# MissionSite top unreached locations

Hammondville Auburn Reform Highland Lake Taylor Minor

CENSUS TRACT: 01073002000 Hobson City Hillport Childersburg Lake Purdy Forkland Baileyton Ironda Sarala Congregational and Mount Vernon Grant Valley Goshen REGION: North Central Region Tuscaloosa Enes ASSOCIATION: Birmingham Buff Fort Payne Euta ar Mount Vernon ackleburg West End-Cobb Town Pike Road Steele Tillman DISTRICT: 11: Birmingham Metro District Vinfield<sup>In partnership with the:</sup> Holly Pond Haleyville Alexande COUNTY: Jefferson iton Livingston Killen Intercultural Institute State Corrections SITESCAPE: Suburbscape Paint Rock M for Contextual Ministry rollton Ragland Clayh Alabama Baptist Convention on ald Chapel G Broc Cordova Woodstock State Board of Missions unsdale Sweet Water Heath Dozier as Copyright 2013, Intercultural Institute for Contextual Ministry ek North Courtland Eva Selmont-West Selmont

#### MissionSite (TM) Table of Contents

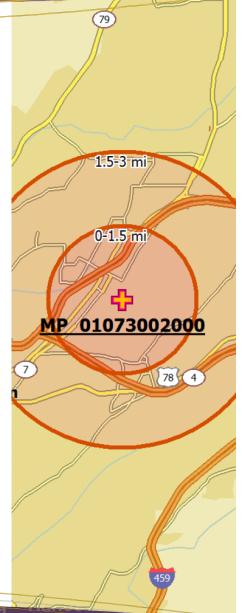
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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

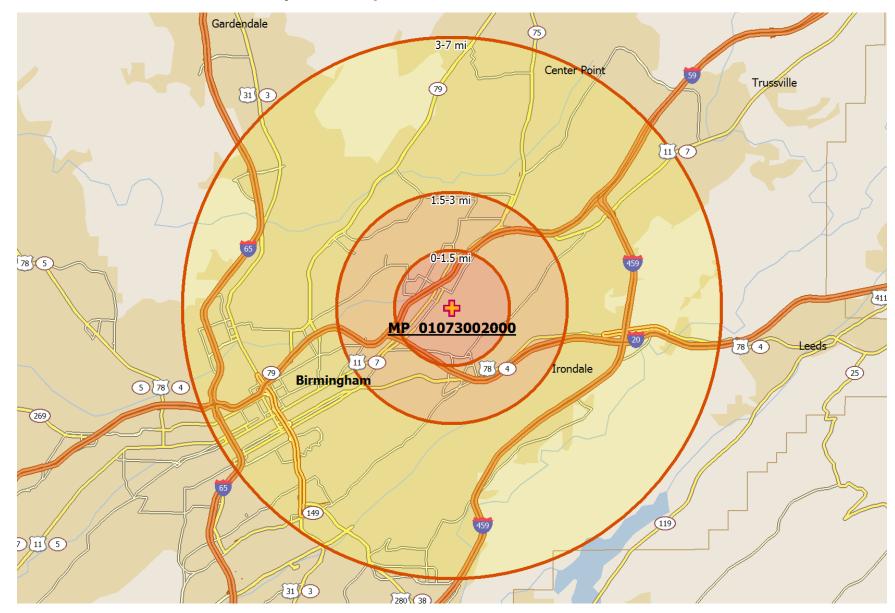
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	35206	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.2	Medium Suburbs
8	Sitescape Subgroup	3.24	Medium suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	50000-250000-250000



Summerdale Hazel Green Elba Prattville Minor Good Hope Trinity Hamilton Repton Beatrice General Vincent Monroeville Guntersville Forestdale Somerville Robertsdale intercultural Institute Kinsey Muscle Shoals Morris Rock Creek Shorter Killen Forkland Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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



ont Lexington Flomaten Holt Hazel Green Daleville Leeds Mosses Falkville Hamilton Gardendale G Harden Albertville Forkland Loxley Gantt Allgood Red Bay Fairhope Eclerit Intercultural Institute sville Andalusia Good Hope Clayhatchee Atmore Memphis Samson Ever Contextual Ministry Contextual Ministry Altoona Ladonia Cherokee Maytown Rehobeth Banks ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Altoona Ladonia Cherokee Maytown Rehobeth Banks

#### 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

Adamsville Bay Minette Elberta Grayson Valley Linden Guntersville Rosa Uniontown Cordova Somerville Douglas Rainbow City Oneonta Harvest Dothan Mobile Intercultural Institute Munford Myrtlewood Thorsby Detroit McKenzie Nectar Alexandria Confectual Ministry Aliceville Cleveland Columbiana Sand Rock Halebu 5 Copyright 2013, Intercultural Institute for Contextual Ministry Montone Viedenburgh Vina Ider New Brockton

#### 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	18,087	30,568	152,117
2010 Households	6,857	12,830	63,979
2010 Group Quarters Population	591	1,066	5,377

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	49	54	55
Language Diversity National Index	21	26	27
Foreign Born Diversity National Index	15	89	72
Ancestry Diversity National Index	10	26	19
Racial Diversity National Index	65	65	69

on Belk Greensbore Pinson Sand Rock Fairhope Holt Kansas Andalusia Creola Calera Vina Bruin recek Mulga Killen River Falls Tuskegee Newbern Pleasant Grove Intercultural Institute er Thomaston Thomasville Edgewater Goodwater Guntersville Vance for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Inter

## 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

Cross Roads Mount Olive Fort Rucker Sylvania Cedar Bluff Hobson City Union Grove Frisco City Selmon Alten Phil Campbell Clayhatchee Tuscumbia Midway Cowarts Chelsea Angeler Newville Ardmore Geiger Double Springs Cullman Bay Minette Huguley Gadsden Sour Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Minist

# 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	13	0.19%
Mainstay Communities	Established, Diverse Households	22	0.32%
Working Communities	Blue-collar, Working Families	328	4.78%
Country Communities	Rural, Agri. & Mining Families	10	0.15%
Aspiring Communities	Young Singles / Aspiring-Multihousing	486	7.09%
Urban Communities	High Density, Inner-city Neighborhoods	5,998	87.47%

dega Springs Rock Mills Saks Deatsville Shiloh Headland Oak Hill Pine Apple Centre Indian Springs Vil Glen Allen Oakman Daphne Ariton Kellyton Bayou La Batre Moores in Intercultural Institute Suntersville Level Plains Cherokee Killen Taylor Waterloo Riverside in Confectual Ministry Decopyright 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.

Clayton Jasper Myrtlewood Boaz Somerville York Sipsey Selma North Johns Brilliant Westover Lega Holt Fyffe Irondale Smoke Rise Theodore Allgood Saraland Breen Intercultural Institute Joh Saks Tallassee Ider Pollard Millry Baileyton Emelle Lynn Hobs Johns Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Beaverton Needbard Bay Minette Parrish Selmont-West Selmont

# 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?

Hazel Green Ariton Carrollton Pickensville Mignon Calera Vincent Gant Daviston Mulga Cuba Spar Centre Mentone Sylacauga Newton Lexington Clay Clayhatchee <u>Intercultural Institute</u> Abbeville Ba Lester Rainsville Highland Lake Pelham Hytop Woodland Wedowee for Confectual Ministry Abbeville Ba ©Copyright 2013, Intercultural Institute for Contextual Ministry Concord Oak Grove Creola Faunsdale Riverside Ham

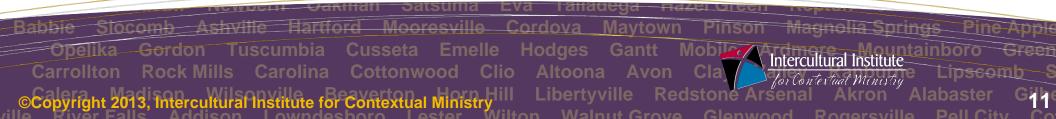
# Spirituality Indicators Overview - Evangelscape

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	4,859	2.57%
Unreached %	70.04%	70.86%	101.17
Religious But NOT Evangelical HH	59,062	2,191	3.71%
Religious But NOT Evangelical %	21.91%	31.95%	145.86
Spiritual But NOT Relig or Evang HH	23,159	196	0.84%
Spiritual But NOT Relig or Evang %	8.59%	2.85%	33.2
Not Evangelical, Not Interested HH	108,094	2,536	2.35%
Not Evangelical, Not Interested %	40.09%	36.98%	92.24





# **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	19	7.36%
Active ALSBOM Attenders	47,650	1,991	4.18%
Active Evangelical Households	60,770	4,286	7.05%
Active Evangelical Percent	22.54%	21.77%	96.59
Inactive Evangelical Households	20,000	1,410	7.05%
Inactive Evangelical Percent	7.42%	7.16%	96.56
# New Churches Needed	0	0	0%





### Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Spirit of Faith	0.40 mi	14	Plateauing	16	Christ for the Nations	2.70 mi	0	Plateauing
2	Lakewood	0.80 mi	118	Declining	17	Eastside	2.81 mi	277	Declining
3	Agape Missionary	1.00 mi	0	Plateauing	18	McElwain	2.87 mi	318	Plateauing
4	East Lake Full Gospel	1.11 mi	87	Growing	19	Tarrant First	2.99 mi	69	Declining
5	Lake Highland	1.15 mi	58	Growing	20	Rose Hill	3.18 mi	27	Growing
6	Ruffner Valley	1.27 mi	60	Declining	21	Huffman	3.19 mi	735	Declining
7	Mt. Mariah	1.40 mi	0	Plateauing	22	Plainview	3.26 mi	38	Declining
8	Irondale First	1.75 mi	216	Plateauing	23	Roebuck Plaza First	3.51 mi	72	Growing
9	South Roebuck	1.88 mi	272	Plateauing	24	Central	3.56 mi	101	Declining
10	The River Church Birmingham	1.89 mi	44	Growing	25	Grantswood	3.86 mi	47	Growing
11	Crestway	2.05 mi	233	Declining	26	New Hope-South Avondale	4.04 mi	0	Plateauing
12	Friendship	2.30 mi	30	Plateauing	27	Del Rio	4.07 mi	28	Declining
13	Mount Calvary	2.47 mi	79	Declining	28	Robinwood	4.07 mi	42	Declining
14	Central Missionary	2.65 mi	65	Declining	29	Overton First	4.10 mi	29	Declining
15	Pineview	2.67 mi	51	Declining	30	Springdale	4.25 mi	98	Declining

Line Midland City Wilton Spanish Fort Baileyton Leeds Silas Malvern Rockford Tuscaloosa Opelika Intercultural Institute a Grant Grimes Coffeeville Pleasant Grove Gantt Dutton Newton Oz (Intercultural Institute for Contextual Ministry 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.



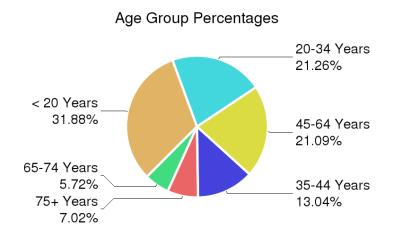
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 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	20,140	3.09%	1990 Households	251,478	8,382	3.33%
2000 Population	662,047	20,828	3.15%	2000 Households	263,265	7,780	2.96%
2010 Population	666,792	18,087	2.71%	2010 Households	269,609	6,857	2.54%
	Locatio	Location Ty	ре	0-1.5mi Band			
🔲 0-1.5mi Ban	id 🔲 1.5-3	8mi Band	🗖 3-7mi Bar	d 🔲 County	Residential		6,686
400,000					Residential A	Apt.	1,253
300,000					Residential N	lon-Apt.	5,433
					Business		379
200,000					Seasonal		0
					USPS Resid	ential	6,764
100,000 0 Residential Reside	ntial Apt. Residential No	In-Apt. Bu	sin <sup>ess</sup> Seaso	usps Residential USPS Residential	USPS Busine	ess	497

ne Heath Sand Rock Hayneville Clayton Crossville Faunsdale Oak Hill Silverhill Holly Pond Sylacaus Creek Bakerhill Robertsdale Munford Altoona Mobile Goodwater Court Intercultural Institute ust Fork Taylor Vredenburgh West Point Kellyton Florala Louisville for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A current year demographic summary of 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.

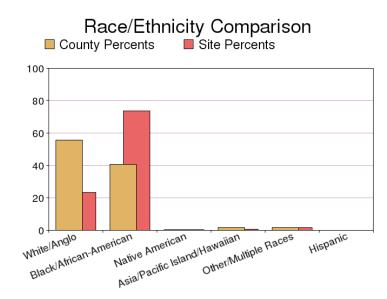


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.75%	118.84
4-5 Years	2.7%	3.23%	119.63
6-8 Years	3.98%	5.01%	125.88
9-11 Years	3.86%	4.83%	125.13
12-13 Years	2.52%	3.22%	127.78
14-17 Years	5.08%	6%	118.11
18-19 Years	2.53%	2.83%	111.86
0-5 Years	8.38%	9.99%	119.21
6-12 Years	9.1%	11.46%	125.93
13-19 Years	8.87%	10.44%	117.7
< 20 Years	26.35%	31.89%	121.02
20-34 Years	20.74%	21.26%	102.51
35-44 Years	12.98%	13.04%	100.46
45-64 Years	25.86%	21.09%	81.55
65-74 Years	7.12%	5.72%	80.34
75+ Years	6.94%	7.02%	101.15
Median Age	37	35	93.54
Median Age (Male)	35	32	90.79
Median Age (Female)	39	37	95.14

Anderson Pisgan Filenix City Oten Summerdale Ridgeville Geraldine Florala Underwood-Petersville Belk Castleberry Midfield University Intercultural Institute tasulga Cedar Bluff Epes Owens Cross Roads Headland Muscle Shoals to Contextual Ministry to Contextual Institute for Contextual Ministry to Copyright 2013, Intercultural Institute for Contextual Ministry to Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	23.44%	42.13
Black, African-American	40.69%	73.59%	180.87
Native American	0.36%	0.39%	108.61
Asian	1.49%	0.71%	47.77
Pacific Island, Hawaiian	0.08%	0.09%	113.13
Other/Multiple Races	1.74%	1.77%	101.85
Hispanic	0%	2.83%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	11,183	
Less than 9th Grade	3.46%	4.55%	76.04
No High School Diploma	8.86%	12.32%	71.9
High School Graduate	28.96%	35.53%	81.5
Some College, no degree	22.64%	24%	94.33

7.22%

17.82%

11.04%

7.98%

4.5%

11.12%

90.52

160.23

245.46

Courtland Dadeville Needham nistu Rainsv Contextual

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%	14.26%	221.84
\$10,000 to \$19,999	13.29%	22.05%	165.86
\$20,000 to \$29,999	12.05%	17.54%	145.62
\$30,000 to \$49,999	20.54%	22.59%	109.96
\$50,000 to \$59,999	8.47%	7.06%	83.3
\$60,000 to \$69,999	6.88%	5.06%	73.58
\$70,000 to \$79,999	5.9%	3.37%	57.07
\$80,000 to \$89,999	4.74%	2.11%	44.63
\$90,000 to \$99,999	3.22%	1.5%	46.71
\$100,000 to \$124,999	6.59%	0.98%	14.83
\$125,000 to \$149,999	3.44%	1.12%	32.63
\$150,000 to \$199,999	3.44%	0.99%	28.82
\$200,000 to \$249,999	1.12%	0.1%	9.08
\$250,000 or more	2.08%	1.27%	60.87
Median Household	45,427	28,811	63.42
Average Household	68,011	45,444	66.82
Per Capita Household	28,213	17,529	62.13
Family/Non-Family Household			
Income			
Median Family Income	58,390	34,360	58.85
Average Family Income	83,931	55,278	65.86
Median Non-Family Income	28,382	20,329	71.63
Average Non-Family Income	39,159	26,296	67.15

ceville Gadsden Tuscaloosa New Site Aliceville Decatur Vernon Libertyville Vina Good Hepe Union Jackson East Brewton Dora Clanton Ashford Summerdale Warrior <u>Intercultural Institute</u> Fyffe Emelle Athens Mountain Brook Camden Chatom Trinity Enterprise Faunsdale *Confectual Ministry* Line Forkland 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	COUNTY BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.44%	64.17%	99.57
Families with Children	32.53%	39.42%	121.17
Families without Children	31.91%	24.75%	77.56
Non-Family Households			
% Non-Family Households	35.56%	35.83%	100.77
Non-Families with Children	0.19	0.36	190.13
Non-Families without Children	35.37	35.47	100.29
Housing Units			Index
Total Housing Units	313,876	8,162	
Vacant percent	14.1%	15.98%	113.28
Owned percent	58.37%	49.74%	85.21%
Rented Percent	27.52%	34.28%	124.55
Households by Size			Index
Avg household size	2.41	2.55	105.81
Avg family hh size	3.12	3.30	105.77
Avg non-family hh size	1.13	1.22	107.96
Households By Count of Persons			Percent
One	84,836	2,163	2.55%
Two	81,467	1,801	2.21%
Three or Four	80,946	2,121	2.62%
Five+	22,360	773	3.46%

Fort Rucker <u>Coaling Greenville Ardmore Owens Cross Roads</u> Minor Margaret Lincoln Altoona Hayd the Station Kansas Ragland Cleveland Colony Carolina Summerdale owndesboro Cherokee Anniston Myrtlewood Falkville Atmore Lester Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual

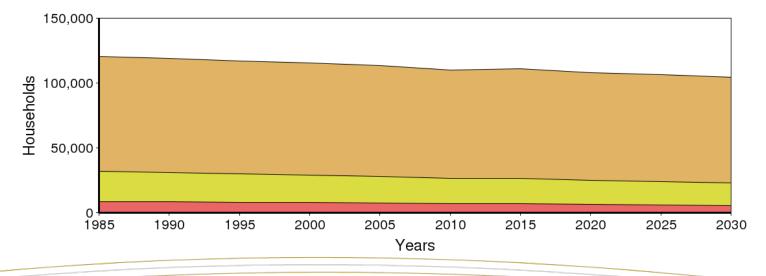
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	20,140	3.09%
2000 Population	662,047	20,828	3.15%
2010 Population	666,792	18,087	2.71%
2015 Population	675,554	17,694	2.62%

Household Change from 1985 to 2030

📕 0-1.5mi Ring 👘 🔲 0-3mi Ring

🔲 0-7mi Ring

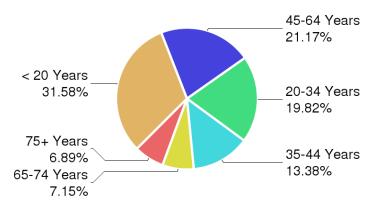


Breekside Anniston Hollywood Wilton Spanish Fort Ohatchee Boaz Alexandria West Jefferson Blue Union Springs Dutton Lisman Luverne Haleyville Margaret Lynn Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Scopyright 2013, Intercultural Institute for Contextual Ministry Vina Eldridge Clip Clen Allen Deatsville Columbiana

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

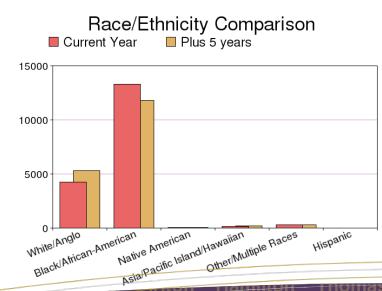


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.75%	6.74%	99.85
4-5 Years	3.23%	3.31%	102.48
6-8 Years	5.01%	5.08%	101.4
9-11 Years	4.83%	4.88%	101.04
12-13 Years	3.22%	3.25%	100.93
14-17 Years	6%	5.68%	94.67
18-19 Years	2.83%	2.63%	92.93
0-5 Years	9.99%	10.05%	100.6
6-12 Years	11.46%	11.6%	101.22
13-19 Years	10.44%	9.92%	95.02
< 20 Years	31.89%	31.57%	99
20-34 Years	21.26%	19.82%	93.23
35-44 Years	13.04%	13.38%	102.61
45-64 Years	21.09%	21.17%	100.38
65-74 Years	5.72%	7.15%	125
75+ Years	7.02%	6.89%	98.15
Median Age	37	36	95.61
Median Age (Male)	35	33	92.94
Median Age (Female)	39	38	98.15

Grayson Valley Hayden Scottsboro Susan Moore Robertsdale Montevallo Margaret Chelsea Leesburg Boaz Bear Creek Eldridge West Blocton Pine Apple Valley Head Euto Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Helena Russellville Centreville Dauphin Island Wat

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	23.44%	29.95%	127.75
Black, African-American	73.59%	66.72%	90.66
Native American	0.39%	0.42%	106.54
Asian	0.71%	1.06%	148.18
Pacific Island, Hawaiian	0.09%	0.14%	144.31
Other/Multiple Races	1.77%	1.72%	97.43
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,183	11,040	
Less than 9th Grade	4.55%	3.48%	76.42
No High School Diploma	12.32%	9.86%	79.98
High School Graduate	35.53%	35.97%	101.24
Some College, no degree	24%	24.12%	100.5
Associate Degree	7.98%	8.87%	111.17
College Degree	11.12%	12.23%	109.93
Graduate/Prof. degree	4.5%	5.48%	121.84

ersville Midland City Natural Bridge Billingsley Blountsville Millry Horn Hill Prichard Carrollton Abbeville Apple Graysville Valley Head Good Hope Littleville Dora Glencoe <u>Intercultural Institute</u> Vina Citronelle Sweet Water Montevallo Vance Berry McDonald Chapel Carolina Copyright 2013, Intercultural Institute for Contextual Ministry Daphne Smoke Rise Taylor Frisco City Obatchee

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	14.26%	12.8%	89.77
\$10,000 to \$19,999	22.05%	22.19%	100.65
\$20,000 to \$29,999	17.54%	17.03%	97.05
\$30,000 to \$49,999	22.59%	22.33%	98.83
\$50,000 to \$59,999	7.06%	7.4%	104.87
\$60,000 to \$69,999	5.06%	5.4%	106.73
\$70,000 to \$79,999	3.37%	3.62%	102.22
\$80,000 to \$89,999	2.11%	2.35%	109.96
\$90,000 to \$99,999	1.5%	1.52%	100.91
\$100,000 to \$249,999	0.98%	1.12%	114.47
\$125,000 to \$149,999	1.12%	1.47%	131.06
\$150,000 to \$199,999	0.99%	1.19%	120.2
\$200,000 to \$249,999	0.1%	0.13%	129.74
\$250,000 or more	1.27%	1.43%	112.51
Median Household	28,811	30,297	105.16
Average Household	45,444	49,951	109.92
Per Capita Household	17,529	19,521	111.36
Family/Non-Family Household			
Income			
Median Family Income	34,360	36,627	106.6
Average Family Income	55,278	61,709	111.63
Median Non-Family Income	20,329	21,286	104.71
Average Non-Family Income	26,296	28,082	106.79

Madison Pennington Gainesville Babbie Sumiton Mentone McIntosh Midfield Saraland Wilton Willin Wilton Wilto

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	64.17%	63%	98.18
Families with Children	39.42	38.43	97.48
Families without Children	24.75	23.22	93.84
Non-Family Households			
% Non-Family Households	35.83%	37%	103.25
Non-Families with Children	0.36	0.29	103.25
Non-Families without	35.47	36.7	103.49
Children			
Housing Units			
Total Housing Units	8,162	8,091	99.13%
Vacant percent	15.98%	16.02%	100.26
Owned percent	49.74%	49.5%	99.51
Rented Percent	34.28%	34.48%	100.59
Households by Size			
Avg household size	2.55	2.51	98.43%
Avg family hh size	3.30	3.32	100.61%
Avg non-family hh size	1.22	1.15	94.26%
Households By Count of			
Persons			
One	2,163	2,230	103.1%
Тwo	1,801	1,776	98.61%
Three or Four	2,121	2,049	96.61%
Five+	773	740	95.73%

Cardendale <u>Hosses Henagar Moody Millbrook Brewton Centre</u> Edwardsville Union Hanceville Ber Hingsley South Vinemont Pleasant Grove Lake View Harpersville Camp Hill Andre City Cullman Moulton in Sheffield Highland Lake Berry McIntosh Scottsboro Riverside Kell (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	234	1,252	4,029	Eastern Africa	Eastern Africa 0	Eastern Africa 0 44
Northern Europe	12	87	160	Middle Africa	Middle Africa 0	Middle Africa 0 6
Western Europe	15	40	357	Northern Africa	Northern Africa 0	Northern Africa 0 15
Southern Europe	0	6	80	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	13	33	347	Western Africa	Western Africa 0	Western Africa 0 13
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 6
Eastern Asia	0	52	667	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	10	93	251	Caribbean	Caribbean 5	Caribbean 5 38
SE Asia	19	28	328	Central Amer.	Central Amer. 153	Central Amer. 153 671
Western Asia	4	22	89	South America	South America 0	South America 0 68
Other Asia	0	0	10	North America	North America 3	North America 3 30
				Born at sea	Born at sea 0	Born at sea 0 0

Benton Clie Brewton Auburn Reece City Hackleburg Hanceville Rosa Winfield Anderson Henage Britliant Vincent Sweet Water North Johns Loxley Gu-Win Point Clear Intercultural Institute ersburg Cardiff Madrid Decatur Goshen Odenville Bear Creek Headla for Contextual Ministry a Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# 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	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
English only	19,096	29,371	139,427	Other Indo-Euro	4	13	94
Spanish	453	1,283	3,348	Asian/PI languages	0	0	0
Other Indo-Euro	119	512	2,324	Chinese	0	58	596
language				Japanese	0	9	91
French (incl. Patois,	39	186	779	Korean	0	11	64
Cajun)				Mon-Khmer,	0	0	29
French Creole	0	0	23	Cambodian			
Italian	2	24	58	Miao, Hmong	0	0	0
Portuguese	0	0	31	Thai	0	0	42
German	48	107	552	Laotian	0	0	9
Yiddish	0	0	63	Vietnamese	46	4	200
Other West Germanic	0	0	67	Other Asian	0	1	113
A Scandinavian	0	0	3	Tagalog	5	8	60
Language				Other Pacific Is	0	0	6
Greek	2	17	123	Other languages	12	98	497
Russian	2	27	222	Navajo	0	0	26
Polish	6	8	15	Other Native N.	0	0	14
Serbo-Croatian	0	0	18	American			
Other Slavic Language	7	0	43	Hungarian	6	0	0
Armenian	0	0	10	Arabic	6	39	145
Persian	0	1	45	Hebrew	0	7	91
Gujarathi	0	6	54	African languages	0	52	211
Hindi	0	84	28	Other unspecified	0	0	10
Urdu	0	22	23				

Авентине меадомогоок танадеда эрниц

Copyright 2013, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7		ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	17,065	26,039	116,170		Irish	Irish 428	Irish 428 1,419
Arab	22	154	410		Italian	Italian 110	Italian 110 464
Armenian	0	0	8		Lithuanian	Lithuanian 0	Lithuanian 0 8
Austrian	2	20	135		Norwegian	Norwegian 12	Norwegian 12 89
British	21	192	774		Polish	Polish 23	Polish 23 125
Canadian	9	15	127		Portuguese	Portuguese 6	Portuguese 6 22
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 4
Czech	0	31	110		Russian	Russian 11	Russian 11 106
Czechoslovak	10	20	35		Scandinavian	Scandinavian 4	Scandinavian 4 39
Danish	2	8	42		Scotch-Irish	Scotch-Irish 236	Scotch-Irish 236 760
Dutch	36	143	836		Scottish	Scottish 110	Scottish 110 546
English	619	2,331	11,746		Slovak	Slovak 2	Slovak 2 3
European	68	228	1,285		Subsaharan African	Subsaharan African 255	Subsaharan African 255 226
Finnish	0	0	28		Swedish	Swedish 3	Swedish 3 15
French (not Basque)	66	232	1,618		Swiss	Swiss 0	Swiss 0 22
French Canadian	9	47	274		Ukrainian	Ukrainian 0	Ukrainian 0 20
German	262	1,149	6,282		US/American	US/American 879	US/American 879 2,592
Greek	9	66	426		Welsh	Welsh 43	Welsh 43 117
Hungarian	4	41	96		West Indian	West Indian 2	West Indian 2 35
Iranian	0	0	74		Yugoslavian	Yugoslavian 0	Yugoslavian 0 5
					Other	Other 13,802	Other 13,802 14,743

Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# 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?

Fulton Daphne Allgood Daleville Valley Head West Point North Courtland Silas River Falls Springville Homewood Childersburg Franklin Brewton Alexander City Haleburg Intercultural Institute kyline Somerville Millry Ozark Montevallo McKenzie Robertsdale Bay for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



Vest Blocton Tuskegee Deatsville Baileyton Gordonville Florence Montevalio Vincent Fort Rucker Gunt Lester Fruithurst Brilliant Parrish Cordova Loxley Heflin Walnut Green Intercultural Institute sey Onycha Butler Double Springs Union Troy Huntsville Arley Har 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	6,857	100%	4,861	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	13	0.19%	9	0.19%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	13	0.19%	9	0.19%
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%

ttleville Detroit Arab Town Creek Springville Columbiana Bayou La Batre Homewood Huguley Alberty Coosada Blue Springs Munford La Fayette Bay Minette Greensboro Intercultural Institute Vestavia Hills Sipsey Glencoe Nauvoo Billingsley Pennington Hol Goutevital Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,857	100%	4,861	100%
BLUE COLLAR BACKBONE	30	0.44%	20	0.41%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	3	0.04%	2	0.04%
Lower Income Essentials	24	0.35%	16	0.33%
Small Town Endeavors	3	0.04%	2	0.04%
AMER. DIVERSITY	22	0.32%	14	0.29%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	20	0.29%	13	0.27%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	2	0.03%	1	0.02%
Mature America	0	0%	0	0%
METRO FRINGE	298	4.35%	205	4.22%
Steadfast Conservative	290	4.23%	199	4.09%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	8	0.12%	6	0.12%

tom Bessemer <u>Columbiana</u> Leighton McDonald Chapel Robertsdale Autaugaville Athens Mountainbore tatchee Thomasville Midfield Powell Mount Vernon Sylvania Moulton ham Daphne McIntosh Courtland Millport Napier Field West Blocton Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry County Line Nauvoo Avon Minor Havden Elkmont

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	6,857	100%	4,861	100%
REMOTE AMERICA	10	0.15%	6	0.12%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	10	0.15%	6	0.12%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	486	7.09%	360	7.41%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	486	7.09%	360	7.41%
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%

nion Ozark Belk Northport Chickasaw Riverview White Hall Fairview Camden Fulton Tuskegee Roc land Ridgeville Decatur Oakman Riverside Luverne Greenville Daytor Intercultural Institute Lincoln Madison Union Grove Notasulga Paint Rock Union Springs Copyright 2013, Intercultural Institute for Contextual 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	6,857	100%	4,861	100%
STRUGGLING SOCIETIES	1,136	16.57%	771	15.86%
Rugged Southern Style	1	0.01%	1	0.02%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,135	16.55%	770	15.84%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	4,862	70.91%	3,476	71.51%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	3,637	53.04%	2,544	52.33%
Urban Diversity	0	0%	0	0%
New Generation Activists	13	0.19%	9	0.19%
Getting By	1,212	17.68%	923	18.99%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Pisgah Pollard Sylvania Mignon Rogersville Camden Thorsby York Berry Garden City Woodstock Homewood Leesburg River Falls Hoover Elmore Talladega Springs Intercultural Institute Loachapoka Fulton Waldo Benton Sardis City Daleville Phenix Cive 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?

Dayton Highland Lake La Fayette Fairfield Excel Concord Bessemer Jacksons Gap Collinsville Carolina Adamsville Citronelle Oneonta Autaugaville Yellow Bluff Frisco City Intercultural Institute Helena Hokes Bluff Hodges Ranburne Mignon Cullman New Site for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

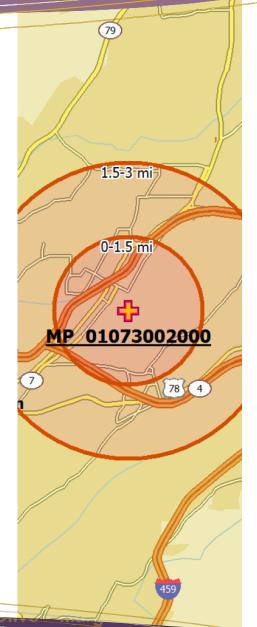
#### **Potential Cultural Bridges**

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

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

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

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



sh Arab Sanford Elberta Fayette Altoona Mountain Brook Hokes Bluff Creola Jasper Piedmont Wark Leburg Dayton Georgiana Littleville Pinckard Fort Rucker Magnolia Spring <u>Intercultural Institute</u> Sake Talladega Springs My Union Grove Level Plains Ashville Waverly Bon Air Chickasaw Wetury Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 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	56%	64%	73%
Use Comp. for Internet/E-mail	34%	44%	54%
Internet Use: E-Mail	30%	37%	47%
Use Comp. for Education	25%	27%	31%
Use Comp. for Comp. Games	24%	30%	35%
HH Owns DVD Player	21%	24%	29%
Use Comp. for Word	20%	27%	37%
Processing			
Use Comp. for Digital Camera	18%	23%	29%
Photo Editing			
Use Comp. for Shopping	18%	24%	32%
Use Comp. for Banking	18%	22%	29%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Internet Use: Banking	15%	19%	25%
Use Comp. for News/Info./Data	15%	18%	23%
Service			
Internet Use: News/ Weather	14%	20%	27%
PC-Network-HH Has One	12%	14%	19%
Use Comp. for Filing/DB Mngmnt	11%	10%	13%
Internet Use: Shopping: Gathered	10%	10%	13%
Info. for Shopping			
Internet Use: Research/ Education	8%	10%	13%
Use Comp. for Personal Financial	8%	11%	15%
Mngmnt			
Use Comp. for Accounting	8%	10%	14%
Internet Use: Play/ Download	8%	8%	9%
Online Games			

Edgewater Memphis Level Plains Montgomery Ashford Brewton Headland Silverhill Alexander City Fa White Hall Gardendale Snead Louisville Kellyton Butler Helena mpka Sulligent Babbie Opelika McKenzie Fairhope Dozier Northport for Contextual Ministry Blocopyright 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	69%	68%	68%
Reading Books	47%	50%	55%
Dining Out (Not Fast Food)	40%	47%	54%
Card Games	34%	37%	40%
Cooking for Fun	32%	33%	36%
Go To A Beach/Lake	24%	28%	34%
Board Games	22%	26%	30%
Gardening	18%	24%	29%
Going To	16%	17%	19%
Bars/Nightclubs/Dancing			
Photography	14%	16%	18%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	62%	65%	66%
Gen./Fam. Practitioner	29%	34%	36%
Backache	21%	22%	21%
None Of These	19%	19%	20%
Dentist	19%	23%	27%
Hypertension/High Blood	19%	21%	20%
Pressure			
Eye Dr.	16%	20%	21%
High Cholesterol	14%	17%	18%
Acid Reflux Disease	13%	14%	14%
(GERD)			
Any Arthritis	12%	15%	14%

ron Autaugaville Triana Huguley Emelle Hartford Walnut Grove Sand Rock Coaling Oak Hill Reform the Warrior Daviston Samson Rock Mills Talladega Livingston Louisville Intercultural Institute Falkville Smiths Station Redstone Arsenal Jasper Citronelle Taylor For Contextual Ministry City Garden City Contextual Ministry Dozier Atmore Fyffe Haleburg St. Florian Loxley Mc 38 ort Fort Deposite Chatem Institute for Contextual Ministry Madison Florala Margaret Sulligent Fairfield Greens

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	24.39%	26.13%	29.45%
Live Theater	18.42%	19.9%	23.24%
Live Theater Most Often	13.5%	15.41%	18.43%
Dance Performance	12.65%	11.41%	11.29%
Rock/Pop Concerts Most	12.49%	13.71%	15.48%
Often			
Comedy Club	12.11%	10.83%	10.83%
Movies: Comedy	41.02%	39.81%	40.94%
Movies: Action/Adventure	38.61%	37.76%	40.08%
Movies: Drama	26.31%	24.12%	24.53%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	22.47%	21.37%	21.92%
Movies: Mystery	21.49%	19.52%	20.06%
Movies: Fam.	21%	20.62%	20.85%
MLB Baseball Reg.	4.99%	5.5%	7.8%
Season			
NFL Football Reg. Season	3.72%	4.66%	6.46%
College Football Reg.	3.35%	4.26%	6.34%
Season			
College Basketball Reg.	2.9%	3.26%	4.51%
Season			
NBA Basketball Reg.	2.2%	2.67%	4.04%
Season			
Arena Football	1.9%	1.37%	1.18%



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

				į.			
BRIDGES	0-1.5	1.5-3	3-7		BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	32.47%	36.4%	40.17%		Softball	Softball 7.95%	Softball 7.95% 7.81%
Bowling	20.12%	20.61%	21.07%		Mountain/Road Bikin	Mountain/Road Biking 7.12%	Mountain/Road Biking 7.12% 9.2%
Swimming	18.62%	23.79%	29.16%		Roller Skating	Roller Skating 6.96%	Roller Skating 6.96% 6.46%
Jogging/Running	17.85%	16.59%	17.35%		Golf	Golf 6.3%	Golf 6.3% 9.46%
Basketball	17.59%	16.49%	16.08%		Yoga	Yoga 5.96%	Yoga 5.96% 6.77%
Billiards/Pool	15.99%	16.45%	17.53%		Soccer	Soccer 5.56%	Soccer 5.56% 6.59%
Football	14.06%	12.31%	11.1%		Tennis	Tennis 5.55%	Tennis 5.55% 6.42%
Baseball	12.91%	12.01%	11.02%		Target Shooting	Target Shooting5.54%	Target Shooting5.54%6.42%
Freshwater Fishing	12.24%	13.69%	13.75%		Saltwater Fishing	Saltwater Fishing 5.13%	Saltwater Fishing 5.13% 6.09%
Weight Training	11.99%	13.49%	16.67%		Racquetball	Racquetball 4.98%	Racquetball 4.98% 4.73%
Aerobics	11.47%	11.21%	11.75%		Camping Trips	Camping Trips 4.74%	Camping Trips 4.74% 8.2%
Stationary Cycling	9.23%	10.5%	12.3%		Ice Skating	Ice Skating 4.65%	Ice Skating 4.65% 5.08%
Volleyball	8.44%	8.71%	8.35%		Backpacking/Hiking	Backpacking/Hiking 4.19%	Backpacking/Hiking 4.19% 6.5%
Using Cardio	8.25%	10.66%	14.07%		Fly Fishing	Fly Fishing 3.82%	Fly Fishing 3.82% 3.92%
Machine							

Phonix City Rainbow City Pleasant Groves Hammondville Priceville Columbiana Euraula Banks Clio A Lineville Gordonville Forestdale Riverside Prichard Falkville Horn Hard Intercultural Institute Cent Somerville Colony Coaling Theodore Sheffield Hazel Green Oha for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Motorcycling	3.4%	4.31%	4.75%
Power Boating	3.35%	5%	6.64%
Skateboarding	3.25%	3.45%	3.3%
Archery	3.23%	3.37%	3.41%
Hockey	3.23%	3.76%	3.73%
Jet Skiing	3.14%	3.63%	4.37%
Horseback Riding	3.13%	3.98%	4.57%
Snorkeling	3.12%	3.68%	4.87%
Hunting	2.92%	5.06%	5.8%
Rock Climbing	2.92%	3.1%	3.35%

0-1.5	1.5-3	3-7
MILES	MILES	MILES
2.81%	3.17%	3.33%
2.63%	2.68%	2.87%
2.6%	3.73%	5.18%
2.52%	3.06%	3.19%
2.45%	3.22%	3.92%
2.37%	2.81%	3.48%
2.32%	4.26%	5.71%
2.18%	2.37%	2.7%
1.85%	2.55%	3.28%
1.67%	2.32%	2.66%
	MILES   2.81%   2.63%   2.6%   2.52%   2.45%   2.37%   2.32%   2.18%   1.85%	MILES MILES   2.81% 3.17%   2.63% 2.68%   2.6% 3.73%   2.52% 3.06%   2.45% 3.22%   2.37% 2.81%   2.32% 4.26%   2.18% 2.37%   1.85% 2.55%

Arab Webb Epes Garden City Autaugaville Sulligent Hammondville Lake Purdy Leeds Samson Gray Citronelle Cottonwood Hoover Pike Road Wilton Talladega Pleasant Confectual Institute Scottsboro Excel Magnolia Springs Banks Pelham Pinson Bay Minette for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

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

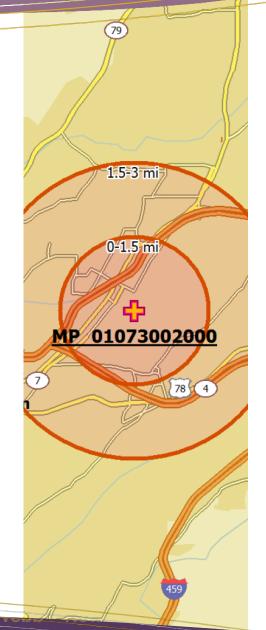
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



Ashland Banks Somerville Powell Mount Olive Cordova Flomaton Cardiff Silverhill Grimes Cottony Fiedmont Prichard Valley Head Mentone Shorter New Hope Courtland Intercultural Institute alley Attalla McDonald Chapel Demopolis Parrish Harvest Detroit Au 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.

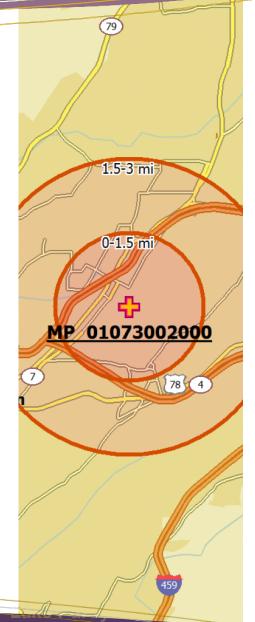
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.

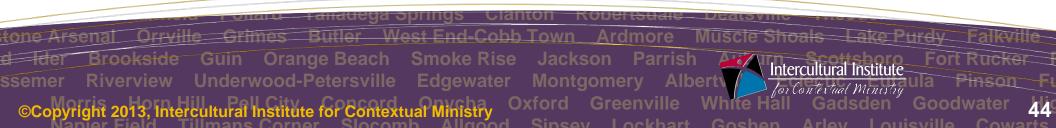


Hackleburg Mount Vernon Glenwood Mount Olive Hytop Moulton Homewood Kennedy Notasulga Na The Indian Springs Village Douglas Gordon Riverside Warrior Sumiton Intercultural Institute Trafford New Hope Boaz Deatsville Hartford Lake View Leeds Mario Confectual Ministry SteCopyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Cultural Barriers:**

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	
Important Continue Learning New Things	54%	52%	52%	We Should Strive for Equality for All	21%	18%	
Like Control Over People And Resources	41%	39%	35%	Marijuana Should Be Legalized If Won Lottery Would Never	21% 20%	21% 24%	
Speak My Mind Even If It Upsets People	39%	38%	37%	Work Again Friends More Important Than	20%	23%	
Don't Judge People/Way They Live Life	33%	31%	30%	My Fam. Like To Pursue	18%	19%	
Too Much Sponsorship In Arts/Sports	32%	29%	26%	Challenge/Novelty/Change Only Work Current Job for The	18%	17%	
Woman's Place Is In The Home	32%	33%	32%	Money	4.00/	400/	
Find It Difficult To Say No To My Kids	30%	33%	36%	Very Happy With My Life As It Is	16%	12%	9
I Am A Workaholic Prefer To Have Few	30% 25%	25% 30%	22% 35%	On Whole People Get What They Deserve	14%	13%	
Possessions As Possible Like To Do Unconventional	23%	27%	27%	Rarely Sit Down to a Meal Together At Home	14%	15%	
Things				Happy With My Standard Of	14%	14%	
Like to Stand Out In A Crowd Money Is Best Measure Of	23% 23%	22% 24%	21% 25%	Living I Am A Perfectionist	13%	11%	
Success	2070	2770	2070	More Important Do Duty Than Enjoy Life	11%	9%	-



#### **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.

1.5-3 m 0-1.5 mi 01073002000 MP 78 🖌 4

wn Abbeville <u>Midfield</u> Andalusia Taylor Colony Riverview Sheffield Spanish Fort Carrollton McKenzk Hunford Saks Rogersville Woodland Prichard Maplesville Georgiana <u>Intercultural Institute</u> hiths Station Guin Tuskegee Pelham Ider Flomaton Franklin Bear Cree For Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

They Find Me

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

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	55%	57%	58%	Looking for New Ideas To Improve Home	21%	19%	18%
Important To Respect Customs And Beliefs	48%	54%	60%	Try Not To Worry About The Future	19%	18%	16%
Like To Understand About	41%	39%	39%	Like To Just Enjoy Life	19%	21%	22%
Nature				Is An Important Part Of Who I Am	18%	16%	15%
Prefer Work Part Of Team Than Alone	40%	38%	36%	Worried About Pollution Caused By Cars	17%	17%	20%
Important To Juggle Various	36%	35%	33%	Real Men Don't Cry	16%	17%	17%
Tasks				Enjoy Spending Time With My	12%	13%	12%
Important Feel Respected By	35%	34%	35%	Fam.			
My Peers				Feel Very Alone In The World	8%	7%	6%
Good At Fixing Things	34%	32%	29%	Children Should Be Allowed To	8%	8%	7%
Have Keen Sense Of Adventure	30%	29%	28%	Express Themselves			
Provide My Kids With The Little Extras	26%	21%	16%	Would Like To Set Up Own Business	6%	5%	4%
Prefer To Have Few Possessions As Possible	25%	30%	35%	Like Spending Most Time With Fam.	6%	6%	5%
Consider Myself Interested In The Arts	24%	22%	21%	Decor Particular Interest To Me	4%	4%	4%
People Have To Take Me As	22%	22%	24%				

New Site Crayson Valley Needham Newville Holly Pond Vincent Moody Red Level Reform La Fayette River Falls Smoke Rise Hollywood Haleyville Anniston Cardiff Pisger Intercultural Institute na Lockhart Lanett Rutledge Phil Campbell Shiloh Cherokee Valley 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.



1.5-3 m

0-1.5 mi

MP 01073002000

78 4

### **Potential Shared Places:**

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

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	80.95%	82.51%	83.55%
Restaurant-Visit Any			
Fam. Restaurants/Steak	66.31%	72.93%	77.41%
Houses-Visit Any			
McDonald's	51.32%	52.77%	54.26%
Burger King	39.83%	38.85%	37.14%
Kentucky Fried Chicken (KFC)	34.74%	32.54%	30.4%
Wendy's	28.86%	29.53%	29.83%
Subway	24.95%	27.04%	28.79%
Pizza Hut	22.03%	22.37%	21.65%
Taco Bell	21.62%	24.24%	25.96%
Applebee's	19.35%	23.48%	26.42%
Popeyes	19.11%	15.28%	12.42%
Olive Garden	17.76%	18.66%	19.96%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Red Lobster	17.14%	17.41%	17.61%
Arby's	16.1%	18.56%	20.24%
Domino's Pizza	16.05%	15.77%	15.19%
Dunkin' Donuts	15.96%	13.6%	12.93%
Church's Fried Chicken	15.59%	12.08%	9.2%
IHOP (International House Of	14.94%	14.81%	15.46%
Pancakes)			
TGI Friday's	14.7%	13.69%	14.5%
Golden Corral	14.69%	13.75%	12.21%
Chick-Fil-A	12.78%	13.36%	14.49%
Sonic	12.52%	12.65%	12.52%
Dairy Queen	12.36%	14.47%	15.54%
White Castle	11.55%	9.19%	7.18%

Odenville <u>Cordeva</u> East Brewton Pinckard Red Bay Coffee Springs Woodland Loxley Section Sky Calera Minor Waverly Daphne Fulton Morris Midland City Gadsder Intercultural Institute Gurley Henagar Brilliant Memphis Montevallo Russellville Ridgev for Confectual Ministry e Copyright 2013, Intercultural Institute for Contextual Ministry Shores Mignon Dora Holt Ashland Pollard Hancev 48

#### **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!



Calera Wilton Falkville Leeds Hartford Selma Thomasville Sand Rock Lineville Yellow Bluff Marga Priceville Vance Eutaw Holly Pond Tuscaloosa Fruithurst Mount Of Intercultural Institute Loxley Snead Chickasaw Fairview Gainesville Florence Camp Hill for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Cordova Enterprise Cordon Eutaula McDonald Char

## **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	35.86%	41.86%	45.53%
Recycled products	16.41%	24.83%	31.71%
Engaged in fund raising	11.38%	11.45%	11.61%
Worked as volunteer (non political)	9.14%	12.18%	15.59%
Religious club member	6.95%	7.4%	7.82%
Church Board	6%	6.07%	5.69%

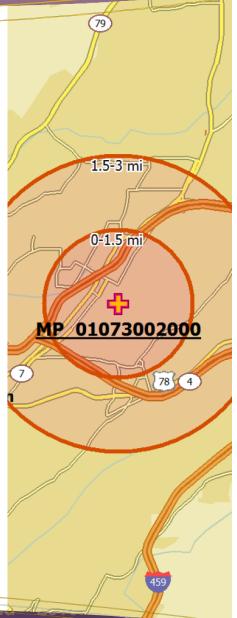
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	4.79%	5.05%	5.49%
Wrote to elected offcl about publ bus	4.22%	4.98%	5.91%
Charitable Organization	4.19%	4.8%	5.51%
Fraternal order member	3.97%	4.4%	4.32%
Wrote to editor of mag or newspaper	3.85%	4.53%	5.4%
Addressed a public meeting	3.49%	4.01%	4.68%

City Mosses Childersburg New Market Coffeeville Bon Air Highland Lake Centreville Pine Ridge Dadeville Liepe Grant Fulton Glencoe Courtland North Johns Newbern Summer Intercultural Institute rvest Allgood Emelle Sylacauga Birmingham Brookside Indian Springs (ontertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Aernon Sardis City Hodges Falkville Theodore Pennington Bear Creek Marion Millport Hurtsboro Elkin Regeville Prichard Hayneville Reform Arley Benton Holly Pond Union Intercultural Institute xey North Courtland Cardiff Troy Newville Edgewater Pine Ridge Mour Intercultural Institute Tor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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	12.3%	12.45%	13.26%
Novel	11.46%	13.87%	17%
Religious (not Bibles)	10.06%	9.85%	9.39%
Mystery	8.53%	9.61%	11.1%
Romance	8.39%	7.5%	6.91%
Cookbooks	6.99%	8.46%	9.84%
Mail order	6.53%	5.68%	4.96%
Biography	5.5%	6.21%	7.07%
Personal/Business Self-help	5.31%	5.91%	6.97%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	64.55%	67.41%	69.18%
Gen. Editorial	49.93%	50.74%	51.31%
Womens	43.74%	44.2%	44.91%
Service	26.01%	29.06%	33.13%
Music	21.43%	18.34%	15.87%
Mens	16.84%	18.27%	19.1%
<b>Business/Finance</b>	15.81%	17.9%	21.06%
Parenthood	14.34%	13.66%	13.92%
Sports	12.92%	14.25%	15.81%

Uniontown Childersburg Excel Killen Slocomb Clayhatchee Fruithurst Vredenburgh Theodore Northe trainboro West Jefferson Russellville Epes Louisville Littleville Jacksop Intercultural Institute edham Millport Samson Billingsley Leesburg Ashville Morris Newville for Contextual Ministry Cottonwood Castleberry Marion Susan Moore Rock M52

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	44.04%	48.72%	51.97%
Classified	35.41%	33.45%	31.63%
Sport	28.86%	30.64%	31.66%
Movie Listings & Reviews	22.73%	24.35%	25.85%
Editorial Page	20.97%	25.23%	27.92%
Business/Finance	20.76%	24.66%	28.71%
Comics	20.7%	23.08%	24.82%
TV/Radio Listings	19.78%	22.26%	23.31%
Food/Cooking	18.86%	21.88%	24.35%
Fashion	17.02%	16.4%	16.17%
Home/Gardening	15.43%	18.28%	20.53%
Travel	14.12%	17.11%	19.63%
Science/Technology	10.47%	13.93%	16.81%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	48.48%	37.33%	28.32%
CHR Contemp Hit Radio	17.07%	17.67%	17.86%
Variety	9.89%	9.75%	9.45%
Gospel	8.77%	6.87%	5.25%
Oldies	8.51%	9.49%	10.42%
Adult Contemporary	8.32%	11.22%	14.64%
Jazz	8.23%	8.82%	8.54%
Country	7.27%	11.08%	13.07%
All News	6.54%	7.04%	7.88%
Rock	4.55%	7.1%	9%
Soft Contemporary	4.36%	5%	6.1%
Religious	4.32%	5.14%	5.66%
News/Talk	3.72%	6.99%	10.73%
All Talk	3.69%	4.07%	4.48%
Alternative	2.8%	5.08%	7.95%
Classic Rock	2.66%	4.87%	7.25%
Sports	2.6%	3.18%	4.22%
Hispanic	2.35%	3.16%	3.3%



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

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

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	53.63%	58.09%	61.72%
Soapnet	45.98%	48.3%	50.29%
Satellite Dish	42.25%	45.93%	49.35%
Other Video-On-Demand	40.03%	40.98%	42.88%
Subscribe Digital Cable	35.73%	33.35%	32.41%
MSNBC	28.2%	30.01%	31.93%
Sci-Fi Channel	28.09%	31.72%	34.36%
TV Info From Sunday TV	25.01%	26.71%	28.16%
Magazine			
ESPN2	24.31%	23.04%	24.9%
TV Info From Newspapers	23.9%	24.52%	25.58%
Adult Pay Per View TV	22.59%	27.1%	30.35%
Comedy Central	22.53%	26.41%	32.81%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Nickelodeon	22.32%	24.07%	25.58%
TV Info From Other	22.26%	21.77%	21.21%
BET (Black Entertainment TV)	22.2%	22.32%	24.05%
TV Info From Monthly Cable Guide	20.95%	21.35%	22.83%
CNN (Cable News Network)	19.52%	16.58%	15.38%
Hallmark Channel	19.37%	21.51%	24.76%
ABC Fam.	19.31%	21.01%	25.22%
TCM (Turner Classic	19.22%	21.89%	24.58%
Movies)			
CNBC	19.09%	14.23%	12.32%
TV Land	18.65%	17.59%	17.81%
TV Guide Channel	18.44%	16.59%	16.45%
Nick At Nite	18.3%	20.67%	23.43%

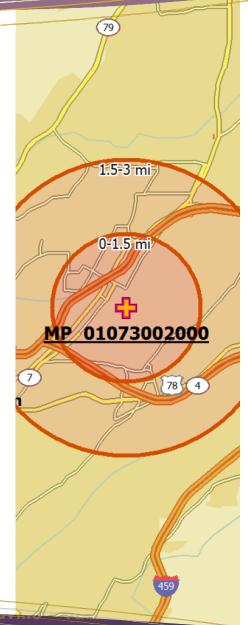
Agour La Batre Taylor Oak Grove Lipscomb Brighton Dauphin Island Athens Satsuma Gadsden Orange Repton Rock Mills Carrollton Daleville Warrior Prichard Homewood Intercultural Institute Section Harvest Sumiton Livingston Falkville Newville Benton Hammo for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Covidence Costen Costen Tallassee St. Florian Valley Ho

#### **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.



Cosa Goshen White Half Gantt Locust Fork Greenville Kimberly Providence Grant Ariton Creola Cent Henagar Union Grove Gadsden Cherokee Gilbertown Mount Vernon Coosada Beatrice Saks Level Plains Leighton Bridgeport South Intercultural Institute To Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	13.36%	15.85%	19.17%
Medium Users (4-6)	6.72%	8.24%	9.87%
Light Users (1-3)	20.11%	20.45%	20.06%
Quintiles (20%)			
Newspaper I (Heavy)	0.79%	0.93%	1.03%
Newspaper II	2.17%	1.97%	1.71%
Newspaper III	3.59%	3.03%	2.48%
Newspaper IV	0.21%	0.33%	0.37%
Newspaper V (Light)	0.92%	0.86%	0.89%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	26.31%	23.05%	20.9%
Magazines II	12.32%	10.88%	9.54%
Magazines III	13.2%	11.36%	10.26%
Magazines IV	17.07%	14.82%	12.88%
Magazines V (Light)	0.85%	0.93%	0.82%
Outdoor I (Heavy)	8.87%	8.53%	8.32%
Outdoor II	5.36%	4.54%	3.98%
Outdoor III	7.2%	5.92%	4.84%
Outdoor IV	16.56%	16.88%	16.15%
Outdoor V (Light)	22.04%	23.85%	24.72%
Yellow Pages I	17.01%	16.61%	15.11%
(Heavy)			
Yellow Pages II	9.19%	8.24%	7.68%
Yellow Pages III	11.16%	9.13%	7.96%
Yellow Pages IV	24.17%	23.74%	22.38%
Yellow Pages V	6.46%	5.34%	4.46%
(Light)			

Triana Rainsville Phenix City Leesburg Columbiana Bon Air Horn Hill Bayou La Batre Se Gibertown Blue Ridge Childersburg Centreville Coffeeville Lester Fullion Intercultural Institute Intercultural Institute Alabaster Gost Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Repton Courtland Mountain Brook, Kellyton Southside

Anto

## 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.

UM 0-1.5 1.5-3 3-7 M	EDIUM	EDIUM 0-1.5
MILES MILES MILES		MILES
Drive Time Quntiles TV Prime	Time Quntiles (fifthe	Time Quntiles (fifths
/ 20%) / 20%)		
Time I & II (Heavy)   5.28%   4.33%   3.46%   Prime Time I & II	l (Heavy)	I (Heavy) 5.63%
Time III (Medium)   1.88%   1.4%   0.99%   Prime Time III (Me	dium)	dium) 0.87%
DIV & V (Light) 4.95% 3.99% 3.01% Prime Time IV & V (I	Light)	Light) 14.04%
Media Quntiles (fifths / TV Early/Late Fringe	Quntiles	Quntiles
(fifths / 20%)		
I & II (Heavy)   13.66%   11.53%   10.41%   Fringe I & II (Heavy)		39.95%
III (Medium)   4.52%   4.4%   4.29%   Fringe III (Medium)		53.64%
DIV & V (Light) 5.42% 4.62% 3.96% Fringe IV (Light)		54.26%
e TV Quntiles (fifths / TV All Day Quntiles (fifth	is /	is /
20%)		
e I & II (Heavy) 8.96% 10.75% 13.32% All Day I & II (Heavy)		22.71%
e III (Medium) 6.25% 5.49% 5.17% All Day III (Medium)		24.83%
e IV & V (Light) 36.55% 36.18% 35.88% All Day IV (Light)		25.4%



# 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]	10.59%	11.29%	12.02%
6:00am - 10:00am	17.45%	17.01%	18.76%
10:00am - 3:00pm	19.09%	14.23%	12.32%
3:00pm - 7:00pm	19.52%	16.58%	15.38%
7:00pm - Midnight	10.55%	11.47%	13.19%
Midnight - 6:00am	9.49%	8.23%	7.89%
Weekend Radio			
Listeners			
Dayparts [summary]	14.38%	13.74%	14.35%
6:00am - 10:00am	3.1%	3.29%	4.08%
10:00am-3:00pm	7.04%	6.78%	7.36%
3:00pm - 7:00pm	10.73%	8.75%	8.51%
7:00pm - Midnight	11.65%	10.42%	10.22%
Midnight - 6:00am	16.15%	14.09%	14.17%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.1%	5.78%	7.53%
Saturday:	9.94%	9.16%	8.52%
8:00-11:00pm			
Sunday: 7:00-11:00pm	7.45%	7.98%	9.49%
9:00am-1:00pm	18.3%	20.67%	23.43%
9:00am-4:00pm	22.03%	24.52%	27.47%
4:00pm-7:00pm	28.21%	29.31%	30.47%
11:00pm-1:00am	37.1%	39.02%	40.76%
AVG Prime time	6.1%	4.96%	4.63%
Mon-Sun			

Andalusia Deatsville Trafford Coaling Glen Allen Oak Hill Kellyton Fulton Emelle Hayden Lowndesb These Loxley Louisville Opp Demopolis Elkmont Aliceville West End Intercultural Institute de Helena Lake Purdy Cardiff Shiloh Killen Coffee Springs Mosses Colony Piedmont Coker Saral 58 Colony Piedmont Coker Saral 58 Colony Piedmont Coker Saral 58

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 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	16.34%	15.66%	17.55%	:	Sat: 7-10am	Sat: 7-10am 16.54%	Sat: 7-10am 16.54% 17.19%
7-9am	24.31%	23.04%	24.9%		Sat: 10am-1pm	Sat: 10am-1pm 13.2%	Sat: 10am-1pm 13.2% 10.52%
9am-12noon	10.67%	14.61%	17.79%	-	Sat: 1-4pm	Sat: 1-4pm 20.18%	Sat: 1-4pm 20.18% 22.31%
12noon-4pm	11.36%	9.91%	9.68%		Sat: 4-6pm	Sat: 4-6pm 8.94%	Sat: 4-6pm 8.94% 8.1%
4-6pm	42.71%	45.47%	50.08%	:	Sat: 6-7pm	Sat: 6-7pm 1.47%	Sat: 6-7pm 1.47% 1.72%
6-7pm	14.89%	16.07%	17.18%		Sat: 7-8pm	Sat: 7-8pm 1.32%	Sat: 7-8pm 1.32% 1.11%
7-7:30pm	1.67%	1.83%	1.77%	:	Sat: 8-11pm	Sat: 8-11pm 9.94%	Sat: 8-11pm 9.94% 9.16%
7:30-8pm	9.46%	10.19%	10.66%		Sat: 11pm-1am	Sat: 11pm-1am 8.68%	Sat: 11pm-1am 8.68% 7.41%
8-11pm	5.1%	5.78%	7.53%	:	Sat: 1am-7pm	Sat: 1am-7pm 18.14%	Sat: 1am-7pm 18.14% 20.94%
11pm-12am	28.2%	30.01%	31.93%		Sun: 7-10am	Sun: 7-10am 2.07%	Sun: 7-10am 2.07% 2.13%
11pm-1am	37.1%	39.02%	40.76%	:	Sun: 10am-1pm	Sun: 10am-1pm 4.22%	Sun: 10am-1pm 4.22% 4.93%
1-6am	26.14%	29.21%	32.82%		Sun: 1-4pm	Sun: 1-4pm 4.11%	Sun: 1-4pm 4.11% 4.57%
				:	Sun: 4-7pm	Sun: 4-7pm 11.07%	Sun: 4-7pm 11.07% 11.21%
					Sun: 7-11pm	Sun: 7-11pm 7.45%	Sun: 7-11pm 7.45% 7.98%
				:	Sun: 11pm-1am	Sun: 11pm-1am 5.94%	Sun: 11pm-1am 5.94% 5.25%
					Sun: 1-7am	Sun: 1-7am 17.14%	Sun: 1-7am 17.14% 18.22%

Ragland Muscle Sheats Childersburg Rainsville Fulton Leesburg Ardmore Eutaw Deatsville Sheffiel The Dutton Oakman Lanett Dothan Hobson City Hamilton Collinsville Intercultural Institute New Market Horn Hill Prichard Moulton Sumiton Sylvan Springs 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

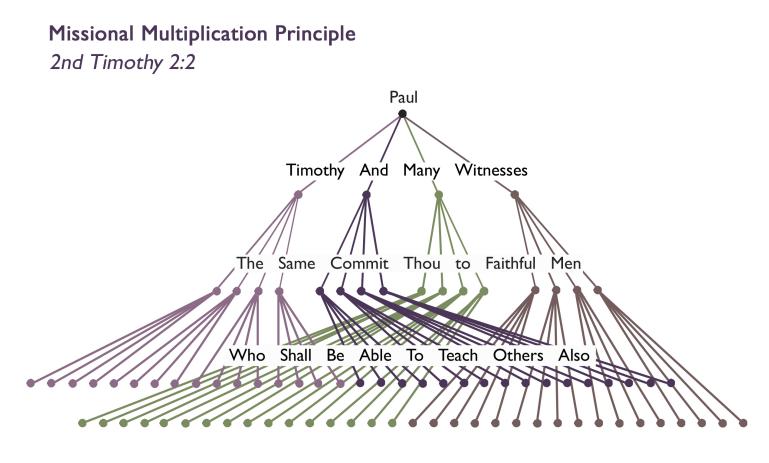
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Haleyville Double Springs Gantt Coffee Springs Kennedy Hammondville Hamilton Meridianville Detroit Woodville Blue Ridge Cardiff Fairhope Ragland Geraldine Saks Intercultural Institute Moodwater West Jefferson Hackleburg North Courtland Enterprise Pratty Figure Contestual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 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.



Pelham Elkmont Elmore Skyline Toxey Athens Beaverton Belk Scottsboro Brighton Thomaston Jacksonville Montgomery Locust Fork Huntsville Madrid Dora Trian Odenville Slocomb Carrolle Faunsdale Moody Trafford Avon Westover Grove Hill Gulf Shores for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



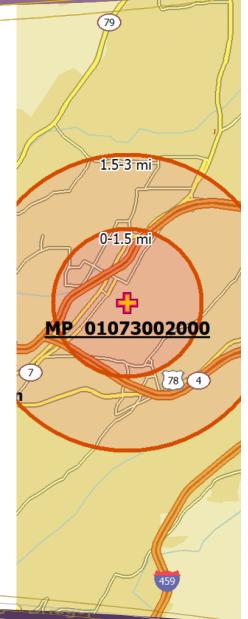


#### Your MissionSite and the Missional Suite

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



Kansas Lockhart West Point Excel Mulga Brewton County Line Madrid Providence Fort Payne Pleas Reece City Sumiton Geraldine Bayou La Batre Pleasant Groves Group Intercultural Institute Glencoe Grant Banks Midway Loachapoka Tallassee Fort Rucker Confectual Ministry Ork Elberta Phenix City Thorsby New Brockton G64

### Notes and Sources

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



# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	0.40 mi	14	Plateauing
2	Lakewood	8300 9th Ave S Birmingham, AL 35206	0.80 mi	118	Declining
3	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	1.00 mi	0	Plateauing
4	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	1.11 mi	87	Growing
5	Lake Highland	508 82nd St N Birmingham, AL 35206	1.15 mi	58	Growing
6	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	1.27 mi	60	Declining
7	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	1.40 mi	0	Plateauing
8	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	1.75 mi	216	Plateauing
9	South Roebuck	501 Mountain Dr Birmingham, AL 35206	1.88 mi	272	Plateauing
10	The River Church Birmingham	6111 Towhee Dr Pinson, AL 35126	1.89 mi	44	Growing
11	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	2.05 mi	233	Declining
12	Friendship	9429 8th Ave N Birmingham, AL 35217	2.30 mi	30	Plateauing
13	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	2.47 mi	79	Declining
14	Central Missionary	PO Box 12784 Birmingham, AL 35202	2.65 mi	65	Declining
15	Pineview	905 Pineview Rd Irondale, AL 35210	2.67 mi	51	Declining

erry Mooresville Uniontown Tarrant Ragland Prichard Pinckard Odenville Troy Loachapoka Courtland Hadley Emelle Attalla Kansas Cherokee Union Oxford Faunsdale Intercultural Institute Hill Foley Lester Pine Ridge New Site Albertville Hartford Ider Heflin for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	2.70 mi	0	Plateauing
17	Eastside	558 Gadsden Hwy Birmingham, AL 35235	2.81 mi	277	Declining
18	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	2.87 mi	318	Plateauing
19	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	2.99 mi	69	Declining
20	Rose Hill	1670 Alton Rd Irondale, AL 35210	3.18 mi	27	Growing
21	Huffman	700 Huffman Rd Birmingham, AL 35215	3.19 mi	735	Declining
22	Plainview	1389 Park Ave Birmingham, AL 35217	3.26 mi	38	Declining
23	Roebuck Plaza First	967 Gadsden Rd Birmingham, AL 35235	3.51 mi	72	Growing
24	Central	1225 E Lake Blvd Birmingham, AL 35217	3.56 mi	101	Declining
25	Grantswood	4850 Grantswood Pl Irondale, AL 35210	3.86 mi	47	Growing
26	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	4.04 mi	0	Plateauing
27	Del Rio	410 Del Rio Dr Birmingham, AL 35235	4.07 mi	28	Declining
28	Robinwood	520 5th St Birmingham, AL 35217	4.07 mi	42	Declining
29	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	4.10 mi	29	Declining
30	Springdale	101 Springdale Rd Birmingham, AL 35217	4.25 mi	98	Declining

Colony Heflin Camden Akron Goshen Dauphin Island Anderson Lineville Sand Rock Gilbertown Per Grant Daviston Madrid Myrtlewood Trinity Wilton Linden Rutledge Int Ridgeville North Johns Sulligent Goodwater St. Florian Phenix City Jos Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

## APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
24					
31	Carson Road	1625 Carson Rd Center Point, AL 35215	4.69 mi	63	Declining
32	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	4.87 mi	529	Plateauing
33	Pawnee Missionary	2370 Hewitt Dr Birmingham, AL 35217	5.08 mi	59	Growing
34	Winewood Baptist Christian Fellowship	2974 Winewood Rd Birmingham, AL 35215	5.14 mi	94	Declining
35	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	5.24 mi	0	Plateauing
36	Black Creek	504 Black Creek Rd Birmingham, AL 35217	5.28 mi	28	Declining
37	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	5.32 mi	76	Growing
38	Pioneer	4681 Northridge Dr Gardendale, AL 35071	5.34 mi	62	Growing
39	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	5.54 mi	0	Plateauing
40	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	5.64 mi	562	Declining
41	Fultondale First	PO Box 595 Fultondale, AL 35068	5.65 mi	175	Declining
42	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	5.71 mi	176	Growing
43	Queenstown	PO Box 574 Leeds, AL 35094	5.71 mi	25	Plateauing
44	Brewster Road	1661 Brewster Rd Birmingham, AL 35235	5.71 mi	171	Declining
45	Pinson Valley	1310 Sunhill Rd NW Birmingham, AL 35215	5.78 mi	18	Growing

Spanish Fort Ranburne Wilton Greensboro Parrish Heflin Concord Phil Campbell Dozier North Court Good Hope Marion Section Atmore Foley Thomaston Moores Mill Werk Shiloh Littleville Oak Good Abbeville Elba Bear Creek Bakerhill Edgewater Fairhope Triana Dau VeCopyright 2013, Intercultural Institute for Contextual Ministry Holt Eavette Vellow Bluff Fort Deposit Colory



6 Wateroak Court North Augusta, SC 29841

#### In Partnership with:



Alabama Baptist Convention State Board of Missions

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

#### CONTACT US:

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

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

