# MissionSite top unreached locations

**Demopolis** Benton Montgomer **BIRMINGHAM, AL** Gardendale igood Vance Childersburg Cherokee Lockhart CENSUS TRACT: 01073001500 Hancevi Ne Multiply Anniston Holt Mountainboro REGION: North Central Region Son Oak Grove Gk Stevenson Talladeg ASSOCIATION: Birminghamer Reform Chatom DISTRICT: 11: Birmingham Metro District In partnership with the: Columbia Florence AtheCOUNTY: Jefferson aint Rock Tillmans Corner Ha Intercultural Institute unsdale Center Point SITESCAPE: Suburbscapeluscle Shoals Guntersvill 01 DENNITY/PATTERN: Mevel Plains Centre Good Ho for Contextual Ministry dale Harpersville Bie Springs Fairfield Brundidge Rainbow City Section Alabama Baptist Convention od ville Fort Pav Sylvan State Board of Missions Montevallo Crossville Pleasant Groves Selmont-West Selmont Sipsey ©Copyright 2013, Intercultural Institute for Contextual Ministryerry

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#### MissionSite (TM) Table of Contents

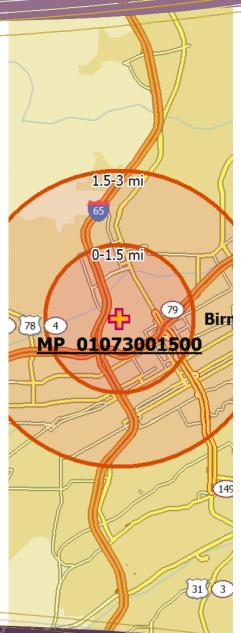
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



#### Site Location Summary

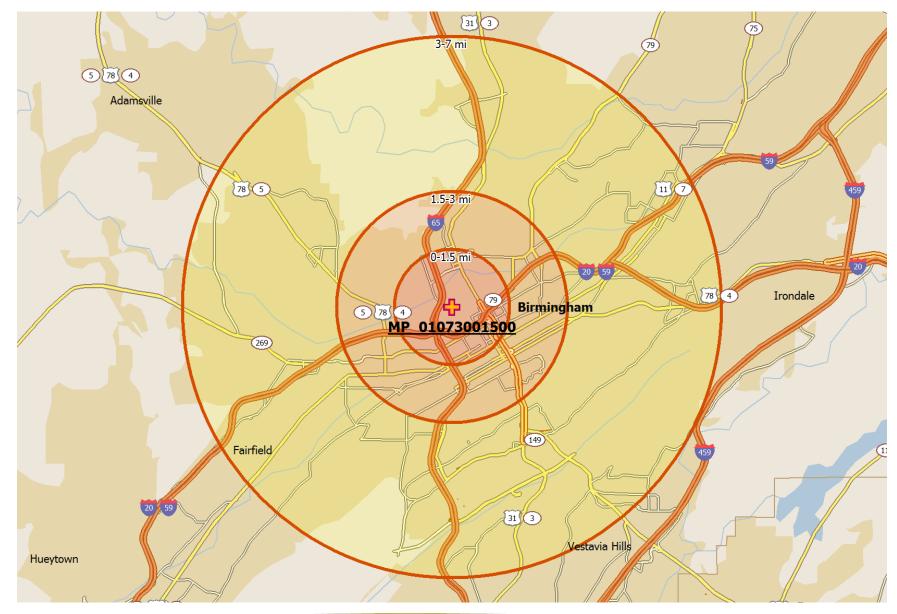
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	35234	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	Μ	100000-250000-250000



ville Muscle Sheals St. Florian Sand Rock Pinson New Site Elkmont Kinsey New Brockton South Vinem Gardendale Lynn Crossville West Blocton Lisman Midfield Rutled Siles Malvern Newbern Coll La Fayette Ohatchee Hillsboro Pine Hill Ragland Rockford Waldo Mi Governation Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Baster Odenville Baileyton Heath Montecomery Futaw Phenix City Lockhart Auburn Creola Newville

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



Slocomb County-Line Silverhill Andalusia Phil Campbell Paint Rock Gilbertown Robertsdale Sulligent D We Mount Olive Ashford Owens Cross Roads Haleburg Black Odenville Ashford Demonstructure Selk Grand Bay Elkmont Vernon Ashland Sand Rock Highland Lake Robertsdale Ministry We Copyright 2013, Intercultural Institute for Contextual Ministry Ve Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Minist

#### 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

ette Theodore Toxey Cardiff Woodland Mooresville Russellville Kinsey Tuscaloosa Geiger Owens Ge Rock Creek La Fayette Boligee Birmingham Springville Eclectic <u>Intercultural Institute</u> Line Dauphin Island Greenville Nectar White Hall Garden City Fulton Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	16,047	46,968	213,005
2010 Households	5,995	20,898	88,118
2010 Group Quarters Population	2,705	3,982	5,107

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	57	62	52
Language Diversity National Index	29	25	24
Foreign Born Diversity National Index	72	63	63
Ancestry Diversity National Index	5	10	32
Racial Diversity National Index	47	66	60

ore Oak Grove North Johns Elmore Hollywood Dodge City Andalusia Wilton Fairfield Allgood Harpe Detville Hazel-Green Underwood-Petersville Forestdale Center Point Falk in the Intercultural Institute Hall Vredenburgh Loxley Lockhart Guntersville Thorsby Eufaula Cover Intercultural Institute North Courtland Copyright 2013, Intercultural Institute for Contextual Ministry Morris Grimes Monroeville Sumiton Munford Ov6n

### 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

hin Island Akron Mulga Elberta Athens Gantt Banks Eutaw Columbia Gilbertown Magnelia Springs Hokes Bluff Wedowee Vernon Heath Red Level Avon Alabaster Center Point Priceville B dgewater Childersburg Cuba Helena Muscle Shoals Gardendale Detroi for Contextual Ministry <sup>i</sup> Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	19	0.32%
Working Communities	Blue-collar, Working Families	51	0.85%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	204	3.4%
Urban Communities	High Density, Inner-city Neighborhoods	5,719	95.4%

Fruithurst Louisville Grove Hill Fairview Ashville Union Grove Holly Pond Marion Beaverton Magnolia Oak Grove Arley Dodge City Meadowbrook Dozier Rutledge Hamiling Intercultural Institute Red Bay Eutaw Arab Allgood Eclectic Brantley Silverhill Halebu 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.

pes Center Point Harpersville Toxey Geneva Cullman Dadeville Grayson Valley Wilsonville Jasper G activitie Ashville Eutaw Vance Mignon Millbrook Nectar Irondale Piper Intercultural Institute Webb Napier Field Goodwater Beatrice Daleville Hazel Green Clayton Confectual Ministry Confectual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Priceville Heath Hanceville Emelle Cleveland Pricevil Priceville Fillondale Babbie Favette Elberta Elmore Haleburg Columbiana Pipe Apple Vincent Madrid

# 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?

acksons' Gap Decatur Thorsby Dothan Skyline Oakman Rehobeth Brundidge St. Florian Arab Cherok Susan Moore Geraldine Redstone Arsenal Cleveland Hayden Munford Intercultural Institute atom Fairhope Onycha Muscle Shoals Bon Air Garden City Ashland for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Decopyright 2013, Intercultural Institute for Contextual Ministry

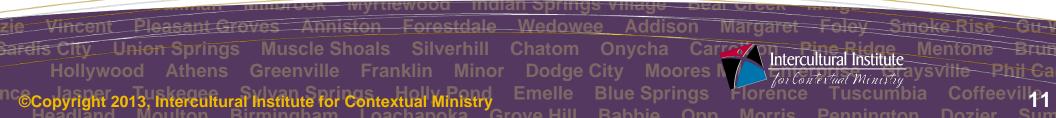
# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	4,297	2.28%
Unreached %	70.04%	71.68%	102.34
Religious But NOT Evangelical HH	59,062	1,942	3.29%
Religious But NOT Evangelical %	21.91%	32.39%	147.85
Spiritual But NOT Relig or Evang HH	23,159	179	0.77%
Spiritual But NOT Relig or Evang %	8.59%	2.99%	34.82
Not Evangelical, Not Interested HH	108,094	2,300	2.13%
Not Evangelical, Not Interested %	40.09%	38.36%	95.68





# **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	9	3.49%
Active ALSBOM Attenders	47,650	552	1.16%
Active Evangelical Households	60,770	5,523	9.09%
Active Evangelical Percent	22.54%	20.54%	91.11
Inactive Evangelical Households	20,000	1,818	9.09%
Inactive Evangelical Percent	7.42%	6.76%	91.13
# New Churches Needed	0	4	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	Downtown Church	1.23 mi	0	Plateauin a	16	Fairview	3.90 mi	54	Plateauing
2	Victory Missionary	1.80 mi	75	Plateauin	17	Dawson Memorial	3.91 mi	2,245	Plateauing
3	Good News	1.90 mi	0	g Plateauin g	18	New Birth Missionary	3.92 mi	0	Plateauing
4	Mt. Zion	1.94 mi	100	Plateauin	19	Plainview	4.07 mi	38	Declining
5	Baptist Church of the Covenant	2.16 mi	176	Growing	20	Mountain Brook	4.20 mi	529	Plateauing
6	Southside	2.44 mi	163	Declining	21	Central	4.23 mi	101	Declining
7	Korean (Southside)	2.44 mi	0	Plateauin	22	Cathedral of Faith	4.27 mi	0	NoData
8	New Hope-South Avondale	2.51 mi	0	Plateauin	23	New Birth Christian	4.35 mi	0	Plateauing
9	Thomas First	2.63 mi	38	Growing	24	New Hope	4.38 mi	1,431	Growing
10	Sardis	3.12 mi	1,100	Plateauin	25	Tarrant First	4.43 mi	69	Declining
11	Mt. Carmel	3.14 mi	0	g Plateauin	26	True Life	4.69 mi	109	Plateauing
12	New Georgia	3.15 mi	76	Growing	27	Birmingham First	4.70 mi	419	Declining
13	Central Missionary	3.39 mi	65	Declining	28	Central Park	4.74 mi	118	Plateauing
14	Sixth Avenue	3.45 mi	1,615	Growing	29	Crestway	4.75 mi	233	Declining
15	Rehoboth Christian Community Church	3.69 mi	0	Plateauin g	30	South Park	4.78 mi	69	Growing

ish Napier Field Wedowee Valley Irondale Graysville Selma Albertville Creola Colony River Falls Li Henagar Fairhope Lipscomb Hazel Green Minor Enterprise Doug Intercultural Institute Lowndesboro Millport Vestavia Hills Somerville Needham Gulf Sho Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Spirituality Indicators

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

#### Issues for Your Consideration

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



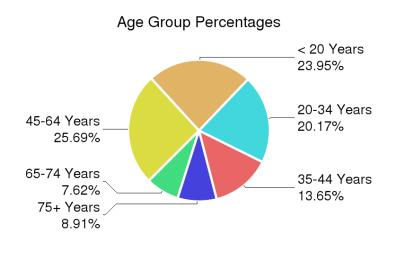
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	651,526	22,894	3.51%	1990 Households	251,478	8,439	3.36%
2000 Population	662,047	18,744	2.83%	2000 Households	263,265	7,026	2.67%
2010 Population	666,792	16,047	2.41%	2010 Households	269,609	5,995	2.22%
Location Types in this MissionSite							
🗖 0-1.5mi Band 🛛 1.5-3mi Band 🔲 3-7mi Band 🔲 County							6,360
400,000					Residential A	.pt.	2,493
300,000					Residential N	lon-Apt.	3,867
				_	Business		322
200,000					Seasonal		0
					USPS Reside	ential	6,127
100,000 0 Residential Reside	ntial Apt. Residential No	n-Apt. Bu	siness Seaso	usps Residential USPS Residential	USPS Busine	ess	303

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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.

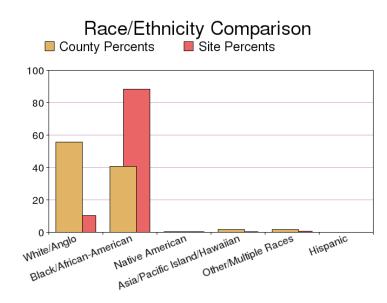


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.68%	100
4-5 Years	2.7%	2.37%	87.78
6-8 Years	3.98%	3.62%	90.95
9-11 Years	3.86%	3.41%	88.34
12-13 Years	2.52%	2.16%	85.71
14-17 Years	5.08%	4.42%	87.01
18-19 Years	2.53%	2.28%	90.12
0-5 Years	8.38%	8.06%	96.18
6-12 Years	9.1%	8.11%	89.12
13-19 Years	8.87%	7.78%	87.71
< 20 Years	26.35%	23.95%	90.89
20-34 Years	20.74%	20.17%	97.25
35-44 Years	12.98%	13.65%	105.16
45-64 Years	25.86%	25.69%	99.34
65-74 Years	7.12%	7.62%	107.02
75+ Years	6.94%	8.91%	128.39
Median Age	37	40	108.53
Median Age (Male)	35	38	106.97
Median Age (Female)	39	41	106.5

edstone Arsenal Huevtown Mentone Hayden Garden City Pinckard Flomaton Grand Bay Union Grove Hereitsboro Geneva Millbrook East Brewton Atmore Carrollton Chelsea Intercultural Institute Napier Field North Johns Repton Selma Littleville Shorter Tuscaloos Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Comb Centre Sipsey Lowndesboro Clay Susar16

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%	10.25%	18.43
Black, African-American	40.69%	88.44%	217.36
Native American	0.36%	0.26%	70.69
Asian	1.49%	0.25%	16.7
Pacific Island, Hawaiian	0.08%	0.05%	60
Other/Multiple Races	1.74%	0.75%	43.05
Hispanic	0%	1.91%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	11,061	
Less than 9th Grade	3.46%	8.78%	39.43
No High School Diploma	8.86%	18.1%	48.95
High School Graduate	28.96%	32.34%	89.54
Some College, no degree	22.64%	21.01%	107.75

7.22%

17.82%

11.04%

6.18%

9.08%

4.51%

116.76

196.37

244.73

Clayhatchee Bakerhill Hilisboro Steele Hamilton Pickensville Avon Chelsea Atmore Montgomery Doze Cottinsville Alexander City Pell City Emelle Samson Maplesville Piedre Intercultural Institute hiths Station Babbie Dora Bay Minette Trafford Belk Mosses Taylor for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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%	27.41%	426.27
\$10,000 to \$19,999	13.29%	27.67%	208.16
\$20,000 to \$29,999	12.05%	13.26%	110.07
\$30,000 to \$49,999	20.54%	19.02%	92.56
\$50,000 to \$59,999	8.47%	4.07%	48.03
\$60,000 to \$69,999	6.88%	2.55%	37.11
\$70,000 to \$79,999	5.9%	1.4%	23.74
\$80,000 to \$89,999	4.74%	0.97%	20.42
\$90,000 to \$99,999	3.22%	0.5%	15.56
\$100,000 to \$124,999	6.59%	1.25%	18.99
\$125,000 to \$149,999	3.44%	0.38%	11.15
\$150,000 to \$199,999	3.44%	0.5%	14.54
\$200,000 to \$249,999	1.12%	0%	0
\$250,000 or more	2.08%	1.07%	51.21
Median Household	45,427	19,482	42.89
Average Household	68,011	33,543	49.32
Per Capita Household	28,213	15,040	53.31
Family/Non-Family Household			
Income			
Median Family Income	58,390	26,371	45.16
Average Family Income	83,931	38,837	46.27
Median Non-Family Income	28,382	14,849	52.32
Average Non-Family Income	39,159	26,802	68.44

Heath Loachapoka Kinsey Brewton Smiths Station Woodville South Vinement Trafford Ridgeville Elberta Opelika Meridianville Hartselle Centreville Birmingham Ashir di Vincent Gardendale Dade Boaz Theodore Union Union Springs Phenix City Natural Bridge Lincoln For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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%	52.94%	82.16
Families with Children	32.53%	29.52%	90.75
Families without Children	31.91%	23.42%	73.39
Non-Family Households			
% Non-Family Households	35.56%	47.06%	132.34
Non-Families with Children	0.19	0.3	156.58
Non-Families without Children	35.37	46.76	132.2
Housing Units			Index
Total Housing Units	313,876	7,753	
Vacant percent	14.1%	22.66%	160.69
Owned percent	58.37%	29.28%	50.16%
Rented Percent	27.52%	48.05%	174.57
Households by Size			Index
Avg household size	2.41	2.23	92.53
Avg family hh size	3.12	3.20	102.56
Avg non-family hh size	1.13	1.13	100
Households By Count of Persons			Percent
One	84,836	2,582	3.04%
Two	81,467	1,437	1.76%
Three or Four	80,946	1,465	1.81%
Five+	22,360	511	2.29%

Sley Fairhope Montevallo Balleyton Cusseta Alabaster Mountainboro Jacksonville Pisgah Natural Bridg tamilton Trussville Monroeville Thorsby Stevenson Clay Henagar Pinson Intercultural Institute Sylacauga Mos vel Mount Vernon Roanoke Eufaula Flomaton Headland Arab Cedar For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

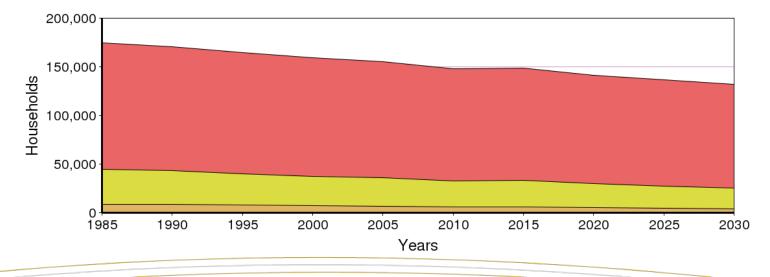
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	22,894	3.51%
2000 Population	662,047	18,744	2.83%
2010 Population	666,792	16,047	2.41%
2015 Population	675,554	15,879	2.35%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 📃 0-3mi Ring

📕 0-7mi Ring

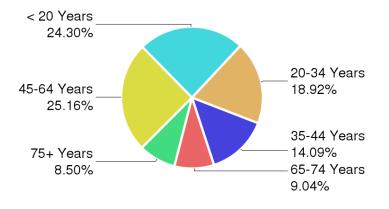


erhill Florala Beatrice Opp Webb Castleberry Goshen Cherokee Guir Shores Woodland Lexington Autaugaville Bessemer Attalla Millry Mulga Billingsley Center Point Intercultural Institute Ider Brookwood Trussville Hackleburg Georgiana Tuscumbia Coosa (a) (a) Confextual Ministry Copyright 2013, Intercultural Institute 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

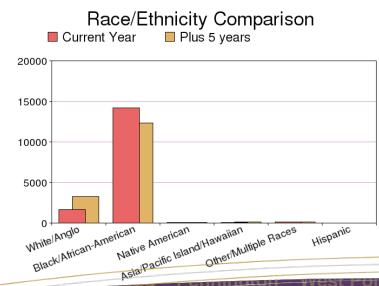


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.68%	5.62%	98.94
4-5 Years	2.37%	2.42%	102.11
6-8 Years	3.62%	3.67%	101.38
9-11 Years	3.41%	3.53%	103.52
12-13 Years	2.16%	2.27%	105.09
14-17 Years	4.42%	4.54%	102.71
18-19 Years	2.28%	2.24%	98.25
0-5 Years	8.06%	8.05%	99.88
6-12 Years	8.11%	8.33%	102.71
13-19 Years	7.78%	7.92%	101.8
< 20 Years	23.95%	24.3%	101.46
20-34 Years	20.17%	18.92%	93.8
35-44 Years	13.65%	14.09%	103.22
45-64 Years	25.69%	25.17%	97.98
65-74 Years	7.62%	9.04%	118.64
75+ Years	8.91%	8.5%	95.4
Median Age	37	41	110.33
Median Age (Male)	35	39	110.69
Median Age (Female)	39	42	106.86

enville Pinson Ranburne Triana Satsuma Trussville Arab Edwardsville Bridgeport Margaret Heffin A Somerville Carrollton Rosa Mount Olive Fultondale Demopolis Auto Intercultural Institute on Steele Adamsville Butler Moundville Opp Eldridge Pennington At To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 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	10.25%	20.57%	200.7
Black, African-American	88.44%	77.54%	87.67
Native American	0.26%	0.36%	140.5
Asian	0.25%	0.65%	260.22
Pacific Island, Hawaiian	0.05%	0.08%	151.59
Other/Multiple Races	0.75%	0.81%	107.8
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,061	10,945	
Less than 9th Grade	8.78%	6.68%	76.08
No High School Diploma	18.1%	14.47%	79.96
High School Graduate	32.34%	33.49%	103.55
Some College, no degree	21.01%	21.82%	103.84
Associate Degree	6.18%	7.11%	114.95
College Degree	9.08%	10.67%	117.57
Graduate/Prof. degree	4.51%	5.77%	127.79

Moores Mill <u>Pell City</u> Robertsdale <u>Petrey</u> Cusseta Memphis Roanoke Meridianville Chatom Reform Kennedy Woodstock Hartselle La Fayette Concord Addison Louis Intercultural Institute homaston Pleasant Groves Attalla Madison Hamilton Samson Beatrice for Contextual Ministry <sup>ty</sup>©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	27.41%	24.89%	90.82
\$10,000 to \$19,999	27.67%	28.71%	103.74
\$20,000 to \$29,999	13.26%	13.24%	99.85
\$30,000 to \$49,999	19.02%	19.13%	100.62
\$50,000 to \$59,999	4.07%	4.32%	106.11
\$60,000 to \$69,999	2.55%	2.73%	106.91
\$70,000 to \$79,999	1.4%	1.62%	106.32
\$80,000 to \$89,999	0.97%	1.1%	110.73
\$90,000 to \$99,999	0.5%	0.45%	90.32
\$100,000 to \$249,999	1.25%	1.42%	113.73
\$125,000 to \$149,999	0.38%	0.47%	122.17
\$150,000 to \$199,999	0.5%	0.67%	133.8
\$200,000 to \$249,999	0%	0.03%	0
\$250,000 or more	1.07%	1.26%	117.6
Median Household	19,482	20,581	105.64
Average Household	33,543	37,449	111.64
Per Capita Household	15,040	16,887	112.28
Family/Non-Family Household			
Income			
Median Family Income	26,371	27,632	104.78
Average Family Income	38,837	45,492	117.14
Median Non-Family Income	14,849	15,646	105.37
Average Non-Family Income	26,802	27,640	103.13

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	52.94%	51.79%	97.82
Families with Children	29.52	28.91	97.91
Families without Children	23.42	22.16	94.63
Non-Family Households			
% Non-Family Households	47.06%	48.21%	102.45
Non-Families with Children	0.3	0.25	102.45
Non-Families without	46.76	47.96	102.57
Children			
Housing Units			
Total Housing Units	7,753	7,727	99.66%
Vacant percent	22.66%	22.67%	100.05
Owned percent	29.28%	28.89%	98.66
Rented Percent	48.05%	48.43%	100.79
Households by Size			
Avg household size	2.23	2.19	98.21%
Avg family hh size	3.20	3.23	100.94%
Avg non-family hh size	1.13	1.08	95.58%
Households By Count of			
Persons			
One	2,582	2,649	102.59%
Two	1,437	1,424	99.1%
Three or Four	1,465	1,411	96.31%
Five+	511	490	95.89%

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# **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	100	2,103	5,552	Eastern Africa	Eastern Africa 0	Eastern Africa 0 65
Northern Europe	0	80	326	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	144	290	Northern Africa	Northern Africa 0	Northern Africa 0 11
Southern Europe	0	37	94	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	196	219	Western Africa	Western Africa 0	Western Africa 0 31
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 17
Eastern Asia	0	537	639	Oceania	Oceania 0	Oceania 0 23
So. Central Asia	0	119	372	Caribbean	Caribbean 6	Caribbean 6 102
SE Asia	22	135	358	Central Amer.	Central Amer. 72	Central Amer. 72 424
Western Asia	0	26	228	South America	South America 0	South America 0 79
Other Asia	0	17	48	North America	North America 0	North America 0 60
				Born at sea	Born at sea 0	Born at sea 0 0

ville Fayette Pleasant Grove Brookside Northport Berry Adamsville Goldville Fairview Memphis Fores the Ridge Russellville Boaz Midfield Grayson Valley Moulton Harvest Intercultural Institute or Toxey Pell City Red Level Marion Parrish Elba Indian Springs Villa Intercultural 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	
	MILES	MILES	MILES		MILES	MILES	
English only	16,970	46,674	200,151	Other Indo-Euro	0	50	ę
Spanish	248	1,398	5,510	Asian/PI languages	0	0	(
Other Indo-Euro	137	912	2,894	Chinese	0	540	4
language				Japanese	0	62	1
French (incl. Patois,	61	339	1,136	Korean	0	40	8
Cajun)				Mon-Khmer,	0	7	2
French Creole	12	7	0	Cambodian			
Italian	0	16	168	Miao, Hmong	0	0	0
Portuguese	0	0	31	Thai	0	34	6
German	56	185	595	Laotian	0	0	0
Yiddish	0	0	57	Vietnamese	5	30	2
Other West Germanic	0	10	63	Other Asian	0	48	1
A Scandinavian	0	6	10	Tagalog	10	15	3
Language				Other Pacific Is	6	5	3
Greek	8	29	180	Other languages	19	348	9
Russian	0	132	97	Navajo	0	0	0
Polish	0	0	21	Other Native N.	0	3	2
Serbo-Croatian	0	18	0	American			
Other Slavic Language	0	15	59	Hungarian	0	0	1
Armenian	0	10	0	Arabic	6	117	3
Persian	0	6	47	Hebrew	13	63	1
Gujarathi	0	8	60	African languages	0	165	4
Hindi	0	5	148	Other unspecified	0	0	8
Urdu	0	20	53				

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# 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
	MILES	MILES	MILES
Reporting ancestry	13,072	39,807	177,969
Arab	8	211	748
Armenian	0	0	10
Austrian	0	46	97
British	12	218	914
Canadian	0	35	153
Croatian	0	0	29
Czech	0	36	130
Czechoslovak	0	0	46
Danish	0	23	68
Dutch	12	166	902
English	101	1,610	14,361
European	0	163	1,461
Finnish	0	4	48
French (not Basque)	5	369	1,757
French Canadian	0	17	272
German	21	1,125	6,383
Greek	0	83	586
Hungarian	0	24	176
Iranian	0	18	46

ainsville Slocomb Prichard Walnut Grove Level Plains Carolina Sardis City Gaylesville Vincent East Brit Bay Ashland Lynn Malvern Clio Sweet Water Opp Newville Taylor Intercultural Institute Langston Tallassee Hueytown Lincoln Thorsby Kennedy Blue Rich Gordertual Ministry Cocopyright 2013, Intercultural Institute for Contextual Ministry Cocopyright 2013, Intercultural Institute for Contextual Ministry

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# 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?

ia Springs Hackleburg Allgood Detroit Andalusia Avon Coaling Daphne Eutaw Coffee Springs Havder Decatur Riverside Ethelsville Brilliant Huntsville Weaver Toxey Wath Intercultural Institute beth Graysville West Point Smiths Station Jacksons' Gap Vestavia Hills for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

#### Issues for Your Consideration - continued

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

burn Midway Parrish Daviston Kansas Livingston Tuscumbia Moundville Northport Lockhart Cuilman The Greenville Powell Pleasant Grove Gadsden Blue Springs Intercultural Institute Sylacauga Pell City Babbie Fort Deposit Dayton Montevallo Owens Cross Intercultural Institute Tor Confectual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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



Heath Evergreen Berry Brantley Mobile Dozier Cherokee Marion Peinam Blue Springs Demopole Alexander City Wedowee Sand Rock Vernon Detroit West Blocton Asber Intercultural Institute Anderson Ragland Needham Glencoe Eufaula Goodwater Oxford Intercultural Institute occopyright 2013, Intercultural Institute 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	5,995	100%	4,298	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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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	5,995	100%	4,298	100%
BLUE COLLAR BACKBONE	13	0.22%	9	0.21%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	7	0.12%	5	0.12%
Small Town Endeavors	6	0.1%	4	0.09%
AMER. DIVERSITY	19	0.32%	13	0.3%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	14	0.23%	9	0.21%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	5	0.08%	4	0.09%
METRO FRINGE	38	0.63%	26	0.6%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	38	0.63%	26	0.6%

Le Wetumpka Lockhart Florence York Athens Hobson City Rosa Brilliant Kinston Gordenville Yelle Jackson Boligee West Jefferson North Courtland Eva Pennington Intercultural Institute atsuma Columbiana Newton Haleyville Gaylesville Kansas Midway for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,995	100%	4,298	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	202	3.37%	150	3.49%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	202	3.37%	150	3.49%
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%

Union Grove Frisco City Reform Cleveland Lake Purdy Robertsdale Woodland Cedar Bluff Cottonwood Fort Rucker Weaver Gu-Win Sylacauga Cusseta Point Clear Hodges Intercultural Institute Castleberry Sylvan Springs Boligee Helena Sipsey Northport River for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	5,995	100%	4,298	100%
STRUGGLING SOCIETIES	2,405	40.12%	1,644	38.25%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,202	36.73%	1,493	34.74%
College Town Communities	0	0%	0	0%
New Beginnings	203	3.39%	151	3.51%
URBAN ESSENCE	3,314	55.28%	2,455	57.12%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,086	18.12%	760	17.68%
Urban Diversity	0	0%	0	0%
New Generation Activists	26	0.43%	18	0.42%
Getting By	2,202	36.73%	1,677	39.02%
VARYING LIFESTYLES	2	0.03%	1	0.02%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	2	0.03%	1	0.02%

Vina Powell Fairhope Carbon Hill Hayneville Red Level North Courtland Notasulga Rockford Bayou Le Ison Gainesville Glenwood Blue Springs Rainsville Steele Geneva Mary Intercultural Institute orise Hartselle West Blocton Akron Excel Auburn Georgiana Dauphir for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Franklin Gordon Aliceville Faunsdale Lowndesboro Falkville Hazel Green Geiger Colony Triana Geo Daphne Rainbow City Cedar Bluff Sipsey Ragland Susan Moore Goston Intercultural Institute S Cross Roads Union Woodstock Opp Weaver Red Bay Harvest Che for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Myrtlewood Gilbertown Sumiton Glen Allen Flomaton

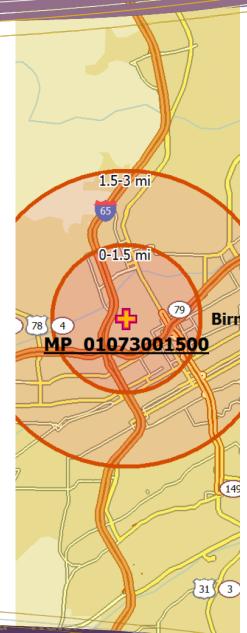
#### **Potential Cultural Bridges**

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).



Enterprise Bayou La Batre Dozier Priceville Fairfield Minor Graysville Stocomb Daphne Nectar Ragional Stocomb Daphne Nectar Ragional Structure Contextual Ministry Stocomb Daphne Nectar Ragional Stocomb Daphne Nectar Stocomb Daphne Nectar Ragional Stocomb Daphne Nectar Ragional Stocomb Daphne Nectar Ragional Stocomb Daphne Nectar Ragional Stocomb Daphne Nectar Stocomb Daphne Nectar Ragional Stocomb Daphne Nectar Stocomb Daphne Nectar Stocomb Daphne Nectar Ragional Stocomb Daphne Nectar Stocomb Daph

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
PC-HH Own	58%	64%	67%
Use Comp. for Internet/E-mail	35%	44%	48%
Internet Use: E-Mail	32%	40%	42%
Use Comp. for Education	28%	28%	29%
Use Comp. for Comp. Games	27%	29%	31%
HH Owns DVD Player	25%	26%	26%
Use Comp. for Word	21%	27%	31%
Processing			
Use Comp. for Shopping	20%	25%	28%
Use Comp. for Digital Camera	18%	22%	26%
Photo Editing			
Use Comp. for Banking	18%	23%	26%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Internet Use: Banking	18%	22%	22%
Internet Use: News/ Weather	17%	22%	23%
Use Comp. for News/Info./Data	13%	17%	20%
Service			
Use Comp. for Filing/DB Mngmnt	12%	12%	12%
Internet Use: Shopping: Gathered	12%	13%	12%
Info. for Shopping			
Internet Use: Read Magazines/	11%	13%	11%
Newspapers			
HH Owns Video/Webcam	11%	11%	10%
PC-Network-HH Has One	11%	13%	17%
Internet Use: Research/ Education	9%	11%	11%
Use Comp. for Personal Financial	9%	11%	13%
Mngmnt			

enzie Muscle Sheals Payton Hollywood Eufaula Jackson Scottsboro Prichard Dora Vredenburgh Cole Blue Springs Woodland Bear Creek Garden City Millbrook Winfield Intercultural Institute bow City Guin Pleasant Groves Samson Epes Warrior Brighton Marga Gottextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	67%	67%	69%
Reading Books	47%	51%	53%
Dining Out (Not Fast Food)	38%	45%	50%
Card Games	37%	37%	38%
Cooking for Fun	30%	34%	35%
Go To A Beach/Lake	25%	28%	31%
Board Games	23%	25%	27%
Gardening	16%	20%	25%
Going To	15%	18%	18%
Bars/Nightclubs/Dancing			
Visit Museum	15%	18%	19%

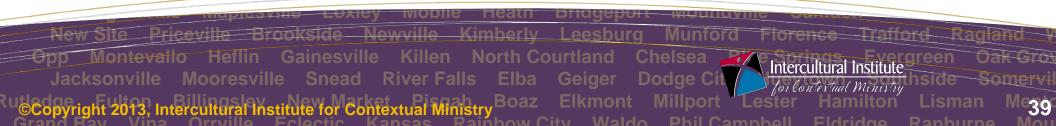
BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	63%	64%	65%
Gen./Fam. Practitioner	27%	30%	34%
Backache	22%	22%	21%
None Of These	21%	21%	20%
Hypertension/High Blood	20%	19%	20%
Pressure			
Dentist	16%	21%	25%
Eye Dr.	15%	17%	20%
High Cholesterol	14%	15%	17%
Acid Reflux Disease	13%	13%	13%
(GERD)			
Any Arthritis	12%	12%	14%

Geiger Napier Field Carbon Hill Lanott Bessemer Warrior Harvest Susan Moore Leeds Gurley Holly Po Lectic Lake View Brighton Chatom Grimes Tuskegee Mulga Clio Spring Intercultural Institute Grant Ladonia Gaylesville Hobson City Boligee Dayton Shorter Double For Confectual Ministry Phillion Confectual Ministry Cullman Coosada Owens Cross Roads Brilliant 38 Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	23.55%	27.13%	28.37%
Live Theater	16.98%	19.69%	22.1%
Comedy Club	13.3%	11.99%	10.98%
Rock/Pop Concerts Most	12.48%	14.72%	14.83%
Often			
Dance Performance	12.48%	12.5%	11.95%
Live Theater Most Often	11.45%	14.28%	17.25%
Movies: Action/Adventure	43.23%	42.5%	39.59%
Movies: Comedy	42.52%	42.25%	41.27%
Movies: Drama	28.93%	27.79%	25.8%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Mystery	27.81%	25.77%	20.79%
Movies: Horror	23.64%	20.28%	15.93%
Movies: Fam.	21.8%	20.69%	20.9%
MLB Baseball Reg.	4.6%	6.42%	7.09%
Season			
NFL Football Reg. Season	4.38%	5.09%	5.51%
College Football Reg.	3.76%	4.53%	5.5%
Season			
NBA Basketball Reg.	3.28%	3.63%	3.54%
Season			
College Basketball Reg.	2.5%	3.59%	4.26%
Season			
Auto Racing Events	2.44%	2.17%	1.91%



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

MILESMILESMILESWalking for Exercise30.43%34.76%37.85%		MILES	MILES MILES
5			
	Mountain/Road Biking	Mountain/Road Biking 7.29%	Mountain/Road Biking 7.29% 9.46%
Swimming 17.82% 22.05% 25.77%	Softball	Softball 7.03%	Softball 7.03% 7.27%
Basketball 17.5% 16.81% 16.27%	Golf	Golf 6.25%	Golf 6.25% 8.33%
Jogging/Running 17% 17.62% 17.57%	Roller Skating	Roller Skating 6.17%	Roller Skating6.17%6.13%
Bowling 16.84% 17.53% 20.05%	Ice Skating	Ice Skating 6%	Ice Skating 6% 5.92%
Billiards/Pool 15.92% 17.75% 17.2%	Yoga	Yoga 5.96%	Yoga 5.96% 7.61%
Football 12.99% 12.23% 11.85%	Saltwater Fishing	Saltwater Fishing 5.42%	Saltwater Fishing 5.42% 5.58%
Weight Training         12.62%         14.33%         15.33%	Soccer	Soccer 5.05%	Soccer 5.05% 6.54%
Freshwater Fishing 10.86% 11.08% 12.54%	Backpacking/Hiking	Backpacking/Hiking 4.9%	Backpacking/Hiking 4.9% 6.96%
Aerobics 10.76% 10.83% 11.6%	Tennis	Tennis 4.9%	Tennis 4.9% 6.61%
Baseball 10.49% 10.23% 11.15%	Snorkeling	Snorkeling 4.62%	Snorkeling 4.62% 4.96%
Stationary Cycling 9.48% 10.61% 11.46%	Camping Trips	Camping Trips 4.54%	Camping Trips 4.54% 6.19%
Volleyball 8.59% 7.94% 8.02%	Jet Skiing	Jet Skiing 4.28%	Jet Skiing 4.28% 4.15%
Using Cardio 8.37% 11.24% 12.35%	Target Shooting	Target Shooting 4.1%	Target Shooting4.1%4.35%
Machine			

acksonville Sheffield Union Grove Baileyton Hammondville Somerville Munford Hazel Green Jackson ( kyline Leeds Cowarts Coffee Springs Kansas Oxford Goshen Notas intercultural Institute Beatrice Valley Head Bear Creek Rockford Center Point Gardendale Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Babbie Bon Air Thomasville Red Level Lincoln

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
Skateboarding	4%	3.43%	3.15%
Fly Fishing	3.94%	3.58%	3.82%
Auto Racing	3.58%	2.96%	2.58%
Racquetball	3.57%	3.37%	4.2%
Motorcycling	3.4%	3.45%	4.04%
Power Boating	3.36%	3.97%	5.58%
Surfing & Windsurfing	3.26%	3.05%	2.53%
Hunting	3.22%	3.87%	4.51%
Snowboarding	3.18%	3.15%	3.2%
Martial Arts	3.08%	3.35%	3.01%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowmobiling	3.06%	2.81%	2.89%
Hockey	2.99%	3%	3.41%
Rock Climbing	2.97%	3.24%	3.19%
Horseback Riding	2.96%	3.62%	3.97%
Water Skiing	2.77%	2.95%	3.38%
Downhill & X-Country	2.76%	3.48%	4.43%
Skiing	0 7 40/	0.05%	4.040/
Canoeing/Kayaking	2.74%	3.65%	4.61%
Archery	2.69%	2.51%	3.09%
Sailing	2.51%	2.84%	2.94%
Rowing	1.93%	2%	2.21%



#### 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.

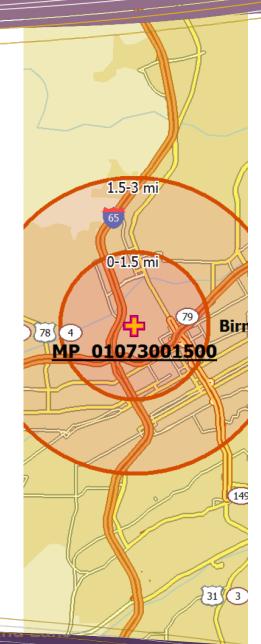
#### **BIBLICAL BARRIERS**

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.



Trille Lynn Silverhill Steele Cantt County Line Westover Rainsville Valley Grande Ragland Jemison Tor Vincent Grove Hill Oneonta Gilbertown Toxey Maplesville Glever Double Springs Pleasant Ge Dozier Wadley Courtland Opp Munford Selma Auburn Ohatchee Tor Contextual Ministry Copyright 2013, Intercultural Institute 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.



Rockford Hodges Elmore Goodwater North Courtland Hartford Margaret Oxford Gadsden Gainesville Hentgomery Hayneville Lowndesboro West Point Moulton Grand Bay Courtland Geneva Algeod Tallassee Cuba Spanish Fort Fultondale Attalla Billingsley Sumiton For Contextual Ministry Fyffe Concord Killen Luverne Lakeview Yellow Bluf to Copyright 2013, Intercultural Institute for Contextual Ministry Fyffe Concord Killen Luverne Lakeview Yellow Bluf 43

## **Potential Cultural Barriers:**

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	57%	55%	53%
Speak My Mind Even If It	43%	41%	38%
Upsets People Like Control Over People And	40%	38%	37%
Resources			
Don't Judge People/Way They Live Life	35%	34%	32%
Too Much Sponsorship In Arts/Sports	35%	30%	27%
Find It Difficult To Say No To My Kids	32%	34%	34%
I Am A Workaholic	31%	28%	25%
Woman's Place Is In The Home	29%	29%	32%
Like to Stand Out In A Crowd	25%	23%	22%
We Should Strive for Equality for All	24%	21%	18%
Like To Do Unconventional	23%	23%	25%
Things Money Is Best Measure Of	22%	23%	24%
Success			

Hanceville Geiger Natural Bridge Pollard Elkmont Midfield Ethelsville Deatsville Maplesville St. Florid Fayette Lineville Cottonwood Centreville Toxey Needham Paint Rock Intercultural Institute N Site Vance Hobson City York Grove Hill Pleasant Grove Bakerhill How Tox Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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.



side Millport Irondale Notasulga Cardiff Leeds Kinsey Wilton Gu-Win Enterprise Tarrant Beaverton Hinor Sumiton Marion Alexander City Waldo Berry Autaugaville Lipson Intercultural Institute dale Section Bon Air Silas Elberta Homewood Ridgeville Anniston Reveal Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sand Rock Lisman Orange Beach, Newton, Heflin Sing

## **Potential Cultural Themes:**

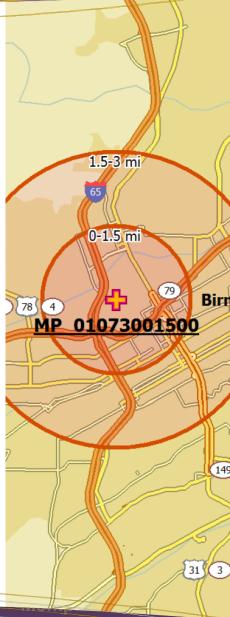
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MILES	THEMES	0-1.5 MILES	1.5-3 MILES	3-7 MIL
You Should Seize Opportunities In Life	56%	57%	57%	Prefer To Have Few Possessions As Possible	21%	28%	32%
Important To Respect Customs And Beliefs	48%	52%	56%	Try Not To Worry About The Future	20%	18%	18%
Like To Understand About Nature	40%	40%	40%	Worried About Pollution Caused By Cars	17%	20%	19%
Prefer Work Part Of Team	39%	36%	37%	Real Men Don't Cry	17%	17%	17%
Than Alone				Like To Just Enjoy Life	17%	19%	21%
Important To Juggle Various	37%	35%	34%	Is An Important Part Of Who I Am	16%	16%	16%
Tasks				Enjoy Spending Time With My	15%	14%	12%
Important Feel Respected By	37%	36%	34%	Fam.			
My Peers				Children Should Be Allowed To	8%	8%	7%
Good At Fixing Things	35%	32%	31%	Express Themselves			
Have Keen Sense Of	28%	28%	29%	Feel Very Alone In The World	8%	7%	7%
Adventure				Would Like To Set Up Own	7%	6%	5%
Consider Myself Interested In	26%	24%	22%	Business			
The Arts				Like Spending Most Time With	6%	6%	6%
Provide My Kids With The Little	26%	22%	19%	Fam.			
Extras				Decor Particular Interest To Me	6%	5%	4%
People Have To Take Me As	23%	24%	24%				
They Find Me	000/	100/	4.00/				
Looking for New Ideas To Improve Home	23%	19%	18%				

Fairview Grove Hill Ashford Phil Campbell Hollywood Lockhart McMullen Selma Needham Argo Leeds Elmore Munford Rainsville West Jefferson Gantt Hytop Edward Selma Needham Argo andria Newton Fairfield Cowarts La Fayette East Brewton Gordon For Confectual 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.



dowee Red Bay Dora Fort Payne Brighton Muscle Shoals Southside Demopolis Belk Hayneville Tayle Forestoale Blountsville Rock Creek New Market Killen Haleburg Eclection Mestover Emelle Shiloh Re Talladega Hillsboro Morris Butler Brent Attalla Elmore Crossville Voi Contextual Ministry e Copyright 2013, Intercultural Institute for Contextual Ministry

## **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	84.46%	83.2%	82.36%
Restaurant-Visit Any			
Fam. Restaurants/Steak	65.57%	69.66%	73.59%
Houses-Visit Any			
McDonald's	54.36%	53.6%	52.99%
Burger King	41.6%	38.5%	37.27%
Kentucky Fried Chicken (KFC)	39.01%	34.86%	31.5%
Wendy's	28.16%	27.78%	29.54%
Subway	27.83%	27.94%	27.41%
Pizza Hut	24.3%	22.57%	21.43%
Taco Bell	23.82%	24.41%	24.39%
Applebee's	21.58%	23.23%	23.94%
Popeyes	20.8%	17.36%	14.77%
Red Lobster	19.39%	18.11%	17.16%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Arby's	19%	18.91%	18.48%
Domino's Pizza	17.34%	16.52%	15.44%
Olive Garden	17.04%	17.68%	19.2%
TGI Friday's	17%	16.19%	14.45%
IHOP (International House Of	17%	16.3%	15.1%
Pancakes)			
Dairy Queen	16.07%	15.14%	14.45%
Dunkin' Donuts	16.01%	14.08%	13.74%
Church's Fried Chicken	15.77%	12.92%	11.24%
Golden Corral	15.27%	13.84%	12.55%
Chick-Fil-A	13.26%	13.11%	13.44%
Hardee's	13.07%	11.29%	9.61%
Sonic	13.03%	12.79%	12.39%

Yellow Bluff Eufaula Westover Mobile Ranburne Gadsden Redstone Arsenal Galera Aliceville Fayette The Ladonia Edwardsville Webb Glen Allen Fruithurst Elberta Akrone Arsenal Galera Aliceville Fayette Lake Purdy Saks McMullen Hazel Green Cowarts Union Springs Pleasar for Confectual Ministry Intercultural Institute for Contextual Ministry Dite Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



d Shiloh Benton Harvest Twin York Holly Pond Odenville Kansas Colony Rock Creek Alabaster And Havtown Fort Payne Kellyton Grayson Valley Bear Creek Ladonia Birming Intercultural Institute Lester Hamilton Homewood Cuba Sweet Water Rainsville McKenz For Contextual Ministry 9 Copyright 2013, Intercultural Institute for Contextual Ministry Double Springs Georgiana Westover Valley Head Lyr49 Daviston Brookwood Needham Phil Campbell Pine Ridge

### **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	31.3%	35.56%	42.21%
Recycled products	14.48%	21.39%	27.14%
Worked as volunteer (non political)	8.74%	11.31%	13.78%
Engaged in fund raising	7.5%	8.46%	11.38%
Religious club member	6.83%	7.01%	7.41%
Church Board	5.08%	5.01%	5.58%

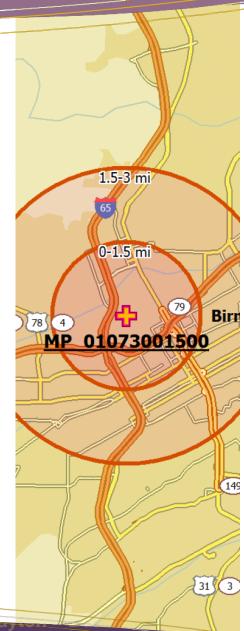
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	4.44%	4.86%	5.24%
Wrote to editor of mag or newspaper	3.88%	4.69%	5.01%
Wrote to elected offcl about	3.2%	4.25%	5.42%
publ bus Addressed a public meeting	3.11%	3.6%	4.31%
Charitable Organization	3.06%	3.99%	5.11%
Fraternal order member	2.92%	3.27%	4.09%

An Myrtlewood Reform Phenix City Hoover Nauvoo Millbrook Creola Babble Hartselle County Line S Kinsey Brookwood Linden Talladega Springs New Market Memphis <u>Intercultural Institute</u> Cusseta Haze Redstone Arsenal Grant Haleburg Tarrant Fairfield Scottsboro Gerald (or Contextual Ministry Geocopyright 2013, Intercultural Institute for Contextual Ministry Huntsville Decatur Dadeville Trussville Thomasville Sipsey Powell

#### **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.



Clio Anderson Crossville Bridgeport Dutton Albertville Waldo Argo Triana Hodges Gantt Blue Spr Summerdale Pennington Mentone Centre Bay Minette Faunsdale Intercultural Institute Billingsley Spanish Fort Gordonville Castleberry Silas McDonald Chap for Contextual Ministry Cedar Bluff C Copyright 2013, Intercultural Institute for Contextual Ministry

## **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	10.94%	11.56%	12.98%
Novel	10.25%	13.39%	15.51%
Religious (not Bibles)	9.13%	8.97%	9.37%
Cookbooks	8.08%	9.11%	9.05%
Mystery	7.8%	9.38%	10.54%
Romance	6.95%	6.57%	7.34%
Mail order	5.76%	5.28%	5.38%
Supermarket	5.1%	5.02%	5.02%
Biography	4.7%	5.62%	6.6%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	61.38%	63.79%	67.64%
Gen. Editorial	51.87%	51.81%	51.28%
Womens	46.07%	45.86%	44.51%
Service	27.69%	29.44%	30.98%
Music	22.65%	20.65%	17.63%
Parenthood	17.16%	15.87%	14.09%
Mens	17.04%	18.85%	18.63%
Business/Finance	16.68%	18.5%	19.81%
Sports	13.42%	14.76%	15.05%

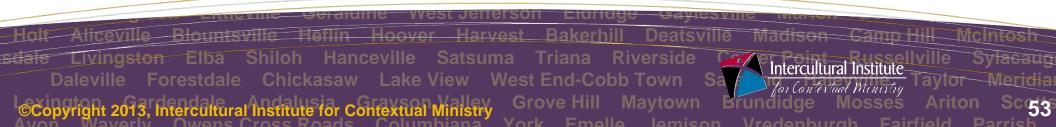
Celment-West Selment Faunsdale Springville Columbia Hokes Bluff Prichard Minor Monroeville Collinsvi doution Moores Mill Brighton Napier Field Babbie Evergreen Robertsdaler Intercultural Institute Midway Waterloo Pickensville Carbon Hill Kimberly Skyline Millry Levergreen Generation for Contextual Ministry Pecopyright 2013, Intercultural Institute for Contextual Ministry Petropyright 2013, Intercultural Institute for Contextual Ministry Petropyright 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	40.68%	44.83%	49.47%
Classified	34.82%	33.48%	32.36%
Sport	25.83%	27.88%	30.77%
Comics	21.13%	22.73%	23.58%
Movie Listings & Reviews	20.21%	22.79%	24.89%
Editorial Page	19.89%	22.72%	25.63%
TV/Radio Listings	19.83%	20.65%	22.17%
Food/Cooking	19.36%	21.17%	22.54%
Business/Finance	17.96%	22.19%	26.5%
Fashion	14.81%	14.97%	16.15%
Home/Gardening	13.48%	15.51%	18.59%
Travel	11.87%	14.78%	17.98%
Science/Technology	9.07%	12.22%	14.74%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	50.28%	40.91%	34.33%
CHR Contemp Hit Radio	16.34%	17.58%	17.26%
Adult Contemporary	10.68%	12.8%	12.95%
Gospel	9.57%	7.66%	6.26%
Jazz	8.92%	8.66%	8.39%
Country	8.31%	9.97%	10.93%
Variety	8.28%	8.91%	9.61%
Oldies	8.25%	8.76%	9.84%
Soft Contemporary	4.31%	4.81%	5.53%
All News	3.69%	4.74%	7.31%
Alternative	3.49%	6.04%	6.74%
Religious	3.36%	4.05%	5.09%
Rock	3.28%	5.74%	7.56%
News/Talk	2.84%	6.04%	8.84%
Hispanic	2.52%	3.07%	2.93%
Classic Rock	2.5%	4.69%	5.99%
Sports	1.8%	2.71%	3.79%
All Talk	1.8%	2.76%	4.27%



#### **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
Other Video-On-Demand	54.15%	49.39%	42.62%
Fox News Channel	51.83%	55.35%	59.29%
Soapnet	44.96%	47.04%	49.33%
Satellite Dish	41.25%	41.5%	46.19%
Subscribe Digital Cable	35.98%	32.53%	32.47%
MSNBC	29.37%	30.29%	31%
Sci-Fi Channel	27.32%	29.4%	32.28%
Adult Pay Per View TV	26.87%	26.48%	27.45%
ESPN2	26.11%	26.41%	24.97%
Comedy Central	25.12%	29.67%	30.64%
BET (Black Entertainment TV)	24.42%	24.96%	24.26%
CNBC	23.23%	19.51%	14.59%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
TV Info From Newspapers	23.22%	23.69%	24.88%
Nickelodeon	22.82%	23.38%	24.48%
TV Info From Sunday TV	22.47%	23.84%	27.19%
Magazine			
TV Info From Monthly Cable	22.42%	22.84%	22.34%
Guide			
Nick At Nite	21.5%	22.37%	22.02%
CNN (Cable News Network)	21.44%	19.12%	16.96%
ABC Fam.	21.39%	24.5%	24.21%
Hallmark Channel	20.96%	22.09%	23.41%
Discovery Channel	20.53%	18.3%	15.25%
TV Info From Other	20.48%	20.45%	21.43%
E (Entertainment TV)	20.3%	19.75%	18.57%
TCM (Turner Classic	20.24%	22.3%	23.49%
Movies)			

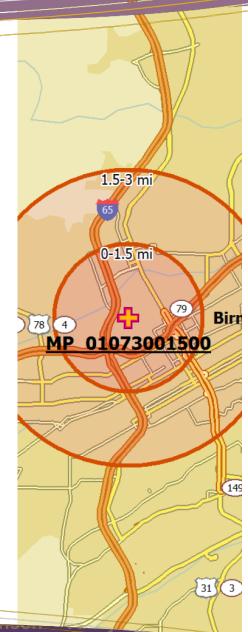
Fairhope Linden Brighton Gulf Shores Jacksons' Gap Moores Mill Eutaw Pine Hill Fultondale Steven Sumiton Highland Lake Rutledge Goodwater Somerville Carolina Work Spanish Fort Detroit De Cleveland Thomaston Brilliant Graysville Lynn Arley Littleville Confectual Ministry Confectual Ministry Copyright 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.



Bon Air Trafford Bayou La Batre Chatom Valley Head Moundville Gainesville Douglas Opefika Under Tothan Holly Pond Edwardsville Toxey Woodville Rock Creek Athens Intercultural Institute Waldo Elmore Excel Harpersville Elkmont Fayette Notasulga McKen for Contextual Ministry Contextual Institute for Contextual Ministry Badapade 2013, Intercultural Institute for Contextual Ministry Badapade 2013, Intercultural Institute for Contextual Ministry Badapade 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+)	13.02%	16.1%	17.69%
Medium Users (4-6)	6.89%	8.15%	8.98%
Light Users (1-3)	16.26%	17.49%	19.78%
Quintiles (20%)			
Newspaper I (Heavy)	1.49%	1.37%	0.99%
Newspaper II	2.27%	2.1%	1.77%
Newspaper III	1.73%	1.95%	2.82%
Newspaper IV	0.45%	0.4%	0.32%
Newspaper V (Light)	0.93%	0.9%	0.98%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	23.31%	22.41%	22.66%
Magazines II	11.34%	10.58%	10.32%
Magazines III	11.42%	10.91%	11.17%
Magazines IV	14.33%	13.3%	14.25%
Magazines V (Light)	0.7%	0.72%	0.84%
Outdoor I (Heavy)	10.02%	9.66%	8.67%
Outdoor II	5.97%	5.08%	4.52%
Outdoor III	6.95%	5.89%	5.59%
Outdoor IV	16.67%	16.51%	16.22%
Outdoor V (Light)	25.41%	24.37%	23.8%
Yellow Pages I	16.23%	15.35%	15.52%
(Heavy)			
Yellow Pages II	8.95%	8.5%	8.2%
Yellow Pages III	13.4%	11.64%	9.33%
Yellow Pages IV	23.59%	24%	23.1%
Yellow Pages V (Light)	6.54%	5.67%	5.13%

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## Potential Multimedia Usage

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

MEDIUM	0-1.5	1.5-3	3-7	P	MEDIUM	MEDIUM 0-1.5	MEDIUM 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Radio Drive Time Quntiles				1	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths
(fifths / 20%)					/ 20%)	/ 20%)	/ 20%)
Drive Time I & II (Heavy)	3.03%	3.43%	3.9%	ļ	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 3.48%	Prime Time I & II (Heavy) 3.48% 4.34%
Drive Time III (Medium)	0.96%	0.93%	1.25%	F	Prime Time III (Medium)	Prime Time III (Medium) 0.74%	Prime Time III (Medium) 0.74% 1.1%
Radio IV & V (Light)	3.26%	2.96%	3.47%	F	Prime Time IV & V (Light)	Prime Time IV & V (Light) 16.64%	Prime Time IV & V (Light) 16.64% 14.32%
Radio Media Quntiles (fifths /					TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)					(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	13.47%	11.86%	11.62%		Fringe I & II (Heavy)	Fringe I & II (Heavy) 36.33%	Fringe I & II (Heavy) 36.33% 38.28%
Radio III (Medium)	3.43%	3.59%	4.3%		Fringe III (Medium)	Fringe III (Medium) 51.8%	Fringe III (Medium) 51.8% 51.42%
Radio IV & V (Light)	5.1%	4.52%	4.31%		Fringe IV (Light)	Fringe IV (Light) 51.21%	Fringe IV (Light) 51.21% 52.19%
Cable TV Quntiles (fifths /					TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)					20%)	20%)	20%)
Cable I & II (Heavy)	9.96%	11.73%	12.08%		All Day I & II (Heavy)	All Day I & II (Heavy) 20.1%	All Day I & II (Heavy) 20.1% 17.46%
Cable III (Medium)	7.05%	6.6%	5.65%		All Day III (Medium)	All Day III (Medium) 24.86%	All Day III (Medium) 24.86% 24.59%
Cable IV & V (Light)	42.26%	40.17%	36.69%		All Day IV (Light)	All Day IV (Light) 24.21%	All Day IV (Light) 24.21% 21.87%

r Field Goshen Cuba Meridianville Opelika Castleberry Southside Snead Ashland Satsuma Nauvoo Taylor Ozark Rogersville Wadley Coker Millport Red Bay Sanford Intercultural Institute Pelham Gordon Summerdale Town Creek Gainesville Pinson Hueytov Gulf Shores Helena Littlevill 57 ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.74%	11.41%	11.53%
6:00am - 10:00am	15.8%	17.87%	18.92%
10:00am - 3:00pm	23.23%	19.51%	14.59%
3:00pm - 7:00pm	21.44%	19.12%	16.96%
7:00pm - Midnight	11.12%	12.26%	12.89%
Midnight - 6:00am	13.51%	11.55%	8.71%
Weekend Radio			
Listeners			
Dayparts [summary]	17.85%	16.17%	14.26%
6:00am - 10:00am	3.29%	4.04%	3.93%
10:00am-3:00pm	6.21%	7.32%	7.43%
3:00pm - 7:00pm	15.02%	12.2%	9.06%
7:00pm - Midnight	12.15%	11.31%	10.96%
Midnight - 6:00am	20.53%	18.3%	15.25%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.76%	6.71%	6.91%
Saturday:	8.31%	8.19%	9.04%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.71%	10.17%	9.16%
9:00am-1:00pm	21.5%	22.37%	22.02%
9:00am-4:00pm	25.74%	26.6%	25.89%
4:00pm-7:00pm	26.12%	27.19%	30.1%
11:00pm-1:00am	39.78%	40.39%	40.11%
AVG Prime time	7.47%	6.29%	5.18%
Mon-Sun			

Woodstock Pinson Goodwater Ardmore Ariton Napier Field Newton Walnut Grove Rutledge Beatrice William Holly Pond Fort Deposit Prichard Sheffield Gadsden Ashville Grove Rutledge Autaugus oke Rise Millry Adamsville Horn Hill Forestdale Maytown Goshen Riv Got Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 20

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	19.12%	19.57%	17.78%	Sat: 7-10am	Sat: 7-10am 15.82%	Sat: 7-10am 15.82% 17.46%
7-9am	26.11%	26.41%	24.97%	Sat: 10am-1pm	Sat: 10am-1pm 11.53%	Sat: 10am-1pm 11.53% 10.46%
9am-12noon	10.46%	13.47%	15.59%	Sat: 1-4pm	Sat: 1-4pm 21.08%	Sat: 1-4pm 21.08% 22.31%
12noon-4pm	15.28%	13.14%	10.3%	Sat: 4-6pm	Sat: 4-6pm 8.42%	Sat: 4-6pm 8.42% 8.28%
4-6pm	43.07%	44.96%	48.24%	Sat: 6-7pm	Sat: 6-7pm 0.81%	Sat: 6-7pm 0.81% 1.15%
6-7pm	16.18%	16.11%	16.43%	Sat: 7-8pm	Sat: 7-8pm 0.78%	Sat: 7-8pm 0.78% 0.82%
7-7:30pm	1.21%	1.53%	1.73%	Sat: 8-11pm	Sat: 8-11pm 8.31%	Sat: 8-11pm 8.31% 8.19%
7:30-8pm	11.09%	11.19%	10.25%	Sat: 11pm-1am	Sat: 11pm-1am 6.86%	Sat: 11pm-1am 6.86% 6.57%
8-11pm	5.76%	6.71%	6.91%	Sat: 1am-7pm	Sat: 1am-7pm 16.79%	Sat: 1am-7pm 16.79% 19.36%
11pm-12am	29.37%	30.29%	31%	Sun: 7-10am	Sun: 7-10am 2.06%	Sun: 7-10am 2.06% 2.14%
11pm-1am	39.78%	40.39%	40.11%	Sun: 10am-1pm	Sun: 10am-1pm 4.26%	Sun: 10am-1pm 4.26% 4.48%
1-6am	31.02%	31.75%	31.3%	Sun: 1-4pm	Sun: 1-4pm 4%	Sun: 1-4pm 4% 4.71%
				Sun: 4-7pm	Sun: 4-7pm 11.88%	Sun: 4-7pm 11.88% 12.04%
				Sun: 7-11pm	Sun: 7-11pm 9.71%	Sun: 7-11pm 9.71% 10.17%
				Sun: 11pm-1am	Sun: 11pm-1am 7.09%	Sun: 11pm-1am 7.09% 6.81%
				Sun: 1-7am	Sun: 1-7am 18.39%	Sun: 1-7am 18.39% 19.61%

Birmingham Clio Akron Snead Grove Hill Mountain Brook Providence Gaylesville Weaver Carrolli Columbia Alabaster Citronelle Pine Hill Baileyton Onycha Owens Intercultural Institute Hobson City Lake Purdy Woodville Alexander City Toxey Cuba Forklass for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

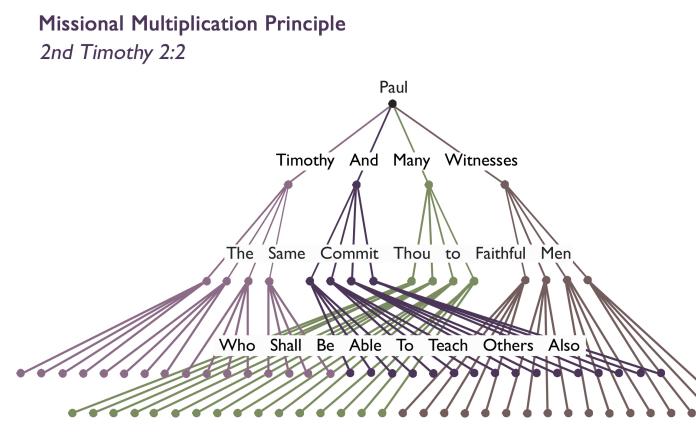
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Libertyville Underwood Petersville Brent Hoover White Hall Cottonwood Oak Hill Heath Nauvoo Dea Algood Alabaster Albertville Billingsley Ariton Gulf Shores Thomas Intercultural Institute rossville Cleveland Lakeview Mountainboro Bridgeport Rainbow City 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.



Camp Hill Decatur Locust Fork Courtland Columbiana Hytop Millry Montevallo Clanton Opelika Gr Hateyville Tuskegee Myrtlewood Eldridge Meridianville Dutton Midfier Kell ton Springville Pleasan evel Elkmont Samson Calera Weaver Adamsville Brantley Mountain Confectual Ministry Clio New Hope for Confectual Ministry Clio New Hope Copyright 2013, Intercultural Institute for Contextual Ministry Section Billingsley Jacksons' Gap Robertsdale Che 62

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

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

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## APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
1	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	1.23 mi	0	Plateauing
2	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	1.80 mi	75	Plateauing
3	Good News	2023 37th Ave N Birmingham, AL 35207	1.90 mi	0	Plateauing
4	Mt. Zion	715 12th Ave W Birmingham, AL 35204	1.94 mi	100	Plateauing
5	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	2.16 mi	176	Growing
6	Southside	PO Box 55058 Birmingham, AL 35255	2.44 mi	163	Declining
7	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	2.44 mi	0	Plateauing
8	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	2.51 mi	0	Plateauing
9	Thomas First	153 1st Street Thomas Birmingham, AL 35214	2.63 mi	38	Growing
10	Sardis	1615 4th Ct W Birmingham, AL 35208	3.12 mi	1,100	Plateauing
11	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	3.14 mi	0	Plateauing
12	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	3.15 mi	76	Growing
13	Central Missionary	PO Box 12784 Birmingham, AL 35202	3.39 mi	65	Declining
14	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	3.45 mi	1,615	Growing
15	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	3.69 mi	0	Plateauing

Field Section <u>Maplesville Hueytown Theodore</u> Paint Rock Rainsville Ranburne Florala Atmore Autaug Humord Moundville Jemison Piedmont Pickensville Moody North Correction Intercultural Institute Intercultural Institute of Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry New Hope Decature Summerdale Marion Moores Mill

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Fairview	2501 29th Place Ensley Birmingham, AL 35208	3.90 mi	54	Plateauing
17	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	3.91 mi	2,245	Plateauing
18	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	3.92 mi	0	Plateauing
19	Plainview	1389 Park Ave Birmingham, AL 35217	4.07 mi	38	Declining
20	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	4.20 mi	529	Plateauing
21	Central	1225 E Lake Blvd Birmingham, AL 35217	4.23 mi	101	Declining
22	Cathedral of Faith	4720 Court V Birmingham, AL 35208	4.27 mi	0	NoData
23	New Birth Christian	19 Ragland Drive Odenville, AL 35120	4.35 mi	0	Plateauing
24	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	4.38 mi	1,431	Growing
25	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	4.43 mi	69	Declining
26	True Life	275 Chickasaw Dr Birmingham, AL 35214	4.69 mi	109	Plateauing
27	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	4.70 mi	419	Declining
28	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	4.74 mi	118	Plateauing
29	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	4.75 mi	233	Declining
30	South Park	2341 Pearson Ave SW Birmingham, AL 35211	4.78 mi	69	Growing

kron Napier Field Clay Wadley Grayson Valley Castleberry Selma Webb Fairfield Glen Allen County Thomaston Triana Lake View Maytown Fruithurst Lynn Moundville Intercultural Institute Grove North Johns Clanton Gordo Leighton Theodore Providence Ga (o) Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
04					
31	Hillview	800 Heflin Ave E Birmingham, AL 35214	4.79 mi	169	Declining
32	Forestdale	1400 Brisbane Ave Birmingham, AL 35214	4.88 mi	93	Declining
33	Sandusky Fist	1125 Haven Dr Birmingham, AL 35214	4.93 mi	98	Plateauing
34	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	4.95 mi	0	Plateauing
35	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	4.97 mi	141	Growing
36	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	5.00 mi	87	Growing
37	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	5.02 mi	79	Declining
38	Fultondale First	PO Box 595 Fultondale, AL 35068	5.15 mi	175	Declining
39	Walkers Chapel	1525 Briscoe St Fultondale, AL 35068	5.17 mi	148	Plateauing
40	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	5.22 mi	318	Plateauing
41	Judah Family	2912 Avenue D Birmingham, AL 35218	5.35 mi	0	Plateauing
42	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	5.37 mi	0	Plateauing
43	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	5.45 mi	413	Plateauing
44	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	5.82 mi	14	Plateauing
45	Lake Highland	508 82nd St N Birmingham, AL 35206	5.84 mi	58	Growing

Opp Russellville Winfleld Kinston Ladonia Moulton Springville Heffin Shiloh Tuskegee Hueytown Winflewood Rainbow City North Courtland Oak Hill Argo Alexandria Sard Florence McIntosh Power Jasper Killen Hartford Emelle Moody Mosses West End-Cobb Tow Line Contextual Ministry Covers Maytown Eutaw Fruithurst Pinckard 68



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