# MissionSite top unreached locations

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eraldir **Bon Air** ASSOCIATION: Birmingham angston Linden Web Wade DISTRICT: 11: Birmingham Metro Districtenwood La WCCOUNTY: Jeffersonton Mentone **DothSITESCAPE: Suburbscape** Dozier Athens DEN ITY PATTERN: Mville Gunter Alabama Baptist Convention opersville Alexanded Transitions State Board of Missions opp

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Susan Moore Leesburg Rehobeth Arley Autaugaville North Courtland Pell City Newbern Leeds La st ork Margaret River Falls Rainsville Sulligent Center Point Brantley Intercultural Institute Hammondville County Line Akron Owens Cross Roads Albertville Intercultural Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry tasulate Highland Lake Huntsville Cockbart Pinckard Fort Deposit Memphis Shilob Pelbam New Brockton

#### Site Location Summary

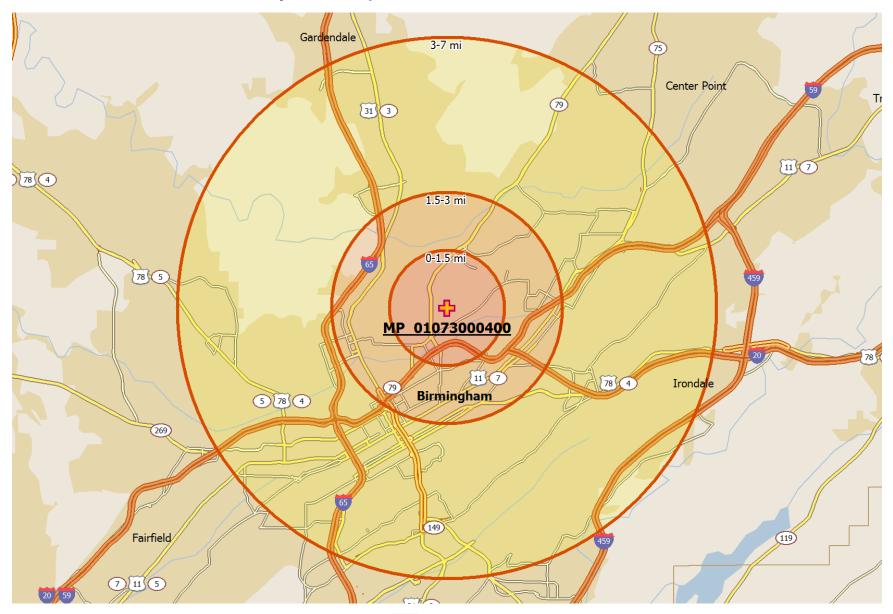
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35217	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.2	Medium Suburbs
8	Sitescape Subgroup	3.24	Medium suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	Μ	50000-250000-250000

31 3 1.5-3 mi 0-1.5 mi MP 01073000400 11 7 79 Birmingham 149

South Vinement Louisville Clay Birmingham West Jefferson Union Grove Pelham Evergreen Heilin Concord Holt Boligee Taylor Dadeville Leeds Steele Pollard Vaney Intercultural Institute e Wedowee Tillmans Corner Waterloo Lockhart Vestavia Hills McMulle Confectual Ministry viceopyright 2013, Intercultural Institute for Contextual Ministry the Busic Structure Contextual Ministry

#### Site Location Summary - Map of the Site Location



ard Avon Akron Dethan Robertsdale Meadowbrook Ragland Oneonta Cleveland Rogersville Holt G Valley Head Daphne Yellow Bluff Jackson Red Level Hurtsboro Rivervice Intercultural Institute Rainsville Gordo Moores Mill Muscle Shoals Hokes Bluff Silas Orrville (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

range Beach Langston Aliceville Daleville Headland Florence Malvern Gulf Shores Banks Hartselle G Cowarts Loxley Elba Horn Hill Oak Hill Dayton New Market Phil Apple Parrish Rehobeth Nee ville Kellyton Repton Meridianville Minor Hytop McIntosh Rock Creel For Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	11,114	35,267	189,591
2010 Households	4,317	13,671	80,907
2010 Group Quarters Population	12	1,553	9,598

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	46	59	56
Language Diversity National Index	18	28	21
Foreign Born Diversity National Index	8	85	74
Ancestry Diversity National Index	4	15	16
Racial Diversity National Index	49	69	66

Autaugaville Addison Riverview Steele Brighton Repton Wilsonville Cuba Rehobeth Theodore Wilter etar Hartford Epes Glen Allen Oak Hill Hanceville Brewton Bon Air Intercultural Institute Centre Ranbut Homewood Toxey Skyline Eldridge Headland Sylacauga Pleasant Gro Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

#### Site Location Summary - County Environment

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

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

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

dale Chickasaw <u>Cleveland</u> Coker Henagar Twin Phenix City Town Creek Trafford Jasper Lynn Cash Lake View Providence Glenwood Autaugaville Evergreen Heath Lange Intercultural Institute h Heflin Hazel Green Frisco City Fairfield Northport Red Level Hodge for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	103	2.39%
Working Communities	Blue-collar, Working Families	966	22.38%
Country Communities	Rural, Agri. & Mining Families	22	0.51%
Aspiring Communities	Young Singles / Aspiring-Multihousing	93	2.15%
Urban Communities	High Density, Inner-city Neighborhoods	3,134	72.6%

sey Haleyville Sylvan Springs Locust Fork Highland Lake Pickensville Guntersville Repton Skyline Dut Beatrice Georgiana Valley Head Wilsonville Vernon Satsuma Valley Intercultural Institute Brockton Billingsley Valley Berry Foley Jackson Cullman Lockhart Joi Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Tillmans Corner Snead Flomaton Sand Rock Bessemer Rogersville Clayhatchee Pike Road Locust For Fruthurst Madrid Allgood Athens Shorter Calera Brookside Altoo Intercultural Institute on Hill Centreville Gadsden Margaret Rutledge Concord Glencoe Wes for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for 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?

estavia Hills Hamilton Yellow Bluff Arab Shiloh Sheffield Epes Odenville Uniontown Tuskegee Cardif Hittersburg Jasper Silas Heath Huguley Albertville Daleville Vincent Intercultural Institute Vredenburgh Selma Montgomery Susan Moore Oakman Rainsville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry But Ridge Summerdale Dauphin Island Kellyton Sweet 10 Copyright 2013, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	2,982	1.58%
Unreached %	70.04%	69.08%	98.62
Religious But NOT Evangelical HH	59,062	1,128	1.91%
Religious But NOT Evangelical %	21.91%	26.13%	119.27
Spiritual But NOT Relig or Evang HH	23,159	177	0.76%
Spiritual But NOT Relig or Evang %	8.59%	4.09%	47.6
Not Evangelical, Not Interested HH	108,094	1,781	1.65%
Not Evangelical, Not Interested %	40.09%	41.25%	102.89





### **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	258	13	5.04%
Active ALSBOM Attenders	47,650	648	1.36%
Active Evangelical Households	60,770	3,977	6.54%
Active Evangelical Percent	22.54%	22.11%	98.09
Inactive Evangelical Households	20,000	1,309	6.55%
Inactive Evangelical Percent	7.42%	7.28%	98.1
# 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	Plainview	1.06 mi	38	Declining	16	Good News	3.08 mi	0	Plateauing
2	Tarrant First	1.34 mi	69	Declining	17	Springdale	3.20 mi	98	Declining
3	Central	1.38 mi	101	Declining	18	Downtown Church	3.25 mi	0	Plateauing
4	Central Missionary	1.46 mi	65	Declining	19	Fultondale First	3.31 mi	175	Declining
5	Mount Calvary	1.86 mi	79	Declining	20	Friendship	3.49 mi	30	Plateauing
6	Mt. Carmel	2.07 mi	0	Plateauing	21	Black Creek	3.65 mi	28	Declining
7	New Georgia	2.15 mi	76	Growing	22	Baptist Church of the Covenant	3.92 mi	176	Growing
8	East Lake Full Gospel	2.20 mi	87	Growing	23	Lakewood	3.98 mi	118	Declining
9	Agape Missionary	2.44 mi	0	Plateauing	24	Robinwood	4.00 mi	42	Declining
10	New Hope-South Avondale	2.54 mi	0	Plateauing	25	McElwain	4.02 mi	318	Plateauing
11	Victory Missionary	2.63 mi	75	Plateauing	26	Ruffner Valley	4.11 mi	60	Declining
12	Mt. Mariah	2.79 mi	0	Plateauing	27	Fulton Springs	4.16 mi	40	Growing
13	Lake Highland	2.80 mi	58	Growing	28	Walkers Chapel	4.19 mi	148	Plateauing
14	Spirit of Faith	3.00 mi	14	Plateauing	29	The River Church Birmingham	4.35 mi	44	Growing
15	Crestway	3.05 mi	233	Declining	30	Southside	4.38 mi	163	Declining

Phil Campbell Cusseta Woodville Beaverton Roanoke Gu-Win Ethelsville Goldville Lineville Hokes Shiloh Rogersville Clayhatchee West Jefferson Atmore Brilliant rimes Slocomb Montevallo Valley Head McMullen Carolina Geneva Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.

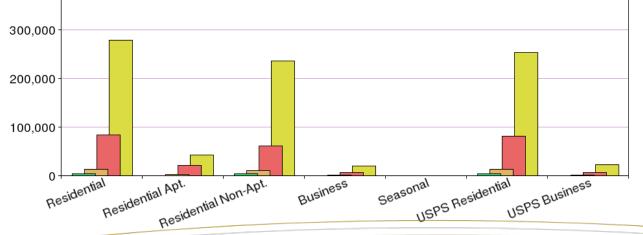
#### Issues for Your Consideration

- 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 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	651,526	15,152	2.33%	1990 Households	251,478	5,839	2.32%
2000 Population	662,047	12,839	1.94%	2000 Households	263,265	4,901	1.86%
2010 Population	666,792	11,114	1.67%	2010 Households	269,609	4,317	1.6%
	Locati	on Types i	n this Missi		Location Ty	ре	0-1.5mi Band
🔲 0-1.5mi Ba	nd 📃 1.5-3	3mi Band	📕 3-7mi Bar	d 📃 County	Residential		4,140
400,000					Residential A	Apt.	339

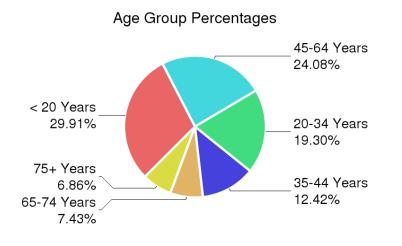


Location Type	0-1.5mi Band
Residential	4,140
Residential Apt.	339
Residential Non-Apt.	3,801
Business	304
Seasonal	0
USPS Residential	4,006
USPS Business	275

inckard Boligee Ethelsville Maplesville Vredenburgh Livingston Gilbertown Pinson Brent River Falls Ashland Carolina Loxley Gadsden Montevallo Edgewater Huntsville Intercultural Institute La Fayette Waldo Mulga Hueytown Millport Henagar Cleveland Mign for Contextual Ministry at Copyright 2013, Intercultural Institute for Contextual Ministry Mountainboro Coosada Repton Cardiff Weaver Bayou

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

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

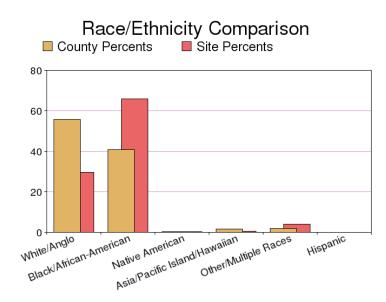


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.96%	104.93
4-5 Years	2.7%	2.94%	108.89
6-8 Years	3.98%	4.71%	118.34
9-11 Years	3.86%	4.62%	119.69
12-13 Years	2.52%	3.08%	122.22
14-17 Years	5.08%	5.79%	113.98
18-19 Years	2.53%	2.83%	111.86
0-5 Years	8.38%	8.9%	106.21
6-12 Years	9.1%	10.87%	119.45
13-19 Years	8.87%	10.16%	114.54
< 20 Years	26.35%	29.93%	113.59
20-34 Years	20.74%	19.31%	93.11
35-44 Years	12.98%	12.43%	95.76
45-64 Years	25.86%	24.1%	93.19
65-74 Years	7.12%	7.44%	104.49
75+ Years	6.94%	6.86%	98.85
Median Age	37	36	97.18
Median Age (Male)	35	34	95.89
Median Age (Female)	39	38	98.66

Orence Millbrook Beaverton Gainesville Union Grove Northport Highland Lake Pelham Lipscomb Snee Altoona Summerdale Lanett Huntsville Cullman Camp Hill West Jeffer Midfield Coosada Eva S endale Camden Libertyville Homewood Blue Springs Gordon Heath Book for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	29.55%	53.11
Black, African-American	40.69%	65.75%	161.58
Native American	0.36%	0.32%	89.62
Asian	1.49%	0.27%	18.08
Pacific Island, Hawaiian	0.08%	0.18%	216.59
Other/Multiple Races	1.74%	3.94%	226.87
Hispanic	0%	9.92%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	7,096	
Less these Oth Orests	0.400/	0.070/	54.00

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	7,096	
Less than 9th Grade	3.46%	6.67%	51.92
No High School Diploma	8.86%	17.88%	49.54
High School Graduate	28.96%	37.74%	76.72
Some College, no degree	22.64%	19.95%	113.45
Associate Degree	7.22%	5.81%	124.35
College Degree	17.82%	8.22%	216.95
Graduate/Prof. degree	11.04%	3.73%	295.64

Tuscumbia Flomaton Milliry Pine Apple Lexington Enterprise Babbie Woodville Childersburg Selmont-Miller La Batte Hackleburg Colony Vincent St. Florian Needham Killen Pleased Contextual Institute ceville Fairhope Lipscomb Moores Mill Mentone Guntersville McKenzie Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Oneonta East Brewton Red Bay Lake View Frisco 17

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.23%	16.35%	254.37
\$10,000 to \$19,999	13.29%	24.53%	184.52
\$20,000 to \$29,999	12.05%	18.67%	154.97
\$30,000 to \$49,999	20.54%	22.59%	109.93
\$50,000 to \$59,999	8.47%	6.05%	71.35
\$60,000 to \$69,999	6.88%	2.99%	43.45
\$70,000 to \$79,999	5.9%	2.34%	39.63
\$80,000 to \$89,999	4.74%	1.3%	27.38
\$90,000 to \$99,999	3.22%	0.63%	19.45
\$100,000 to \$124,999	6.59%	2.13%	32.36
\$125,000 to \$149,999	3.44%	0.95%	27.6
\$150,000 to \$199,999	3.44%	0.44%	12.79
\$200,000 to \$249,999	1.12%	0%	0
\$250,000 or more	2.08%	1.09%	52.23
Median Household	45,427	24,852	54.71
Average Household	68,011	43,415	63.84
Per Capita Household	28,213	16,867	59.78
Family/Non-Family Household			
Income			
Median Family Income	58,390	28,955	49.59
Average Family Income	83,931	47,393	56.47
Median Non-Family Income	28,382	18,017	63.48
Average Non-Family Income	39,159	32,879	83.96

Coffee Springs Woodville Bay Minette Powell Foley Jacksons' Gap Wedowee Sanferd Gordon Mount Steele Midway Susan Moore Forkland Lakeview Hamilton Ranburne <u>Intercultural Institute</u> Evergreen Holly Pond Section Lineville Chatom Geneva Lowndes <u>Intercultural Institute</u> Jatural Bridge Price Copyright 2013, Intercultural Institute for Contextual Ministry Folge Dora Pine Ridge Yello 18

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.44%	63.82%	99.03
Families with Children	32.53%	36.11%	111
Families without Children	31.91%	27.7%	86.82
Non-Family Households			
% Non-Family Households	35.56%	36.18%	101.76
Non-Families with Children	0.19	0.25	132.88
Non-Families without Children	35.37	35.93	101.59
Housing Units			Index
Total Housing Units	313,876	5,329	
Vacant percent	14.1%	18.99%	134.65
Owned percent	58.37%	47.36%	81.14%
Rented Percent	27.52%	33.66%	122.32
Households by Size			Index
Avg household size	2.41	2.57	106.64
Avg family hh size	3.12	3.33	106.73
Avg non-family hh size	1.13	1.23	108.85
Households By Count of Persons			Percent
One	84,836	1,366	1.61%
Two	81,467	1,164	1.43%
Three or Four	80,946	1,268	1.57%
Five+	22,360	519	2.32%

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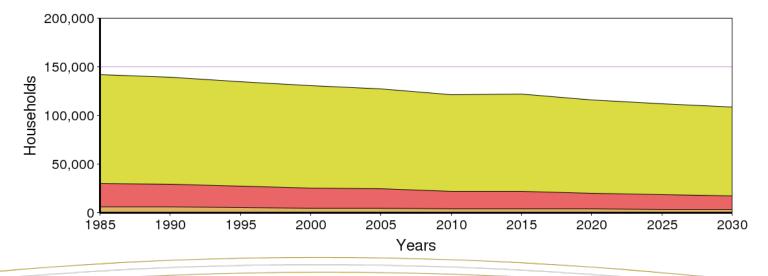
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	15,152	2.33%
2000 Population	662,047	12,839	1.94%
2010 Population	666,792	11,114	1.67%
2015 Population	675,554	10,808	1.6%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

📃 0-7mi Ring

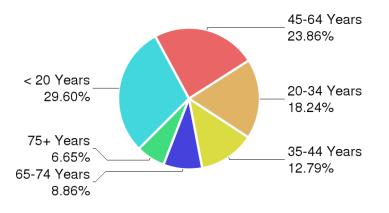


Oakman Summerdale Taylor Gadsden Saks Wilsonville Coker Millport Spanish Fort Scottsboro G Theodore Regersville Stevenson Excel Gardendale Northport Shiloh Intercultural Institute Taphne Rosa Eva Vance Snead Union Grove Helena Fayette Unionto Intercultural Ministry Confertual Ministry Copyright 2013, 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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

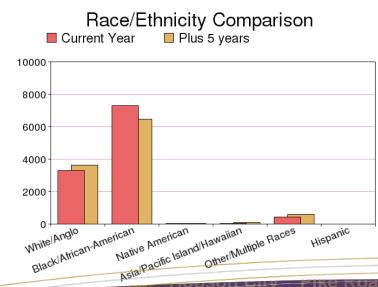


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.96%	5.88%	98.66
4-5 Years	2.94%	3.03%	103.06
6-8 Years	4.71%	4.77%	101.27
9-11 Years	4.62%	4.63%	100.22
12-13 Years	3.08%	3.03%	98.38
14-17 Years	5.79%	5.63%	97.24
18-19 Years	2.83%	2.62%	92.58
0-5 Years	8.9%	8.92%	100.22
6-12 Years	10.87%	10.9%	100.28
13-19 Years	10.16%	9.79%	96.36
< 20 Years	29.93%	29.61%	98.93
20-34 Years	19.31%	18.25%	94.51
35-44 Years	12.43%	12.79%	102.9
45-64 Years	24.1%	23.87%	99.05
65-74 Years	7.44%	8.86%	119.09
75+ Years	6.86%	6.65%	96.94
Median Age	37	37	99.3
Median Age (Male)	35	35	98.84
Median Age (Female)	39	39	100.1

sbore Elmore <u>Crossville Scottsbore Ashford Huntsville Epes Winfield Sumiton Glencoe Libertyville</u> Libertyville Holes Bluff Chart Bakerhill Langston Somerville Franklin Geiger Ethelsville Fort for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Comparison Contextual Ministry Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	29.55%	33.51%	113.41
Black, African-American	65.75%	59.78%	90.93
Native American	0.32%	0.38%	117.11
Asian	0.27%	0.63%	233.08
Pacific Island, Hawaiian	0.18%	0.17%	92.55
Other/Multiple Races	3.94%	5.54%	140.63
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,096	6,953	
Less than 9th Grade	6.67%	5.16%	77.46
No High School Diploma	17.88%	14.18%	79.3
High School Graduate	37.74%	38.54%	102.13
Some College, no degree	19.95%	20.87%	104.58
Associate Degree	5.81%	6.67%	114.94
College Degree	8.22%	9.75%	118.69
Graduate/Prof. degree	3.73%	4.82%	129.02

Waverly Foley Kinston Valley Grande Arab Brookwood Citronelle Montgomery Brilliant Colony Le Sipsey Point Clear Vincent Samson Sardis City Sylvan Springs Clanton Intercultural Institute Soshen Waldo Concord Ethelsville Jasper Sumiton Ariton Newton Montgomery Lester Daleville Florata M White Hall Vintercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	16.35%	14.69%	89.83
\$10,000 to \$19,999	24.53%	24.95%	101.7
\$20,000 to \$29,999	18.67%	18.4%	98.55
\$30,000 to \$49,999	22.59%	22.41%	99.24
\$50,000 to \$59,999	6.05%	6.43%	106.36
\$60,000 to \$69,999	2.99%	3.22%	107.6
\$70,000 to \$79,999	2.34%	2.58%	101.31
\$80,000 to \$89,999	1.3%	1.41%	112.17
\$90,000 to \$99,999	0.63%	0.68%	108.82
\$100,000 to \$249,999	2.13%	2.44%	114.53
\$125,000 to \$149,999	0.95%	1.1%	116.14
\$150,000 to \$199,999	0.44%	0.52%	117.31
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	1.09%	1.13%	103.47
Median Household	24,852	25,557	102.84
Average Household	43,415	47,026	108.32
Per Capita Household	16,867	18,543	109.94
Family/Non-Family Household			
Income			
Median Family Income	28,955	29,565	102.11
Average Family Income	47,393	52,134	110
Median Non-Family Income	18,017	18,700	103.79
Average Non-Family Income	32,879	35,032	106.55

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.82%	62.57%	98.04
Families with Children	36.11	35.34	97.87
Families without Children	27.7	25.98	93.77
Non-Family Households			
% Non-Family Households	36.18%	37.43%	103.45
Non-Families with Children	0.25	0.19	103.45
Non-Families without	35.93	37.24	103.67
Children			
Housing Units			
Total Housing Units	5,329	5,266	98.82%
Vacant percent	18.99%	19.08%	100.5
Owned percent	47.36%	46.98%	99.19
Rented Percent	33.66%	33.93%	100.8
Households by Size			
Avg household size	2.57	2.53	98.44%
Avg family hh size	3.33	3.36	100.9%
Avg non-family hh size	1.23	1.15	93.5%
Households By Count of Persons			
One	1,366	1,408	103.07%
Тwo	1,164	1,140	97.94%
Three or Four	1,268	1,224	96.53%
Five+	519	489	94.22%

Iston Greensbore Maplesville Memphis Lynn Northport Ashland Pine Hill Eva Henagar Castleberry Nectar Aliceville Red Bay Dutton Point Clear Fyffe Jemison Mountain Intercultural Institute den Ider Sanford Cuba Woodville Rutledge Elmore Leeds Petrey for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	559	313	6,041	Eastern Africa	Eastern Africa 0	Eastern Africa 0 2
Northern Europe	0	7	287	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	3	12	390	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	6	74	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	7	0	412	Western Africa	Western Africa 3	Western Africa 3 4
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	27	20	955	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	22	1	429	Caribbean	Caribbean 13	Caribbean 13 6
SE Asia	0	37	410	Central Amer.	Central Amer. 458	Central Amer. 458 212
Western Asia	0	1	192	South America	South America 8	South America 8 1
Other Asia	0	0	56	North America	North America 18	North America 18 4
				Born at sea	Born at sea 0	Born at sea 0 0

Dora Tillmans Corner Wedowee Maplesville Skyline Level Plains Lineville Excel Wilsonville Sipsey of http://grimes/Taylor Daviston Andalusia Spanish Fort Garden City Harting Intercultural Institute Idridge Dothan Eva Saks Harpersville Pine Hill Union Grove Geneva for Contextual Ministry <sup>C</sup>Copyright 2013, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES	SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MIL
English only	11,361	36,979	172,790	Other Indo-Euro		4	122
Spanish	704	673	5,038	Asian/PI languages	0	4	0
Other Indo-Euro	81	316	2,866	Chinese	34	26	822
	01	310	2,000		0	28	127
language	4.4	100	1 057	Japanese			
French (incl. Patois,	44	130	1,057	Korean	0	11	119
Cajun)	<u>^</u>			Mon-Khmer,	0	0	7
French Creole	0	17	2	Cambodian		-	-
Italian	0	10	62	Miao, Hmong	0	0	0
Portuguese	0	0	43	Thai	0	0	49
German	28	97	598	Laotian	0	0	0
Yiddish	0	0	57	Vietnamese	9	34	334
Other West Germanic	0	2	46	Other Asian	0	0	133
A Scandinavian	0	0	7	Tagalog	0	0	64
Language				Other Pacific Is	0	0	13
Greek	0	37	69	Other languages	23	41	1,00
Russian	2	5	243	Navajo	0	0	26
Polish	0	2	27	Other Native N.	0	0	5
Serbo-Croatian	0	0	18	American			
Other Slavic Language	0	0	66	Hungarian	0	0	10
Armenian	0	10	0	Arabic	8	16	353
Persian	0	0	32	Hebrew	0	15	149
Gujarathi	0	0	75	African languages	15	10	452
Hindi	0	0	155	Other unspecified	0	0	10
Urdu	0	0	70				-

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sville Heath Chickasan Myrtlewood Goodwater Steele Union Grove Beaverton Lipscomb Sylacauga S The McMullen Carbon Hill Red Level Lineville Cardiff Clayton Alberton Intercultural Institute North Johns Talladega Tuscaloosa Ashland Ladonia Oak Grove Meado (Intercultural Institute) Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7		ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	9,887	31,760	149,714		Irish	Irish 354	Irish 354 716
Arab	0	42	799		Italian	Italian 78	Italian 78 238
Armenian	0	0	18		Lithuanian	Lithuanian 0	Lithuanian 0 8
Austrian	0	5	134	N	lorwegian	lorwegian 16	lorwegian 16 15
British	6	77	904	Polis	h	h 6	h 6 37
Canadian	0	3	170	Portugues	se	se O	se 0 28
Croatian	0	0	16	Romanian		0	0 1
Zech	0	3	175	Russian		2	2 10
Czechoslovak	0	0	59	Scandinavian		0	0 17
Danish	0	9	63	Scotch-Irish		120	120 336
Dutch	35	59	818	Scottish		64	64 296
English	217	830	12,934	Slovak		4	4 3
European	10	87	1,413	Subsaharan African		226	226 529
Finnish	0	0	52	Swedish		9	9 13
French (not Basque)	51	149	1,536	Swiss		0	0 11
French Canadian	12	12	268	Ukrainian		0	0 0
German	218	453	6,512	US/American		970	970 1,501
Greek	0	20	477	Welsh		17	17 66
Hungarian	0	4	129	West Indian		0	0 42
Iranian	0	3	60	Yugoslavian		0	0 0
				Other	_	7,473	7,473 26,135

Harvest Bear Greek Glibertown west

Provide Valley Clanton Astrono Kansas Owens Cross Roads Claynatchee Louisville Vest enerson Mon Reville River Falls Berry Winfield Kinston Jemison Huguley Wilton Intercultural Institute Bordo Rainbow City New Hope Snead Detroit Sipsey Rock Creek Creek Cree Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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

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# 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?

Son Vance Roanoke Reece City Waldo Stevenson Birmingham Athens Millbrook Grove Hill Linden A Hanceville Pleasant Grove Shiloh Helena Edgewater Boaz Twin Intercultural Institute Incent Thomasville Montgomery Trinity Lockhart Parrish Glencoe Do for Confectual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.



Brilliant Cusseta Auburn Bayou La Batre St. Florian Gravsville Brewton Coffeeville Ashland Brooksid Libertyville Faunsdale Huntsville Louisville Nectar Thomaston Lynn Intercultural Institute Saks Monteva dalusia Lineville Heath Leesburg Vincent Summerdale Kinston Moult Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Gordonville Athens Adamsville Oak Grove Midway 30

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,317	100%	2,984	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

ondate Maplesville Clerr Allen Magnolia Springs Russellville Daphne Shorter Lake Purdy Ider Union Sp Rock Creek Homewood North Courtland Pelham Valley Ladonia rafford Samson Lanett Chickasaw Ethelsville Hammondville Marion Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,317	100%	2,984	100%
BLUE COLLAR BACKBONE	275	6.37%	185	6.2%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	2	0.05%	1	0.03%
Lower Income Essentials	119	2.76%	80	2.68%
Small Town Endeavors	154	3.57%	104	3.49%
AMER. DIVERSITY	103	2.39%	73	2.45%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	64	1.48%	41	1.37%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	39	0.9%	32	1.07%
METRO FRINGE	691	16.01%	477	15.99%
Steadfast Conservative	420	9.73%	288	9.65%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	271	6.28%	189	6.33%

Silas Leeds Lowndesboro Mount Vernon Faunsdale Gadsden Brundidge Baileyton Riverview Eth Ter Tarrant Camp Hill Mosses Pell City Loachapoka Gainesville Ashford Intercultural Institute Vest End-Cobb Town Mountainboro Natural Bridge Daviston Newton Flord Contextual Ministry Contextual Ministry Pickens 22 Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,317	100%	2,984	100%
REMOTE AMERICA	22	0.51%	13	0.44%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	4	0.09%	2	0.07%
Coal & Crops	18	0.42%	11	0.37%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	93	2.15%	69	2.31%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	93	2.15%	69	2.31%
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%

Creensboro Hoover Wetumpka Fairhope Baileyton Moundville Adamsville Vina Bon Air Kellyton F richard Uniontown Spanish Fort Thomaston Grove Hill Woodville Russer Intercultural Institute neva Maytown Addison Gulf Shores Orrville Midfield West Point Geig for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Addison Guin Edwardsville Coker 33

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

0-1.5 HH & Percent		Unreached HH & Percent	
4,317	100%	2,984	100%
2,031	47.05%	1,378	46.18%
6	0.14%	4	0.13%
185	4.29%	126	4.22%
1,840	42.62%	1,248	41.82%
0	0%	0	0%
0	0%	0	0%
1,103	25.55%	789	26.44%
0	0%	0	0%
0	0%	0	0%
790	18.3%	553	18.53%
0	0%	0	0%
27	0.63%	18	0.6%
286	6.62%	218	7.31%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
	4,317 2,031 6 185 1,840 0 0 1,840 0 1,103 0 1,103 0 0 1,103 0 0 790 0 27 286 0 0 27 286 0 0 0	4,317 100%   2,031 47.05%   6 0.14%   185 4.29%   1,840 42.62%   0 0%   0 0%   1,103 25.55%   0 0%   0 0%   790 18.3%   0 0%   27 0.63%   286 6.62%   0 0%   0 0%   0 0%   0 0%   0 0.63%   0 0%   0 0%   0 0%   0 0.63%   0 0%   0 0%   0 0%   0 0%   0 0%   0 0%   0 0%   0 0%   0 0%	4,317100%2,9842,03147.05%1,37860.14%41854.29%1261,84042.62%1,24800%000%01,10325.55%78900%000%000%01,10325.55%55300%000%0270.63%182866.62%21800%0

Carolina Culi Shores Phenix City Elmore Butler Camp Hill Pisgah Section Alabaster Moody Clevel Greenville Somerville Heath Gaylesville Notasulga Coffee Springs Intercultural Institute Creola Cusseta Chelsea Pell City Parrish Saraland Morris Faunsd Intercultural Institute Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Glen Allen Kinsey Munford Holt Wetumpka Locust Fork Talladega Springs Winfield Ethelsville Brind Brewton Ashland Centre Woodville Smoke Rise Malvern Leeds Intercultural Institute Chickasaw Lakeview Mentone New Brockton Blue Springs Jackson Intercultural Ministry Confertual Ministry Copyright 2013, 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).



reek Colony Mulga Petrey Alexander City Carolina Dodge City Irondale Warrier Woodland Mount Olive Courtland Hurtsboro Mosses Midfield Foley Valley Head Scottsboro <u>Intercultural Institute</u> Apple Pine Rid Prattville Opelika Trinity Gordon Florence Moulton Powell Hammo <u>Jor Contextual Ministry</u> Scopyright 2013, Intercultural Institute for Contextual Ministry Court of Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
PC-HH Own	60%	61%	69%
Use Comp. for Internet/E-mail	37%	40%	50%
Internet Use: E-Mail	32%	35%	43%
Use Comp. for Comp. Games	30%	29%	33%
Use Comp. for Education	27%	28%	30%
HH Owns DVD Player	22%	24%	27%
Use Comp. for Shopping	19%	22%	29%
Use Comp. for Word	19%	23%	33%
Processing			
Use Comp. for Digital Camera	19%	20%	26%
Photo Editing			
Use Comp. for Banking	18%	20%	27%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Internet Use: News/ Weather	16%	18%	24%
Internet Use: Banking	16%	18%	23%
PC-Network-HH Has One	12%	13%	18%
Use Comp. for News/Info./Data	11%	15%	21%
Service			
HH Owns Video/Webcam	9%	10%	10%
Use Comp. for Filing/DB Mngmnt	9%	11%	12%
Internet Use: Research/ Education	7%	9%	12%
Internet Use: Shopping: Gathered	7%	10%	13%
Info. for Shopping			
Internet Use: Instant Messaging	7%	6%	8%
(Im)			
Use Comp. for Personal Financial	7%	9%	13%
Mngmnt			

Tiverside Centre Dothan New Brockton Faunsdale County Line Horn Hill Grayson Valley Cherokee Unic Springs Jackson Tuscumbia Florence Fort Deposit Brighton Fulton With Akron Pisgah Babbie Napier Field Robertsdale Sulligent Red Level West Point Black Ki for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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 - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	65%	67%	68%
Reading Books	46%	48%	53%
Dining Out (Not Fast Food)	40%	42%	51%
Card Games	32%	36%	39%
Cooking for Fun	31%	32%	35%
Go To A Beach/Lake	25%	26%	31%
Board Games	23%	25%	28%
Gardening	23%	21%	26%
Going To	15%	16%	18%
Bars/Nightclubs/Dancing			
Visit Zoo	14%	14%	16%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	65%	64%	66%
Gen./Fam. Practitioner	31%	31%	34%
Backache	22%	22%	21%
Hypertension/High Blood	20%	20%	20%
Pressure			
Dentist	19%	20%	25%
None Of These	19%	19%	20%
Eye Dr.	18%	17%	20%
High Cholesterol	15%	15%	17%
Any Arthritis	15%	13%	14%
Acid Reflux Disease (GERD)	14%	14%	14%

nd Grayson Valley Jacksons Gap Skyline Mooresville Florala Theodore Coker Pelham Cullman Trink pler Field Fairfield Waterloo Guntersville Hobson City Creola Killen Shares Abbayille Hurtsboro Fai er Woodville Arley Greenville Heath Odenville Littleville Childersburg ForContextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	22.69%	24.39%	28.42%
Live Theater	14.24%	17.23%	22.14%
Rock/Pop Concerts Most	12.14%	13.05%	14.97%
Often			
Live Theater Most Often	11.03%	12.75%	17.29%
Dance Performance	10.87%	11.59%	11.6%
Comedy Club	9.53%	11.23%	10.93%
Movies: Comedy	41.34%	41.4%	41.03%
Movies: Action/Adventure	39.02%	40.28%	39.88%
Movies: Drama	25.47%	26.07%	25.25%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Fam.	23.54%	21.91%	20.99%
Movies: Horror	22.37%	20.19%	15.27%
Movies: Mystery	20.8%	22.83%	20.8%
College Football Reg.	3.39%	3.94%	5.66%
Season			
MLB Baseball Reg.	3.06%	4.53%	7.05%
Season			
College Basketball Reg.	3.02%	2.98%	4.18%
Season			
NFL Football Reg. Season	2.64%	4.19%	5.75%
NBA Basketball Reg.	1.95%	2.73%	3.65%
Season			
College Basketball	1.47%	1.29%	1.49%
Post-Season			



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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Walking for Exercise	32.16%	33.45%	38.43%
Swimming	20.23%	21.04%	26.69%
Bowling	17.3%	18.9%	20.3%
Billiards/Pool	17.11%	16.77%	17.19%
Basketball	16.42%	17.12%	16.38%
Jogging/Running	15.18%	16.74%	17.34%
Football	12.57%	12.89%	11.61%
Freshwater Fishing	11.75%	12.39%	12.94%
Weight Training	11.29%	12.74%	15.6%
Baseball	10.82%	11.39%	11.01%
Aerobics	9.56%	10.74%	11.57%
Stationary Cycling	9.2%	9.81%	11.62%
Volleyball	8.27%	8.6%	8.23%
Using Cardio	7.64%	9.26%	12.87%
Machine			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Camping Trips	7.36%	6.84%	8.91%
Mountain/Road Biking	6.67%	7.85%	10.78%
Golf	6.4%	7.51%	11.55%
Softball	6.32%	7.33%	7.47%
Yoga	5.85%	6.19%	7.59%
Roller Skating	5.72%	6.25%	6.11%
Ice Skating	5.5%	5.52%	5.75%
Soccer	5.45%	5.85%	7%
Target Shooting	5.21%	5.46%	6.02%
Tennis	5.18%	5.67%	7.38%
Hunting	4.88%	4.41%	5.09%
Saltwater Fishing	4.87%	5.65%	6.12%
Backpacking/Hiking	4.48%	5.51%	7.98%
Power Boating	4.26%	4.27%	5.87%

Valley Grande Blountsville Hartford La Fayette Sipsey Theodore Colony Indian Springs Village Saks Onatchee Montevallo Valley Loxley Lester Coker Libertyville Faller Powell Reece City Tailade Gurley Evergreen West Jefferson Notasulga Odenville Grant South for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fly Fishing	4.14%	4.09%	3.89%
Snorkeling	3.78%	4.04%	4.64%
Jet Skiing	3.63%	3.87%	4.09%
Motorcycling	3.62%	3.88%	4.33%
Racquetball	3.54%	4.11%	4.16%
Canoeing/Kayaking	3.48%	3.56%	5.03%
Horseback Riding	3.4%	3.47%	4.2%
Skateboarding	3.33%	3.61%	3.31%
Snowboarding	3.17%	3.14%	3.25%
Auto Racing	3.07%	3.12%	2.74%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Archery	2.97%	3.09%	3.18%
Snowmobiling	2.97%	3.01%	3.03%
Rock Climbing	2.95%	3.02%	3.26%
Hockey	2.94%	3.31%	3.59%
Downhill & X-Country	2.69%	3.07%	4.71%
Skiing			
Water Skiing	2.65%	2.91%	3.56%
Sailing	2.33%	2.46%	3.05%
Surfing & Windsurfing	2.28%	2.7%	2.65%
Martial Arts	2.2%	2.81%	3.25%
Rowing	1.5%	1.95%	2.42%

rdale Hollywood Oakman Gordo Elkmont Trussville Troy Fort Payne Oak Hill Montgomery Cuba He Mooresville Ethelsville Shiloh West Point New Site Thomaston Reference Intercultural Institute Hillsboro St. Florian Geneva Prichard Hayneville Sylvania Kansas Lin for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.



Smiths Station Paint Rock Newton Georgiana Marion Excel Eclectic Vernon Hanceville Pinckard Phe Gainesville Roanoke Clio Hazel Green Emelle Mobile West Point Intercultural Institute ont Newbern Point Clear Bakerhill Clanton Theodore Mosses Odenville Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

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

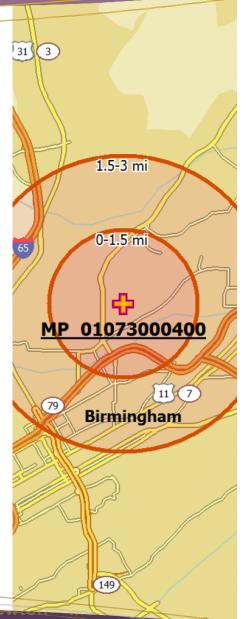
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



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### **Potential Cultural Barriers:**

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

BARRIERS	0-1.5	1.5-3	3-7	BARRIERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	55%	54%	53%	Money Is Best Measure Of Success	22%	23%	24%
Speak My Mind Even If It Upsets People	41%	41%	38%	We Should Strive for Equality for All	21%	21%	18%
Like Control Over People And	41%	40%	37%	Marijuana Should Be Legalized	20%	21%	21%
Resources				Friends More Important Than	18%	19%	24%
Don't Judge People/Way They	35%	33%	31%	My Fam.			
Live Life				Like To Pursue	18%	17%	18%
Woman's Place Is In The Home		32%	32%	Challenge/Novelty/Change			
Too Much Sponsorship In Arts/Sports	34%	32%	27%	Rarely Sit Down to a Meal Together At Home	17%	16%	16%
Find It Difficult To Say No To My Kids	32%	33%	35%	Only Work Current Job for The Money	16%	16%	15%
I Am A Workaholic	29%	28%	24%	Very Happy With My Life As It	13%	14%	11%
Like To Do Unconventional	26%	25%	26%	ls	1070	11/0	
Things		/		On Whole People Get What	13%	12%	12%
Like to Stand Out In A Crowd	26%	24%	22%	They Deserve			
Prefer To Have Few	25%	25%	33%	Happy With My Standard Of	12%	13%	15%
Possessions As Possible				Living			
If Won Lottery Would Never	23%	22%	27%	More Important Do Duty Than	11%	10%	8%
Work Again				Enjoy Life			
-				I Am A Perfectionist	10%	12%	11%

raldine Forestdale Clanton Luverne Steele Notasulga Hamilton Dora Aligood Chelsea Hytop Mount Cedar Bluff Susan Moore Newton Grove Hill Foley Edwardsville And Intercultural Institute Winfield Babbie Vestavia Hills Roanoke Somerville Samson Ardmore for Contextual Ministry Ceopyright 2013, 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.



ianville Argo Vernon Daviston Tuscumbia Muscle Shoals Webb Hartford Chelsea Detroit Selmont-We Hoover Frisco City Autaugaville Mount Vernon Taylor Onycha Intercultural Institute Kinston Trafford Ladonia Carbon Hill Lockhart Abbeville Bridgep (Soutextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Co

## **Potential Cultural Themes:**

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

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	57%	56%	58%	People Have To Take Me As The Find Me	/ 21%	22%	24%
Important To Respect Customs	49%	51%	57%	Like To Just Enjoy Life	19%	19%	21%
And Beliefs	4004	100/	1001	Try Not To Worry About The	18%	19%	17%
Like To Understand About	40%	40%	40%	Future	470/	470/	470/
Nature	<b>0</b> -0(		<b>a-a</b> <i>i</i>	Real Men Don't Cry	17%	17%	17%
Prefer Work Part Of Team Than	37%	38%	37%	Is An Important Part Of Who I Am		16%	15%
Alone				Worried About Pollution Caused	14%	17%	19%
Important To Juggle Various	36%	36%	34%	By Cars			
Tasks				Enjoy Spending Time With My	14%	14%	12%
Important Feel Respected By	34%	35%	35%	Fam.			
My Peers				Children Should Be Allowed To	8%	8%	7%
Good At Fixing Things	33%	33%	30%	Express Themselves			
Have Keen Sense Of Adventure	29%	28%	29%	Feel Very Alone In The World	7%	8%	7%
Consider Myself Interested In	25%	24%	22%	Like Spending Most Time With	6%	6%	6%
The Arts				Fam.			
Prefer To Have Few	25%	25%	33%	Would Like To Set Up Own	5%	6%	5%
Possessions As Possible				Business			
Provide My Kids With The Little	23%	23%	19%	Decor Particular Interest To Me	4%	5%	4%
Extras							
Looking for New Ideas To Improve Home	23%	22%	18%				

ADDEVILLE PRICHARD BRIGH

Columbia Livingston Point Clear County Line Russellville Hamilton Phenix City Steele Sardis City of Attalla Malvern St. Florian Castleberry Brilliant Sylvan Springs Spring Center Bluff Blue Ridge Jackson Detroit Pinckard Bon Air Rock Creek Calera Maytown Jor Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

een Hytop Hurtsboro Oak Hill New Market Riverside Concord Elba Orange Beach Phenix City Lynn thite Hall Ohatchee York Alexander City Memphis Eutaw Westover Har ille Smiths Station Wadley twa Ridgeville Bridgeport Marion Grimes Magnolia Springs Goodwater for Contextual Ministry Carbon Hill Corbon Hill Contextual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry

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## **Potential Shared Places:**

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

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	85.82%	84.35%	83.15%
Restaurant-Visit Any			
Fam. Restaurants/Steak	71.15%	70.41%	75.02%
Houses-Visit Any			
McDonald's	54.98%	54.3%	53.72%
Burger King	40.36%	40.4%	37.56%
Kentucky Fried Chicken (KFC)	38.14%	36.72%	31.68%
Wendy's	32.23%	30.1%	29.7%
Subway	29.64%	28.33%	28.2%
Taco Bell	26.73%	24.99%	25.1%
Pizza Hut	26.36%	24.23%	21.84%
Applebee's	22.85%	23.14%	25.02%
Arby's	19.66%	19.4%	19.41%
Popeyes	18.7%	17.98%	14.14%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Domino's Pizza	18.65%	17.13%	15.61%
Red Lobster	18.42%	18.7%	17.69%
Dairy Queen	18.4%	16.15%	15.17%
Olive Garden	16.65%	17.9%	19.28%
Golden Corral	15.84%	15.1%	12.79%
Sonic	15.73%	13.7%	12.59%
Church's Fried Chicken	15.69%	14.34%	10.71%
IHOP (International House Of	14.5%	15.5%	15.41%
Pancakes)			
Denny's	13.58%	11.59%	11.43%
Hardee's	13.22%	12.13%	10.2%
Dunkin' Donuts	12.67%	14.37%	13.44%
TGI Friday's	12.05%	14.71%	14.61%



#### **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!



Marion Repton Elberta Morris Black Riverview New Site Emelle East Brewton Linden Berry Addition Regiand Woodstock Powell Belk Blountsville Eldridge Carrollton For Intercultural Institute foldville West End-Cobb Town Lincoln Sweet Water Jemison Hartford Confectual Ministry ©Copyright 2013, 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-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	34.98%	36.5%	43.18%
Recycled products	18.79%	19.46%	28.42%
Worked as volunteer (non political)	10.35%	10.52%	14.23%
Engaged in fund raising	9.11%	9.65%	11.23%
Religious club member	6.49%	7.08%	7.62%
Church Board	5.05%	5.67%	5.72%

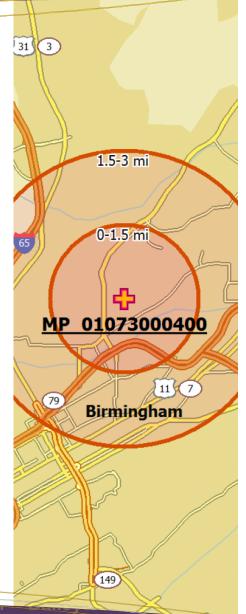
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	4.22%	4.2%	5.1%
newspaper			
Took active part in local civic	4.13%	4.64%	5.3%
issue			
Charitable Organization	3.52%	3.89%	5.15%
Wrote to elected offcl about	3.44%	3.91%	5.45%
publ bus			
Fraternal order member	3.3%	3.66%	4.15%
Addressed a public meeting	3.06%	3.47%	4.38%

Rockford Emelle Odenville Waldo Lakeview Attalla Tuskegee Concord Indian Springs Village Moores York Cordova Mount Vernon Cedar Bluff Woodland Hackleburg Concord Indian Springs Village Moores leyville Lineville Newville Leeds Huguley Westover Goodwater Red Level for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.



Vestavia Hills Goodwater Bon Air Guin Beaverton Gordo Springville Pine Ridge Rosa Cleveland Hy pee Pinson Attalla Grove Hill North Courtland Odenville Thorsby Head Intercultural Institute Sylvania Citronelle Bayou La Batre Huntsville Opp Section Calera H Sologyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural I

## **Potential Print Media Content:**

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

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Children's Books	11.62%	11.77%	12.87%
Novel	10.53%	11.69%	15.77%
Religious (not Bibles)	8.69%	9.44%	9.39%
Mystery	8.04%	8.43%	10.47%
Cookbooks	7.51%	8.06%	9.33%
Romance	6.82%	7.15%	7.01%
Mail order	5.15%	5.61%	5.17%
Supermarket	4.77%	4.87%	4.95%
History	4.77%	5%	6.55%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	61.45%	63.78%	68.06%
Gen. Editorial	50.87%	51.11%	51.56%
Womens	43.29%	44.9%	45.07%
Service	28.14%	28.32%	31.61%
Music	19.78%	20.57%	17.35%
Mens	18.78%	17.95%	18.95%
Business/Finance	15.7%	17.07%	20.33%
Parenthood	15.67%	15.44%	14.19%
Sports	13.14%	13.68%	15.37%

Red Bay Elmore Harpersville Troy Argo Prattville Belk Powell North Johns Valley New Site Polla City Grand Bay Columbiana Fruithurst Kansas Ariton Roanoke Aubur <u>Intercultural Institute</u> Black Hackleburg Somerville Hayden Ider Woodstock Bakerhill Low *Confectual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Sanford Haleburg Onycha Columbia Ba52

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	44.01%	44.63%	50.02%
Classified	33.84%	34.26%	32.1%
Sport	27.46%	28.11%	30.85%
Comics	22.3%	22.12%	23.95%
Editorial Page	21.66%	22.37%	26.33%
Movie Listings & Reviews	20.63%	22.04%	25.06%
TV/Radio Listings	20.39%	20.68%	22.61%
Business/Finance	19.46%	20.96%	26.91%
Food/Cooking	19.15%	20.29%	23.18%
Home/Gardening	14.37%	15.73%	19.17%
Fashion	13.71%	15.38%	16.09%
Travel	12.36%	14%	18.34%
Science/Technology	10.21%	11.38%	15.39%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	40.32%	43.38%	32.92%
CHR Contemp Hit Radio	16.06%	16.93%	17.61%
Country	12.03%	10.29%	11.61%
Adult Contemporary	10.68%	10.66%	13.4%
Oldies	9.55%	9.01%	9.92%
Variety	9.07%	9.1%	9.52%
Gospel	8.11%	8.35%	6.1%
Jazz	8.05%	8.89%	8.82%
Rock	5.87%	5.44%	7.9%
Classic Rock	4.53%	3.88%	6.24%
Alternative	4.48%	4.26%	6.96%
News/Talk	4.47%	4.77%	9.2%
Soft Contemporary	3.97%	4.47%	5.63%
Hispanic	3.95%	3.01%	3.15%
All News	3.86%	5.13%	7.38%
Religious	3.85%	4.3%	5.27%
All Talk	2.07%	2.77%	4.13%
Sports	2.05%	2.43%	3.84%

Lowndesboro Eclectic Clio Beaverton Indian Springs Village Valley Head Carbon Hill Alexander City Headmont Red Bay Hytop Elba Yellow Bluff Reform Sumiton Athen New Site Grant Gilbertown Anderson Pike Road Grove Hill Sand Rock Orrville McKenzie Wet for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bakerbill Tuscaloosa Dozier North Courtland Prichard Wedowee

#### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	56.68%	55.84%	59.96%
Other Video-On-Demand	51.91%	47.93%	43.54%
Soapnet	48.6%	47.31%	49.49%
Satellite Dish	46.99%	44.81%	47.33%
MSNBC	32.36%	30.44%	31.3%
Sci-Fi Channel	32.17%	30.46%	32.94%
Subscribe Digital Cable	30.56%	34.04%	32.66%
Adult Pay Per View TV	27.79%	27.48%	28.9%
Nickelodeon	25.08%	23.97%	24.71%
TV Info From Sunday TV	24.99%	24.86%	27.24%
Magazine			
BET (Black Entertainment	24.18%	23.16%	23.98%
TV)			
TV Info From Newspapers	24.02%	24.18%	25.05%

Intercultural Institute for Contextual Ministry Converting Concord Meridianville Margaret Petrey Associated Median Median Powell Cedar Bluff Arab Fayette Scottsboro Gardendale Gordon Meridian Olive Fairview Pethan Pinckard Mignon West Point Sumiton Tuscumbia Eufaula Meado Converting Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry C

#### **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.



Huevtown Geraldine Concord Selma Epes Sweet Water Camden Glen Allen Blountsville Billingsley Huevtown Chickasaw Brilliant Mosses Geiger Childersburg Millry Petres Intercultural Institute inboro Carrollton Elba Arab Ider Rosa Flomaton Babbie Fairview for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	13.36%	14.19%	17.98%
Medium Users (4-6)	7.33%	7.49%	9.21%
Light Users (1-3)	16.97%	18.09%	19.66%
Quintiles (20%)			
Newspaper I (Heavy)	1.31%	1.2%	1.04%
Newspaper II	1.39%	1.95%	1.81%
Newspaper III	2.41%	2.42%	2.55%
Newspaper IV	0.65%	0.42%	0.34%
Newspaper V (Light)	1.41%	1.03%	0.91%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	24.48%	23.56%	21.73%
Magazines II	10.86%	11.07%	9.99%
Magazines III	11.98%	11.64%	10.62%
Magazines IV	16.32%	15.06%	13.61%
Magazines V (Light)	0.78%	0.79%	0.84%
Outdoor I (Heavy)	9.76%	9.21%	8.67%
Outdoor II	6%	5.44%	4.41%
Outdoor III	6.56%	6.41%	5.36%
Outdoor IV	17.56%	17.01%	16.32%
Outdoor V (Light)	23.72%	23.96%	24.25%
Yellow Pages I	17.05%	16.5%	15.42%
(Heavy)			
Yellow Pages II	8.19%	8.45%	8.04%
Yellow Pages III	12.18%	11.28%	9.02%
Yellow Pages IV	26.84%	24.37%	22.93%
Yellow Pages V	6.75%	6.03%	4.91%
(Light)			

Northport Kennedy Pinson Point Clear Montevallo West Jefferson Bridgeport Daviston Montgomer Hidfield West Blocton Tuscumbia Thomaston Hodges Pleasant Groves Intercultural Institute Epes Pine Apple Colony Wadley Hartford Dodge City Kinston Provide Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	3.11%	3.61%	3.6%
Drive Time III (Medium)	1.19%	1.21%	1.12%
Radio IV & V (Light)	3.32%	3.66%	3.27%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	14.38%	12.93%	11.08%
Radio III (Medium)	4.23%	3.99%	4.19%
Radio IV & V (Light)	4.18%	4.73%	4.17%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	9.95%	10.43%	12.4%
		0.040/	F F00/
Cable III (Medium)	6.85%	6.24%	5.52%

Lockhart Mosses Franklin Clio Weaver Langston Coker Montgomery Fruithurst Pleasant Grove Lanett Pine Hill Hokes Bluff Midway Pickensville Black Hodges Grove Intercultural Institute Rosa Ashville Union Springs Geiger Cordova Bridgeport Kinston Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.31%	10.58%	11.69%
6:00am - 10:00am	14.15%	15.79%	18.52%
10:00am - 3:00pm	15.18%	17.57%	14.01%
3:00pm - 7:00pm	20.23%	19.08%	16.46%
7:00pm - Midnight	11.61%	11.3%	12.82%
Midnight - 6:00am	9.6%	10.27%	8.58%
Weekend Radio			
Listeners			
Dayparts [summary]	15.25%	15.62%	14.48%
6:00am - 10:00am	2.41%	3.09%	3.9%
10:00am-3:00pm	4.41%	5.96%	7.37%
3:00pm - 7:00pm	9.22%	11.05%	9.05%
7:00pm - Midnight	11.4%	11.2%	10.61%
Midnight - 6:00am	15.3%	16.48%	15.06%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.25%	5.72%	6.99%
Saturday:	8.12%	8.66%	8.71%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.35%	8.84%	9.32%
9:00am-1:00pm	23.82%	21.83%	22.54%
9:00am-4:00pm	26.94%	25.67%	26.52%
4:00pm-7:00pm	28.62%	28.11%	30.02%
11:00pm-1:00am	42.88%	40.37%	40.53%
AVG Prime time	6.31%	6.26%	5.08%
Mon-Sun			

Fulton Northport Georgiana Excel Calera Bay Minette Elberta Tallassee Mentone Woodland Lake Sylvan Springs Madison Sulligent Hurtsboro Mountain Brook Halevic Litercultural Institute Elba Snead Faunsdale Elkmont Lexington Onycha County Line Boy for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry ga Rogersville Hodges Banks Gadsden Detroit Ti58

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.71%	17.27%	17.49%	Sat: 7-10am	Sat: 7-10am 16%	Sat: 7-10am 16% 16.42%
7-9am	19.43%	23.31%	24.69%	Sat: 10am-1pm	Sat: 10am-1pm 9.56%	Sat: 10am-1pm 9.56% 10.82%
9am-12noon	15.99%	13.68%	16.27%	Sat: 1-4pm	Sat: 1-4pm 23.17%	Sat: 1-4pm 23.17% 22.16%
12noon-4pm	10.94%	12%	10.25%	Sat: 4-6pm	Sat: 4-6pm 7.68%	Sat: 4-6pm 7.68% 8.09%
4-6pm	42.64%	44.09%	48.62%	Sat: 6-7pm	Sat: 6-7pm 1.14%	Sat: 6-7pm 1.14% 1.3%
6-7pm	16.06%	16.27%	16.65%	Sat: 7-8pm	Sat: 7-8pm 0.97%	Sat: 7-8pm 0.97% 0.98%
7-7:30pm	1.2%	1.46%	1.75%	Sat: 8-11pm	Sat: 8-11pm 8.12%	Sat: 8-11pm 8.12% 8.66%
7:30-8pm	11.41%	11%	10.52%	Sat: 11pm-1am	Sat: 11pm-1am 6.67%	Sat: 11pm-1am 6.67% 7.14%
8-11pm	5.25%	5.72%	6.99%	Sat: 1am-7pm	Sat: 1am-7pm 19.04%	Sat: 1am-7pm 19.04% 19.11%
11pm-12am	32.36%	30.44%	31.3%	Sun: 7-10am	Sun: 7-10am 1.88%	Sun: 7-10am 1.88% 2.08%
11pm-1am	42.88%	40.37%	40.53%	Sun: 10am-1pm	Sun: 10am-1pm 4.71%	Sun: 10am-1pm 4.71% 4.64%
1-6am	29.26%	29.62%	31.98%	Sun: 1-4pm	Sun: 1-4pm 4.12%	Sun: 1-4pm 4.12% 4.32%
				Sun: 4-7pm	Sun: 4-7pm 10.77%	Sun: 4-7pm 10.77% 11.42%
				Sun: 7-11pm	Sun: 7-11pm 9.35%	Sun: 7-11pm 9.35% 8.84%
				Sun: 11pm-1am	Sun: 11pm-1am 5.84%	Sun: 11pm-1am 5.84% 6.02%
				Sun: 1-7am	Sun: 1-7am 18.4%	Sun: 1-7am 18.4% 18.48%

Forkland Gadsden Montgomery Gardendale Sylvan Springs Mentone Newton Fillmans Corner Bon Kee Evergreen Walnut Grove Parrish Dodge City Eldridge Arab Warrier Intercultural Institute Muscle Shoals Onycha Clayhatchee Daphne Rehobeth Moody Madiso (ontextual Ministry Cocopyright 2013, 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.



# 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

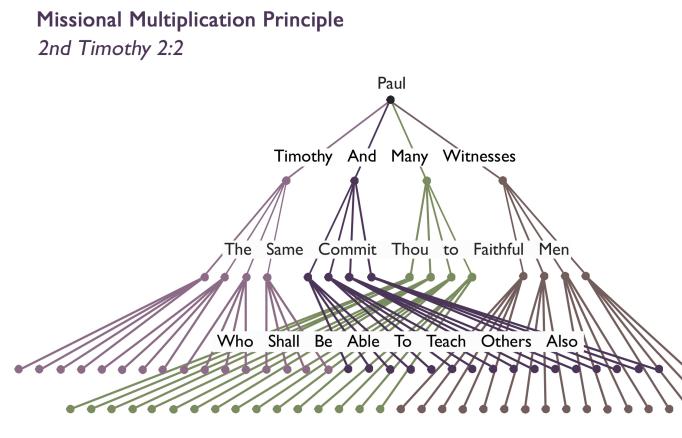
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Pine Ridge Ridgeville Cuba Clay Rogersville Mosses Luverne Camden New Site Chickasaw Shead Flomaton Pell City Lake View Sumiton Bayou La Batre County Line Intercultural Institute Elkmont Addison Glen Allen Carrollton Margaret Fort Deposit Steele for Confectual Ministry Copyright 2013, 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.



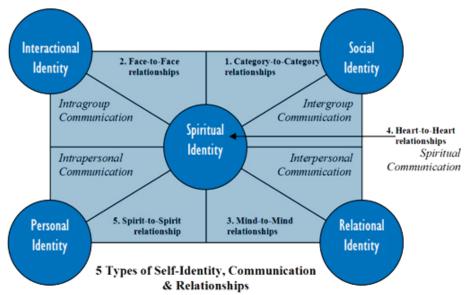
Goldville Excel Wedowee Rutledge Spanish Fort Benton Newbern Frisco City Meridianville Huguley Eldridge Underwood-Petersville Crossville Fairhope Notasulga Mountain Contextual Institute Cleveland Napier Field Maplesville Irondale Henagar Avon West For Contextual Ministry Beocopyright 2013, Intercultural Institute for Contextual Ministry Beocopyright 2013, Intercultural Institute for Contextual Ministry December 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Beocopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry December 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 5. Spirit-to-Spirit: This is the level at which the Holy Spirit works speaks to our inner self. The previous 4 steps facilitates the Holy Spirit doing his regenerative work.





#### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

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

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## **APPENDIX: ALSBOM Churches by Distance**

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Plainview	1389 Park Ave Birmingham, AL 35217	1.06 mi	38	Declining
2	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	1.34 mi	69	Declining
3	Central	1225 E Lake Blvd Birmingham, AL 35217	1.38 mi	101	Declining
4	Central Missionary	PO Box 12784 Birmingham, AL 35202	1.46 mi	65	Declining
5	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	1.86 mi	79	Declining
6	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	2.07 mi	0	Plateauing
7	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	2.15 mi	76	Growing
8	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	2.20 mi	87	Growing
9	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	2.44 mi	0	Plateauing
10	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	2.54 mi	0	Plateauing
11	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	2.63 mi	75	Plateauing
12	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	2.79 mi	0	Plateauing
13	Lake Highland	508 82nd St N Birmingham, AL 35206	2.80 mi	58	Growing
14	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	3.00 mi	14	Plateauing
15	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	3.05 mi	233	Declining

ope Clanton Sulligent Aliceville Smoke Rise Orrville Ragland Harvest Waldo Columbiane Chickasaw erne Florence Woodville Creola Tuskegee Gu-Win Arab Rockford Intercultural Institute aret Lake View Goodwater Cleveland Frisco City Shiloh Lowndesboro for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Good News	2023 37th Ave N Birmingham, AL 35207	3.08 mi	0	Plateauing
17	Springdale	101 Springdale Rd Birmingham, AL 35217	3.20 mi	98	Declining
18	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	3.25 mi	0	Plateauing
19	Fultondale First	PO Box 595 Fultondale, AL 35068	3.31 mi	175	Declining
20	Friendship	9429 8th Ave N Birmingham, AL 35217	3.49 mi	30	Plateauing
21	Black Creek	504 Black Creek Rd Birmingham, AL 35217	3.65 mi	28	Declining
22	Baptist Church of the Covenant		3.92 mi	176	Growing
23	Lakewood	8300 9th Ave S Birmingham, AL 35206	3.98 mi	118	Declining
24	Robinwood	520 5th St Birmingham, AL 35217	4.00 mi	42	Declining
25	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	4.02 mi	318	Plateauing
26	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	4.11 mi	60	Declining
27	Fulton Springs	PO Box 370 Fultondale, AL 35068	4.16 mi	40	Growing
28	Walkers Chapel	1525 Briscoe St Fultondale, AL 35068	4.19 mi	148	Plateauing
29	The River Church Birmingham	6111 Towhee Dr Pinson, AL 35126	4.35 mi	44	Growing
30	Southside	PO Box 55058 Birmingham, AL 35255	4.38 mi	163	Declining

New Site Westover Oak Grove Lynn Repton Faunsdale Detroit Jacksonville Anniston Falkville Westover Oak Grove Lynn Repton Faunsdale Detroit Jacksonville Anniston Falkville Westover Triana Town Creek Waterloo Odenville Gordonville <u>Intercultural Institute</u> or Florala G Dozier Helena Lowndesboro Fulton Robertsdale Guin Hokes Bluff Confectual Ministry Mount Vernon Hueytown Hartselle Fyffe Bon Air T67

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
31			4.38 mi		
	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226		0	Plateauing
32	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	4.41 mi	216	Plateauing
33	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	4.47 mi	0	Plateauing
34	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	4.57 mi	529	Plateauing
35	South Roebuck	501 Mountain Dr Birmingham, AL 35206	4.78 mi	272	Plateauing
36	Mt. Zion	715 12th Ave W Birmingham, AL 35204	4.98 mi	100	Plateauing
37	Pawnee Missionary	2370 Hewitt Dr Birmingham, AL 35217	5.04 mi	59	Growing
38	Fellowship	3228 Teresa Dr Birmingham, AL 35217	5.35 mi	73	Declining
39	Thomas First	153 1st Street Thomas Birmingham, AL 35214	5.43 mi	38	Growing
40	Pineywood	498 Pineywood Rd Gardendale, AL 35071	5.47 mi	146	Growing
41	Huffman	700 Huffman Rd Birmingham, AL 35215	5.54 mi	735	Declining
42	Eastside	558 Gadsden Hwy Birmingham, AL 35235	5.61 mi	277	Declining
43	Winewood Baptist Christian Fellowship	2974 Winewood Rd Birmingham, AL 35215	5.70 mi	94	Declining
44	Pineview	905 Pineview Rd Irondale, AL 35210	5.74 mi	51	Declining
45	Pioneer	4681 Northridge Dr Gardendale, AL 35071	5.90 mi	62	Growing

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