock Valley Head St. Florian Riverside Ohatchee Magnolia Springs Sumiton Holt Tallassee Onycha Kellyton Gadsden Roanoke Vincent Needer Intercultural Institute Niceville Edwardsville Bridgeport Carrollton Haleyville Twin Wilsonvi for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Riverview Mentone Boaz Gainesville Fast Brewton

VVIIII

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.

Pelham Anniston Cardiff Memphis Coosada Robertsdale Babbie Weaver Meridianville Sand Rock La persville New Hope Kellyton Union Springs Mountain Brook Smoke Rise Georgians in Fayette Hayton enville Phenix City Sylacauga Pinckard Frisco City Pennington Oneont for Contestial Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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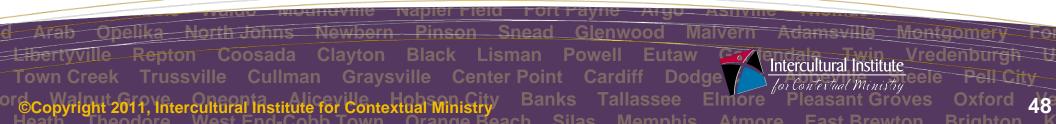
31 3

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

0-3	3-7	7-10
MILES	MILES	MILES
88.11%	87.94%	87.77%
86.53%	86.26%	85.39%
62.38%	60.07%	59.74%
38.24%	37.23%	37.52%
35.92%	34.29%	33.67%
34.08%	34.62%	33.98%
33.64%	32.56%	32.01%
32.36%	33.2%	32.91%
28.71%	28.51%	29.09%
28.36%	26.36%	25.85%
23.18%	22.6%	22.83%
21.53%	22.93%	22.31%
	MILES 88.11% 86.53% 62.38% 38.24% 35.92% 34.08% 32.36% 28.71% 28.36% 23.18%	MILESMILES88.11%87.94%86.53%86.26%86.53%86.26%86.26%37.23%62.38%60.07%38.24%37.23%35.92%34.29%34.08%34.62%33.64%32.56%32.36%33.2%28.71%28.51%28.36%26.36%23.18%22.6%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Cracker Barrel	20.78%	17.93%	17.66%
Dairy Queen	20.54%	18.44%	18.44%
Chick-Fil-A	17.09%	17.89%	17.46%
Sonic	16.85%	16.2%	16.06%
Outback Steakhouse	16.41%	17.28%	16.63%
Red Lobster	15.28%	16.73%	16.83%
Ruby Tuesday	14.95%	13.9%	13.73%
Chili's Grill and Bar	13.94%	16.47%	15.67%
Golden Corral	13.16%	12.18%	12.6%
IHOP (International House Of	12.96%	14.45%	14.34%
Pancakes)			
Hardee's	12.94%	10.88%	11.19%
Domino's Pizza	12.24%	13.73%	13.97%

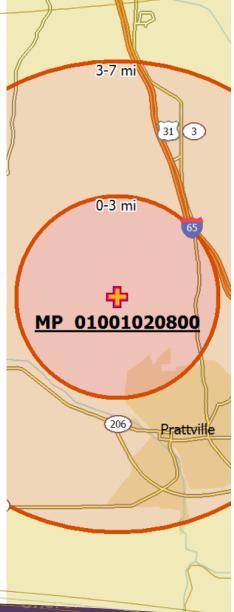


Potential Shared Projects

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!



Hurtsboro Magnolia Springs Codar Bluff Millbrook West Point Underwood-Petersville Susan Moore Valley Glenwood Sardis City Camden Garden City Pickensville Avon Port Intercultural Institute Son Skyline Satsuma Gordo Eufaula West Blocton Ragland Midland Confertual Ministry Onycha Section Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	46.05%	49.25%	48.41%
Recycled products	34.4%	37.49%	36.14%
Worked as volunteer (non political)	17.82%	18.79%	18.01%
Engaged in fund raising	10.45%	11.78%	11.6%
Religious club member	7.8%	8.23%	8.18%
Wrote to elected offcl about publ bus	6.14%	7.06%	6.74%

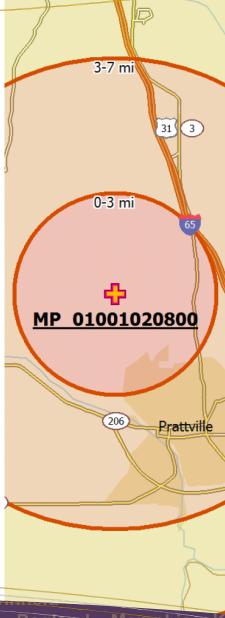
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.59%	5.54%	5.51%
Charitable Organization	5.55%	5.45%	5.37%
Wrote to editor of mag or	5.52%	6.24%	6.03%
newspaper			
Addressed a public meeting	5.36%	5.3%	5.13%
Church Board	4.95%	5.17%	5.32%
Fraternal order member	4.82%	4.73%	4.7%

Theodore Taylor Ragiand Guin Waldo Decatur Yellow Bluff Sand Rock Oakman McMullen Concord Sarden City Hobson City Hokes Bluff Rainsville Myrtlewood Red Bay Ward Intercultural Institute Mobile Guide Field Orange Beach Locust Fork Brent Brilliant Rock Creek Talladega for Contextual Ministry Intercultural Institute for Contextual Ministry Contextual Ministry Rutledge Highland Lake 50

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.



Marion Riverview Avon Springville Glenwood La Fayette Taylor Moundville Ragiand Memphis Kel Millbrook Brilliant Berry Morris Maplesville Demopolis Leighton Intercultural Institute ville Samson Silas Ozark Boaz Paint Rock Creola Fruithurst Beatric for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry OCOPyright 2011, Intercultural Institute for Contextual Ministry October Dozier Florada Hurtsborg Fillen Prichard Autaugaville Haleburg Tripity Holt Littleville Geiger

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	16.12%	18.56%	17.9%
Children's Books	13.44%	14.6%	14.23%
Mystery	12.77%	12.87%	12.4%
Cookbooks	10.92%	10.96%	10.74%
Religious (not Bibles)	9.41%	10.03%	10.01%
Romance	8.12%	7.94%	7.77%
History	6.72%	7.68%	7.37%
Personal/Business	6.42%	7.48%	7.17%
Self-help			
Supermarket	5.5%	6.07%	5.85%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	64.4%	69.35%	68.64%
Gen. Editorial	42.63%	45.72%	46.03%
Womens	39.29%	42.66%	42.68%
Service	38.11%	38.31%	37.36%
Fishing/Hunting	15.66%	12.92%	12.82%
Mens	15.35%	18.41%	18.34%
Business/Finance	15.1%	18.92%	18.59%
Health	14.33%	13.63%	13.67%
Mature Market	13.14%	11.92%	12%

Glen Allen Lisman Pine Hill Red Level Waterloo Douglas Rockford Trafford Florala Brundidge St. See Mooresville Holly Pond Meadowbrook Waverly Mignon Hayneville Intercultural Institute Dozier Greenville Kennedy Powell North Courtland Mulga Elmore Bio Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Saraland Luverne Greensboro Boaz Eldridge Vredenb

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	57%	57.3%	56.42%
Classified	36.78%	33.99%	34.04%
Sport	32.74%	33.08%	32.65%
Editorial Page	32.69%	31.8%	31.35%
Comics	29.47%	28.04%	27.65%
Business/Finance	27.98%	31.19%	30.14%
Food/Cooking	26.46%	25.96%	25.59%
TV/Radio Listings	24.82%	23.84%	23.71%
Movie Listings & Reviews	23.94%	26.16%	25.69%
Home/Gardening	22.75%	22.58%	22.14%
Travel	18.94%	20.74%	20.13%
Science/Technology	16.13%	18.45%	17.92%
Fashion	12.8%	14.67%	14.63%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	32.74%	24.91%	24.25%
Adult Contemporary	19.07%	19.08%	18.2%
CHR Contemp Hit Radio	15.06%	17.2%	17.15%
Rock	13.58%	13.9%	13.24%
News/Talk	11.3%	13.79%	12.86%
Oldies	10.91%	11.62%	11.34%
Classic Rock	10.54%	11.14%	10.45%
Alternative	8.49%	10.61%	9.88%
Urban Contemporary	7.55%	12.38%	14.29%
Religious	7.13%	7.2%	7.05%
Soft Contemporary	7.09%	8.22%	7.77%
Variety	6.29%	7.75%	7.89%
Classic Hits	4.92%	5.43%	5.09%
All News	3.59%	5.13%	5.2%
Sports	3.43%	4.3%	4.03%
Gospel	3.33%	3.23%	3.62%
Jazz	2.99%	5.05%	5.48%
All Talk	2.93%	4.63%	4.41%

Samson Eva Uniontewn Brewton Concord Lowndesboro Underwood-Petersville Lockhart Crossville Hernedy Attalla Northport Florence Highland Lake Chatom St. Florian Intercultural Institute For Contextual Ministry Pelham Vernon Brent Clayton Irondale Camden Collinsville Bailey For Contextual Ministry Society Contextual Ministry Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	65.43%	67.03%	66.19%
Satellite Dish	56.01%	59.33%	57.86%
Soapnet	51.42%	52.25%	51.79%
Other Video-On-Demand	40.49%	42.84%	42.56%
Sci-Fi Channel	37.92%	38.91%	38.42%
Adult Pay Per View TV	35.86%	36.38%	35.71%
MSNBC	34.75%	35.8%	35.29%
Nickelodeon	32.89%	32.18%	31.59%
Adult Swim	32.69%	31.05%	29.92%
TV Info From Sunday TV	31.25%	30.5%	30.11%
Magazine			
Nick At Nite	30.01%	28.92%	28.26%
Subscribe Digital Cable	29.48%	29.14%	29.23%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Comedy Central	28.63%	32.3%	31.07%
TV Info From Newspapers	28.4%	28.57%	28.09%
Hallmark Channel	26.51%	28.29%	27.42%
TV Info From Monthly Cable	26.32%	26.72%	26.07%
Guide			
TCM (Turner Classic	24.97%	26.18%	25.78%
Movies)			
USA Network	24.09%	25.26%	24.7%
BET (Black Entertainment	23.64%	24.75%	24.25%
TV)			
ABC Fam.	22.86%	25.79%	24.96%
The Golf Channel	22.75%	25.53%	24.63%
Encore	22.64%	24.1%	23.09%
ESPN2	22.37%	23.86%	23.27%
E (Entertainment TV)	22.05%	21.94%	21.39%

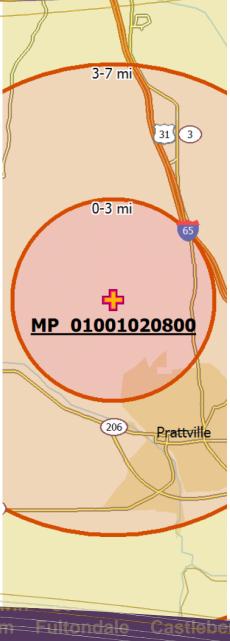
Lisman Gurley Coffee Springs Malvern Sulligent Prattville Roanoke Albertville Leeds Eclectic Self Hand City Fulton Phil Campbell Ethelsville Prichard Satsuma Dayton Intercultural Institute Georgiana Midway Hueytown Sylacauga Smoke Rise Ridgeville Coffee Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.



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Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.92%	21.53%	20.86%
Medium Users (4-6)	10.63%	11.6%	11.14%
Light Users (1-3)	19.51%	20.96%	20.71%
Quintiles (20%)			
Newspaper I (Heavy)	1.57%	1.54%	1.48%
Newspaper II	1.61%	1.35%	1.4%
Newspaper III	1.94%	2.24%	2.19%
Newspaper IV	0.9%	0.86%	0.82%
Newspaper V (Light)	1.29%	1.11%	1.09%

0-3	3-7	7-10
MILES	MILES	MILES
21.37%	21.16%	21.1%
9.57%	9.69%	9.68%
11.06%	10.86%	10.82%
12.31%	12.47%	12.54%
0.63%	0.73%	0.78%
4.54%	5.96%	6.11%
1.28%	2.3%	2.44%
2.85%	3.24%	3.38%
15.97%	15.2%	15.48%
24.37%	24.28%	24.28%
16.39%	14.72%	15.16%
5.55%	5.27%	5.55%
3.38%	4.87%	5.14%
21.94%	21.77%	22.23%
2.23%	2.8%	3.02%
	MILES 21.37% 9.57% 11.06% 12.31% 0.63% 4.54% 1.28% 2.85% 15.97% 24.37% 16.39% 3.38% 21.94%	MILES MILES 21.37% 21.16% 9.57% 9.69% 11.06% 10.86% 12.31% 12.47% 0.63% 0.73% 4.54% 5.96% 1.28% 2.3% 2.85% 3.24% 15.97% 15.2% 24.37% 24.28% 16.39% 14.72% 3.38% 4.87% 21.94% 21.77%



Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7
	MILES	MILES	MILES		MILES	MILES	N
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.19%	2.99%	3%	Prime Time I & II (Heavy)	3.44%	3.25%	3.
Drive Time III (Medium)	0.55%	0.61%	0.68%	Prime Time III (Medium)	2.53%	2.21%	2
Radio IV & V (Light)	1.58%	2.16%	2.24%	Prime Time IV & V (Light)	10.02%	10.83%	1(
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	10.28%	10.7%	10.67%	Fringe I & II (Heavy)	41.23%	39.47%	39
Radio III (Medium)	5.85%	5.6%	5.44%	Fringe III (Medium)	53.9%	51.27%	5
Radio IV & V (Light)	3.42%	3.69%	3.72%	Fringe IV (Light)	58.25%	56.31%	56
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	13.06%	15.86%	15.24%	All Day I & II (Heavy)	10.46%	12.96%	1:
Cable III (Medium)	3.8%	4.37%	4.35%	All Day III (Medium)	22.89%	22.98%	23
Cable IV & V (Light)	30.23%	32.62%	32.86%	All Day IV (Light)	11.33%	12.95%	1:

n Myrtlewood Ridgeville Meridianville Silas Collinsville Pinckard Rainsville Red Bay Luverne Meintes Atmore Woodstock Mosses Flomaton McDonald Chapel Cuba Culling Intercultural Institute Tuscumbia Saks Brewton Billingsley Bear Creek Lockhart Bayou La Futon Billings Parton City Confectual Ministry Copyright 2011, 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.65%	12.74%	12.61%
6:00am - 10:00am	12.97%	15.77%	15.41%
10:00am - 3:00pm	4.15%	6.55%	6.78%
3:00pm - 7:00pm	13.54%	14.26%	14.27%
7:00pm - Midnight	13%	13.72%	13.33%
Midnight - 6:00am	4.08%	5.23%	5.33%
Weekend Radio			
Listeners			
Dayparts [summary]	18.1%	16.73%	16.47%
6:00am - 10:00am	5.11%	4.16%	4.08%
10:00am-3:00pm	3.46%	5.09%	4.93%
3:00pm - 7:00pm	7.46%	7.87%	7.69%
7:00pm - Midnight	11.2%	10.6%	10.51%
Midnight - 6:00am	10.84%	10.62%	10.75%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.22%	10.65%	10%
Saturday: 8:00-11:00pm	10.09%	8.41%	8.49%
Sunday: 7:00-11:00pm	11.39%	11.52%	11.18%
9:00am-1:00pm	30.01%	28.92%	28.26%
9:00am-4:00pm	34.57%	32.82%	32.19%
4:00pm-7:00pm	28.36%	31.63%	31.15%
11:00pm-1:00am	42.18%	43.35%	42.98%
AVG Prime time	2.24%	3%	3.08%
Mon-Sun			

aton Henagar Brewton Eldridge Harvest Montgomery Daphne Addison Ardmore Cedar Bluff Sylvania Then Pinson Pine Ridge Madison Westover Fyffe Pleasant Groves Ford Intercultural Institute Andalusia Samson Coosada Atmore Athens Robertsdale Muscle Jox Confectual Ministry Copyright 2011, 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.74%	18.1%	17.6%	Sat: 7-10am	Sat: 7-10am 19.09%	Sat: 7-10am 19.09% 19.59%
7-9am	22.37%	23.86%	23.27%	Sat: 10am-1pm	Sat: 10am-1pm 9.59%	Sat: 10am-1pm 9.59% 8.65%
9am-12noon	26.75%	24.98%	24.3%	Sat: 1-4pm	Sat: 1-4pm 26.03%	Sat: 1-4pm 26.03% 26.54%
12noon-4pm	7.83%	7.84%	7.89%	Sat: 4-6pm	Sat: 4-6pm 7.12%	Sat: 4-6pm 7.12% 7.62%
4-6pm	46.55%	52.55%	51.22%	Sat: 6-7pm	Sat: 6-7pm 2.47%	Sat: 6-7pm 2.47% 2.14%
6-7pm	21.04%	20.12%	19.85%	Sat: 7-8pm	Sat: 7-8pm 0.85%	Sat: 7-8pm 0.85% 1.23%
7-7:30pm	1.09%	1.51%	1.47%	Sat: 8-11pm	Sat: 8-11pm 10.09%	Sat: 8-11pm 10.09% 8.41%
7:30-8pm	11.32%	11.83%	11.79%	Sat: 11pm-1am	Sat: 11pm-1am 4.76%	Sat: 11pm-1am 4.76% 5.12%
8-11pm	9.22%	10.65%	10%	Sat: 1am-7pm	Sat: 1am-7pm 24.09%	Sat: 1am-7pm 24.09% 25.26%
11pm-12am	34.75%	35.8%	35.29%	Sun: 7-10am	Sun: 7-10am 2.18%	Sun: 7-10am 2.18% 2.23%
11pm-1am	42.18%	43.35%	42.98%	Sun: 10am-1pm	Sun: 10am-1pm 9.03%	Sun: 10am-1pm 9.03% 7.81%
1-6am	26.73%	32.1%	31.47%	Sun: 1-4pm	Sun: 1-4pm 8.27%	Sun: 1-4pm 8.27% 7.23%
				Sun: 4-7pm	Sun: 4-7pm 16.2%	Sun: 4-7pm 16.2% 16.17%
				Sun: 7-11pm	Sun: 7-11pm 11.39%	Sun: 7-11pm 11.39% 11.52%
				Sun: 11pm-1am	Sun: 11pm-1am 6.71%	Sun: 11pm-1am 6.71% 6.42%
				Sun: 1-7am	Sun: 1-7am 25.89%	Sun: 1-7am 25.89% 25.06%

Beatrice Mount Vernon Napler Field Kinston Dothan Clio Riverview Petrey Theodore Leesburg Dated Heath Union Springs Franklin Lincoln Littleville Benton Parrish Intercultural Institute Wilsonville Rainsville Trussville Coosada Carrollton Locust Fork New Forestdale Ministry Elba Coaling Libertyville 59 Copyright 2011, Intercultural Institute for Contextual Ministry Belk, Anderson, Coneya, Leeds, Moores Mill, Fulton

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.

Carolina Cardiff New Site Leighton Underwood-Petersville Ragland Brewton Galsden Concord We Red Bay Elberta Red Level Hamilton Grayson Valley Alexandria ockhart Selma Valley Grande Sipsey Stevenson Tuskegee Bessemer Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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

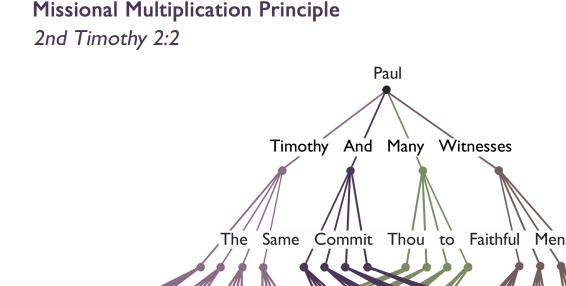
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways 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?

Allgood Butler Lisman Wilsonville Thomaston Toxey Sand Rock For Deposit Montgomery Monteval Fairfield Evergreen Holt Union Indian Springs Village Calera Rehord Intercultural Institute Crossville Union Grove Hollywood Hodges Babbie Muscle Shoals Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.



Shall Be Able To Teach Others Also

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Who

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.



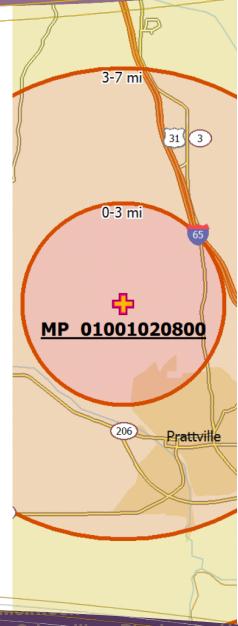


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
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- 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.



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Pleasant Hill	PO Box 681625 Prattville, AL 36068	1.69 mi	83	Declining
2	Pine Level First	1899 Highway 31 N Prattville, AL 36067	2.91 mi	47	Growing
3	Boone's Chapel	2301 County Road 66 Prattville, AL 36067	4.15 mi	180	Growing
4	County Line	1524 County Road 39 Deatsville, AL 36022	4.22 mi	23	Declining
5	Liberty	2315 US Highway 31 N Deatsville, AL 36022	4.49 mi	95	Growing
6	East Memorial	1320 Old Ridge Rd Prattville, AL 36066	4.55 mi	874	Plateauing
7	Camellia	201 Woodvale Rd Prattville, AL 36067	5.16 mi	386	Growing
8	Calvary	431 W 4th St Prattville, AL 36067	5.27 mi	65	Declining
9	Crestview	114 Walker St Prattville, AL 36066	5.36 mi	108	Declining
10	Prattville First	138 S Washington St Prattville, AL 36067	5.46 mi	1,157	Growing
11	Pratt Court	PO Box 680456 Prattville, AL 36068	5.93 mi	37	Declining
12	Glynwood	376 McQueen Smith Rd N Prattville, AL 36066	6.00 mi	305	Plateauing
13	Pueblo de Dios	326 Washington Street Prattville, AL 36067	6.21 mi	18	Declining
14	New Vision	1585 E Main St Prattville, AL 36066	6.26 mi	107	Plateauing
15	Prattmont	814 Smith Ave Prattville, AL 36067	6.32 mi	168	Declining

Alexander City Vernon Prattville Pell City Ashford Union Stevenson Muscle Shoals Malvern Thomaston Froy Lake Purdy Cowarts White Hall Birmingham Gordonville Sweet in Intercultural Institute Hope Leesburg Bear Creek Shorter Elba Detroit Anderson Red Level for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Noodbard Coosada Meridianvillo Jacksons' Con Wilson

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH		DISTANCE		
10		ADDRESS		WRSHP AVG	
16	Journey Church	PO Box 1206 Millbrook, AL 36054	6.91 mi	241	Growing
17	Millbrook	3431 Browns Rd Millbrook, AL 36054	7.25 mi	203	Declining
18	Deatsville	PO Box 220405 Deatsville, AL 36022	7.26 mi	89	Declining
19	Brookwood	PO Box 703 Millbrook, AL 36054	7.99 mi	33	Plateauing
20	New Prospect	2505 County Road 57 Marbury, AL 36051	8.95 mi	52	Plateauing
21	Primera Iglesia Hispana Bautista de Autauga	2780 Highway 143 Deatsville, AL 36022	9.29 mi	12	Growing
22	Coosada	PO Box 99 Coosada, AL 36020	9.36 mi	249	Growing
23	Mitts Chapel	935 Cold Springs Rd Deatsville, AL 36022	9.37 mi	81	Declining
24	Wadsworth	2780 Highway 143 Deatsville, AL 36022	9.62 mi	165	Plateauing
25	Mt. Hebron West	PO Box 279 Elmore, AL 36025	9.76 mi	428	Plateauing
26	White Pond	1898 County Road 21 N Prattville, AL 36067	9.93 mi	121	Plateauing
27	Bethlehem	2656 County Road 131 Marbury, AL 36051	9.97 mi	61	Plateauing
28	Shoal Creek	13214 Holtville Rd Deatsville, AL 36022	10.19 mi	184	Plateauing
29	Hunter Station	4700 Birmingham Hwy Montgomery, AL 36108	11.08 mi	68	Declining
30	Unity Southern	2994 Unity Rd Marbury, AL 36051	11.23 mi	70	Declining

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Autaugaville	PO Box 35 Autaugaville, AL 36003	11.51 mi	134	Plateauing
32	Marbury	PO Box 33 Marbury, AL 36051	11.59 mi	69	Growing
33	Mountain Creek	1502 County Road 63 Marbury, AL 36051	12.06 mi	38	Declining
34	Lake Hill	4123 Lightwood Rd Deatsville, AL 36022	12.35 mi	60	Plateauing
35	Bethesda	1232 County Road 19 N Prattville, AL 36067	12.46 mi	58	Declining
36	New Hope	6191 Lightwood Rd Deatsville, AL 36022	12.79 mi	113	Declining
37	Big Springs	730 County Road 40 W Prattville, AL 36067	13.43 mi	30	Plateauing
38	Holtville Riverside	7121 Holtville Rd Wetumpka, AL 36092	13.45 mi	75	Plateauing
39	Floyd	3439 County Road 59 Verbena, AL 36091	13.68 mi	39	Growing
40	Indian Grave	1343 County Road 24 Billingsley, AL 36006	13.77 mi	118	Plateauing
41	Catoma	4300 Old Selma Rd Montgomery, AL 36108	13.93 mi	195	Growing
42	Bible Missionary	2750 Tremont St Montgomery, AL 36110	14.01 mi	64	Growing
43	Open Acres	47 Maplewood Dr Montgomery, AL 36110	14.08 mi	71	Plateauing
44	Trinity	2700 Old Selma Rd Montgomery, AL 36108	14.15 mi	42	Declining
45	New Harmony	3094 New Harmony Rd Marbury, AL 36051	14.58 mi	35	Declining

ora Point Clear Priceville Madison Petrey Geneva Onycha Selma St. Florian Center Point Irondale Haterioo Rainbow City Clio Gordo Lockhart Hanceville Allgood Source Intercultural Institute Hobson City Odenville Wilsonville Riverside Fulton Enterprise Ecleville Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry



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

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