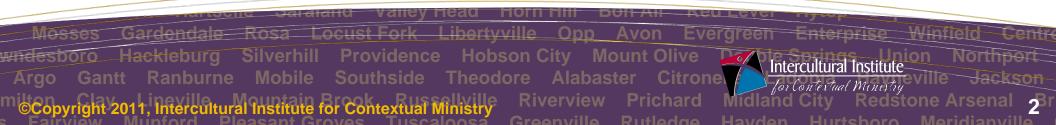
MissionSite top unreached locations

Alterna Eclectic Pinsen Anniston Bay Minette EUTAW, AL Dozier Dora Moundville Ardmore Edgewater Moundville Evergreen Eufaula CENSUS TRACT: 01063060100 REGION: South Central Region Apple Decatur Wetunpka Cast AssociaTiON: Bigbee In partnership with the:

In partnership with the: Intercultural Institute for Contextual Ministry COUNTY: Greene SITESCAPE: Townscape DEN: ITY PATTERN: I3 Alabama Baptist Convention State Board of Missions State Board of Missions State Board of Missions State Board of Missions

MissionSite (TM) Table of Contents

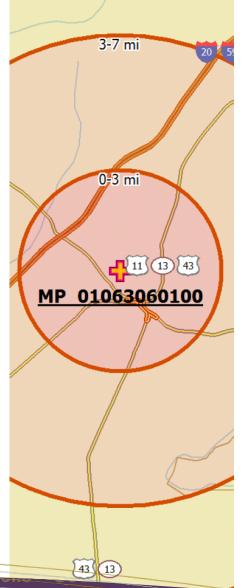
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66



Site Location Summary

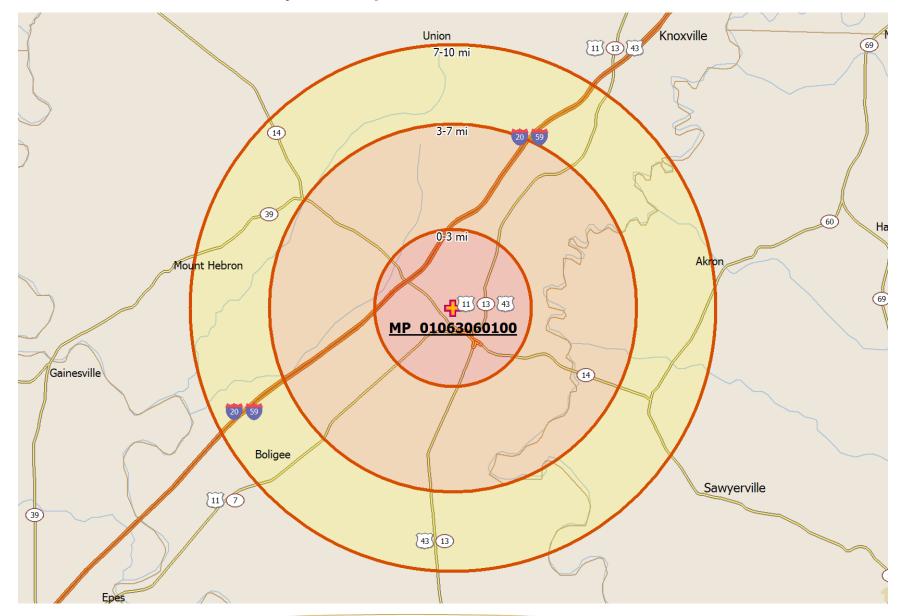
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	1089	Bigbee
3	District	08	Western Black Belt District
4	County Location	01063	Greene
5	Zipcode	35462	Greene
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.11	Small towns outside settlements
9	Sitescape Density Pattern	13	10000-0-2500



ville West Blocton Gen Allen Bon Air Fayette Falkville West End-Cobb Town Gayton Shiloh West Jeffe Freenville Brookside Ariton Kellyton Benton Moores Mill Bay Minette Grayson Valley Talladega Springs Millbrook South Vinemont Oakmar Intercultural Institute For Confectual Ministry Coosada St. Florian Contextual Ministry Phil Campbe 3

Site Location Summary - Map of the Site Location



Hirtshord Hayden Beaverton Heath Гохеv tmore Intercultural Institute La Batre Prichard **Munford** Ariton for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Odenville ¥е Kellyton Wetumpka

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	10	Rural commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Elkmont Fruithurst Holt Chelsea Millbrook Sylacauga Gordon Creola Russelville Benton Selmont Contextual Distribute Fyffe Edwardsville Gordo <u>Intercultural Institute</u> Dive Brundidge Wedowee Columbiana Banks Bear Creek Avon McM <u>for Contextual Ministry</u> Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,602	1,159	2,931
2010 Households	1,232	558	1,303
2010 Group Quarters Population	78	0	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	11	0	3
Language Diversity National Index	7	0	1
Foreign Born Diversity National Index	18	0	16
Ancestry Diversity National Index	5	0	1
Racial Diversity National Index	42	0	38

Brilliant Hytop Yellow Bluff Pell City Camp Hill Union Grove Hoover Glenwood Westover Garden H Rock Creek Ardmore Colony Lincoln Smiths Station Providence Intercultural Institute Intercultural Institute of Contextual Ministry Newton Ashland Brewton Rainbow City Natural Bridg6

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	1	True
Low-education County	1	True
Low-employment County	1	True
Persistent Poverty County	1	True
Population Loss County	1	True
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Killen Nauvoo Holly Pond Prattville Epes Carrollton Lockhart Collinsville Fort Payne Akron Winfield F

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	4	0.32%
Mainstay Communities	Ie CommunitiesAffluent, White-collar Familiestay CommunitiesEstablished, Diverse Householdsng CommunitiesBlue-collar, Working Familiesry CommunitiesRural, Agri. & Mining Familiesng CommunitiesYoung Singles / Aspiring-Multihousing		6.66%
Working Communities	Blue-collar, Working Families	21	1.7%
Country Communities	Rural, Agri. & Mining Families	11	0.89%
Aspiring Communities	Young Singles / Aspiring-Multihousing	494	40.1%
Urban Communities	High Density, Inner-city Neighborhoods	619	50.24%

Kansas Madison Mountain Brook Parrish Webb Irondale Vestavia Hills Excel Providence Union Spring ackson Mobile Guntersville Goshen White Hall Orange Beach Trinity Intercultural Institute Valley Geraldin ee Ethelsville Red Bay Haleyville Louisville Lisman Guin McDonald Contextual Ministry for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry for Copyright 2011, Intercultural Institute for Contextual Ministry for Copyright 2011, Intercultural Institute for Contextual Ministry 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.

Mount Olive Town Creek Billingsley Haleyville Bear Creek Opp Sylacauga Tarrant Falkville Susan Moe Hisonville Nectar Coosada Rainsville Hoover Sweet Water Flomaton Intercultural Institute Akron Adamsville Belk Sylvan Springs Brighton Orange Beach Reform For Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

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?

Brewton Wedowee Forkland Mooresville Andalusia Locust Fork Black Greensboro Town Creek Cott Wens Cross Roads Vance West Jefferson Cuba Coaling Daleville The Bay Castleberry Red Bay Belk Fayette Steele Phil Campbell Nauvoo Orrville Gordon Lowndes Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Dauphin Island Union Springs Boligee Ladonia Applied

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	2,813	865	30.76%
Unreached %	69.45%	70.23%	101.12
Religious But NOT Evangelical HH	1,139	342	30.01%
Religious But NOT Evangelical %	28.12%	27.74%	98.64
Spiritual But NOT Relig or Evang HH	105	45	42.67%
Spiritual But NOT Relig or Evang %	2.59%	3.63%	140.25
Not Evangelical, Not Interested HH	1,715	512	29.84%
Not Evangelical, Not Interested %	42.35%	41.54%	98.1



Redstone Arsenal Reece City Sand Rock Shorter York Mulga Gurley Lexington Sardis City Montgoli Bilas Georgiana Camp Hill Eutaw Libertyville Grant Anderson Herry Intercultural Institute Rucker Parrish Sulligent Enterprise North Johns Dadeville Newbern for Confectual Ministry 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	6	1	16.67%
Active ALSBOM Attenders	203	88	43.35%
Active Evangelical Households	892	264	29.56%
Active Evangelical Percent	22.03%	21.41%	97.18
Inactive Evangelical Households	345	102	29.62%
Inactive Evangelical Percent	8.52%	8.30%	97.39
# 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	Eutaw	1.28 mi	88	Declining	16	Rhodes Chapel	18.41 mi	38	Declining
2	Clinton	7.15 mi	34	Declining	17	Old Belmont	19.58 mi	37	Growing
3	Friendship	8.99 mi	21	Declining	18	Forest	19.68 mi	23	Plateauing
4	Akron	9.93 mi	26	Declining	19	Moundville	19.90 mi	196	Plateauing
5	West Greene	11.73 mi	13	Declining	20	Indian Mounds	20.45 mi	52	Plateauing
6	Mt. Hebron Baptist	12.90 mi	43	Growing	21	Greensboro	20.76 mi	201	Plateauing
7	Beulah	13.07 mi	32	Plateauing	22	Sumterville	21.22 mi	23	Growing
8	Gainesville	14.58 mi	15	Declining	23	Antioch	21.27 mi	56	Plateauing
9	Bethel	15.37 mi	47	Growing	24	Grant's Creek	21.29 mi	205	Growing
10	Concord Baptist	15.38 mi	32	Growing	25	Demopolis First	22.95 mi	79	Declining
11	Epes	16.14 mi	8	Plateauing	26	New Hope	23.08 mi	51	Plateauing
12	Community	16.52 mi	74	Plateauing	27	Westside	23.39 mi	26	Growing
13	Shiloh	17.29 mi	83	Declining	28	Pleasant Hill	23.41 mi	32	Plateauing
14	Macedonia	18.06 mi	34	Growing	29	Livingston First	23.90 mi	200	Declining
15	New Haven	18.18 mi	28	Plateauing	30	Fairhaven	24.23 mi	314	Plateauing

Reform Brantley York Sylvania Millry Piedmont Ariton Dozier Mobile Ladonia Attalla Thomasville Sardis City Chelsea Vina Locust Fork Butler Sumiton Selmont-West Intercultural Institute Waldo Owens Cross Roads Hammondville Springville Edgewater Mor For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

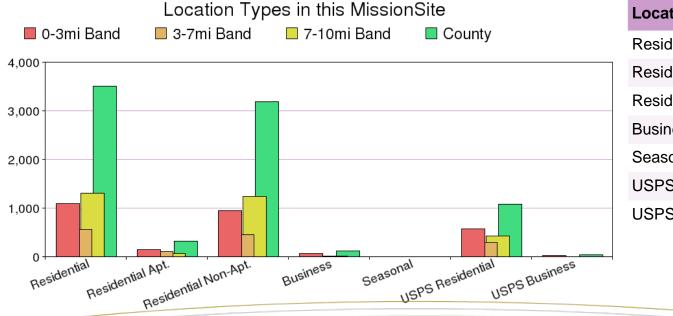
Issues for Your Consideration

- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
- 2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
- 3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.



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	10,153	3,262	32.13%
2000 Population	9,974	3,047	30.55%
2010 Population	8,697	2,602	29.92%

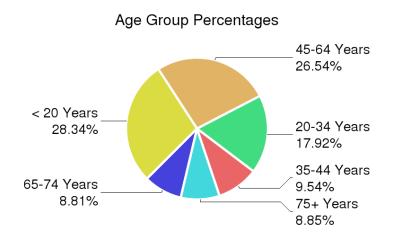


Location Type	0-3mi Band
Residential	1,095
Residential Apt.	144
Residential Non-Apt.	951
Business	70
Seasonal	0
USPS Residential	579
USPS Business	29

ndian Springs Village Marris New Brockton Lockhart Mulga Deatsville Kansas Summerdale Billingsley Leighton Flomaton Yellow Bluff Tuscumbia Woodville Brewton Clayton Intercultural Institute ta Spanish Fort Wilsonville Frisco City Saraland Monroeville Carolina di Copyright 2011, Intercultural Institute for Contextual Ministry Hoover Slocomb Foley Douglas Haleyville Vernon15

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.

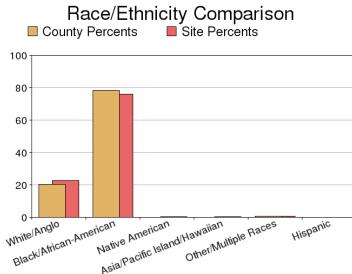


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.84%	5.34%	110.33
4-5 Years	2.64%	2.23%	84.47
6-8 Years	4.08%	4.15%	101.72
9-11 Years	4.27%	4.23%	99.06
12-13 Years	2.92%	3.07%	105.14
14-17 Years	5.9%	6.26%	106.1
18-19 Years	2.97%	3.04%	102.36
0-5 Years	7.49%	7.57%	101.07
6-12 Years	9.8%	9.99%	101.94
13-19 Years	10.34%	10.76%	104.06
< 20 Years	27.63%	28.32%	102.5
20-34 Years	17.87%	17.91%	100.22
35-44 Years	9.99%	9.53%	95.4
45-64 Years	28.38%	26.52%	93.45
65-74 Years	8.44%	8.8%	104.27
75+ Years	7.7%	8.84%	114.81
Median Age	40	34	86.7
Median Age (Male)	35	31	90.15
Median Age (Female)	43	38	88.54



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	20.46%	22.67%	110.85				
Black, African-American	78.46%	76.1%	96.98				
Native American	0.14%	0.19%	139.27				
Asian	0.16%	0.31%	191				
Pacific Island, Hawaiian	0%	0%	0				
Other/Multiple Races	0.78%	0.73%	93.39				
Hispanic	0%	0.61%	0				
Education of Adults (25 yrs+)							
Total Adults over age 25 years.	5,716	1,664					
Less than 9th Grade	14.92%	13.04%	114.43				
No High School Diploma	19.4%	14.42%	134.52				
High School Graduate	35.32%	34.44%	102.58				
Some College, no degree	16.38%	18.75%	87.33				

3.34%

7.44%

4.27%

10.52%

78.31

70.7

White Anglo Black African American American Native American Hispanic Asia/Pacific Island/Hawaiian Hispanic Hispanic	Graduate/Prof. degree	3.2%	4.57%	70.1
Blackur Asia/Pacific to Other				
art Ridgeville Dutton Eclectic Baileyton	Ladonia Brewton Elr	nore White H	all Traffor	d Fulton
tsville Columbiana Lake View Cullman		Interest	cultural Institute	
est End-Cobb Town Tillmans Corner Ider Pennington Livingston Douglas Copyright 2011, Intercultural Institute for Contextual M West Jefferson Concord Brighton Rain	Saraland Evergreen Oa	k Hill Grant	ontextual Ministry	rtville Lind ton Fort Pa
West Jefferson Concord Brighton Rain	sville Winfield Ariton	Smiths Station		

Associate Degree

College Degree

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	22.72%	24.59%	81.11
\$10,000 to \$19,999	19.68%	24.19%	122.91
\$20,000 to \$29,999	14.27%	10.8%	75.64
\$30,000 to \$49,999	18.35%	16.56%	90.26
\$50,000 to \$59,999	5.88%	4.38%	74.59
\$60,000 to \$69,999	4.15%	4.38%	105.66
\$70,000 to \$79,999	3.26%	3.49%	107.09
\$80,000 to \$89,999	3.56%	3.33%	93.6
\$90,000 to \$99,999	1.85%	1.95%	105.19
\$100,000 to \$124,999	2.54%	4.06%	159.58
\$125,000 to \$149,999	1.19%	0.81%	68.49
\$150,000 to \$199,999	1.48%	0.89%	60.27
\$200,000 to \$249,999	0.44%	0.24%	54.79
\$250,000 or more	0.64%	0.24%	37.93
Median Household	24,637	23,311	94.62
Average Household	42,612	42,363	99.42
Per Capita Household	20,030	20,074	100.22
Family/Non-Family Household			
Income			
Median Family Income	31,739	30,249	95.31
Average Family Income	49,565	45,309	91.41
Median Non-Family Income	14,394	15,676	108.91
Average Non-Family Income	28,313	18,505	65.36

Lexington Heffin Hartselle Valley Grande Lakeview Rosa Fruithurst Orange Beach Forestdale West k Grove Smoke Rise Chickasaw Red Bay Muscle Shoals Kennedy Merid Intercultural Institute Ibrook Lincoln Talladega Springs Grand Bay Calera Arley Tuscaloosa Geocopyright 2011, Intercultural Institute for Contextual Ministry Thomasville Lester Auburn Banks Black Sylacaug 18 Harvest New Market Valley Carbon Hill Cusseta Boligee Hoover Sanford Midland City Rock Mills Harves

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	67.28%	66.48%	98.8
Families with Children	38.4%	37.5%	97.67
Families without Children	28.89%	28.98%	100.31
Non-Family Households			
% Non-Family Households	32.72%	33.52%	102.47
Non-Families with Children	0.07	0	0
Non-Families without Children	32.64	33.52	102.7
Housing Units			Index
Total Housing Units	5,295	1,396	
Vacant percent	23.51%	11.68%	49.66
Owned percent	57.64%	52.72%	91.47%
Rented Percent	18.85%	35.53%	188.51
Households by Size			Index
Avg household size	2.13	2.05	96.24
Avg family hh size	2.67	2.56	95.88
Avg non-family hh size	1.02	1.03	100.98
Households By Count of Persons			Percent
One	1,256	391	31.13%
Тwo	1,581	510	32.26%
Three or Four	1,073	298	27.77%
Five+	140	33	23.57%

Gantt Nauvoo Excel Slocomb Valley Grande Atmore Oak Hill Thomaston Woodsteck Adamsville Character Bessemer Dodge City Boaz Trafford Chelsea Vance Huguley Construct Intercultural Institute Louisville Madison Tarrant Wetumpka Berry South Vinemont McLing Goldville Kellyton Georgiana 9 Copyright 2011, Intercultural Institute for Contextual Ministry 9 Copyright 2011, Intercultural Institute for Contextual Ministry 19 Copyright 2011, Intercultural Institute for Contextual Ministry

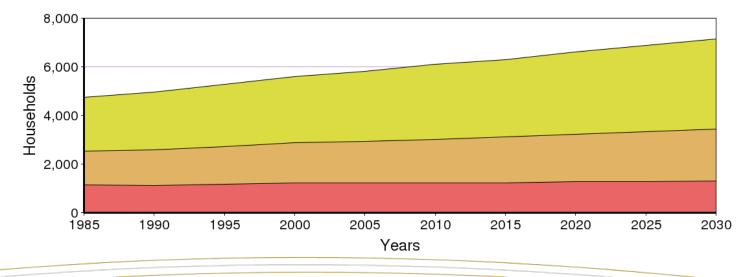
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	10,153	3,262	32.13%
2000 Population	9,974	3,047	30.55%
2010 Population	8,697	2,602	29.92%
2015 Population	8,063	2,417	29.98%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

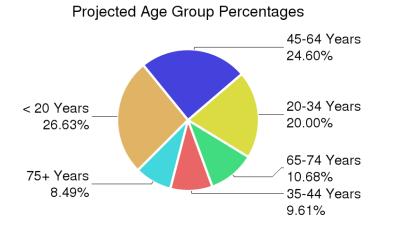
📃 0-10mi Ring



Ranburne Centreville Brantley Meridianville Slocomb Homewood Nauvoo Pennington Mount Vernon F Geneva Redstone Arsenal Jasper Waverly Scottsboro Silverhill Wedower Intercultural Institute lega Napier Field County Line Hayden Hazel Green Vredenburgh Lake for Contextual Ministry Copyright 2011, Intercultural Institute 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.

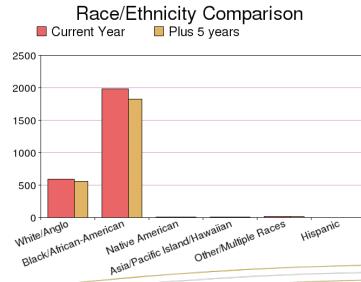


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.34%	5.71%	106.93
4-5 Years	2.23%	2.28%	102.24
6-8 Years	4.15%	3.76%	90.6
9-11 Years	4.23%	3.76%	88.89
12-13 Years	3.07%	2.44%	79.48
14-17 Years	6.26%	5.34%	85.3
18-19 Years	3.04%	3.31%	108.88
0-5 Years	7.57%	7.99%	105.55
6-12 Years	9.99%	8.73%	87.39
13-19 Years	10.76%	9.89%	91.91
< 20 Years	28.32%	26.61%	93.96
20-34 Years	17.91%	19.98%	111.56
35-44 Years	9.53%	9.6%	100.73
45-64 Years	26.52%	24.58%	92.68
65-74 Years	8.8%	10.67%	121.25
75+ Years	8.84%	8.48%	95.93
Median Age	40	37	92.55
Median Age (Male)	35	31	88.8
Median Age (Female)	43	39	90.06

Providence <u>Georgiana</u> Pike Road Ozark Midfield Sardis City Phil Campbell Gordo Hueytown Rock Halan Springs Village Hamilton Goshen Daphne Munford Gantt Gold <u>Intercultural Institute</u> The Elmore Heath West Blocton Valley Head Childersburg Northport Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Refer Bluff Montgomery Southside Oak Hill Lowndesboro

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	PLUS 5 YRS	INDEX
22.67%	23.21%	102.36
76.1%	75.47%	99.17
0.19%	0.25%	129.18
0.31%	0.37%	121.11
0%	0%	0
0.73%	0.74%	101.99
0%	0%	0
1,664	1,569	
13.04%	13.45%	103.12
	22.67% 76.1% 0.19% 0.31% 0% 0.73% 0% 1,664	22.67% 23.21% 76.1% 75.47% 0.19% 0.25% 0.31% 0.37% 0% 0.74% 0% 0% 1,664 1,569

14.42%

34.44%

18.75%

4.27%

10.52%

4.57%

14.15%

35.05%

18.74%

4.08%

10.26%

4.27%

98.1

101.8

99.94

95.6

97.57

93.5

White Mread American American American Matrice American Multiple Har History Back/Atrican American Matrice Hard/Hawar Other Multiple Har History Asia/Pacific Island/Hawar Other Multiple Har History Flore and Maytown Opp Sheffield Forkland Berry Eps Blue Store Intercultural Institute Autaugaville Tuscumbia Slocomb Bessemer Boaz Avon Dopyright 2011, Intercultural Institute for Contextual Ministry Opyright 2011, Intercultural Institute for Contextual Ministry

No High School Diploma

Some College, no degree

High School Graduate

Graduate/Prof. degree

Associate Degree

College 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	24.59%	21.39%	86.99
\$10,000 to \$19,999	24.19%	22.93%	94.81
\$20,000 to \$29,999	10.8%	11.02%	102.09
\$30,000 to \$49,999	16.56%	16.13%	97.39
\$50,000 to \$59,999	4.38%	5.35%	122.02
\$60,000 to \$69,999	4.38%	5.51%	125.72
\$70,000 to \$79,999	3.49%	3.32%	102.16
\$80,000 to \$89,999	3.33%	3.97%	99.84
\$90,000 to \$99,999	1.95%	1.94%	99.84
\$100,000 to \$249,999	4.06%	4.94%	121.8
\$125,000 to \$149,999	0.81%	1.13%	139.77
\$150,000 to \$199,999	0.89%	1.13%	127.07
\$200,000 to \$249,999	0.24%	0.24%	99.84
\$250,000 or more	0.24%	0.24%	99.84
Median Household	23,311	27,209	116.72
Average Household	42,363	46,242	109.16
Per Capita Household	20,074	23,627	117.7
Family/Non-Family Household			
Income			
Median Family Income	30,249	34,119	112.79
Average Family Income	45,309	48,676	107.43
Median Non-Family Income	15,676	16,649	106.21
Average Non-Family Income	18,505	24,451	132.13

Bluff Allgood Pinckard Glen Allen Florence Lineville New Hope Cordova Berry Adamsville Mosses Lineville Pelham Hobson City Gilbertown Oak Grove Gantt Woodland Intercultural Institute es Mill Jemison Langston Detroit Selma Stevenson Graysville Lincol Intercultural Institute Dega Millry G Copyright 2011, Intercultural Institute for Contextual Ministry Elkmont Clayton Lexington Kinsey Priceville Franklin

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	66.48%	65.72%	98.86
Families with Children	37.5	36.87	98.33
Families without Children	28.98	28.28	97.6
Non-Family Households			
% Non-Family Households	33.52%	34.28%	102.26
Non-Families with Children	0	0	102.26
Non-Families without	33.52	34.28	102.26
Children			
Housing Units			
Total Housing Units	1,396	1,404	100.57%
Vacant percent	11.68%	12.04%	103.09
Owned percent	52.72%	53.42%	101.32
Rented Percent	35.53%	34.47%	97.02
Households by Size			
Avg household size	2.05	1.90	92.68%
Avg family hh size	2.56	2.35	91.8%
Avg non-family hh size	1.03	1.03	100%
Households By Count of			
Persons			
One	391	389	99.49%
Тwo	510	550	107.84%
Three or Four	298	285	95.64%
Five+	33	10	30.3%

Edgewater Parrish Alfoena Lake Purdy Moody Geraldine Brookwood Dodge City Lynn Magnolia Sp nelle Addison Pisgah Foley Hayneville Anderson Goshen Hodges King Intercultural Institute Meridianville Centreville Harpersville Munford Sand Rock Bear Creek Mood for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Foreign Born Pop	16	10	0	Eastern Africa	0	1	0
Northern Europe	0	0	0	Middle Africa	0	0	0
Western Europe	10	6	0	Northern Africa	0	0	0
Southern Europe	2	2	0	Southern Africa	0	0	0
Eastern Europe	0	0	0	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	0	0	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	0	0	0	Central Amer.	0	0	0
Western Asia	0	0	0	South America	4	1	0
Other Asia	0	0	0	North America	0	0	0
				Born at sea	0	0	0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	2,700	1,053	965	Other Indo-Euro	6	4	0
Spanish	42	30	7	Asian/PI languages	0	0	0
Other Indo-Euro	14	13	0	Chinese	0	0	0
language				Japanese	2	0	0
French (incl. Patois,	1	1	0	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	1	0	Cambodian			
Italian	1	1	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	6	6	0	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0	·			

mmerdale Boaz Lake view Shoffield Birmingham Columbiana Coffeeville Glen Allen Phenix City Paint F Shead Pollard Sanford Fort Payne Trafford Hillsboro Piedmont Intercultural Institute Colony New Site Clayton Eufaula Sipsey Ariton Pelham Cardiff Cent Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mauvoo N26

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	2,453	876	729	Irish	Irish 44	Irish 44 16
Arab	0	0	0	Italian	Italian 15	Italian 15 5
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 7	Norwegian 7 4
British	7	4	0	Polish	Polish 2	Polish 2 1
Canadian	0	0	0	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 0	Russian 0 0
Czechoslovak	5	1	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	0	Scotch-Irish	Scotch-Irish 29	Scotch-Irish 29 10
Dutch	0	0	0	Scottish	Scottish 9	Scottish 9 3
English	81	29	2	Slovak	Slovak 0	Slovak 0 0
European	32	11	6	Subsaharan African	Subsaharan African 32	Subsaharan African 32 12
Finnish	0	0	9	Swedish	Swedish 2	Swedish 2 0
French (not Basque)	8	3	0	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	0	0	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	40	14	1	US/American	US/American 179	US/American 179 64
Greek	0	0	0	Welsh	Welsh 2	Welsh 2 0
Hungarian	0	0	0	West Indian	West Indian 2	West Indian 2 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,956	Other 1,956 699

Deatsville <u>Vina</u> <u>Blountsville</u> <u>Andalusia</u> <u>Moores Mill</u> <u>Moulton</u> <u>Haleyville</u> <u>Attalla</u> <u>Gardendale</u> <u>Pine Ap</u> Spanish Fort <u>Wilsonville</u> Ragland Hollywood Blue Ridge South Vinemore <u>Intercultural Institute</u> Hueytown Redstone Arsenal Petrey Tillmans Corner Goldville Lanett *Joi Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Convertion Springs Lynn Ethelsville Daphne Ashford Rosa <u>27</u> Contextual Ministry

WIG

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

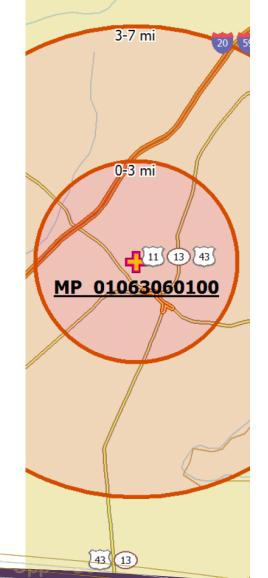
Issues for Your Consideration - continued

- 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?

e McDonald Chapel Ozark Webb Lockhart Reece City Smiths Station Eva Woodville Enterprise Wald of Payne Ranburne Snead Point Clear Florala White Hall Akron Centre Intercultural Institute Eufaula Triana Childersburg McIntosh Rutledge Rainbow City Hartsel for Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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.



Thorsby Anniston Dadeville Ashford Daphne Vincent Jackson Midway Intercultural Institute Confermation Dadeville Twin Notasulga North Johns Webb Ben for Confermal Ministry Confermation Confermation Confermation Chelsea Graysville Hartselle Lincoln Winfield Figure 2011 Confermation Confermation Confermation Chelsea Graysville Hartselle Lincoln Winfield Figure 2011

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	1,232	100%	865	100%
AFFLUENT SUBURBIA	4	0.32%	3	0.35%
America's Wealthiest	4	0.32%	3	0.35%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Wilton Florala Hytop Troy Grant Thomaston Lakeview Chelsea Homewood Moody Gu-Win River Hopolis Reece City Kimberly Town Creek Prichard North Johns Wety Intercultural Institute Abbeville Harvest Oak Hill Thomasville West Blocton Walnut Grove Geraldine Daleville Lowndesbo 31 Copyright 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	1,232	100%	865	100%
BLUE COLLAR BACKBONE	3	0.24%	2	0.23%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	3	0.24%	2	0.23%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	82	6.66%	55	6.36%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	54	4.38%	35	4.05%
Professional Urbanites	28	2.27%	20	2.31%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	18	1.46%	12	1.39%
Steadfast Conservative	18	1.46%	12	1.39%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



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	1,232	100%	865	100%
REMOTE AMERICA	11	0.89%	7	0.81%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	11	0.89%	7	0.81%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	494	40.1%	366	42.31%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	494	40.1%	366	42.31%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

le Natural Bridge Henagar Oakman Collinsville Pollard Hollywood Union Grove Georgiana Haleyville Needham Montevallo Sulligent Valley Rock Creek Midfield Ashford Intercultural Institute Edwardsville North Johns Woodville Hackleburg Butler Pisgah Do Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute 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	1,232	100%	865	100%
STRUGGLING SOCIETIES	592	48.05%	401	46.36%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	592	48.05%	401	46.36%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	27	2.19%	19	2.2%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	27	2.19%	19	2.2%
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%

Grayson Valley Reform Malvern Moores Mill Kansas Berry Level Plains Pinson Columbia Alexandria Higton Gardendale Steele McIntosh Mountainboro Satsuma Haleburg Intercultural Institute guley Georgiana Crossville Toxey Centre Lake Purdy Valley Head Cerve for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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?

emer Geneva Havneville Memphis Brighton Jackson Ethelsville Jemison Sheffield Columbiana Union A Newton Tuscaloosa Lester Mount Olive Sardis City Mentone Moores Intercultural Institute Mans Corner Prattville Section Grove Hill Nauvoo Clayhatchee Lynn (Intercultural Institute) Ivern Russellvi Confectual Ministry Confectual Ministry Trinity Billingsley Coffee Springs Needham Evergree 35 Compright 2011, Intercultural Institute for Contextual Ministry

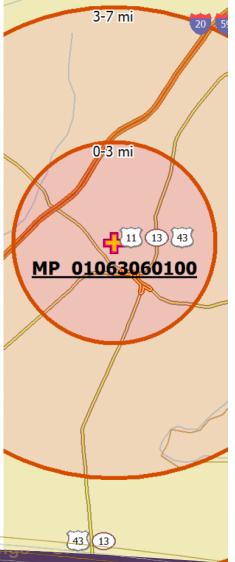
Potential Cultural Bridges

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

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

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

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



Greenville Smiths Station Oak Grove Edgewater Sulligent Collinsville New Site Pleasant Grove Opp Notation as the Livingston Grand Bay Addison Ragland Talladega West Jeffers Mountainboro Hotasi w Ohatchee Natural Bridge Pine Apple Reece City Repton Warrior Econ for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cop

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	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
PC-HH Own	66%	65%	65%	Use Comp. for Digital Camera	Use Comp. for Digital Camera 19%	Use Comp. for Digital Camera 19% 18%
Use Comp. for	42%	42%	41%	Photo Editing	Photo Editing	Photo Editing
Internet/E-mail				Internet Use: Banking	Internet Use: Banking 18%	Internet Use: Banking 18% 18%
Internet Use: E-Mail	35%	35%	34%	PC-Network-HH Has One	PC-Network-HH Has One 17%	PC-Network-HH Has One 17% 17%
Use Comp. for Comp.	33%	34%	34%	Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 13%	Use Comp. for News/Info./Data 13% 12%
Games				Service	Service	Service
Use Comp. for Education	28%	29%	29%	Use Comp. for Filing/DB Mngmnt	Use Comp. for Filing/DB Mngmnt 10%	Use Comp. for Filing/DB Mngmnt 10% 10%
HH Owns DVD Player	25%	25%	25%	Internet Use: Research/ Education	Internet Use: Research/ Education 8%	Internet Use: Research/ Education 8% 8%
Use Comp. for Word	21%	20%	19%	HH Owns Video/Webcam	HH Owns Video/Webcam 8%	HH Owns Video/Webcam 8% 8%
Processing				Use Comp. for Personal Financial	Use Comp. for Personal Financial 8%	Use Comp. for Personal Financial 8% 8%
Use Comp. for Shopping	21%	20%	20%	Mngmnt	Mngmnt	Mngmnt
Internet Use: News/	20%	19%	19%	Internet Use: Read Magazines/	Internet Use: Read Magazines/ 8%	Internet Use: Read Magazines/ 8% 7%
Weather				Newspapers	Newspapers	Newspapers
Use Comp. for Banking	19%	18%	19%	Internet Use: Shopping: Gathered	Internet Use: Shopping: Gathered 7%	Internet Use: Shopping: Gathered 7% 7%
				Info. for Shopping	Info. for Shopping	Info. for Shopping

Water Fort Rucker Shorter Trinity Huguley La Fayette Onycha Alexandria Meridianville Forestdale Me for Ider Attalla Frisco City Warrior Beaverton Underwood-Petersville Aint Rock Union Grove Citro Harpersville Altoona Helena Millry Hayden Addison Goldville Martin Confectual Ministry Confectual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

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	64%	64%	64%
Reading Books	48%	48%	47%
Dining Out (Not Fast Food)	41%	41%	40%
Card Games	35%	34%	33%
Cooking for Fun	32%	32%	31%
Go To A Beach/Lake	26%	26%	26%
Board Games	25%	25%	24%
Gardening	23%	23%	23%
Going To	14%	14%	14%
Bars/Nightclubs/Dancing			
Visit Museum	14%	13%	12%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	31%	31%	30%
Hypertension/High Blood	24%	24%	24%
Pressure			
Backache	23%	23%	23%
Dentist	22%	21%	20%
Eye Dr.	20%	19%	19%
High Cholesterol	19%	19%	18%
None Of These	18%	18%	18%
Acid Reflux Disease (GERD)	16%	16%	16%
Any Arthritis	16%	16%	16%

Silverhill Town Creek Wetumpka Moulton Union Grove Blue Rid Contextual Ministry Millport Waterloo Mosses Locust Fork Guin New Site Newbern Op Contextual Ministry Glen Allen Ider Twin Brantley Hackleburg Excel A38

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
	MILES	MILES	MILES
Concert	23.39%	23.25%	23.21%
Live Theater	15.48%	15.06%	14.41%
Rock/Pop Concerts Most	13.01%	12.99%	13.05%
Often			
Live Theater Most Often	12.33%	11.96%	11.37%
Dance Performance	9.97%	10.04%	10.16%
Comedy Club	9.13%	9.08%	9.04%
Movies: Comedy	41.83%	42.41%	43.5%
Movies: Action/Adventure	38.88%	39.18%	39.95%
Movies: Drama	25.96%	26.55%	27.55%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.92%	24.33%	24.9%
Movies: Romantic Comedy	20.55%	20.8%	21.21%
Movies: Mystery	19.91%	20.16%	20.82%
College Football Reg.	4.15%	4.1%	4.05%
Season			
NFL Football Reg. Season	3.74%	3.6%	3.42%
College Basketball Reg.	3.55%	3.57%	3.64%
Season			
NBA Basketball Reg.	2.83%	2.8%	2.8%
Season			
MLB Baseball Reg. Season	2.54%	2.4%	2.47%
College Football	2.1%	2.16%	2.22%
Post-Season			

Aplesville Arge <u>New Hope Mobile Orange Beach Boaz Scottsboro</u> Colony Somerville Addison Shorte Edwardsville Hurtsboro Linden Columbia Gardendale Meridianville <u>Intercultural Institute</u> Gordon Morris Sylvan Springs Hollywood Leesburg Kellyton Beny JorContextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry</u> Copyright 2011, 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	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	35.17%	34.64%	33.68%	Golf	Golf 7.82%	Golf 7.82% 7.5%
Swimming	21.27%	20.75%	20.31%	Mountain/Road Biking	Mountain/Road Biking 7.23%	Mountain/Road Biking 7.23% 6.98%
Basketball	18.66%	18.63%	18.21%	Softball	Softball 6.59%	Softball 6.59% 6.35%
Bowling	17.49%	17.03%	16.15%	Soccer	Soccer 6.35%	Soccer 6.35% 6.03%
Billiards/Pool	16.28%	16.33%	16.61%	Yoga	Yoga 6.22%	Yoga 6.22% 6.15%
Jogging/Running	15.43%	15.3%	15.06%	Tennis	Tennis 6.17%	Tennis 6.17% 5.99%
Football	13.54%	13.6%	13.4%	Ice Skating	Ice Skating 6.12%	Ice Skating 6.12% 6.17%
Weight Training	12.23%	12.06%	11.95%	Roller Skating	Roller Skating 5.76%	Roller Skating 5.76% 5.72%
Freshwater Fishing	11.6%	11.21%	10.78%	Saltwater Fishing	Saltwater Fishing 5.44%	Saltwater Fishing 5.44% 5.13%
Aerobics	11%	10.84%	10.27%	Camping Trips	Camping Trips 5.26%	Camping Trips 5.26% 4.84%
Baseball	9.96%	9.68%	9.18%	Hunting	Hunting 4.69%	Hunting 4.69% 4.47%
Stationary Cycling	9.95%	9.83%	9.74%	Backpacking/Hiking	Backpacking/Hiking 4.38%	Backpacking/Hiking 4.38% 4.07%
Using Cardio Machine	8.71%	8.37%	7.86%	Snorkeling	Snorkeling 4.36%	Snorkeling 4.36% 4.39%
Volleyball	8.37%	8.26%	8.11%	Power Boating	Power Boating 4.31%	Power Boating 4.31% 4.18%

Ozark Hokes Bluff West End-Cobb Town Lexington Cottonwood Hamilton Castleberry Coosada Section He Headland Oakman Moulton Orrville Owens Cross Roads Hodges Intercultural Institute Columbiana Mountain Brook Gu-Win Brilliant Triana Geneva Dod Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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
Jet Skiing	4.12%	4.13%	4.29%
Canoeing/Kayaking	3.94%	3.78%	3.66%
Fly Fishing	3.84%	3.8%	3.81%
Skateboarding	3.76%	3.73%	3.61%
Hockey	3.65%	3.53%	3.18%
Racquetball	3.6%	3.45%	3.12%
Motorcycling	3.54%	3.4%	3.28%
Target Shooting	3.54%	3.28%	3.13%
Horseback Riding	3.4%	3.19%	2.91%
Downhill & X-Country Skiing	3.24%	3.14%	3%
5			

0-3	3-7	7-10
MILES	MILES	MILES
3.24%	3.25%	3.27%
3.13%	3.13%	3.14%
3.1%	3.03%	2.97%
2.82%	2.77%	2.75%
2.41%	2.39%	2.38%
2.33%	2.28%	2.29%
2.29%	2.15%	1.89%
2.05%	1.97%	1.95%
1.93%	1.83%	1.62%
1.75%	1.65%	1.66%
	MILES 3.24% 3.13% 3.1% 2.82% 2.41% 2.33% 2.29% 2.05% 1.93%	MILESMILES3.24%3.25%3.13%3.13%3.1%3.03%2.82%2.77%2.41%2.39%2.33%2.28%2.29%2.15%2.05%1.97%1.93%1.83%

Tuskegee Vernon Petrey Dayton Moody Triana Troy Union Columbia Gaylesville Rogersville Jacks Oxford Gurley Hollywood Dauphin Island Malvern Saks Piedmont intercultural Institute Ider Woodville Helena Minor Brighton Paint Rock Fort Deposit Gu-Wood Joc Confextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

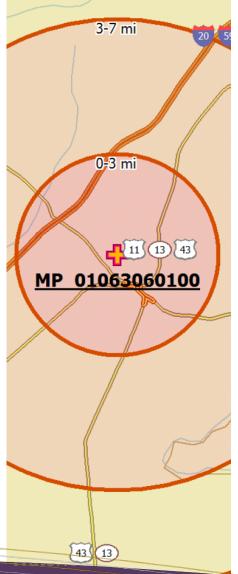
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by 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.





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.

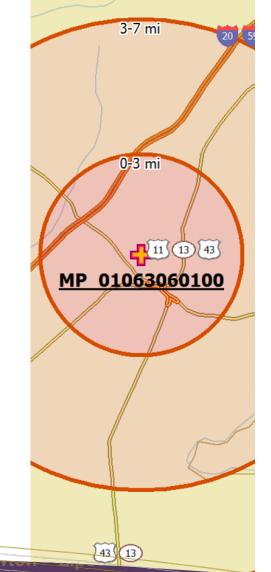
CULTURAL BARRIERS OF ACCEPTANCE

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.



Hillsboro Cordo Kennedy Allgood Concord Baileyton Brewton Dayton Satsuma Natural Bridge Gin Sector Hills Vernon Opelika Foley Kinston Athens Heath Daleville <u>Intercultural Institute</u> Mountain Brook Pickensville Phenix City Wadley Rockford Faunsdale Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 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.

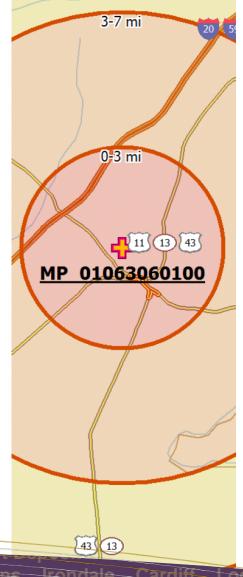
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	56%	57%	57%	Money Is Best Measure Of Success	23%	22%	21%
Speak My Mind Even If It Upsets People	44%	44%	45%	We Should Strive for Equality for All	21%	22%	22%
Like Control Over People And Resources	43%	43%	43%	Marijuana Should Be Legalized Rarely Sit Down to a Meal	21% 18%	21% 18%	20% 19%
Find It Difficult To Say No To My Kids Woman's Place Is In The Home	37%	37% 36%	37% 36%	Together At Home Like To Pursue Challenge/Novelty/Change	18%	17%	17%
Too Much Sponsorship In Arts/Sports	35%	35%	36%	Friends More Important Than My Fam.	17%	17%	16%
Don't Judge People/Way They Live Life	34%	35%	36%	Only Work Current Job for The Money	17%	17%	16%
I Am A Workaholic Like To Do Unconventional	28% 28%	29% 28%	30% 27%	Happy With My Standard Of Living	12%	12%	12%
Things If Won Lottery Would Never	27%	27%	27%	On Whole People Get What They Deserve	11%	11%	11%
Work Again Prefer To Have Few	26%	26%	25%	Very Happy With My Life As It Is More Important Do Duty Than	11% 11%	11% 11%	12% 11%
Possessions As Possible Like to Stand Out In A Crowd	25%	25%	26%	Enjoy Life Little I Can Do To Change My Life	11%	11%	11%

Camp Hill Gordonville Daphne Natural Bridge Piedmont Geneva Harvest Detroit Foley Littleville S Waterloo Winfield McDonald Chapel Brookwood Hanceville Heflin Intercultural Institute Columbiana Creola Susan Moore Montevallo Brent Clayton Cusseta Contectual 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.



Pinckard Fytte Sylvan Springs Ashland Newville West Blocton Jackson Athens Irondale Cardiff Log Fernon Childersburg Coosada Waterloo Phil Campbell Sipsey Smoke Contextual Institute Homewood Glenwood Billingsley Mosses Demopolis McKenzie Monistry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 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	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	59%	59%	59%	People Have To Take Me As They Find Me	23%	23%	23%
Important To Respect Customs And Beliefs	55%	55%	54%	Try Not To Worry About The Future	19%	19%	20%
Prefer Work Part Of Team Than	40%	40%	40%	Like To Just Enjoy Life	18%	18%	18%
Alone				Real Men Don't Cry	18%	18%	17%
Like To Understand About Nature	39%	39%	40%	Enjoy Spending Time With My Fam.	15%	15%	15%
Important To Juggle Various Tasks	37%	37%	36%	Worried About Pollution Caused By Cars	15%	15%	14%
Important Feel Respected By My Peers	33%	33%	32%	Is An Important Part Of Who I Am Children Should Be Allowed To	13% 9%	13% 9%	13% 9%
Good At Fixing Things	32%	33%	33%	Express Themselves	• , •	• , •	• • •
Have Keen Sense Of Adventure	30%	30%	30%	Feel Very Alone In The World	6%	6%	6%
Prefer To Have Few Possessions As Possible	26%	26%	25%	Like Spending Most Time With Fam.	6%	6%	5%
Provide My Kids With The Little Extras	25%	26%	26%	Would Like To Set Up Own Business	5%	5%	5%
Consider Myself Interested In The Arts	24%	25%	25%	Decor Particular Interest To Me	3%	3%	4%
Looking for New Ideas To Improve Home	24%	24%	25%				

City Millbrook Level Plains Summerdale Jacksons' Gap Glencoe Edwardsville Brilliant New Site Vest Wetumpka Pisgah Coaling Madrid Lincoln Cherokee Walnut Grover Intercultural Institute Dora Alexandria Lake View Ethelsville Florence Thomasville Florala Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Lipert

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.

Beaverton McDonald Chapel Roanoke Mentone Stevenson Moody Graysville Onycha Frisco City De Ider Deatsville Pelham Blue Ridge Cuba Oneonta Woodland Reecon Intercultural Institute Saks Rosa Wilton Fort Deposit Bridgeport Rainsville Smiths Station For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

MP 01063060100

43 13

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.

7-10

MILES 20.75% 20.74% 19.93% 18.27% 17.2% 16.18%

17.52% 14.91% 16.22% 15.28% 14.32% 14.26%

LACE 0-3 3-7 7-10
MILES MILES MILES
Fast Food/Drive-In 88.82% 89.02% 89.24%
Restaurant-Visit Any
Fam. Restaurants/Steak 76.14% 75.66% 74.56%
Houses-Visit Any
McDonald's 57.14% 57.23% 57.42%
Kentucky Fried Chicken (KFC) 41.93% 42.8% 43.54%
Burger King 39.87% 40.05% 40.23%
Wendy's 35.64% 36.17% 36.55%
Subway 32.1% 32.43% 32.88%
Pizza Hut 28.31% 28.63% 28.91%
Taco Bell 26.94% 27.03% 27.15%
Applebee's 26.77% 26.77% 26.63%
Popeyes 22.31% 23.02% 23.67%
Arby's 21.54% 21.74% 21.8%

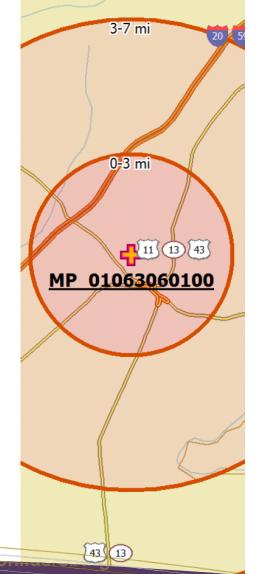
ton McDonald Chapel Union Springs Bessemer Ridgeville Benton Oak Grove New Brockton Lakeview Tons Gap Autaugaville Geiger Eufaula Loachapoka Pinckard Carbon Hur Intercultural Institute Dodge City Harpersville Glenwood Moores Mill Winfield Libertyville Bood for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



Summerdale Fulton Jemison Tuscumbia Tillmans Corner Double Springs Lake View Cardiff Greensbord Oriville Pinson Piedmont Sardis City Hytop Linden Opelika Oakport Intercultural Institute idence Eldridge Baileyton Pennington Brighton Autaugaville Mosses for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	39.05%	38.62%	37.47%
Recycled products	21.82%	21.26%	20.35%
Worked as volunteer (non political)	10.58%	10.43%	10.41%
Engaged in fund raising	9.75%	9.63%	9.26%
Religious club member	8.13%	8.04%	7.64%
Church Board	7.61%	7.55%	6.94%

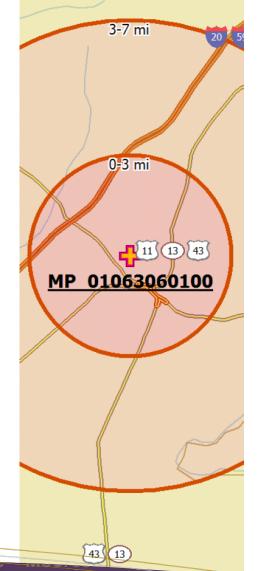
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Took active part in local civic	4.34%	4.3%	4.18%
issue			
Union member	4.16%	4%	3.52%
Wrote to editor of mag or	4.15%	4.11%	4.17%
newspaper			
Addressed a public meeting	3.42%	3.34%	3.26%
Wrote to elected offcl about	3.41%	3.3%	3.19%
publ bus			
Charitable Organization	3.4%	3.3%	3.12%

Castleberry Pleasant Groves Fayette Glen Allen Oakman La Fayette For Ridgeville Hedges Belk Castleberry Pleasant Groves Fayette Glen Allen Oakman La Fayette <u>Intercultural Institute</u> Clayton Therse Intercultural Institute for Contextual Ministry Ardmore Elmore Jacksonville Reform Webb Hacklet 50 Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Cowarts North Johns Hoover Butler Bear Creek Jacksonville Fayette Russellville Hartselle Susan Hartselle Underwood-Petersville Childersburg Citronelle Fultondale Lisman Ranburg Ouisville Union E Libertyville White Hall Sand Rock Midland City Weaver Parrish Care For Contextual Ministry Lake View Here Copyright 2011, Intercultural Institute for Contextual Ministry Chatom 51 Contextual For Contextual Ministry Contextual Minis

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
Children's Books	12.21%	12.15%	11.97%
Novel	11.59%	11.27%	10.82%
Religious (not Bibles)	9.82%	9.74%	9.35%
Cookbooks	7.93%	7.89%	7.95%
Mystery	6.13%	5.96%	6.1%
Romance	5.92%	5.9%	5.96%
Personal/Business	5.07%	4.92%	4.62%
Self-help			
Biography	4.93%	4.8%	4.52%
Mail order	4.63%	4.59%	4.55%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	64.97%	64.89%	64.44%
Gen. Editorial	56.89%	57.43%	57.31%
Womens	49.48%	49.67%	48.92%
Service	28.03%	27.94%	28.25%
Music	22.99%	23.4%	23.26%
Business/Finance	22.84%	22.99%	22.31%
Mens	20.75%	20.92%	20.83%
Parenthood	16.11%	16.33%	16.82%
Health	14.48%	14.5%	14.26%

Fillingsley York <u>Attalla Milliport Point Clear Henagar</u> <u>Anderson</u> Steele White Hall Riverside Luverne Looksdo Calera Hytop Silas Moundville Dutton Faunsdale Prattville Lisman <u>Intercultural Institute</u> Killen McKenzie Bay Minette Pinckard Florence Summerdale Section *Contextual Ministry* Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 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	44.24%	43.82%	43.22%
Classified	29.3%	29.37%	29.95%
Sport	27.04%	26.87%	26.67%
Editorial Page	22.04%	21.78%	21.45%
Business/Finance	21.21%	20.86%	20.38%
TV/Radio Listings	20.99%	20.97%	20.81%
Movie Listings & Reviews	20.96%	20.76%	20.4%
Food/Cooking	19.87%	19.68%	19.28%
Comics	19.85%	19.73%	19.98%
Fashion	15.8%	15.63%	14.91%
Home/Gardening	15.79%	15.41%	14.73%
Travel	14.63%	14.31%	13.59%
Science/Technology	12.13%	11.76%	11.03%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	50.33%	51.52%	51.24%
Jazz	15.8%	15.92%	14.83%
CHR Contemp Hit Radio	15.33%	14.94%	14.22%
Variety	11.59%	11.5%	10.94%
Gospel	9.98%	10.29%	10.3%
Adult Contemporary	8.84%	8.78%	9.43%
Oldies	8.43%	8.43%	8.69%
All News	7.17%	6.94%	5.89%
Country	7.06%	6.78%	7.41%
Religious	5.05%	4.85%	4.42%
News/Talk	4.62%	4.43%	4.48%
Soft Contemporary	4.49%	4.45%	4.43%
Rock	3.9%	3.7%	3.87%
Alternative	3.84%	3.88%	4.28%
Hispanic	3.33%	2.87%	2.25%
All Talk	2.8%	2.59%	2.24%
Sports	2.62%	2.52%	2.34%
Adult Standards	2.48%	2.33%	1.94%

Arab Sipsey Pelham Shiloh Nauvoo Cuba Lake View Redstone Arsenai Rehobeth Cordova Repton Faunsdale Detroit Locust Fork Eldridge Autaugaville Springville New Intercultural Institute esville Littleville Tuskegee Oak Hill Birmingham Mooresville Albertville Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 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	MULTIMEDIA: TV	0-3	
	MILES	MILES	MILES		MILES	
Fox News Channel	60.97%	60.8%	60.34%	TV Info From Newspapers	25.06%	
Other Video-On-Demand	53.87%	55.04%	57.02%	Lifetime	24.2%	
Soapnet	50.52%	50.56%	50.4%	Hallmark Channel	23.77%	
Satellite Dish	47.45%	47.44%	47.76%	Comedy Central	23.56%	
MSNBC	35.04%	35.4%	36.15%	BET (Black Entertainment	23.18%	
Sci-Fi Channel	35.01%	34.93%	34.65%	TV)		
Adult Pay Per View TV	33.65%	33.52%	33.25%	TV Info From Monthly Cable	21.95%	
Subscribe Digital Cable	32.01%	31.82%	31.14%	Guide		
TV Info From Sunday TV	26.59%	26.35%	25.83%	The Golf Channel	21.89%	
Magazine				ABC Fam.	21.58%	
Nick At Nite	26.21%	26.63%	27.27%	HGTV (and Garden	21.23%	
Nickelodeon	26.12%	26.37%	27%	Television)		
TCM (Turner Classic	26.01%	26.3%	26.63%	TV Info From Other	21.14%	
Movies)				TV Land	21.06%	
				USA Network	20.58%	

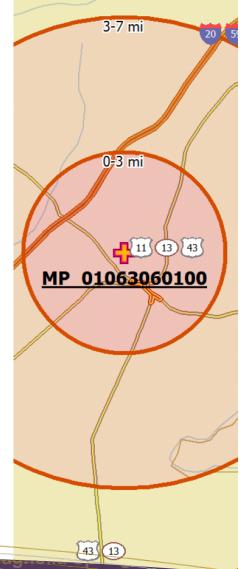
sonville Talladega Springs Lexington Pike Road Fultondale Orrville Rosa Fayette Lanett Florence Me Gerdonville Highland Lake Clayton Thorsby Fairview Prattville Frankling Intercultural Institute Carrollton Gordon Pine Ridge Munford Woodville New Site Valley Head Intercultural Institute Confectual Ministry Dadeville Brewton Madrid Columbiana Hillsboro Vista

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.



The Hill Cordova Geneva New Hope Allgood Steele Russellville Ohatchee Woodville Altoona Davisie Daleville Faunsdale Grand Bay Haleburg Susan Moore Trafford Reference Voodville Altoona Coker Altoovi Gordon Eutaw Luverne Center Point Jasper Heflin Grove Hill Daple for Contextual Ministry St Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 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+)	14.34%	14.2%	14.11%
Medium Users (4-6)	7.19%	7.06%	7%
Light Users (1-3)	16.21%	15.77%	15.01%
Quintiles (20%)			
Newspaper I (Heavy)	1.05%	1.12%	1.33%
Newspaper II	1.41%	1.39%	1.33%
Newspaper III	1.59%	1.51%	1.37%
Newspaper IV	0.54%	0.57%	0.65%
Newspaper V (Light)	1.03%	1.12%	1.3%

0-3	3-7	7-10
MILES	MILES	MILES
22.18%	22.47%	23.08%
9.88%	9.99%	10.12%
10.56%	10.68%	10.89%
15.03%	15.26%	15.71%
1.3%	1.31%	1.23%
10.48%	10.61%	10.71%
6.69%	6.96%	7.29%
6.36%	6.53%	6.74%
16.71%	16.7%	16.46%
24.7%	24.81%	24.87%
16.87%	16.9%	16.77%
9.59%	9.72%	9.57%
12.87%	13.45%	14.23%
26.46%	26.68%	26.8%
5.98%	6.16%	6.43%
	MILES 22.18% 9.88% 10.56% 15.03% 15.03% 10.48% 6.69% 6.36% 16.71% 24.7% 16.87% 9.59% 12.87% 26.46%	MILES MILES 22.18% 22.47% 9.88% 9.99% 10.56% 10.68% 10.56% 10.68% 15.03% 15.26% 1.3% 1.31% 10.48% 10.61% 6.69% 6.96% 6.36% 6.53% 16.71% 16.7% 24.7% 24.81% 16.87% 16.9% 9.59% 9.72% 12.87% 13.45% 26.46% 26.68%

Benton Frisco City Forkland Maplesville Pell City Talladega Springs Shiloh Valley Head Vincent Sig denburgh Priceville Goldville Oak Grove Lockhart Leesburg Woodstock Intercultural Institute Loxley Ohatchee Red Level Clayton Thomasville Section Moody ©Copyright 2017, Intercultural Institute for Contextual Ministry Valley Altoona East Brewton Brantley Cuba Moulton 56

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	7-10
	MILES	MILES	MILES			MILES	MILES	MILE
Radio Drive Time Quntiles					TV Prime Time Quntiles (fifths /			
(fifths / 20%)				:	20%)			
Drive Time I & II (Heavy)	1.79%	1.66%	1.5%		Prime Time I & II (Heavy)	3.7%	3.6%	3.41%
Drive Time III (Medium)	1.1%	1.07%	1%		Prime Time III (Medium)	0.99%	1%	0.99%
Radio IV & V (Light)	2.42%	2.39%	2.32%		Prime Time IV & V (Light)	11.31%	11.76%	12.98
Radio Media Quntiles (fifths /					TV Early/Late Fringe Quntiles			
20%)					(fifths / 20%)			
Radio I & II (Heavy)	13.37%	13.8%	14.6%		Fringe I & II (Heavy)	37.69%	37.49%	37.03
Radio III (Medium)	3.21%	3.15%	3.14%		Fringe III (Medium)	56.41%	56.72%	56.99
Radio IV & V (Light)	4.47%	4.42%	4.29%		Fringe IV (Light)	56.87%	57.06%	57.31
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /			
20%)				:	20%)			
Cable I & II (Heavy)	11.27%	11.12%	11.01%		All Day I & II (Heavy)	16.5%	16.62%	16.8%
Cable III (Medium)	5.96%	6.15%	6.58%		All Day III (Medium)	26.73%	26.95%	27.42
Cable IV & V (Light)	44.41%	45.08%	45.73%		All Day IV (Light)	24.24%	24.98%	25.87

reek Hanceville Prattville Cottonwood Tarrant Glenwood Coaling Boaz Tallassee Owens Cross Roads taville Webb Harvest Uniontown Opp Cordova Saks Vestavia Hills Intercultural Institute rtown Pine Hill Millry Riverview Gulf Shores Madrid Adamsville Fulto 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]	10.22%	10.16%	10.03%
6:00am - 10:00am	15.27%	15.23%	15.16%
10:00am - 3:00pm	14.86%	15.34%	16.09%
3:00pm - 7:00pm	18.52%	19.07%	20.24%
7:00pm - Midnight	12.38%	12.56%	12.97%
Midnight - 6:00am	10.65%	11.01%	11.65%
Weekend Radio			
Listeners			
Dayparts [summary]	15.05%	15.39%	16.13%
6:00am - 10:00am	2.09%	2.07%	2.15%
10:00am-3:00pm	4.91%	4.77%	4.42%
3:00pm - 7:00pm	7.77%	8.01%	8.7%
7:00pm - Midnight	11.67%	12.04%	12.66%
Midnight - 6:00am	16.25%	16.84%	17.77%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.59%	5.63%	6.05%
Saturday: 8:00-11:00pm	8.23%	8.26%	8.28%
Sunday: 7:00-11:00pm	9.95%	10.23%	10.96%
9:00am-1:00pm	26.21%	26.63%	27.27%
9:00am-4:00pm	30.4%	30.77%	31.21%
4:00pm-7:00pm	33.5%	33.64%	33.51%
11:00pm-1:00am	47.59%	48.15%	48.99%
AVG Prime time Mon-Sun	7.1%	7.35%	7.63%

dale Napler Field Samson Arab Good Hope Allgood Florala Troy McMullen Coffee Springs Huntsville Gelger Hurtsboro Hackleburg Town Creek Eutaw Pine Hill New Site Office Intercultural Institute Mount Olive Skyline Talladega Sylvania Dodge City Eldridge Liberty For Confectual Ministry ligee Hoover Copyright 2011, Intercultural Institute for Contextual Ministry Slocomb Enterprise Weaver Clio Holly Pond Leed 58

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				1	Weekend	Weekend	Weekend
6-7am	16.54%	16.94%	18.3%		Sat: 7-10am	Sat: 7-10am 15.62%	Sat: 7-10am 15.62% 15.65%
7-9am	19.63%	19.67%	20.08%		Sat: 10am-1pm	Sat: 10am-1pm 8.74%	Sat: 10am-1pm 8.74% 8.71%
9am-12noon	18.88%	18.94%	18.78%		Sat: 1-4pm	Sat: 1-4pm 24.87%	Sat: 1-4pm 24.87% 25.1%
12noon-4pm	11.51%	11.83%	12.44%		Sat: 4-6pm	Sat: 4-6pm 7.33%	Sat: 4-6pm 7.33% 7.33%
4-6pm	49.56%	49.55%	49.21%		Sat: 6-7pm	Sat: 6-7pm 1.46%	Sat: 6-7pm 1.46% 1.43%
6-7pm	17.22%	17.24%	17.4%		Sat: 7-8pm	Sat: 7-8pm 1.03%	Sat: 7-8pm 1.03% 1.03%
7-7:30pm	1.86%	1.81%	1.62%		Sat: 8-11pm	Sat: 8-11pm 8.23%	Sat: 8-11pm 8.23% 8.26%
7:30-8pm	12.68%	12.66%	12.56%		Sat: 11pm-1am	Sat: 11pm-1am 7.16%	Sat: 11pm-1am 7.16% 7.21%
8-11pm	5.59%	5.63%	6.05%		Sat: 1am-7pm	Sat: 1am-7pm 20.58%	Sat: 1am-7pm 20.58% 20.35%
11pm-12am	35.04%	35.4%	36.15%		Sun: 7-10am	Sun: 7-10am 2.42%	Sun: 7-10am 2.42% 2.4%
11pm-1am	47.59%	48.15%	48.99%		Sun: 10am-1pm	Sun: 10am-1pm 4.9%	Sun: 10am-1pm 4.9% 4.93%
1-6am	34.52%	34.85%	35.27%		Sun: 1-4pm	Sun: 1-4pm 4.13%	Sun: 1-4pm 4.13% 4.09%
					Sun: 4-7pm	Sun: 4-7pm 10.6%	Sun: 4-7pm 10.6% 10.61%
					Sun: 7-11pm	Sun: 7-11pm 9.95%	Sun: 7-11pm 9.95% 10.23%
					Sun: 11pm-1am	Sun: 11pm-1am 5.93%	Sun: 11pm-1am 5.93% 6.13%
					Sun: 1-7am	Sun: 1-7am 19.64%	Sun: 1-7am 19.64% 19.84%

Aliceville Nauvoo Rogersville Wadley Fultondale Memphis La Fayette Toxey Argo Dodge City L Dayton Fairview Hytop Vestavia Hills Lowndesboro Fort Payne Elbert <u>Intercultural Institute</u> Level Plains Graysville Pollard Saks Hayden Ohatchee Livingston Source that Ministry Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

- 1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
- 2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
- 3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
- 4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.

Walnut Grove Benton Heffin Pisgah Prattville Bon Air Cordova Odenville Sylacauga Coosada He Fairfield Memphis Elberta Hanceville East Brewton Stevenson Kelly Intercultural Institute e Ridge Montgomery Ashville Glen Allen Waverly Oak Grove Elmore Scopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, Intercultural Institute for Contextual Ministry Coopyright 2014, 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

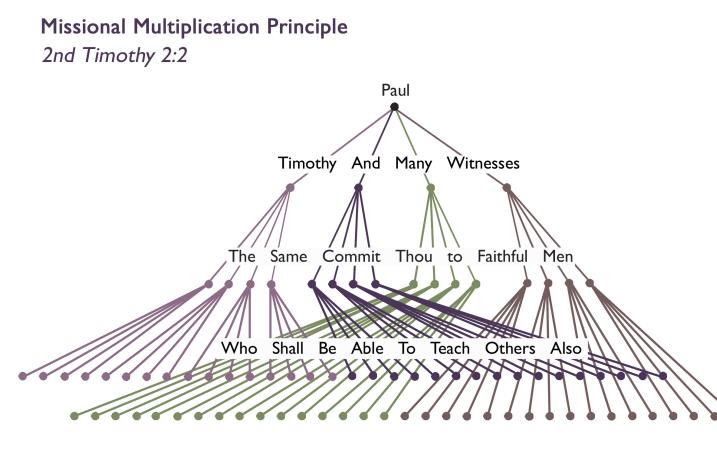
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Wedowee Anderson Harvest Slocomb Margaret Frisco City Atmore Fulton Alabaster Daviston A Lipscomb Littleville Castleberry Excel Kinsey Calera Silverhill Slove Intercultural Institute rts Union Grove Trafford Dora Oxford Ladonia Oak Hill Brewton Have Gor Contextual Ministry 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.



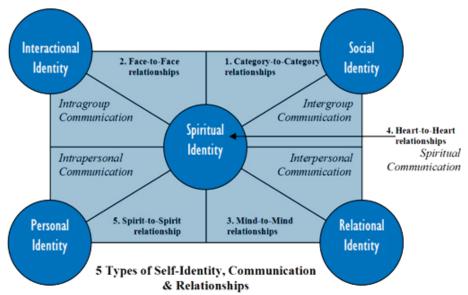
Northport Priceville Gien Allen Waverly Vina Huntsville Argo Muscle Shoals Columbia Fairview Cotte Tallassee Petrey Pleasant Grove Saks Bayou La Batre Kinston Monter Intercultural Institute Linden Thorsby Geiger Goshen Dutton Rockford Brighton Elberta for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Protectual Ministry Revenue Memobis Russellville Newville River Falls Hanceville

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.



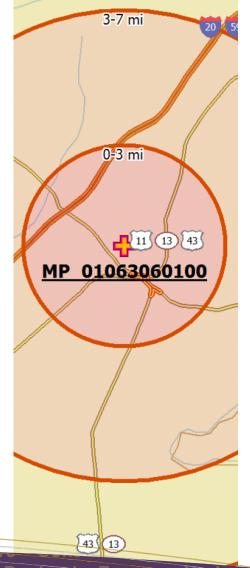


Your MissionSite and the Missional Suite

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



Resa Newbern Gu-Win Linden Trussville Kinston Elmore Mulga Nectar Ragland Favette York Guinesville Lind City Triana Tailadega Springs Kellyton Beatrice Jacksonville Thomas Intercultural Institute Gainesville Langston Millry Rock Creek for Contextual Ministry guana Leighton for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Lockhart Pinckard Providence Valley Rainbow City 64

Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Eutaw	PO Box 67 Eutaw, AL 35462	1.28 mi	88	Declining
2	Clinton	PO Box 59 Clinton, AL 35448	7.15 mi	34	Declining
3	Friendship	PO Box 108 Boligee, AL 35443	8.99 mi	21	Declining
4	Akron	25 Cedarwood Road Moundville, AL 35474	9.93 mi	26	Declining
5	West Greene	PO Box 62 Clinton, AL 35448	11.73 mi	13	Declining
6	Mt. Hebron Baptist	390 Tanglewood Rd Akron, AL 35441	12.90 mi	43	Growing
7	Beulah	10743 County Road 191 Eutaw, AL 35462	13.07 mi	32	Plateauing
8	Gainesville	PO Box 231 Epes, AL 35460	14.58 mi	15	Declining
9	Bethel	PO Box 60 Fosters, AL 35463	15.37 mi	47	Growing
10	Concord Baptist	333 County Road 55 Moundville, AL 35474	15.38 mi	32	Growing
11	Epes	3149 Al Hwy 39 Epes, AL 35460	16.14 mi	8	Plateauing
12	Community	PO Box 488 Moundville, AL 35474	16.52 mi	74	Plateauing
13	Shiloh	14219 Shiloh Road Ralph, AL 35480	17.29 mi	83	Declining
14	Macedonia	25643 Al Highway 69 Greensboro, AL 36744	18.06 mi	34	Growing
15	New Haven	251 Christian Dr Greensboro, AL 36744	18.18 mi	28	Plateauing

r Shiloh Almore Tuscaloosa Prichard Huntsville Vincent Powell Bessener Jemisen Cordova Morris Clayhatchee Winfield Bay Minette Selmont-West Selmont Hueytown Intercultural Institute Silve Ridge Jackson Theodore Greensboro Hurtsboro Level Plains Brookside Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry C

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Rhodes Chapel	1722 Shelton Road Greensboro, AL 36744	18.41 mi	38	Declining
17	Old Belmont	3878 McDowell Rd Livingston, AL 35470	19.58 mi	37	Growing
18	Forest	1291 Benevola Rd Gordo, AL 35466	19.68 mi	23	Plateauing
19	Moundville	PO Box 306 Moundville, AL 35474	19.90 mi	196	Plateauing
20	Indian Mounds	PO Box 39 Moundville, AL 35474	20.45 mi	52	Plateauing
21	Greensboro	908 Main St Greensboro, AL 36744	20.76 mi	201	Plateauing
22	Sumterville	134 Ozment Bell Rd Epes, AL 35460	21.22 mi	23	Growing
23	Antioch	PO Box 57 Greensboro, AL 36744	21.27 mi	56	Plateauing
24	Grant's Creek	PO Box 247 Fosters, AL 35463	21.29 mi	205	Growing
25	Demopolis First	PO Drawer 1009 Demopolis, AL 36732	22.95 mi	79	Declining
26	New Hope	16598 Romulus Rd Buhl, AL 35446	23.08 mi	51	Plateauing
27	Westside	PO Box 579 Demopolis, AL 36732	23.39 mi	26	Growing
28	Pleasant Hill	PO Box 339 Moundville, AL 35474	23.41 mi	32	Plateauing
29	Livingston First	PO Box 2150 Livingston, AL 35470	23.90 mi	200	Declining
30	Fairhaven	1504 Cardinal St Demopolis, AL 36732	24.23 mi	314	Plateauing

Dezier Lowndesbore Mount Vernon Northport Graysville Sulligent Tailadega Moundville Kimberly L Houlton Creola Excel Calera Carbon Hill Argo Courtland Tallasse Intercultural Institute Chelsea Berry Fort Rucker Detroit Rehobeth Enterprise Hoover Love for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	West End	130 Mobile Rd NW Aliceville, AL 35442	24.45 mi	120	Declining
32	New Hope	671 County Road 53 Moundville, AL 35474	24.48 mi	35	Declining
33	Aliceville First	323 Broad St NW Aliceville, AL 35442	24.51 mi	189	Declining
34	Christian Valley	PO Box 1410 Livingston, AL 35470	24.69 mi	67	Declining
35	Big Sandy	14611 Old Greensboro Rd Tuscaloosa, AL 35405	25.02 mi	125	Plateauing
36	Gallion Baptist	PO Box 42 Gallion, AL 36742	25.95 mi	168	Plateauing
37	Crestline	13949 Highway 69 S Tuscaloosa, AL 35405	26.04 mi	103	Growing
38	Union Grove	4504 Carter Dr Northport, AL 35476	26.77 mi	0	Plateauing
39	Oak Grove	14415 South Rosser Road Tuscaloosa, AL 35405	26.77 mi	75	Declining
40	Garden	1852 Sapps Rd. Aliceville, AL 35442	27.50 mi	15	Growing
41	Little Sandy	13281 Barbour Loop Tuscaloosa, AL 35405	27.54 mi	81	Growing
42	Newbern	PO Box 187 Newbern, AL 36765	27.66 mi	47	Plateauing
43	Flatwoods	778 Flatwoods Rd Gordo, AL 35466	28.45 mi	88	Declining
44	Valley View	8820 Highway 69 S Tuscaloosa, AL 35405	28.98 mi	555	Plateauing
45	Rangeline	5805 County Road 19 Linden, AL 36748	29.14 mi	85	Declining

Phenix City Cedar Bluff Section Adamsville Robertsdale Dozier Fort Rucker Hurtsboro Pell City Care Fuscaloosa Samson Coffee Springs Mignon Dauphin Island Mountain Intercultural Institute Heath Loachapoka Center Point Pleasant Grove McKenzie Parrish For Bon Air Harpersville Le 68 ©Copyright 2011, Intercultural Institute for Contextual Ministry



6 Wateroak Court North Augusta, SC 29841

In Partnership with:



Alabama Baptist Convention State Board of Missions

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

CONTACT US:

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

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

