MissionSite top unreached locations

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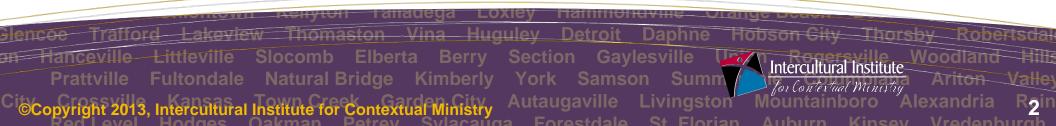
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Fairhope Garden City **BIRMINGHAM, AL** omasville Ariton Clevela **CENSUS TRACT: 01073001200 REGION: North Central Region** ASSOCIATION: Birmingham Calera Hollywood Atmore Detroit Cowarts Riverside Valley Grande In partnership with the: er Appendix States of the states of t DISTRICT: 11: Birmingham Metro District Ville North Johns COUNTY: Jefferson Envingston Ladonia Intercultural Institute Montgomery SITESCAPE: Suburbscape MuDENNITY PATTERN: Kt Rainsville Gardendale for Contextual Ministrypringville Baile CiAlabama Baptist Convention Iton Greensbor State Board of Missions Jacksons' Gap Do West Blocton **Demopolis Pleasant Grove**

©Copyright 2013, Intercultural Institute for Contextual Ministry Creek Mount Vernon Moundville Monroeville Bakerhill

MissionSite (TM) Table of Contents

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Site Location Summary

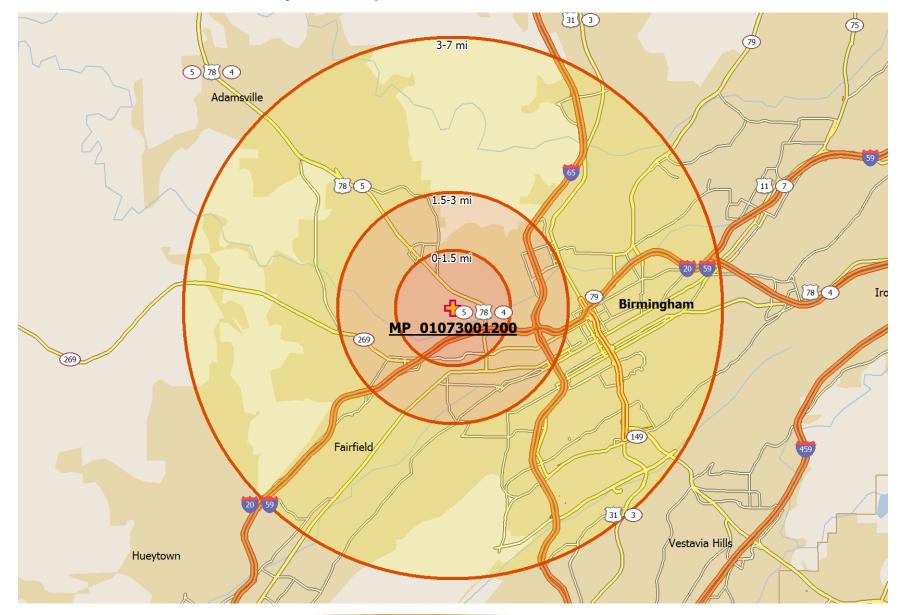
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35214	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	100000-250000-250000





Site Location Summary - Map of the Site Location



Banks Midland City Carbon Hill Haleburg Geneva Oneonta Stevenson Brent Graysville Kellyton Han Red Level Millport McMullen Rockford Kansas Haleyville Thomas in <u>Intercultural Institute</u> Inderwood Peters Centreville Guin Centre Black Clanton Parrish Addison Brantley Wa for Contextual Ministry © Copyright 2013, Intercultural Institute for 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

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 Hazel Green
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 Ardmore
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 Carbon Hill
 Oak Grove
 Intercultural Institute

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 Spanish Fort
 Orrville
 Odenville
 Scottsboro
 Lynn
 Columbia
 Forest
 Intercultural Institute

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 Millbrook
 Trafford

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	11,943	46,308	182,983
2010 Households	4,411	18,573	77,083
2010 Group Quarters Population	1,166	1,152	8,359

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	55	58	57
Language Diversity National Index	15	28	23
Foreign Born Diversity National Index	22	70	65
Ancestry Diversity National Index	1	9	32
Racial Diversity National Index	24	67	59

White Hall Odenville Woodville Childersburg Union Springs Beatrice Chatom McDonald Chapel Ganti-Demopolis Lincoln Gurley Gilbertown Dora Pollard Southside Lower Intercultural Institute Twin Linden Holt Madrid Smiths Station Leighton Pelham Edge Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Market Rock Mills Pinson Gence Addison New Sit6

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

Sheffield St. Florian Heath Mountainboro Eldridge Brookside Parrish Ashville Level Plains Epes R Holly Pond Moores Mill Emelle Moulton Warrior Gadsden Leeds Intercultural Institute ine Ridge McDonald Chapel Forkland Millbrook Brewton Ranburne Mo Gov Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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	6	0.14%
Mainstay Communities	Established, Diverse Households	0	0%
Working Communities	Blue-collar, Working Families	156	3.54%
Country Communities	Rural, Agri. & Mining Families	2	0.05%
Aspiring Communities	Young Singles / Aspiring-Multihousing	487	11.04%
Urban Communities	High Density, Inner-city Neighborhoods	3,760	85.24%

ncord Boaz Haleyville Sulligent Benton Cuba Talladega Springs Samson Webb Cottonwood Louisville Haleburg Slocomb Wadley Columbiana Brilliant County Line Eufaulary Intercultural Institute y Carrollton Maplesville Gantt Faunsdale Glenwood Grove Hill Mento for Contextual 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.



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?



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	3,063	1.62%
Unreached %	70.04%	69.44%	99.14
Religious But NOT Evangelical HH	59,062	1,326	2.24%
Religious But NOT Evangelical %	21.91%	30.05%	137.18
Spiritual But NOT Relig or Evang HH	23,159	77	0.33%
Spiritual But NOT Relig or Evang %	8.59%	1.75%	20.34
Not Evangelical, Not Interested HH	108,094	1,766	1.63%
Not Evangelical, Not Interested %	40.09%	40.04%	99.88



Hobson City Millport Brent Daleville York Vestavia Hills Reece City Aliceville Grove Hill Cullman Ath Phenix City Fairview Section Hazel Green Faunsdale Susan Moore For Intercultural Institute III Leesburg Garden City Ohatchee Colony Argo Daphne Forkland Volteville Ministry Riccopyright 2013, Intercultural Institute for Contextual Ministry Goodwater Kinston Gaptt Havneville Pike Road Bake

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	1,710	3.59%
Active Evangelical Households	60,770	5,023	8.27%
Active Evangelical Percent	22.54%	21.85%	96.96
Inactive Evangelical Households	20,000	1,654	8.27%
Inactive Evangelical Percent	7.42%	7.19%	96.98
# 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	Thomas First	0.16 mi	38	Growing	16	New Covenant	3.46 mi	0	Plateauing
2	Rehoboth Christian Community Church	0.93 mi	0	Plateauin	17	South Park	3.50 mi	69	Growing
3	Mt. Zion	1.03 mi	100	Plateauin	18	Sixth Avenue	3.51 mi	1,615	Growing
4	Sardis	1.56 mi	1,100	Plateauin	19	New Hope	3.55 mi	1,431	Growing
5	New Birth Missionary	1.75 mi	0	Plateauin	20	Downtown Church	3.78 mi	0	Plateauing
6	Fairview	2.09 mi	54	Plateauin	21	Westside	3.94 mi	18	Declining
7	Sandusky Fist	2.31 mi	98	Plateauin	22	Katherwood	4.00 mi	59	Declining
8	True Life	2.37 mi	109	Plateauin	23	Westmont	4.05 mi	183	Growing
9	Cathedral of Faith	2.64 mi	0	NoData	24	Docena	4.24 mi	21	Declining
10	Forestdale	2.77 mi	93	Declining	25	Green Acres	4.36 mi	42	Declining
11	Good News	2.77 mi	0	Plateauin	26	Richmond Street	4.36 mi	16	Plateauing
12	Judah Family	2.85 mi	0	Plateauin	27	Baptist Church of the Covenant	4.44 mi	176	Growing
13	Central Park	2.86 mi	118	Plateauin	28	Southside	4.49 mi	163	Declining
14	Hillview	3.10 mi	169	Declining	29	Korean (Southside)	4.49 mi	0	Plateauing
15	Victory Missionary	3.13 mi	75	Plateauin g	30	Westwood First	4.55 mi	720	Declining

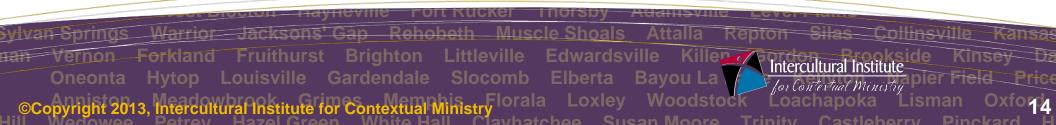
ant Groves Camden Troy Marion Kinsey Pelham Bridgeport Napier Field Cherokee Alabaster Anderse terwood-Petersville Littleville Leighton Calera Red Level Mulga Berry Intercultural Institute dge Gardendale Goshen Decatur Pine Hill Boligee Anniston Chatom Confectual Ministry Confectual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Composition 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.

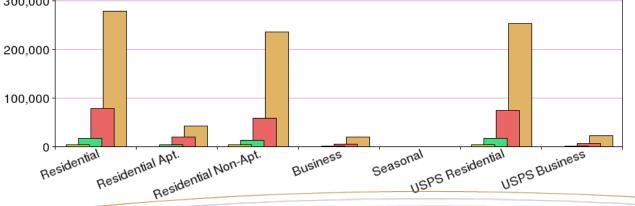
Issues for Your Consideration

- 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	DEM	OSCAPE	COUNTY	BAND	% OF
1990 Population	651,526	16,802	2.58%	1990	Households	251,478	5,600	2.23%
2000 Population	662,047	13,513	2.04%	2000	Households	263,265	4,959	1.88%
2010 Population	666,792	11,943	1.79%	2010	Households	269,609	4,411	1.64%
Location Types in this MissionSite 0-1.5mi Band 1.5-3mi Band 3-7mi Band County					Residential	pe	0-1.5mi Ba 4,266	
Location Types in this MissionSite						Location Ty	pe	0-1.5mi Ba
400,000					Residential A	Apt.	480	
300.000						Residential N	Non-Apt.	3,786
300,000						Business		180
200,000						Business Seasonal		180 0

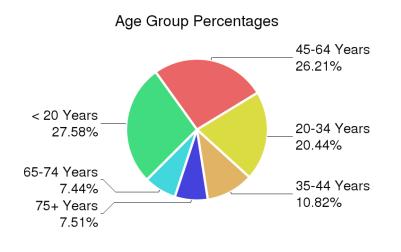


Location Type	0-1.5mi Band
Residential	4,266
Residential Apt.	480
Residential Non-Apt.	3,786
Business	180
Seasonal	0
USPS Residential	3,942
USPS Business	167

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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.

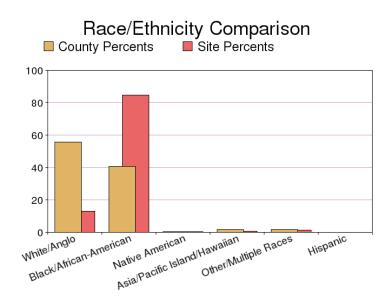


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.09%	89.61
4-5 Years	2.7%	2.34%	86.67
6-8 Years	3.98%	3.69%	92.71
9-11 Years	3.86%	3.62%	93.78
12-13 Years	2.52%	2.47%	98.02
14-17 Years	5.08%	6.36%	125.2
18-19 Years	2.53%	4.01%	158.5
0-5 Years	8.38%	7.44%	88.78
6-12 Years	9.1%	8.54%	93.85
13-19 Years	8.87%	11.61%	130.89
< 20 Years	26.35%	27.59%	104.71
20-34 Years	20.74%	20.44%	98.55
35-44 Years	12.98%	10.82%	83.36
45-64 Years	25.86%	26.22%	101.39
65-74 Years	7.12%	7.44%	104.49
75+ Years	6.94%	7.51%	108.21
Median Age	37	39	105.22
Median Age (Male)	35	36	102.5
Median Age (Female)	39	43	109.2

Triana Mosses Reform Lester Huguley Petrey Haleyville Blountsville Grand Bay Eclectic Silas Nor The Tellow Bluff Enterprise Kellyton Highland Lake Snead Hytop Cherry Shiloh Daleville Cleveland Maplesville Carrollton Coaling Pennington Slocomb Crossville Fole 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%	13.05%	23.46
Black, African-American	40.69%	84.57%	207.84
Native American	0.36%	0.33%	92.67
Asian	1.49%	0.45%	30.29
Pacific Island, Hawaiian	0.08%	0.17%	201.56
Other/Multiple Races	1.74%	1.42%	81.94
Hispanic	0%	3.68%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	7,482	
Less than 9th Grade	3.46%	6.21%	55.69
No High School Diploma	8.86%	10.76%	82.34
High School Graduate	28.96%	29.8%	97.15

22.64%

7.22%

17.82%

11.04%

22.6%

9.58%

12.31%

8.73%

100.17

75.34

144.8

126.5

Ttsdale Autaugaville Walnut Grove Jacksonville Coaling Lowndesboro Owens Cross Roads Skyline Well Trussville Mignon Good Hope Boligee West Blocton York Needham South Solma Kinston Lineville Smiths Station Orange Beach Mooresville Altoona Linden South Vive Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Lisman Gordonville Phil Campbell Nauvoo Carbon 7

Some College, no degree

Associate Degree

Graduate/Prof. degree

College Degree

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

For each category both county and 0-1.5 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%	13.99%	217.56
\$10,000 to \$19,999	13.29%	18.86%	141.88
\$20,000 to \$29,999	12.05%	15.23%	126.45
\$30,000 to \$49,999	20.54%	21.65%	105.38
\$50,000 to \$59,999	8.47%	7.75%	91.5
\$60,000 to \$69,999	6.88%	4.58%	66.59
\$70,000 to \$79,999	5.9%	4.28%	72.59
\$80,000 to \$89,999	4.74%	3.24%	68.42
\$90,000 to \$99,999	3.22%	2%	62.03
\$100,000 to \$124,999	6.59%	4.31%	65.4
\$125,000 to \$149,999	3.44%	0.84%	24.38
\$150,000 to \$199,999	3.44%	1.54%	44.81
\$200,000 to \$249,999	1.12%	0.27%	24.21
\$250,000 or more	2.08%	1.38%	66.34
Median Household	45,427	32,409	71.34
Average Household	68,011	47,568	69.94
Per Capita Household	28,213	18,157	64.36
Family/Non-Family Household			
Income			
Median Family Income	58,390	40,983	70.19
Average Family Income	83,931	57,126	68.06
Median Non-Family Income	28,382	20,394	71.86
Average Non-Family Income	39,159	29,617	75.63

Colony Mount Olive Columbiana Eclectic Section Riverside Heath Shiloh Flomaton Loxley Heffin Franci Bay Auburn Russellville Brent Muscle Shoals Hillsboro Childers Intercultural Institute Fort Deposit Mentone Dayton Ashford Springville Hartford Hodges Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Records Carolina Waterloo Vernon Gurley Fairview 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%	65.04%	100.93
Families with Children	32.53%	33.92%	104.25
Families without Children	31.91%	31.13%	97.55
Non-Family Households			
% Non-Family Households	35.56%	34.96%	98.31
Non-Families with Children	0.19	0.32	165.51
Non-Families without Children	35.37	34.64	97.95
Housing Units			Index
Total Housing Units	313,876	5,265	
Vacant percent	14.1%	16.22%	115.01
Owned percent	58.37%	57.32%	98.2%
Rented Percent	27.52%	26.44%	96.06
Households by Size			Index
Avg household size	2.41	2.44	101.24
Avg family hh size	3.12	3.17	101.6
Avg non-family hh size	1.13	1.10	97.35
Households By Count of Persons			Percent
One	84,836	1,451	1.71%
Two	81,467	1,214	1.49%
Three or Four	80,946	1,324	1.64%
Five+	22,360	421	1.88%

Mobile Dutton Robertsdale Flomaton Mosses Fruithurst Pickensville Trafford Millport Beatrice H the relieve Bluff Anderson Natural Bridge Jacksons' Gap Babbie Midfield (Intercultural Institute) Selma New Brockton New Hope Blue Ridge Cordova Albertville Merid (Intercultural Institute) Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

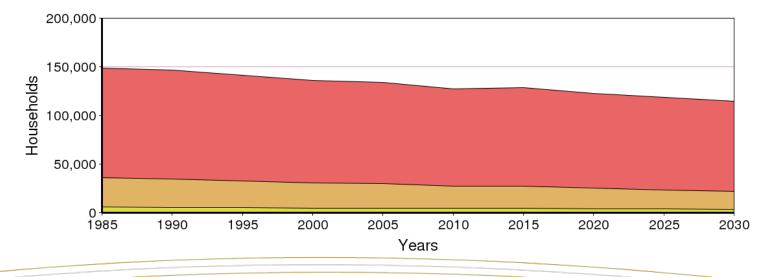
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	16,802	2.58%
2000 Population	662,047	13,513	2.04%
2010 Population	666,792	11,943	1.79%
2015 Population	675,554	11,739	1.74%

Household Change from 1985 to 2030

🗖 0-1.5mi Ring 👘 🗖 0-3mi Ring

📕 0-7mi Ring

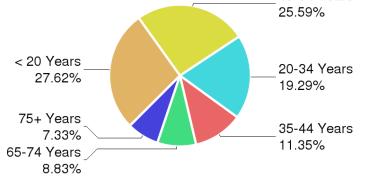


Orange Beach Hanceville Pinson Skyline Lynn Florence Fairhope Shitoh Silas Daleville Brantley Farrant Tuscaloosa Point Clear Notasulga Holly Pond Uniontown Takin Intercultural Institute Spanish Fort field Coker Malvern St. Florian Gantt Eclectic Monroeville County Live for Contextual Ministry Copyright 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 45-64 Years

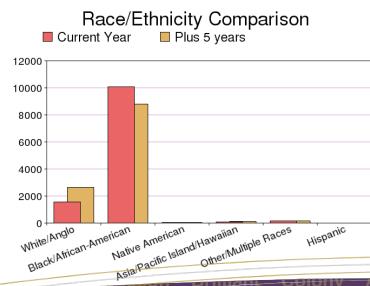


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.09%	5.27%	103.54
4-5 Years	2.34%	2.45%	104.7
6-8 Years	3.69%	3.84%	104.07
9-11 Years	3.62%	3.9%	107.73
12-13 Years	2.47%	2.57%	104.05
14-17 Years	6.36%	6.01%	94.5
18-19 Years	4.01%	3.57%	89.03
0-5 Years	7.44%	7.73%	103.9
6-12 Years	8.54%	9.03%	105.74
13-19 Years	11.61%	10.86%	93.54
< 20 Years	27.59%	27.62%	100.11
20-34 Years	20.44%	19.29%	94.37
35-44 Years	10.82%	11.35%	104.9
45-64 Years	26.22%	25.59%	97.6
65-74 Years	7.44%	8.83%	118.68
75+ Years	7.51%	7.33%	97.6
Median Age	37	40	107.91
Median Age (Male)	35	36	102.18
Median Age (Female)	39	43	110.2

anoke Ganti Trafford Daviston Haleyville Northport Rockford Brighton Petrey Vest Jefferson Brent Riverview Cedar Bluff Pleasant Grove Boaz Pennington Winfield White Anter Baileyton Coker Sanford Hackleburg Steele Cowarts Carbon Hill Kansas Saks Do Gontextual Ministry Contextual Ministry Fort Page Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Fort Page Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Fort Page Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Fort Page Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Fort Page Contextual Page Contextual Ministry Fort Page Contextual Pag

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	13.05%	22.43%	171.83
Black, African-American	84.57%	74.8%	88.45
Native American	0.33%	0.39%	117
Asian	0.45%	0.78%	171.45
Pacific Island, Hawaiian	0.17%	0.2%	117
Other/Multiple Races	1.42%	1.4%	98.15
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,482	7,433	
Less than 9th Grade	6.21%	4.55%	73.17
No High School Diploma	10.76%	8.7%	80.9
High School Graduate	29.8%	30.32%	101.74
Some College, no degree	22.6%	22.66%	100.24
Associate Degree	9.58%	10.52%	109.78
College Degree	12.31%	13.45%	109.29
Graduate/Prof. degree	8.73%	9.79%	112.22

Waldo Paint Rock Micintosh East Brewton Lester Tallassee Wadley Waterloo Albertville Arab Ar Evente Greensboro Huguley Toxey Clay Walnut Grove Brookside Scotter Intercultural Institute lectar Ariton Margaret Monroeville Pleasant Groves Ethelsville West Blook for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Mini

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	13.99%	12.33%	88.18
\$10,000 to \$19,999	18.86%	18.6%	98.63
\$20,000 to \$29,999	15.23%	14.92%	97.93
\$30,000 to \$49,999	21.65%	21.37%	98.72
\$50,000 to \$59,999	7.75%	8.08%	104.18
\$60,000 to \$69,999	4.58%	4.53%	98.94
\$70,000 to \$79,999	4.28%	4.69%	101.47
\$80,000 to \$89,999	3.24%	3.78%	105.88
\$90,000 to \$99,999	2%	2.11%	105.53
\$100,000 to \$249,999	4.31%	4.94%	114.75
\$125,000 to \$149,999	0.84%	0.96%	114.58
\$150,000 to \$199,999	1.54%	1.72%	111.33
\$200,000 to \$249,999	0.27%	0.3%	109.35
\$250,000 or more	1.38%	1.51%	109.21
Median Household	32,409	34,307	105.86
Average Household	47,568	52,614	110.61
Per Capita Household	18,157	20,246	111.51
Family/Non-Family Household			
Income			
Median Family Income	40,983	45,568	111.19
Average Family Income	57,126	63,859	111.79
Median Non-Family Income	20,394	21,070	103.31
Average Non-Family Income	29,617	32,400	109.4

nsas Pollard Valley Lakeview Springville Repton Oxford Carolina Fakville Owens Cross Roads Haley Secure Pleasant Grove Orange Beach Kinston County Line Rock Creek Intercultural Institute Chelsea Greenville Oneonta Madison Clayton Dayton New Market To Intercultural Institute For Contextual Ministry Socopyright 2013, Intercultural Institute for Contextual Ministry Morris Cordova Forkland Brundidge Tuscaloosa C23

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	65.04%	63.59%	97.77
Families with Children	33.92	33.09	97.56
Families without Children	31.13	29.36	94.32
Non-Family Households			
% Non-Family Households	34.96%	36.41%	104.15
Non-Families with Children	0.32	0.3	104.15
Non-Families without	34.64	36.11	104.24
Children			
Housing Units			
Total Housing Units	5,265	5,217	99.09%
Vacant percent	16.22%	16.22%	99.97
Owned percent	57.32%	57.2%	99.78
Rented Percent	26.44%	26.59%	100.56
Households by Size			
Avg household size	2.44	2.41	98.77%
Avg family hh size	3.17	3.18	100.32%
Avg non-family hh size	1.10	1.06	96.36%
Households By Count of			
Persons			
One	1,451	1,492	102.83%
Two	1,214	1,188	97.86%
Three or Four	1,324	1,287	97.21%
Five+	421	402	95.49%

Munford Clayhatchee Thorsby Tarrant Florence Arley York Eutaw Gordo New Market Frisco Ch Troy Rockford Chickasaw Forestdale Guin Atmore Dadeville Maple Intercultural Institute dge City Clanton McMullen Pennington Bridgeport Locust Fork Fort Pa ©Copyright 2013, Intercultural Institute for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Forkland Theodore Paint Rock, Hayden Muscle Sho

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	105	417	5,549	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	1	3	204	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	43	281	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	94	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	285	Western Africa	Western Africa 19	Western Africa 19 37
Other Europe	0	0	0	Other Africa	Other Africa 8	Other Africa 8 3
Eastern Asia	0	29	922	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	0	362	Caribbean	Caribbean 8	Caribbean 8 31
SE Asia	0	21	422	Central Amer.	Central Amer. 69	Central Amer. 69 241
Western Asia	0	0	191	South America	South America 0	South America 0 9
Other Asia	0	0	65	North America	North America 0	North America 0 0
				Born at sea	Born at sea 0	Born at sea 0 0

Vance Mentone Sanford Clayton Gaylesville Berry Littleville Billingsley Linden Myrtlewood Black Fultondale Brookside Somerville Taylor Dayton Mosses Mountain Antibiotic Intercultural Institute Ley Grande Silas Spanish Fort Hokes Bluff Frisco City Coffeeville Pine Los Contextual Ministry 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	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.5-3	
F a allah sad	MILES	MILES	MILES		MILES	MILES	l
English only	11,605	47,631	171,655	Other Indo-Euro	0	0	8
Spanish	290	1,194	4,774	Asian/PI languages	0	0	0
Other Indo-Euro	63	458	2,360	Chinese	0	13	8
language				Japanese	0	4	1
French (incl. Patois,	63	283	942	Korean	0	4	1
Cajun)				Mon-Khmer,	0	0	7
French Creole	0	8	11	Cambodian			
Italian	0	16	102	Miao, Hmong	0	0	0
Portuguese	0	0	14	Thai	0	12	8
German	0	108	525	Laotian	0	0	0
Yiddish	0	0	11	Vietnamese	0	7	2
Other West Germanic	0	0	28	Other Asian	0	0	1
A Scandinavian	0	0	16	Tagalog	0	6	3
Language				Other Pacific Is	0	34	1
Greek	0	19	85	Other languages	0	118	1
Russian	0	0	147	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	2
Serbo-Croatian	0	0	18	American			
Other Slavic Language	0	8	59	Hungarian	0	0	9
Armenian	0	0	10	Arabic	0	26	4
Persian	0	5	48	Hebrew	0	17	1
Gujarathi	0	0	51	African languages	0	75	4
Hindi	0	0	61	Other unspecified	0	0	8
Urdu	0	0	48	·			

r Highland Lake Boaz Vestavia Hills Newton Demopolis Fairhope Wadley Helena Wilsonville Gu-Win Concord Guin Piedmont Triana Chatom Thomaston Rockford Munar Intercultural Institute Umbiana Courtland Opp Bessemer Ozark Center Point Lake View Have for 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	9,026	42,623	149,206		Irish	Irish 24	Irish 24 250
Arab	0	37	691		Italian	Italian 30	Italian 30 108
Armenian	0	0	10		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	87		Norwegian	Norwegian 5	Norwegian 5 7
British	21	1	753		Polish	Polish 7	Polish 7 9
Canadian	0	2	134		Portuguese	Portuguese 3	Portuguese 3 2
Croatian	0	0	32		Romanian	Romanian 0	Romanian 0 0
Czech	0	18	100		Russian	Russian 0	Russian 0 0
Czechoslovak	0	3	20		Scandinavian	Scandinavian 0	Scandinavian 0 6
Danish	0	0	77		Scotch-Irish	Scotch-Irish 35	Scotch-Irish 35 111
Dutch	4	85	792		Scottish	Scottish 0	Scottish 0 72
English	22	367	10,295		Slovak	Slovak 0	Slovak 0 0
European	0	19	1,016		Subsaharan African	Subsaharan African 201	Subsaharan African 201 757
Finnish	0	0	46		Swedish	Swedish 0	Swedish 0 0
French (not Basque)	0	22	1,609		Swiss	Swiss 0	Swiss 0 1
French Canadian	0	0	200		Ukrainian	Ukrainian 0	Ukrainian 0 0
German	8	72	5,394		US/American	US/American 124	US/American 124 745
Greek	0	3	354		Welsh	Welsh 1	Welsh 1 10
Hungarian	0	8	97		West Indian	West Indian 6	West Indian 6 8
Iranian	0	3	61		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				_	Other	Other 8,536	Other 8,536 39,895

Prattville <u>Greenville</u> Toxey Rainsville Irondale Pisgah Pine Hill Killen <u>Douglas</u> Sylvan Springs Le Hope Slocomb Boligee Hanceville Mignon Rock Creek Double Springer <u>Intercultural Institute</u> Troy Glee elsville Ariton Allgood Smoke Rise Jemison Gilbertown Billingsley ^{Intercultural Institute} Chatom Coffe Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry 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?



Using the Demographic Indicators

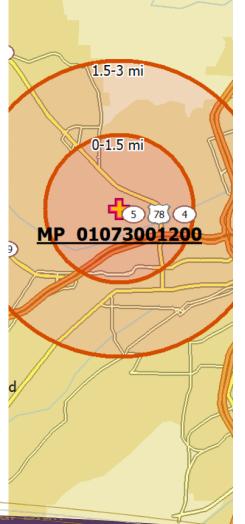
Issues for Your Consideration - continued

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

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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.



Kansas Grimes Locust Fork Deatsville Hoover Brookside Brewton Cowarts Florala Brookwood At Mignon Gordon Jacksonville Newton Hodges Newville Phenix City Intercultural Institute Loachapoka Saks Minor Camp Hill Berry Luverne Faunsdale Selm for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	4,411	100%	3,064	100%
AFFLUENT SUBURBIA	5	0.11%	4	0.13%
America's Wealthiest	5	0.11%	4	0.13%
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	1	0.02%	1	0.03%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1	0.02%	1	0.03%
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%

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insten Meadowbrook Athens Clay Dozier Susan Moore Scottsboro Jemison Rehobeth Sand Rock Date Reece City Union Springs Citronelle Foley Hammondville Clio More Intercultural Institute Westover New Hope Minor Saraland Malvern Piedmont Oakman Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Mini

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	4,411	100%	3,064	100%
BLUE COLLAR BACKBONE	20	0.45%	14	0.46%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	20	0.45%	14	0.46%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	136	3.08%	93	3.04%
Steadfast Conservative	131	2.97%	90	2.94%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	5	0.11%	3	0.1%

rence Dozler Loachapoka Greensboro Gordon Kimberly Cottonwood Grimes Hount Olive Daleville B Brookside Odenville Moulton Ranburne Oak Grove Talladega Frank Selma Dadeville Demopoliti Ile Vance Ashford Phenix City Morris Gardendale Sand Rock Carbon for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bainbow City Memphis Russellville Obatchee Mooresv

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	4,411	100%	3,064	100%
REMOTE AMERICA	2	0.05%	1	0.03%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	2	0.05%	1	0.03%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	487	11.04%	361	11.78%
Young Cosmopolitans	10	0.23%	8	0.26%
Minority Metro Communities	477	10.81%	353	11.52%
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%

Luverne Parrish Geneva Brent Glenwood Gordo Centreville Nectar Bear Creek Cedar Bluff Jackson Huscle Shoals Geraldine Kansas New Market Camp Hill Douglas Group Intercultural Institute Henagar Autaugaville South Vinemont Dutton Lockhart Haleburg Fort for Contextual Ministry Center Point Talladega Summerdale Vance Good 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.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	4,411	100%	3,064	100%
STRUGGLING SOCIETIES	1,892	42.89%	1,283	41.87%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,892	42.89%	1,283	41.87%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	1,868	42.35%	1,307	42.66%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,867	42.33%	1,306	42.62%
Urban Diversity	0	0%	0	0%
New Generation Activists	1	0.02%	1	0.03%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Livingston Mentone Madrid Louisville Red Level Hartselle Gaylesville Oneonta Atmore Pike Road Haw Glen Allen Goldville Newbern Dauphin Island Hammondville Autor Intercultural Institute Iberta County Line Webb Smiths Station Foley Lisman Red Bay Exception for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright

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?

Greenville Hazel Green Hurtsboro Daphne Madison Billingsley Decatur Chelsea Avon Childersburg Usachville Coffee Springs Westover Scottsboro Smiths Station Hackleburg Intercultural Institute Eva Springville Grove Hill Livingston Coker Toxey Millry Pinckard Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual 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).



ville Hillsboro Nectar Blountsville Gaylesville North Courtland Good Hope Lakeview Faunsdale Georgie Petrey Selma Pinson Repton Fairfield Mountain Brook Homewood Intercultural Institute Ladonia Shilob inesville Walnut Grove West Jefferson Bay Minette Susan Moore Dayton (on Confectual Ministry Heflin Oak Hill Confectual Ministry Owens Cross Roads Morris McIntosh Brookwood Sk 36 Copyright 2013, Intercultural Institute for Contextual Ministry Owens Cross Roads Morris McIntosh Brookwood Sk 36

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		BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	57%	58%	65%	-	Internet Use: Banking	14%	17%	21%
Use Comp. for Internet/E-mail	35%	36%	45%		Internet Use: News/ Weather	14%	16%	21%
Internet Use: E-Mail	29%	32%	39%		PC-Network-HH Has One	14%	12%	16%
Use Comp. for Comp. Games	27%	27%	30%		Use Comp. for News/Info./Data	11%	14%	18%
Use Comp. for Education	25%	26%	28%		Service			
HH Owns DVD Player	20%	23%	25%		Use Comp. for Filing/DB	9%	11%	11%
Use Comp. for Digital Camera	17%	18%	24%		Mngmnt			
Photo Editing					Internet Use: Play/ Download	7%	8%	8%
Use Comp. for Banking	17%	18%	24%		Online Games			
Use Comp. for Shopping	16%	19%	25%		HH Owns Video/Webcam	7%	9%	9%
Use Comp. for Word	16%	20%	28%		Use Comp. for	6%	6%	8%
Processing					Graphics/Presentation			
					Internet Use: Research/	6%	9%	10%

Troy Mountainboro Fairview Fort Deposit Hackleburg Dora New Market Gulf Shores Taylor Haleb Carbon Hill Lexington York Albertville Sylacauga Ridgeville Tarrace Chineville Wedowee Lowide Ranburne Memphis Sheffield Banks Valley Head Hanceville Natural Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Education

Internet Use: Instant

Messaging (Im)

6%

6%

7%

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.

0-1.5	1.5-3	3-7
MILES	MILES	MILES
67%	68%	68%
46%	47%	52%
38%	40%	47%
31%	31%	34%
30%	35%	36%
23%	25%	29%
21%	23%	26%
19%	18%	24%
15%	16%	18%
12%	14%	16%
	MILES 67% 46% 38% 31% 30% 23% 21% 19% 15%	MILES67%68%46%47%38%40%31%31%30%35%23%25%21%23%19%18%15%16%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	64%	63%	65%
Gen./Fam. Practitioner	30%	29%	33%
Backache	21%	21%	21%
Hypertension/High Blood	21%	20%	20%
Pressure			
Dentist	19%	18%	23%
None Of These	18%	19%	20%
Eye Dr.	17%	16%	19%
High Cholesterol	16%	14%	16%
Any Arthritis	14%	13%	14%
Acid Reflux Disease	14%	13%	14%
(GERD)			

Eva Evergreen Mount Vernon Ohatchee Phenix City Wilton Union Grove Mosses Triana Creola Gost renelle Summerdale Hurtsboro Hayneville Thomasville Gu-Win McMuller Shiles Brundidge Prattville Eldridge Greensboro Loachapoka Harpersville Ethelsville Gulf Sho For Confectual Ministry Rock Creek Dutton Silas Hartselle Pennington Bent 38 Copyright 2013, Intercultural Institute for Contextual Ministry Rock Creek Dutton Silas Hartselle Pennington Bent 38

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 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	23.35%	24.1%	27.27%
Live Theater	15.84%	17.34%	20.47%
Live Theater Most Often	12.3%	12.54%	15.83%
Rock/Pop Concerts Most	12.19%	12.72%	14.4%
Often			
Dance Performance	11.6%	12.25%	11.87%
Comedy Club	10.01%	11.87%	10.96%
Movies: Comedy	42.45%	42.03%	41.1%
Movies: Action/Adventure	37.29%	40.31%	39.25%
Movies: Drama	27%	27.18%	25.48%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Fam.	23.1%	21.92%	20.9%
Movies: Romantic Comedy	22.8%	21.83%	21.88%
Movies: Horror	21.48%	21.12%	16.97%
MLB Baseball Reg.	3.47%	4.54%	6.31%
Season			
College Basketball Reg.	3.41%	2.96%	3.93%
Season			
College Football Reg.	3.22%	3.59%	4.88%
Season			
NFL Football Reg. Season	2.6%	3.93%	4.92%
NBA Basketball Reg.	1.73%	2.6%	3.13%
Season			
College Basketball	1.6%	1.23%	1.46%
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	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	32.28%	32.36%	36.56%	Softball	Softball 6.68%	Softball 6.68% 7.46%
Swimming	18.11%	18.79%	24.17%	Roller Skating	Roller Skating 6.38%	Roller Skating6.38%6.6%
Bowling	17.99%	18.76%	19.73%	Mountain/Road Biking	Mountain/Road Biking 5.99%	Mountain/Road Biking 5.99% 7.18%
Basketball	17.54%	17.7%	16.62%	Yoga	Yoga 5.74%	Yoga 5.74% 6.04%
Billiards/Pool	16.19%	16.34%	17.21%	Golf	Golf 5.61%	Golf 5.61% 6.42%
Jogging/Running	16.19%	17.31%	17.32%	Tennis	Tennis 5.34%	Tennis 5.34% 5.46%
Football	14.18%	13.74%	12.33%	Ice Skating	Ice Skating 4.78%	Ice Skating 4.78% 5.29%
Baseball	11.46%	11.74%	11.42%	Soccer	Soccer 4.78%	Soccer 4.78% 5.49%
Freshwater Fishing	11.07%	11.66%	12.6%	Racquetball	Racquetball 4.24%	Racquetball 4.24% 4.32%
Weight Training	10.89%	12.23%	14.36%	Target Shooting	Target Shooting4.2%	Target Shooting4.2%4.81%
Aerobics	10.72%	11.08%	11.37%	Saltwater Fishing	Saltwater Fishing 3.92%	Saltwater Fishing 3.92% 5.19%
Stationary Cycling	8.98%	9.38%	10.86%	Camping Trips	Camping Trips 3.79%	Camping Trips 3.79% 4.76%
Volleyball	7.91%	8.45%	8.09%	Fly Fishing	Fly Fishing 3.59%	Fly Fishing 3.59% 3.86%
Using Cardio	6.81%	8.4%	11.39%	Power Boating	Power Boating 3.31%	Power Boating 3.31% 3.47%
Machine						

Butler New Site Odenville Langston Sheffield Attalla Bakerhill Glenwood Kansas Brent Hammond eckford Georgiana Yellow Bluff Haleburg Point Clear Flomaton Daleville Centextual Institute Dayton McKenzie Highland Lake Waverly Black South Vinemont Un Grimes Lisman Eldridge 40 ©Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 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
Jet Skiing	3.1%	3.62%	3.79%
Snorkeling	3.09%	3.79%	4.21%
Hockey	2.92%	3.18%	3.34%
Skateboarding	2.89%	3.52%	3.16%
Motorcycling	2.86%	3.43%	3.9%
Hunting	2.83%	3.28%	4.54%
Snowboarding	2.76%	2.96%	3.1%
Horseback Riding	2.7%	3.04%	3.86%
Backpacking/Hiking	2.62%	4.45%	6.66%
Archery	2.6%	2.89%	3.09%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowmobiling	2.59%	2.79%	2.83%
Rock Climbing	2.4%	2.85%	3.13%
Downhill & X-Country	2.33%	2.72%	3.87%
Skiing			
Water Skiing	2.3%	2.61%	3.16%
Canoeing/Kayaking	2.25%	2.69%	4.16%
Sailing	1.8%	2.2%	2.67%
Surfing & Windsurfing	1.63%	2.54%	2.45%
Auto Racing	1.5%	2.71%	2.57%
Martial Arts	1.37%	2.55%	2.9%
Rowing	1.16%	1.74%	2.07%

gston Attalla Warrior Gurley Priceville Goodwater Midland City Kinsey Morris Bon Air Moundville P Berry Clayhatchee Hoover Albertville Hodges Minor Meadowbrook Intercultural Institute Dadeville Bay Minette Mount Vernon Pelham Needham Nauvoo McMulle for Contextual Ministry Contextual Ministry Gilbertown Mulga St. Florian Leesburg Gordon Might P 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.

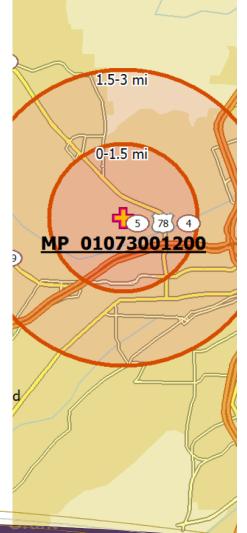
BIBLICAL BARRIERS

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.



Midland City Clenwood West Blocton New Market Stevenson Talladega Springs Cadsden Sardis City La Columbia Lake View Spanish Fort Fultondale Russellville Goodwater Glencoe McKenzie Notasulga Colony Arley Eufaula Montevallo Sam for Contextual 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.



Selma Henagar Enterprise Tuscumbia Alabaster Providence Sylvan Springs Montevallo Millry Snear Gordo Loxley Mountainboro West Blocton Geraldine Helena Ranburg Intercultural Institute ine Apple Livingston Leesburg Point Clear Vernon Ider Loachapoka Confectual Ministry Sylacauga P Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-1.5	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%	55%	53%	We Should Strive for Equality for All	22%	22%	19%
Like Control Over People And Resources	43%	41%	38%	Money Is Best Measure Of Success	21%	22%	24%
Speak My Mind Even If It	41%	41%	38%	Marijuana Should Be Legalized		21%	21%
Upsets People Don't Judge People/Way They	36%	34%	32%	Like To Pursue Challenge/Novelty/Change	18%	17%	18%
Live Life	0070	UT /0	02/0	Friends More Important Than	18%	19%	23%
Woman's Place Is In The Home	35%	32%	32%	My Fam.			
Too Much Sponsorship In Arts/Sports	35%	33%	29%	Only Work Current Job for The Money	18%	17%	16%
Find It Difficult To Say No To My Kids	32%	32%	34%	Rarely Sit Down to a Meal Together At Home	16%	15%	15%
I Ám A Workaholic	32%	30%	26%	Very Happy With My Life As It	14%	16%	12%
Like to Stand Out In A Crowd	25%	24%	22%	ls			
Prefer To Have Few Possessions As Possible	25%	24%	30%	On Whole People Get What They Deserve	14%	13%	13%
Like To Do Unconventional Things	24%	24%	25%	More Important Do Duty Than Enjoy Life	13%	11%	9%
If Won Lottery Would Never Work Again	24%	21%	25%	Happy With My Standard Of Living	13%	13%	14%
5				I Am A Perfectionist	11%	13%	11%

don Oak Grove Huguley G

Cleveland Athens Elberta Pike Road Redstone Arsenal Reform Valley Grande Lincell Hurtsboro Ridg Cullman Garden City Brent Triana Dauphin Island Russellville Liver Intercultural Institute Intercultural Institute for Contextual Ministry East Brewton Chickasaw Foley Vestavia Hills Mount Que Copyright 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.



Ceneva Kimberly Harvest Demopolis Toxey Creola Lipscomb Cowarts Goldville Underwood-Peterse Haide Westover Rehobeth Vredenburgh Tuscaloosa Mignon Evergreen Intercultural Institute Oak Grove Gadsden Brewton Silverhill Phenix City Beatrice Guin Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

Improve Home

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%	57%	People Have To Take Me As The Find Me	/ 22%	22%	23%
Important To Respect Customs And Beliefs	50%	49%	55%	Try Not To Worry About The Future	20%	19%	18%
Like To Understand About	41%	40%	40%	Like To Just Enjoy Life	20%	18%	21%
Nature				Is An Important Part Of Who I Am	16%	17%	16%
Prefer Work Part Of Team Than	40%	39%	37%	Real Men Don't Cry	16%	17%	17%
Alone				Worried About Pollution Caused	14%	17%	18%
Important To Juggle Various	37%	36%	35%	By Cars			
Tasks				Enjoy Spending Time With My	13%	13%	12%
Good At Fixing Things	34%	34%	32%	Fam.			
Important Feel Respected By My Peers	32%	35%	35%	Children Should Be Allowed To Express Themselves	9%	8%	8%
Have Keen Sense Of Adventure	31%	29%	29%	Feel Very Alone In The World	7%	8%	7%
Provide My Kids With The Little Extras	27%	26%	21%	Like Spending Most Time With Fam.	6%	6%	6%
Prefer To Have Few Possessions As Possible	25%	24%	30%	Would Like To Set Up Own Business	5%	6%	5%
Consider Myself Interested In The Arts	25%	25%	23%	Decor Particular Interest To Me	3%	5%	4%
Looking for New Ideas To	23%	22%	19%				

HURST KED LEVEL OFFVILLE LACE CHELL

Anghland Lake Guil Shores Pickensville Mobile Harpersville Lakeview Tuscumbia Pine Ridge Kansas No Suntersville Chelsea Lanett Clayhatchee Elkmont Thomasville Millry Intercultural Institute endale Boaz Trafford Lake View Meridianville Leighton Cordova Fort (a) Confectual Ministry (a) Confectual Ministry © Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute 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 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.

Chelsea Guin Hurtsboro Myrtlewood Hobson City Dadeville Lown Gotovier University Contextual Ministry Grove Fayette Midfield Contextual Ministry Grove Fayette Midfield Edgewater Contextual Ministry Contextua

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0-1.5 mi

MP 01073001200

1 5 78 4

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	83.8%	83.28%	82.6%
Restaurant-Visit Any			
Fam. Restaurants/Steak	69%	67.67%	72.56%
Houses-Visit Any			
McDonald's	52.97%	53.22%	52.91%
Burger King	39.61%	40.4%	37.96%
Kentucky Fried Chicken (KFC)	38.56%	37.38%	32.86%
Wendy's	33.75%	29.93%	29.71%
Subway	27.6%	27.12%	27.49%
Pizza Hut	24.94%	23.71%	22.12%
Taco Bell	23.61%	23.31%	24.41%
Popeyes	22.4%	20.07%	15.88%
Applebee's	21.15%	21.33%	23.45%
Domino's Pizza	18.35%	17.14%	15.91%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Red Lobster	17.82%	18.42%	17.33%
Church's Fried Chicken	17.68%	15.89%	12.19%
Arby's	17.29%	18.02%	18.5%
Olive Garden	17.13%	17.63%	18.61%
Golden Corral	16.47%	15.45%	13.46%
Dairy Queen	14.97%	14.6%	14.54%
IHOP (International House Of	14.52%	15.65%	15.04%
Pancakes)			
Sonic	14.39%	13.32%	12.82%
Dunkin' Donuts	14.12%	15.36%	13.75%
TGI Friday's	13.07%	15.44%	14.26%
Chick-Fil-A	12.63%	13.39%	13.3%
White Castle	12.31%	10.92%	9.04%

Fort Deposit Banks Oak Grove Chelsea Adamsville Waterloo East Brewton Lincoln Falkville Valley Springs Cusseta Dozier West Point Meridianville Orange Beach Tallader Intercultural Institute whern Butler Riverview Daphne Avon Parrish Madrid Boaz Cordova for Contextual Ministry RacCopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Reprint Contextual Ministry

Potential Shared Projects

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

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

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

1.5-3 m 0-1.5 mi 01073001200 MP

Ashland Union Elkment Columbiana Lake Purdy Mount Vernon Dora Riverview Hayden Newville Cleve Bessemer Jacksons' Gap Lipscomb Dauphin Island Phenix City River Intercultural Institute gersville Grove Hill Blue Ridge Riverside Hollywood Kennedy Baileyton (or Confertual Ministry Confertual Ministry Talladega Newton Gordon Concord Webb Repton 49 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	36.7%	34.94%	40.61%
Recycled products	17.24%	16.6%	24.81%
Engaged in fund raising	11.41%	9.99%	11.1%
Worked as volunteer (non political)	9.23%	9.27%	12.59%
Religious club member	6.89%	7.06%	7.33%
Church Board	6.38%	5.95%	5.73%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic	4.43%	4.62%	5.09%
issue			
Wrote to editor of mag or	3.86%	3.91%	4.74%
newspaper			
Wrote to elected offcl about	3.83%	3.78%	5.01%
publ bus			
Charitable Organization	3.79%	3.74%	4.77%
Fraternal order member	3.59%	3.57%	4.03%
Union member	3.36%	3.21%	4.08%

eta Gadsden Fort Payne Cowarts Lexington Red Level Bear Creek Brilliant Muscle Shoals Hackleburg beth Linden Skyline Rainbow City Dutton Roanoke Wilton Leesburg riceville Colony Camp Hill Blue Ridge Woodville Kinston Springville ©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.



Arley Roberts dale Vernon Fruithurst Vincent Brewton Westover Clayton Childersburg Cusseta Superior of Jemison Phil Campbell Loachapoka Thomaston Lineville Person Heath Notasulga Cotte pores Mill Lake View Lake Purdy Wadley Fultondale Dauphin Island Bon Confectual Ministry ouble Springs Copyright 2013, Intercultural Institute for Contextual Ministry Pleasant Groves Southside Helena Ethelsville Fauns

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	12.43%	11.85%	12.68%
Novel	10.69%	11.08%	14.37%
Religious (not Bibles)	9.7%	9.73%	9.49%
Romance	7.74%	7.61%	7.31%
Mystery	7.31%	7.97%	9.78%
Cookbooks	6.71%	7.47%	8.63%
Mail order	5.83%	5.97%	5.5%
Biography	4.98%	5.13%	6.21%
Personal/Business Self-help	4.76%	5.05%	6.12%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	64.93%	63.77%	66.59%
Gen. Editorial	53.24%	51.63%	51.17%
Womens	44.78%	45.31%	44.57%
Service	25.97%	26.83%	29.72%
Music	22.26%	22.14%	18.69%
Mens	18.97%	17.6%	18.68%
Business/Finance	18.04%	17.13%	18.84%
Parenthood	14.81%	15.47%	14.21%
Sports	12.86%	13.24%	14.55%

e Hill Montgomery Gulf Shores Thomasville Natural Bridge Union Springs Troy Gaylesville Gurley Elba Sylvan Springs Centreville Lanett Goodwater Cleveland Smiths Station Intercultural Institute Akron Lester Ohatchee Brighton Lipscomb Sanford Meridianville Joi Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the 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	43.78%	43.09%	48.18%
Classified	33.06%	34.51%	33.03%
Sport	28.44%	27.76%	30.04%
Movie Listings & Reviews	21.78%	21.83%	24.21%
Editorial Page	20.64%	20.86%	24.65%
Business/Finance	20.38%	20.07%	24.74%
TV/Radio Listings	20.02%	19.95%	21.6%
Comics	19.81%	20.78%	22.96%
Food/Cooking	17.92%	19.18%	21.67%
Fashion	16.16%	16.14%	16.07%
Home/Gardening	14.55%	14.88%	17.67%
Travel	13.55%	13.48%	16.78%
Science/Technology	9.97%	10.29%	13.79%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	50.77%	49.4%	37.2%
CHR Contemp Hit Radio	15.07%	16.57%	17.35%
Variety	10.91%	9.6%	9.79%
Jazz	10.78%	9.51%	8.68%
Gospel	9.57%	9.26%	6.88%
Oldies	8.73%	8.46%	9.47%
Adult Contemporary	7.77%	9.14%	11.96%
All News	6.68%	5.64%	6.85%
Country	6.49%	7.67%	10.58%
Rock	4.35%	4.14%	7.01%
Religious	4.18%	4.12%	4.88%
Soft Contemporary	4.17%	4.34%	5.14%
News/Talk	3.79%	3.63%	7.48%
Alternative	3.33%	3.25%	5.96%
All Talk	3.31%	2.93%	3.86%
Sports	2.5%	2.35%	3.39%
Classic Rock	2.45%	2.65%	5.27%
Classical	1.83%	1.69%	3.05%

oke Triana Union Springs Hayden Riverside Ridgeville Sweet Water Sylvania Reform Franklin Heath Paint Rock Loxley Rehobeth Fairhope Elba Emelle Sulligent Cost Intercultural Institute Irondale Louisville Moulton Nectar New Brockton Woodville Helena Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Red 53

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	56.86%	54.26%	58.29%
Soapnet	48.46%	46.57%	48.73%
Other Video-On-Demand	45.05%	46.2%	42.82%
Satellite Dish	44.6%	42.88%	45.4%
MSNBC	32.23%	29.67%	30.88%
Subscribe Digital Cable	31.99%	35.19%	32.33%
Sci-Fi Channel	31.19%	28.91%	31.8%
TV Info From Sunday TV	25.9%	24.47%	26.42%
Magazine			
Adult Pay Per View TV	25.2%	25.49%	26.65%
Nickelodeon	24.75%	23.13%	24.42%
TV Info From Newspapers	24.36%	24%	24.68%
BET (Black Entertainment TV)	24.15%	23.09%	23.89%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
TCM (Turner Classic	22.87%	20.71%	22.83%
Movies)			
Nick At Nite	22%	20.6%	21.82%
TV Info From Other	21.99%	21.65%	21.37%
TV Land	21.39%	18.92%	18.59%
TV Info From Monthly Cable	21.38%	21.77%	22.07%
Guide			
ESPN2	21.17%	24.22%	24.14%
Comedy Central	20.98%	23.46%	28.22%
Lifetime	20.93%	18.73%	19.66%
Hallmark Channel	20.67%	20.4%	22.38%
CNN (Cable News Network)	20.59%	20.19%	17.37%
ABC Fam.	20.12%	20.4%	23.01%
HGTV (and Garden	19.3%	16.83%	17.4%
Television)			

Snead Shiloh Mentone Moundville West Blocton Morris Black Gadson Wedowee Florala Sulligent Georgiana Sylacauga Fairfield Hanceville Gaylesville Thorsby Monte Intercultural Institute Ridge North Johns Childersburg Samson Ridgeville Heath Calera Be for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



ville Waverly Aliceville Linden Elkmont Coaling Westover Attalla Fyffe Brilliant Pickensville Grove A Land City Ariton Selmont-West Selmont Pinson Roanoke Leighton India <u>Intercultural Institute</u> Mignon Lismat ter Clay East Brewton Jacksonville Carrollton Orrville Smiths Station for Confectual 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.

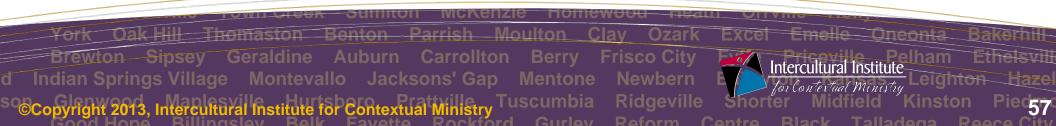
MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	13.22%	13.41%	16.68%
Medium Users (4-6)	6.39%	6.85%	8.41%
Light Users (1-3)	18.27%	18.3%	19.5%
Quintiles (20%)			
Newspaper I (Heavy)	0.92%	1.06%	1%
Newspaper II	1.56%	2.1%	1.82%
Newspaper III	3.26%	2.73%	2.86%
Newspaper IV	0.46%	0.32%	0.34%
Newspaper V (Light)	1.33%	0.99%	0.98%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	27%	25.02%	23.23%
Magazines II	11.95%	11.76%	10.65%
Magazines III	13.24%	12.37%	11.51%
Magazines IV	18.39%	16.1%	14.65%
Magazines V (Light)	1.07%	0.87%	0.85%
Outdoor I (Heavy)	9.79%	9.41%	8.79%
Outdoor II	6.62%	5.82%	4.75%
Outdoor III	7.5%	7.03%	5.83%
Outdoor IV	16.29%	16.69%	16.43%
Outdoor V (Light)	22.1%	23.26%	23.38%
Yellow Pages I	17.46%	16.67%	15.95%
(Heavy)			
Yellow Pages II	9.8%	9.12%	8.43%
Yellow Pages III	13.13%	12.11%	9.9%
Yellow Pages IV	26.63%	24.46%	23.9%
Yellow Pages V (Light)	7.02%	6.4%	5.42%

Daviston Anniston Vance Anderson Chatom Billingsley Tuskegee Hurtsboro Cedar Bluff Silas Contextual New Site Mosses Berry Ashford Hokes Bluff Blue Ridge Intercultural Institute Cestavia Hills Miles Contextual Ministry Contextual Ministry Blocton Hanceville Napier Field Greensboro Highlan 56

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 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.



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]	9.85%	10.62%	11.18%
6:00am - 10:00am	16.84%	16.66%	18.11%
10:00am - 3:00pm	16.82%	19.73%	15.12%
3:00pm - 7:00pm	20.59%	20.19%	17.37%
7:00pm - Midnight	11.86%	11.13%	12.24%
Midnight - 6:00am	9.58%	10.88%	8.77%
Weekend Radio			
Listeners			
Dayparts [summary]	14.31%	15.67%	14.29%
6:00am - 10:00am	2.47%	3.05%	3.65%
10:00am-3:00pm	5.6%	6.48%	7.07%
3:00pm - 7:00pm	8.14%	11.63%	9.07%
7:00pm - Midnight	12.77%	11.9%	10.96%
Midnight - 6:00am	16.22%	17.58%	15.26%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.09%	5.45%	6.5%
Saturday:	9.75%	9.3%	9.08%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.88%	8.58%	8.97%
9:00am-1:00pm	22%	20.6%	21.82%
9:00am-4:00pm	25.32%	24.55%	25.7%
4:00pm-7:00pm	31.75%	28.35%	29.68%
11:00pm-1:00am	42.78%	39.63%	40.25%
AVG Prime time Mon-Sun	6.71%	6.7%	5.35%

Chelsea Brockwood Dauphin Island Elba Sipsey Newville Excel Thomasville Priceville Moundville Pike Road Oakman Ashford Anniston Millport Vestavia Hills Coaling Intercultural Institute Fairhope Montgomery Fruithurst Pleasant Groves Northport Flomator for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7	т	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				We	Weekend	Weekend	Weekend
6-7am	17.06%	17.51%	17.28%	Sa	Sat: 7-10am	Sat: 7-10am 16.39%	Sat: 7-10am 16.39% 16.37%
7-9am	21.17%	24.22%	24.14%	Sa	Sat: 10am-1pm	Sat: 10am-1pm 11.74%	Sat: 10am-1pm 11.74% 12.06%
9am-12noon	14.59%	11.98%	15.22%	Sa	Sat: 1-4pm	Sat: 1-4pm 22.47%	Sat: 1-4pm 22.47% 21.35%
12noon-4pm	10.73%	12.57%	10.48%	Sa	Sat: 4-6pm	Sat: 4-6pm 8.33%	Sat: 4-6pm 8.33% 8.5%
4-6pm	44.83%	43.71%	46.67%	Sa	Sat: 6-7pm	Sat: 6-7pm 1.57%	Sat: 6-7pm 1.57% 1.29%
6-7pm	15.49%	15.58%	16.27%	Sa	Sat: 7-8pm	Sat: 7-8pm 1.39%	Sat: 7-8pm 1.39% 1.13%
7-7:30pm	1.64%	1.56%	1.74%	Sa	Sat: 8-11pm	Sat: 8-11pm 9.75%	Sat: 8-11pm 9.75% 9.3%
7:30-8pm	10.07%	10.41%	10.39%	Sa	Sat: 11pm-1am	Sat: 11pm-1am 8.7%	Sat: 11pm-1am 8.7% 7.95%
8-11pm	5.09%	5.45%	6.5%	Sa	Sat: 1am-7pm	Sat: 1am-7pm 18.77%	Sat: 1am-7pm 18.77% 18.22%
11pm-12am	32.23%	29.67%	30.88%	Su	Sun: 7-10am	Sun: 7-10am 2.1%	Sun: 7-10am 2.1% 2.11%
11pm-1am	42.78%	39.63%	40.25%	Su	Sun: 10am-1pm	Sun: 10am-1pm 4.67%	Sun: 10am-1pm 4.67% 4.32%
1-6am	28.82%	28.87%	30.21%	Su	Sun: 1-4pm	Sun: 1-4pm 4.09%	Sun: 1-4pm 4.09% 4.13%
				Su	Sun: 4-7pm	Sun: 4-7pm 10.59%	Sun: 4-7pm 10.59% 11.27%
				Su	Sun: 7-11pm	Sun: 7-11pm 8.88%	Sun: 7-11pm 8.88% 8.58%
				Su	Sun: 11pm-1am	Sun: 11pm-1am 6.17%	Sun: 11pm-1am 6.17% 6.38%
				Su	Sun: 1-7am	Sun: 1-7am 18.29%	Sun: 1-7am 18.29% 18.1%

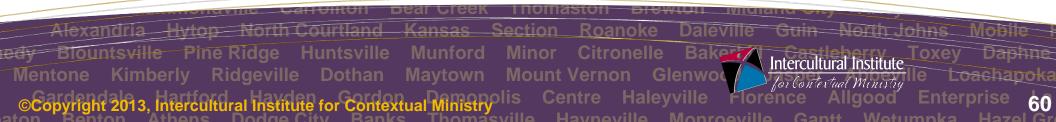
Elba Brantley Kimberly Horn Hill Newville Eclectic Allgood Oakman Eutew Fyte Camden Way Fuscaloosa New Hope Daphne Fort Payne Ashville Loxley North Johns <u>Intercultural Institute</u> Ialvern Repton Brewton Munford Hillsboro Millport Detroit Vernon for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ariton Prichard Pelbam Hartford Dothan Riverview

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

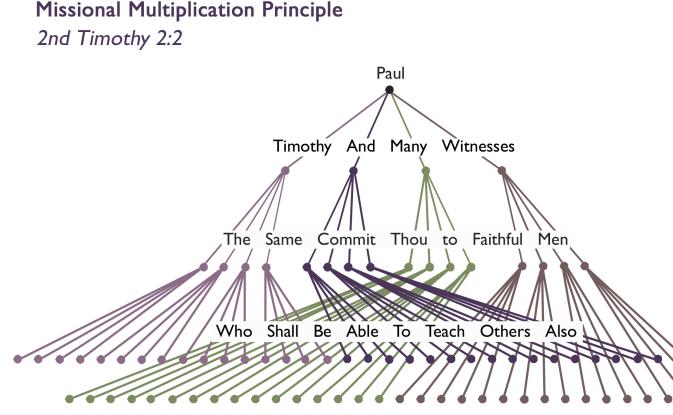
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

City Hayneville Blue Springs Gordon Dothan Newbern Dadeville Spanish Fort Silverhill Oneonta Valle York Guin Evergreen Boligee Fulton Odenville Brookside Mountan Intercultural Institute Joi Contextual Ministry Crossville V Copyright 2013, Intercultural Institute for Contextual 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.



Ladonia Greenvillo Malvern Vance Hurtsboro Vernon Heath Southside Margaret Powell Gant Silver Coker Rainsville Monroeville Smiths Station Sardis City Fort Park Kinsey Foley Gaylesville Leeds Lockhart Heflin Warrior Eldridge Weaver Edwardsville Action Jor Confectual Ministry Osses Athens Copyright 2013, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

- 1. Category-to-Category: Connect through a common social identity; some activity, interest, or behavior that you share with the person.
- 2. Face-to-Face: Begin interacting with the person; building a personal rapport.
- 3. Mind-to-Mind: After building a rapport, move the conversation towards spiritual issues.
- 4. Heart-to-Heart: As the Holy Spirit leads you, wrap the gospel presentation around a theme that connects with the person.
- 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.



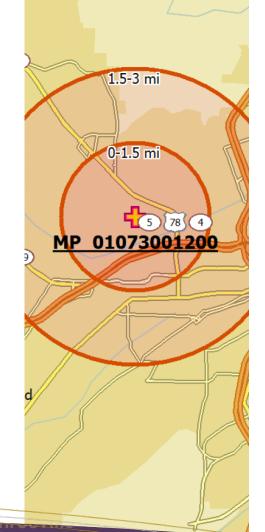


Your MissionSite and the Missional Suite

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



ha Pike Road Brookwood Red Bay Oak Hill Citronelle Saraland Huguley Leesburg Culf Shores Ardne Town Creek Pelham Franklin Jacksons' Gap Grand Bay Childersburg Intercultural Institute Intosh Collinsville Douglas Kellyton Bridgeport Nauvoo Waverly Hyto For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Thomas First	153 1st Street Thomas Birmingham, AL 35214	0.16 mi	38	Growing
2	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	0.93 mi	0	Plateauing
3	Mt. Zion	715 12th Ave W Birmingham, AL 35204	1.03 mi	100	Plateauing
4	Sardis	1615 4th Ct W Birmingham, AL 35208	1.56 mi	1,100	Plateauing
5	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	1.75 mi	0	Plateauing
6	Fairview	2501 29th Place Ensley Birmingham, AL 35208	2.09 mi	54	Plateauing
7	Sandusky Fist	1125 Haven Dr Birmingham, AL 35214	2.31 mi	98	Plateauing
8	True Life	275 Chickasaw Dr Birmingham, AL 35214	2.37 mi	109	Plateauing
9	Cathedral of Faith	4720 Court V Birmingham, AL 35208	2.64 mi	0	NoData
10	Forestdale	1400 Brisbane Ave Birmingham, AL 35214	2.77 mi	93	Declining
11	Good News	2023 37th Ave N Birmingham, AL 35207	2.77 mi	0	Plateauing
12	Judah Family	2912 Avenue D Birmingham, AL 35218	2.85 mi	0	Plateauing
13	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	2.86 mi	118	Plateauing
14	Hillview	800 Heflin Ave E Birmingham, AL 35214	3.10 mi	169	Declining
15	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	3.13 mi	75	Plateauing

Hillsboro <u>Glenwood</u> Attalla <u>Blountsville</u> Triana <u>Sylvania</u> Boaz Lake Purdy Ashland Twin Toxey baster Lexington Lake View Wilton Babbie La Fayette Jackson Geralder <u>Intercultural Institute</u> xley Castleberry Falkville Huntsville Waterloo Avon Oak Grove Grand <u>Jores Mill</u> Muscle Shoals <u>Copyright 2013, Intercultural Institute for Contextual Ministry</u> Copyright 2013, Intercultural Institute for Contextual Ministry

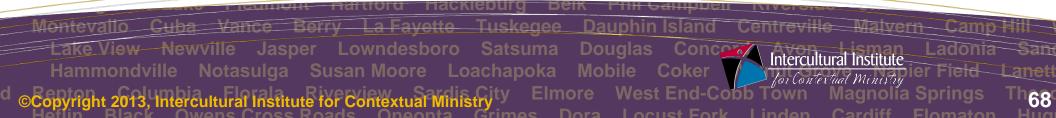
APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	New Covenant	4121 7th Ave Wylam, AL 35224	3.46 mi	0	Plateauing
17	South Park	2341 Pearson Ave SW Birmingham, AL 35211	3.50 mi	69	Growing
18	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	3.51 mi	1,615	Growing
19	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	3.55 mi	1,431	Growing
20	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	3.78 mi	0	Plateauing
21	Westside	329 Oregon St Birmingham, AL 35224	3.94 mi	18	Declining
22	Katherwood	600 Roanoke St Birmingham, AL 35224	4.00 mi	59	Declining
23	Westmont	2963 Mulga Loop Rd Birmingham, AL 35224	4.05 mi	183	Growing
24	Docena	PO Box 125 Docena, AL 35060	4.24 mi	21	Declining
25	Green Acres	6505 Avenue O Birmingham, AL 35228	4.36 mi	42	Declining
26	Richmond Street	5212 9th Ave Birmingham, AL 35224	4.36 mi	16	Plateauing
27	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	4.44 mi	176	Growing
28	Southside	PO Box 55058 Birmingham, AL 35255	4.49 mi	163	Declining
29	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	4.49 mi	0	Plateauing
30	Westwood First	2349 Forestdale Blvd Birmingham, AL 35214	4.55 mi	720	Declining

Brookside Daphne Parrish Loxley Ider Dozier Alabaster Dauphin Island Mignon Columbiana Tus Midway Jemison Yellow Bluff Ashville Madrid Vernon Napier Field Intercultural Institute Heath Memphis Pell City Tarrant Pollard Eva Myrtlewood Prichard Field (Soutestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
24					
31	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	4.55 mi	76	Growing
32	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	4.59 mi	0	Plateauing
33	Edgewater	800 Galveston St Birmingham, AL 35224	4.90 mi	46	Declining
34	New Birth Christian	19 Ragland Drive Odenville, AL 35120	5.00 mi	0	Plateauing
35	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	5.13 mi	2,245	Plateauing
36	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	5.28 mi	0	Plateauing
37	New Beginnings Family Church	500 B Y Williams Sr Dr Birmingham, AL 35228	5.39 mi	180	Growing
38	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	5.53 mi	141	Growing
39	Republic	1664 Brackett Loop Rd Mount Olive, AL 35117	5.56 mi	66	Growing
40	Bayview	PO Box 550 Mulga, AL 35118	5.60 mi	74	Declining
41	Walkers Chapel	1525 Briscoe St Fultondale, AL 35068	5.68 mi	148	Plateauing
42	New Faith	135 2nd Ave Pleasant Grove, AL 35127	5.81 mi	67	Growing
43	Graysville First	PO Box 450 Graysville, AL 35073	6.10 mi	74	Declining
44	Central Missionary	PO Box 12784 Birmingham, AL 35202	6.13 mi	65	Declining
45	Plainview	1389 Park Ave Birmingham, AL 35217	6.27 mi	38	Declining





6 Wateroak Court North Augusta, SC 29841

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CONTACT US:

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cwatke@iicm.net
803-279-5828
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