MissionSite top unreached locations

Grimes Coker **BIRMINGHAM, AL** herokee Mosses CENSUS TRACT: 01073002303 Rutledg Multipyuff Evergreen Cullman Brantley decongregational Scaloosa Eva Glencoe Triana Wedow On REGION: North Central Region Dothan Underwood-WedoweeASSOCIATION: Birmingham^{adville} Huntsville Mount Olive Eutaw DISTRICT: 11: Birmingham Metro District wood exington partnership with the: ThomasCOUNTY: Jefferson tham Vincent Chelsea Intercultural Institute semer Blue Ridg OSITESCAPE: Suburbscape Enterprise Luverne Pi DENNITY PATTERN: Ked Level Thomasville Notas drid for Contextual Ministry Rainsville Dozier Caro Med State Board of Missions Vestavia Hills York Snead Napier Field RiccopyrighE2013, Intercultural Institute for Contextual Ministry Springs Bridgeport Helena Cottonwood Ozark Center

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

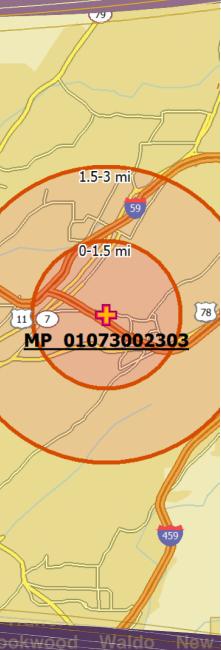


Site Location Summary

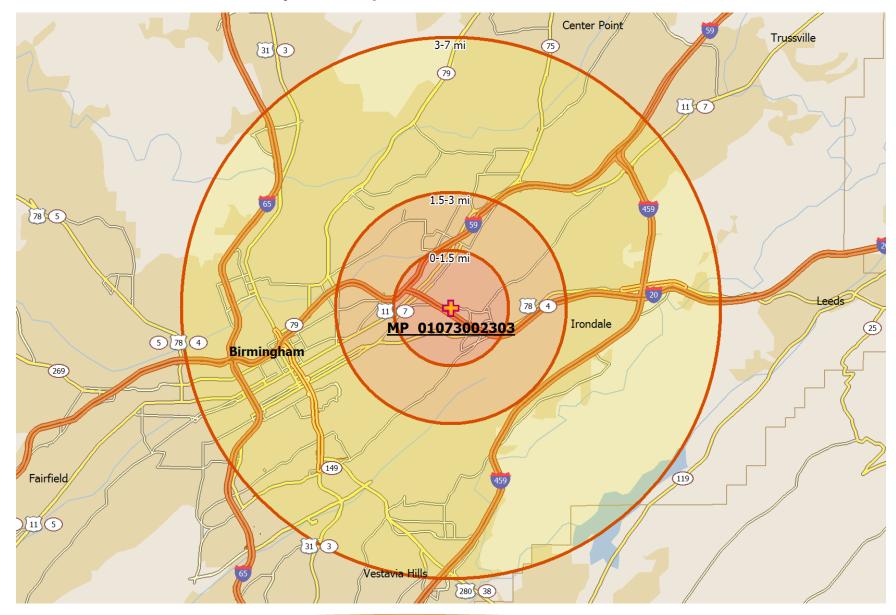
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	35212	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	100000-250000-250000

Line Killen Faunsdale Beaverton Louisville Cordova Deatsville Pine Ridge Brookwood Waldo New S Hazel Green Bay Minette Tuscaloosa Clio Childersburg Attalla Pike Proprietural Institute Libertyville Southside Union Smoke Rise Morris Lester Union Springs Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry



Site Location Summary - Map of the Site Location



edham Thomasten Meadowbrook Harvest Demopolis Rock Mills Shorter Edwardsville Elba Harpersville burg Ashland Repton Florala Lanett Sardis City South Vinemont New Intercultural Institute warts Birmingham Woodland Section Dutton Rock Creek Mulga Hoo for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Burgton Huntsville Camp Hill Lake Purdy Hartselle Huevtown

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

New Brockton Moundville Franklin Garden City Sardis City Newton Meridianville Prativille County Line Franklin Garden City Beaverton Kinsey Port Intercultural Institute Newbern Valley Grande Clanton Lincoln Center Point Lockhart Nee Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	19,719	38,681	155,283
2010 Households	8,232	15,700	66,807
2010 Group Quarters Population	1,047	559	8,392

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	54	54	60
Language Diversity National Index	23	30	22
Foreign Born Diversity National Index	30	90	70
Ancestry Diversity National Index	16	21	20
Racial Diversity National Index	69	69	67

Leeds Horn Hill Cullman New Site Elba Fairview Huguley Southside Camden Harpersville Locust For Thomasville Coker Natural Bridge Maplesville Stevenson Riverside Company Rockford Pine Hill Selma Eldridge Hackleburg Powell Mentone Section Edgewater Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - County Environment

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

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

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

aland Billingsley New Hope Ragland Oakman Coffeeville Gurley Tarrant Mount Vernon Orrville Clay Highland Lake Hayneville Grove Hill Gardendale Kennedy Penning Shorter Brighton Ashford Chickasaw Sylacauga West Blocton Albertville Waverly Excel Woodstor for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	417	5.07%
Mainstay Communities	Established, Diverse Households	964	11.71%
Working Communities	Blue-collar, Working Families	1,003	12.18%
Country Communities	Rural, Agri. & Mining Families	147	1.79%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,319	16.02%
Urban Communities	High Density, Inner-city Neighborhoods	4,380	53.21%

Rise Vance Epes Sulligent Shiloh Tallassee Geraldine Jacksons Gap Woodville Hueytown Newber Ionia Riverview Bon Air Russellville Lakeview Leeds Locust Fork Best Intercultural Institute Pennington Oneonta Grayson Valley Center Point Spanish Fort Red Bay for Contextual Ministry Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Collinsville Pike Road Langston Talladega Springs

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	5,890	3.12%
Unreached %	70.04%	71.55%	102.15
Religious But NOT Evangelical HH	59,062	2,228	3.77%
Religious But NOT Evangelical %	21.91%	27.06%	123.54
Spiritual But NOT Relig or Evang HH	23,159	542	2.34%
Spiritual But NOT Relig or Evang %	8.59%	6.58%	76.58
Not Evangelical, Not Interested HH	108,094	3,166	2.93%
Not Evangelical, Not Interested %	40.09%	38.46%	95.94



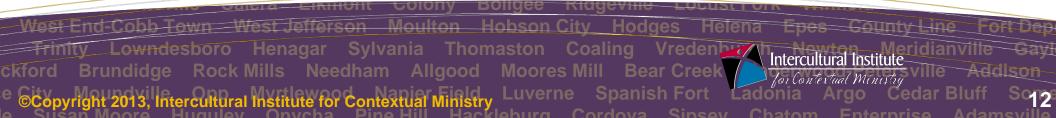


Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	258	13	5.04%
Active ALSBOM Attenders	47,650	1,169	2.45%
Active Evangelical Households	60,770	5,056	8.32%
Active Evangelical Percent	22.54%	21.13%	93.73
Inactive Evangelical Households	20,000	1,664	8.32%
Inactive Evangelical Percent	7.42%	6.95%	93.73
# 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	Mt. Mariah	0.31 mi	0	Plateauing	I	16	Mountain Brook	3.21 mi	529	Plateauing
2	Crestway	0.39 mi	233	Declining		17	Tarrant First	3.33 mi	69	Declining
3	McElwain	1.38 mi	318	Plateauing		18	Overton First	3.39 mi	29	Declining
4	Ruffner Valley	1.47 mi	60	Declining		19	Plainview	3.43 mi	38	Declining
5	East Lake Full Gospel	1.50 mi	87	Growing		20	South Roebuck	3.51 mi	272	Plateauing
6	Irondale First	1.58 mi	216	Plateauing		21	The River Church Birmingham	3.54 mi	44	Growing
7	Christ for the Nations	1.58 mi	0	Plateauing		22	Friendship	3.70 mi	30	Plateauing
8	Central Missionary	1.67 mi	65	Declining		23	Central	3.81 mi	101	Declining
9	Spirit of Faith	1.78 mi	14	Plateauing		24	Rose Hill	3.99 mi	27	Growing
10	Agape Missionary	1.90 mi	0	Plateauing		25	Grantswood	4.12 mi	47	Growing
11	Lakewood	2.41 mi	118	Declining		26	Baptist Church of the Covenant	4.20 mi	176	Growing
12	Lake Highland	2.41 mi	58	Growing		27	Downtown Church	4.20 mi	0	Plateauing
13	New Hope-South Avondale	2.61 mi	0	Plateauing		28	Brookwood	4.30 mi	562	Declining
14	Pineview	3.01 mi	51	Declining		29	Eastside	4.43 mi	277	Declining
15	Mount Calvary	3.13 mi	79	Declining		30	Southside	4.57 mi	163	Declining

mont centre Luverne Center Politi Jackson

Kansas Meedham Kennedy West End-Cobb Town Sylacauga Graysville Jasper Geiger Bessemer Frank Livingston Carolina Southside Dora Childersburg Centreville Tallare <u>Intercultural Institute</u> Andalusia Concord Leeds Robertsdale Fairview Opp Geneva Confectual Ministry ^{It} Copyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Margaret Twin Brookside Fort Rucker Millbort Valley

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 C
1990 Population	651,526	21,889	3.36%		1990 Households	251,478	8,706	3.46%
2000 Population	662,047	21,319	3.22%		2000 Households	263,265	8,725	3.31%
2010 Population	666,792	19,719	2.96%		2010 Households	269,609	8,232	3.05%
	Locatio	on Types i	n this Missio	nSite		Location Ty	'ne	0-1.5mi Baı
					ounty	Residential		8.301

1,999

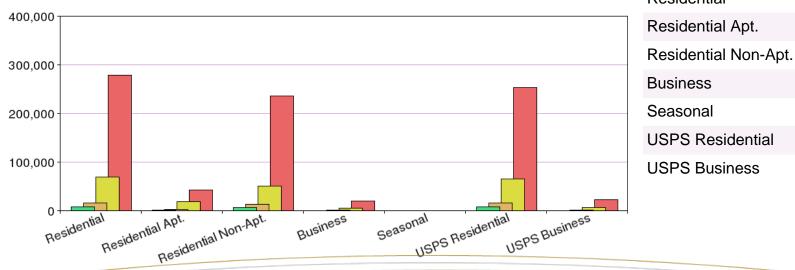
6,302

512

8,429

590

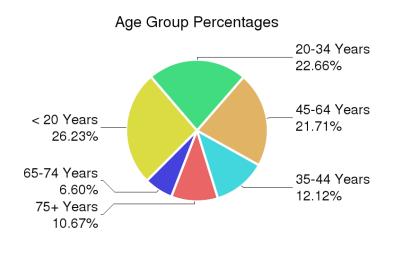
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U-Win Ashville Eldridge Loxley Level Plains Pine Hill Toxey Luverne Valley Brilliant Eva Detroit E Opelika Nectar Flomaton Hoover Glencoe McKenzie Haleyville Tusc Intercultural Institute Steele Ashford Vina Odenville Centreville Margaret Paint Rock Provinsion Confectual 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.

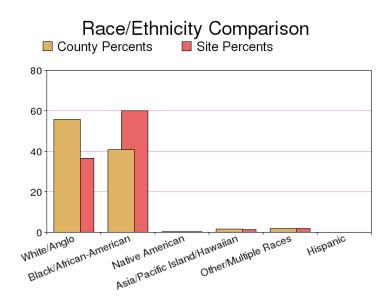


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.45%	113.56
4-5 Years	2.7%	2.73%	101.11
6-8 Years	3.98%	4.03%	101.26
9-11 Years	3.86%	3.78%	97.93
12-13 Years	2.52%	2.36%	93.65
14-17 Years	5.08%	4.64%	91.34
18-19 Years	2.53%	2.25%	88.93
0-5 Years	8.38%	9.17%	109.43
6-12 Years	9.1%	9.01%	99.01
13-19 Years	8.87%	8.05%	90.76
< 20 Years	26.35%	26.23%	99.54
20-34 Years	20.74%	22.66%	109.26
35-44 Years	12.98%	12.12%	93.37
45-64 Years	25.86%	21.71%	83.95
65-74 Years	7.12%	6.6%	92.7
75+ Years	6.94%	10.67%	153.75
Median Age	37	39	105.97
Median Age (Male)	35	35	99.04
Median Age (Female)	39	43	109.35

Double Springs Piedmont Citronelle Millry Town Creek Cottonwood Thorsby Dauphin Island Benton West Jefferson Hollywood Waverly Gordon Sylvan Springs Hoover Piekensville Triana St. F berta Chatom Red Level Belk Midland City Dadeville Colony Carbon Hover for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	36.46%	65.53
Black, African-American	40.69%	60.04%	147.57
Native American	0.36%	0.29%	81.38
Asian	1.49%	1.26%	84.58
Pacific Island, Hawaiian	0.08%	0.02%	24.41
Other/Multiple Races	1.74%	1.93%	110.93
Hispanic	0%	4.58%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	13.348	

Total Adults over age 25 years.	447,863	13,348	
Less than 9th Grade	3.46%	4.78%	72.41
No High School Diploma	8.86%	10.35%	85.63
High School Graduate	28.96%	30.09%	96.21
Some College, no degree	22.64%	23.59%	95.96
Associate Degree	7.22%	6.86%	105.21
College Degree	17.82%	15.16%	117.55
Graduate/Prof. degree	11.04%	9.16%	120.5

The second barries metaning a Davision Gu-Win Garden City Providence Springville Fulle Hamilton Holt Sulligent Gadsden Sylacauga Blue Ridge Munford Ayrtlewood Eutaw Black Orrville Steele Webb Birmingham Good Hop Confectual 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 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%	12.1%	188.19	
\$10,000 to \$19,999	13.29%	18.33%	137.88	
\$20,000 to \$29,999	12.05%	13.37%	111.01	
\$30,000 to \$49,999	20.54%	22.85%	111.22	
\$50,000 to \$59,999	8.47%	7.96%	93.9	
\$60,000 to \$69,999	6.88%	6%	87.26	
\$70,000 to \$79,999	5.9%	5.11%	86.64	
\$80,000 to \$89,999	4.74%	3.66%	77.17	
\$90,000 to \$99,999	3.22%	2.34%	72.9	
\$100,000 to \$124,999	6.59%	3.81%	57.91	
\$125,000 to \$149,999	3.44%	1.7%	49.42	
\$150,000 to \$199,999	3.44%	1.59%	46.25	
\$200,000 to \$249,999	1.12%	0.1%	8.65	
\$250,000 or more	2.08%	1.04%	50.12	
Median Household	45,427	36,408	80.15	
Average Household	68,011	51,623	75.9	
Per Capita Household	28,213	21,786	77.22	
Family/Non-Family Household				
Income				
Median Family Income	58,390	43,292	74.14	
Average Family Income	83,931	65,607	78.17	
Median Non-Family Income	28,382	30,064	105.93	
Average Non-Family Income	39,159	34,226	87.4	

Cordova Pell City Jasper Glencoe Hobson City Owens Cross Roads Double Springs Eutaw Susan Satsuma Jacksons' Gap Selmont-West Selmont Section Citronelle Intercultural Institute wton Millbrook Greensboro Dayton Lester Madrid Enterprise Akron for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Detroit McKenzie Mobile Hytop Stevenson Municipal

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.44%	56.09%	87.03
Families with Children	32.53%	30.44%	93.57
Families without Children	31.91%	25.64%	80.37
Non-Family Households			
% Non-Family Households	35.56%	43.91%	123.5
Non-Families with Children	0.19	0.24	126.7
Non-Families without Children	35.37	43.67	123.48
Housing Units			Index
Total Housing Units	313,876	9,728	
Vacant percent	14.1%	15.38%	109.04
Owned percent	58.37%	47.89%	82.04%
Rented Percent	27.52%	36.73%	133.45
Households by Size			Index
Avg household size	2.41	2.27	94.19
Avg family hh size	3.12	3.09	99.04
Avg non-family hh size	1.13	1.21	107.08
Households By Count of Persons			Percent
One	84,836	3,075	3.62%
Two	81,467	2,399	2.94%
Three or Four	80,946	2,120	2.62%
Five+	22,360	637	2.85%

dville Paint Rock Dadeville Gordon Hillsboro Concord Courtland Banks Daphne Eva Lynn Vredenbe Midfield Bridgeport Irondale Daleville Rock Mills Brilliant Pinson Intercultural Institute omaston Roanoke Arab Haleburg Nectar Camp Hill Mentone Hollywoo For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

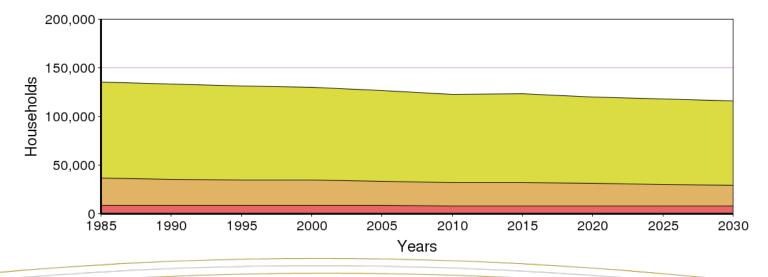
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	21,889	3.36%
2000 Population	662,047	21,319	3.22%
2010 Population	666,792	19,719	2.96%
2015 Population	675,554	19,465	2.88%
2015 Population	675,554	19,465	2.88%

Household Change from 1985 to 2030

📕 0-1.5mi Ring 👘 🔲 0-3mi Ring

🗖 0-7mi Ring

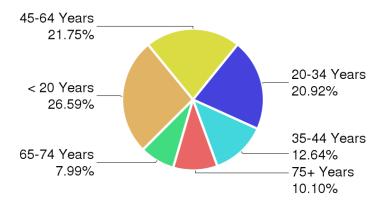


man Kinsey Ardmore Mount Olive Alabaster Sweet Water Kennedy Hobson City Harvest Tallassee R Leeds Silas Florala Waldo Pollard Horn Hill Onycha Anniston Midwar Intercultural Institute Locust Fork Gulf Shores Avon Guin Morris Rock Creek Sheffield for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Boover Gardendale Red Level Daleville Ladonia Haze

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

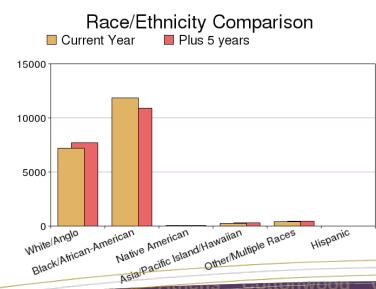


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.45%	6.48%	100.47
4-5 Years	2.73%	2.77%	101.47
6-8 Years	4.03%	4.09%	101.49
9-11 Years	3.78%	3.89%	102.91
12-13 Years	2.36%	2.52%	106.78
14-17 Years	4.64%	4.62%	99.57
18-19 Years	2.25%	2.21%	98.22
0-5 Years	9.17%	9.25%	100.87
6-12 Years	9.01%	9.27%	102.89
13-19 Years	8.05%	8.06%	100.12
< 20 Years	26.23%	26.58%	101.33
20-34 Years	22.66%	20.92%	92.32
35-44 Years	12.12%	12.64%	104.29
45-64 Years	21.71%	21.75%	100.18
65-74 Years	6.6%	7.99%	121.06
75+ Years	10.67%	10.1%	94.66
Median Age	37	40	106.59
Median Age (Male)	35	35	100.4
Median Age (Female)	39	43	110.02

Hakes Bluff West End-Cobb Town Andalusia Waverly Brighton Newton Ethelsville Montgomery Wedg Sand Rock Oneonta Fort Rucker Moores Mill Babbie Needham Tus Mestover Oxford Rainste Intercultural Institute of Confectual Ministry Banks Emelle Meadowbrook Madison Courtland G21 Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	36.46%	39.61%	108.65
Black, African-American	60.04%	56.06%	93.36
Native American	0.29%	0.34%	115.28
Asian	1.26%	1.55%	122.87
Pacific Island, Hawaiian	0.02%	0.05%	253.26
Other/Multiple Races	1.93%	2.39%	123.97
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,348	13,150	
Less than 9th Grade	4.78%	3.66%	76.53
No High School Diploma	10.35%	8.43%	81.44
High School Graduate	30.09%	30.65%	101.83
Some College, no degree	23.59%	23.59%	99.99
Associate Degree	6.86%	7.6%	110.81
College Degree	15.16%	16%	105.52
Graduate/Prof. degree	9.16%	10.08%	109.97

uba Prichard <u>Beaverton Silverhill Ariton Libertyville Union Grove</u> Opp Ladonia Locust Fork Phenix G attield Jacksons' Gap Kinston Cleveland Decatur Heath Fort Payne comb Talladega West End-Cobb Town Wadley Selmont-West Selmont River (outertual Ministry St Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	12.1%	10.88%	89.96
\$10,000 to \$19,999	18.33%	18.57%	101.3
\$20,000 to \$29,999	13.37%	12.85%	96.11
\$30,000 to \$49,999	22.85%	22.19%	97.13
\$50,000 to \$59,999	7.96%	8.12%	102.1
\$60,000 to \$69,999	6%	6.06%	100.92
\$70,000 to \$79,999	5.11%	5.33%	101.06
\$80,000 to \$89,999	3.66%	4.04%	107.43
\$90,000 to \$99,999	2.34%	2.32%	99.07
\$100,000 to \$249,999	3.81%	4.29%	112.54
\$125,000 to \$149,999	1.7%	2.08%	122.28
\$150,000 to \$199,999	1.59%	1.87%	117.69
\$200,000 to \$249,999	0.1%	0.13%	137.65
\$250,000 or more	1.04%	1.17%	111.75
Median Household	36,408	38,004	104.38
Average Household	51,623	56,534	109.51
Per Capita Household	21,786	24,145	110.83
Family/Non-Family Household			
Income			
Median Family Income	43,292	46,896	108.32
Average Family Income	65,607	73,223	111.61
Median Non-Family Income	30,064	30,797	102.44
Average Non-Family Income	34,226	36,553	106.8

ringville Myrtlewood Hayden Vance Parrish Cedar Bluff Repton Midfield Double Springs Priceville Hu Sheffield Hytop Highland Lake Hollywood Jacksonville Gulf Shores Graver Intercultural Institute gent Kellyton Boaz Autaugaville Fort Rucker Brookside Westover Liber (ontextual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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	56.09%	55%	98.07
Families with Children	30.44	29.78	97.83
Families without Children	25.64	24.53	95.65
Non-Family Households			
% Non-Family Households	43.91%	45%	102.46
Non-Families with Children	0.24	0.23	102.46
Non-Families without	43.67	44.76	102.5
Children			
Housing Units			
Total Housing Units	9,728	9,724	99.96%
Vacant percent	15.38%	15.43%	100.31
Owned percent	47.89%	47.44%	99.05
Rented Percent	36.73%	37.12%	101.08
Households by Size			
Avg household size	2.27	2.24	98.68%
Avg family hh size	3.09	3.12	100.97%
Avg non-family hh size	1.21	1.16	95.87%
Households By Count of			
Persons			
One	3,075	3,184	103.54%
Two	2,399	2,357	98.25%
Three or Four	2,120	2,065	97.41%
Five+	637	618	97.02%

Deatsville Hytop Boaz Emelle Haleburg River Falls Selmont-West Selmont Level Plains York Price Brilliant Frisco City Hobson City Libertyville Yellow Bluff Tarrant Bailer Intercultural Institute ham Columbiana Meadowbrook Eclectic Lincoln Wilton Fairview Tus Confectual Ministry Secopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	418	1,125	5,075	Eastern Africa	Eastern Africa 28	Eastern Africa 28 17
Northern Europe	4	104	216	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	12	31	383	Northern Africa	Northern Africa 0	Northern Africa 0 7
Southern Europe	6	1	84	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	16	39	361	Western Africa	Western Africa 0	Western Africa 0 9
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	27	92	789	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	1	83	341	Caribbean	Caribbean 5	Caribbean 5 17
SE Asia	24	55	343	Central Amer.	Central Amer. 268	Central Amer. 268 548
Western Asia	18	28	169	South America	South America 0	South America 0 62
Other Asia	0	0	56	North America	North America 9	North America 9 32
				Born at sea	Born at sea 0	Born at sea 0 0

The second second worth Johns Athens Valley Grande Hilsborg Converts Spanish Converting Collinsville Loachapoka Silverhill Glencoe Colony Irondale Are Intercultural Institute Lipscomb Talladega Gaylesville Detroit Mignon Jacksons' Gap 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 MU ES	1.5-3	3-7 MILES	SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3
English and	MILES	MILES		Other lade Furs			M
English only	17,529	36,832	146,733	Other Indo-Euro	8	14	11
Spanish	603	1,101	4,100	Asian/PI languages	0	0	0
Other Indo-Euro	259	498	2,571	Chinese	2	79	77
language				Japanese	0	28	11
French (incl. Patois,	127	163	853	Korean	0	6	10
Cajun)				Mon-Khmer,	0	0	38
French Creole	0	0	19	Cambodian			
Italian	19	3	98	Miao, Hmong	0	0	0
Portuguese	0	0	31	Thai	0	0	40
German	68	120	559	Laotian	0	0	0
Yiddish	0	5	52	Vietnamese	4	90	22
Other West Germanic	0	5	69	Other Asian	1	6	15
A Scandinavian	0	0	7	Tagalog	5	8	37
Language				Other Pacific Is	0	0	11
Greek	17	5	152	Other languages	65	84	83
Russian	5	24	223	Navajo	0	0	26
Polish	6	8	15	Other Native N.	0	0	5
Serbo-Croatian	0	0	18	American			
Other Slavic Language	7	9	50	Hungarian	6	0	4
Armenian	0	10	0	Arabic	31	31	29
Persian	0	1	37	Hebrew	0	12	15
Gujarathi	2	0	73	African languages	28	41	34
Hindi	0	84	67	Other unspecified	0	0	10
Urdu	0	22	40				

Coyersyme weaver Linden Elkmont Pleasant Grove

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Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	0-1.5	1.5-3	3-
	MILES	MILES	MILES		MILES	MILES	MI
Reporting ancestry	15,745	32,627	124,973	Irish	591	1,491	6,3
Arab	77	116	710	Italian	255	465	2,1
Armenian	0	0	18	Lithuanian	8	10	144
Austrian	8	32	127	Norwegian	13	135	429
British	69	266	764	Polish	29	93	639
Canadian	5	19	154	Portuguese	6	36	63
Croatian	0	0	16	Romanian	0	8	49
Czech	8	49	100	Russian	22	125	503
Czechoslovak	5	14	48	Scandinavian	23	21	51
Danish	6	19	44	Scotch-Irish	369	880	3,3
Dutch	47	127	828	Scottish	216	740	2,5
English	881	3,043	11,763	Slovak	0	23	50
European	108	312	1,307	Subsaharan African	200	419	2,0
Finnish	0	8	36	Swedish	6	25	232
French (not Basque)	104	329	1,532	Swiss	19	27	131
French Canadian	21	52	242	Ukrainian	0	24	83
German	490	1,211	6,121	US/American	911	2,727	13,
Greek	15	102	541	Welsh	43	191	401
Hungarian	26	31	111	West Indian	0	12	248
Iranian	0	10	57	Yugoslavian	0	0	41
				Other	11,162	19,437	67,

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Carolina Mountain Brook Beaverton Ragiand Luscaloosa Falkville Lineville Louisville County Line F Black Sylvan Springs Heflin Goodwater York Alexander City Beatrice Intercultural Institute Coffeeville Theodore Petrey Twin Samson Sulligent North Courtlan (Soutevitad Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

Silas Citronelle Nectar Dothan Horn Hill Oakman Lynn Banks Ridgeville Ladonia Pleasant Groves Piedmont Cealing Mountainboro Waterloo Uniontown Courtland Millry Chiland Carolina Gulf Shores Id Huguley Rainbow City Glencoe Ariton Malvern Abbeville Colony Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

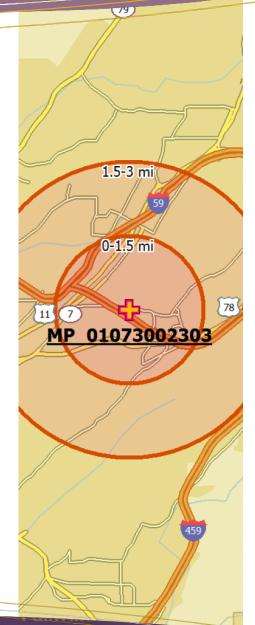
Issues for Your Consideration - continued

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



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.



Untsbero Cowarts Alteona Fyffe Reece City Courtland Rock Mills Petrey Madison Ragland Huntsville Belk Prichard Priceville Irondale Glencoe Moundville Dutton Berry Intercultural Institute Satsuma Mountainboro Kinston Creola Pine Hill Riverview Millport Intercultural Institute Confectual 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.

Total8,232AFFLUENT SUBURBIA104	100% 1.26% 0%	5,889 87	100% 1.48%
AFFLUENT SUBURBIA 104			1 48%
	0%	0	1.4070
America's Wealthiest 0		0	0%
Dream Weavers 0	0%	0	0%
White Collar Suburbia 0	0%	0	0%
Upscale Suburbia 104	1.26%	87	1.48%
Enterprising Couples 0	0%	0	0%
Small Town Success 0	0%	0	0%
New Suburbia Fam. 0	0%	0	0%
UPSCALE AMERICA 313	3.8%	210	3.57%
Status Conscious Consumers 0	0%	0	0%
Affluent Urban Professionals 0	0%	0	0%
Urban Commuter Fam. 311	3.78%	209	3.55%
Solid Suburban Mix 0	0%	0	0%
2nd Generation Success 2	0.02%	1	0.02%
Successful Urban Sprawl 0	0%	0	0%
SM TWN SUCCESS 268	3.26%	187	3.18%
2nd City Homebodies 137	1.66%	97	1.65%
Prime Middle America 2	0.02%	1	0.02%
Urban Optimists 0	0%	0	0%
Family Convenience 0	0%	0	0%
Mid-Market Enterprise 129	1.57%	89	1.51%

Coker Grove Hill Uniontown Harvest Paint Rock Coffee Springs Hamilton Gantt Jemisen Castlebe Cuba Chatom Harpersville Madison Gordonville Pleasant Grove Maron Intercultural Institute Henagar Pleasant Groves Sylvania Cordova Nectar Pine Ridge Un for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,232	100%	5,889	100%
BLUE COLLAR BACKBONE	40	0.49%	26	0.44%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	4	0.05%	2	0.03%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	36	0.44%	24	0.41%
AMER. DIVERSITY	696	8.45%	534	9.07%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	11	0.13%	7	0.12%
Professional Urbanites	198	2.41%	143	2.43%
Urban Advancement	23	0.28%	15	0.25%
Amer. Great Outdoors	38	0.46%	24	0.41%
Mature America	426	5.17%	345	5.86%
METRO FRINGE	963	11.7%	659	11.19%
Steadfast Conservative	876	10.64%	600	10.19%
Moderate Conventionalists	86	1.04%	58	0.98%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	1	0.01%	1	0.02%

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 Brilliant
 Headland
 Providence
 Westover
 Geneva
 Leeds
 Satsuma
 Waterloo
 Newbern
 Headland

 Eberta
 Heflin
 Crossville
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 Pine Hill
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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	8,232	100%	5,889	100%
REMOTE AMERICA	112	1.36%	66	1.12%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	107	1.3%	63	1.07%
Coal & Crops	5	0.06%	3	0.05%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,319	16.02%	977	16.59%
Young Cosmopolitans	92	1.12%	72	1.22%
Minority Metro Communities	1,011	12.28%	749	12.72%
Stable Careers	216	2.62%	156	2.65%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	35	0.43%	21	0.36%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	35	0.43%	21	0.36%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Millbrook Daviston Union Hartselle Gordon Pine Hill Luverne Camden Carrollton Gravsville Tailas Ridgeville Ethelsville Fayette Falkville Rosa Thomasville Chickasaw Intercultural Institute Cedar Bluff Belk Deatsville Triana Dayton Leighton Valley Heflin Coopyright 2013, Intercultural Institute for Contextual Ministry Rainbow City Brookside Avon Smiths Station Grant 33

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	8,232	100%	5,889	100%
STRUGGLING SOCIETIES	846	10.28%	574	9.75%
Rugged Southern Style	1	0.01%	1	0.02%
Latino Nuevo	29	0.35%	20	0.34%
Struggling city Centers	816	9.91%	553	9.39%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	3,534	42.93%	2,548	43.27%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2,284	27.75%	1,597	27.12%
Urban Diversity	0	0%	0	0%
New Generation Activists	13	0.16%	9	0.15%
Getting By	1,237	15.03%	942	16%
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%

New Hope Memphis McKenzie Tuscumbia Chelsea Fort Rucker Snead Union Oneonta Hueytown F alvern Weaver Glenwood Red Level Mignon Childersburg Louisville <u>Intercultural Institute</u> den Lester Gr Baileyton Boaz Cottonwood Forkland Orange Beach Coffeeville <u>Jor Contextual Ministry</u> Copyright 2013, Intercultural Institute for Contextual Ministry New Site Ardmore Original Hammondville Mulga Phenix City Gilbertown Winfield Coffee

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?

mmerdale Pennington Tuskegee Snead Grand Bay North Courtland Phenix City Elkmont Carbon Hill Me Morris Gadsden Valley Head Brilliant Walnut Grove Holt South Vinera Intercultural Institute Dauphin Island Littleville Wadley Cusseta Center Point West Point <u>Intercultural Institute</u> ath Glencoe ^{Io} Contextual Ministry ^{Io} Copyright 2013, Intercultural Institute for Contextual Ministry Samson Sanford Forestdale Rock Mills Luverne Gra35

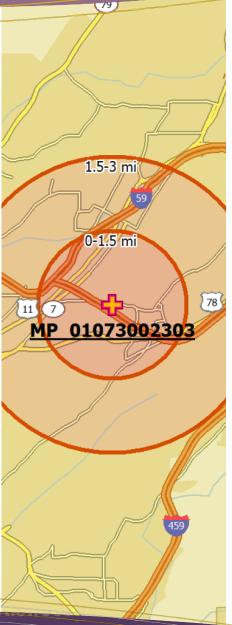
Potential Cultural Bridges

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).



Ladonia Beatrice Butler Rockford Oakman Madrid Gantt Trafford White Hall Slas Point Clear Valle Hulga Babbie Orrville Redstone Arsenal Brookside Louisville Snead Intercultural Institute brook Cedar Bluff Hamilton Fruithurst Henagar Birmingham Fulton 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
-HH Own	64%	69%	72%
Jse Comp. for Internet/E-mail	44%	51%	53%
nternet Use: E-Mail	38%	44%	47%
lse Comp. for Comp. Games	29%	33%	34%
Jse Comp. for Word	28%	35%	36%
Processing			
Jse Comp. for Education	27%	30%	31%
Jse Comp. for Shopping	24%	31%	32%
HH Owns DVD Player	24%	28%	29%
Use Comp. for Digital Camera	23%	28%	29%
Photo Editing			
Use Comp. for Banking	23%	27%	29%

Jasper Pleasant Groves Hammondville Woodville Scottsboro Hartselle White Hall McMullen Pollare He Gantt Needham Hurtsboro Trussville Lincoln Aliceville Silverhill Intercultural Institute Pinckard Woodstock Ragland Haleyville Muscle Shoals Mount Vernon Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Instit

Newspapers

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	68%	69%	68%
Reading Books	51%	54%	55%
Dining Out (Not Fast Food)	48%	52%	53%
Card Games	38%	39%	40%
Cooking for Fun	34%	35%	36%
Go To A Beach/Lake	28%	32%	33%
Board Games	26%	28%	29%
Gardening	23%	26%	28%
Visit Museum	18%	21%	22%
Going To	17%	18%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	65%	65%	66%
Gen./Fam. Practitioner	33%	34%	35%
Dentist	23%	26%	27%
Backache	22%	21%	21%
Hypertension/High Blood	21%	20%	20%
Pressure			
Eye Dr.	20%	21%	21%
None Of These	19%	20%	20%
High Cholesterol	17%	17%	17%
Any Arthritis	14%	14%	14%
Acid Reflux Disease	14%	14%	14%
(GERD)			

Town Creek Beatrice Hillsboro Fairhope Gaylesville Minor St. Florian Rutledge Hackleburg Huntsville Vance Hodges Level Plains Twin Selmont-West Selmont Double Spire Intercultural Institute Moody Abbeville Auburn Silverhill Midland City Myrtlewood Parrish Los Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	26.31%	29.1%	29.82%
Live Theater	20.75%	23.97%	23.66%
Live Theater Most Often	15.96%	18.81%	18.62%
Rock/Pop Concerts Most	13.67%	14.72%	15.63%
Often			
Dance Performance	11.75%	12.02%	11.77%
Comedy Club	11.25%	11.21%	10.96%
Movies: Comedy	39.71%	41.15%	41.23%
Movies: Action/Adventure	38.34%	40.09%	40.4%
Movies: Drama	24.9%	26.46%	25.41%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	21.24%	22.74%	22.3%
Movies: Mystery	21.21%	21.4%	20.9%
Movies: Fam.	20.14%	20.92%	20.86%
MLB Baseball Reg.	5.97%	7.53%	7.97%
Season			
NFL Football Reg. Season	5.04%	6.16%	6.34%
College Football Reg.	4.38%	6.1%	6.3%
Season			
College Basketball Reg.	3.12%	4.22%	4.61%
Season			
NBA Basketball Reg.	2.92%	3.93%	4.09%
Season			
Auto Racing Events	2.12%	2.21%	2.3%

Rainsville Bayeu La Batte Snead Mooresville Mosses Black Waterloo Foley Falkville Chickasaw Hea Geve Hill Millbrook Oneonta Smoke Rise Elmore New Hope Forkland Intercultural Institute The Fairhope Summerdale Haleyville Section Moores Mill Decatur Gray for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual

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

BRI	IDGES	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
Wal	Iking for Exercise	36.07%	38.99%	39.82%		Mountain/Road Biking	Mountain/Road Biking 9.31%	Mountain/Road Biking 9.31% 11.19%
Swii	mming	23.64%	27.07%	28.46%		Volleyball	Volleyball 8.43%	Volleyball 8.43% 8.22%
Bow	vling	20.02%	20.62%	20.56%		Camping Trips	Camping Trips 7.89%	Camping Trips 7.89% 8.68%
og	ging/Running	16.56%	17.76%	17.7%		Softball	Softball 7.68%	Softball 7.68% 7.34%
Billia	ards/Pool	16.16%	16.47%	17.47%		Yoga	Yoga 6.9%	Yoga 6.9% 7.88%
Bas	sketball	16.1%	16.05%	16.02%		Backpacking/Hiking	Backpacking/Hiking 6.74%	Backpacking/Hiking 6.74% 8.21%
Vei	ight Training	13.81%	16.33%	16.76%		Soccer	Soccer 6.49%	Soccer 6.49% 6.84%
res	shwater Fishing	13.16%	12.66%	12.95%		Tennis	Tennis 6.46%	Tennis 6.46% 7.57%
Foo	otball	12.01%	11.45%	11.09%		Roller Skating	Roller Skating 6.41%	Roller Skating6.41%6.07%
3as	seball	11.73%	10.97%	10.8%	S	Saltwater Fishing	Saltwater Fishing 6.21%	Saltwater Fishing 6.21% 6.24%
Aero	obics	11.22%	11.95%	11.8%	Та	rget Shooting	rget Shooting 6.03%	rget Shooting 6.03% 5.7%
Usir	ng Cardio	11.1%	13.29%	14.09%	lc	e Skating	e Skating 5.24%	e Skating 5.24% 5.95%
Mac	chine					Power Boating	Power Boating 5.02%	Power Boating5.02%6.19%
Stat	tionary Cycling	10.74%	12.1%	12.28%		Hunting	Hunting 4.67%	Hunting 4.67% 4.58%
Golf	f	9.79%	12.58%	12.78%				

Summerdale Eclectic Brighton Sylacauga Odenville Opp Wilton Hurtsboro Eva Tuscumbia Bay Glenwood Pike Road Spanish Fort Childersburg Grimes Fort Payne Intercultural Institute Billingsley Bessemer Grant Level Plains Rutledge Town Creek Gera Got Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Racquetball	4.64%	4.35%	4.1%
Motorcycling	4.35%	4.26%	4.44%
Canoeing/Kayaking	4.28%	5.14%	5.47%
Horseback Riding	3.95%	4%	4.35%
Snorkeling	3.9%	4.73%	4.95%
Fly Fishing	3.88%	3.98%	3.89%
Downhill & X-Country	3.83%	5.29%	5.21%
Skiing			
Hockey	3.8%	3.64%	3.58%
Jet Skiing	3.77%	4.17%	4.3%
Skateboarding	3.65%	3.44%	3.25%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowboarding	3.36%	3.37%	3.32%
Archery	3.28%	3.18%	3.19%
Water Skiing	3.2%	3.67%	3.78%
Rock Climbing	3.17%	3.14%	3.35%
Snowmobiling	3.13%	3.09%	3.06%
Martial Arts	3.03%	3.18%	3.45%
Sailing	2.79%	3.26%	3.32%
Auto Racing	2.71%	2.7%	2.77%
Surfing & Windsurfing	2.71%	2.73%	2.74%
Rowing	2.47%	2.65%	2.54%

Hueytown Needham Pike Road Tuscaloosa Coosada Daleville Lakeview Valley Head Maplesville Lo Emison Moody Excel Guntersville Coaling Forkland Clanton Berry <u>Intercultural Institute</u> Paint Rock Greensboro Fulton Foley Millbrook Billingsley Eva Ethel Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Athens Ashville Citronelle Brilliant Mosses Kellyto

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.

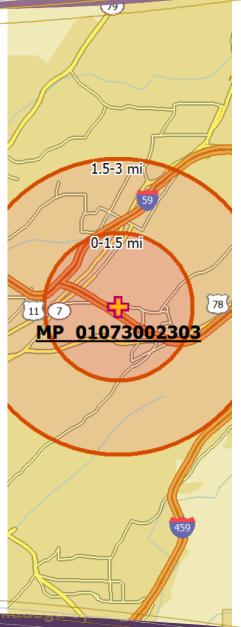
BIBLICAL BARRIERS

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.



Paint Rock Kinsten Vina Glenwood Rainsville Huguley Eufaula Robertsdale Cottonwood Steele The second Steele Steel

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.

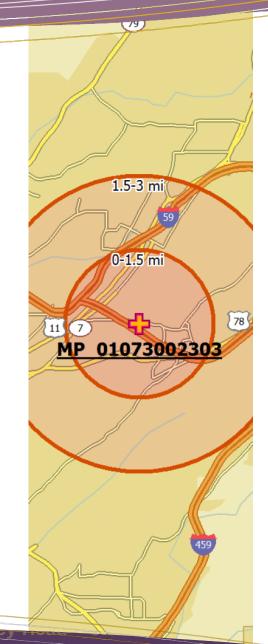
CULTURAL BARRIERS OF ACCEPTANCE

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.



Smoke Rise Point Clear Mount Olive Berry Piedmont Fruithurst Highland Lake West End-Cobb Town Butter Dodge City Grimes Hamilton Falkville Millport Napier Field Intercultural Institute Brantley West Point Newton Excel Vance Kimberly Homewood Fairly for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-1.5	1.5-3	3-7	BARRIERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	53%	53%	52%	Friends More Important Than My Fam.	23%	25%	26%
Speak My Mind Even If It Upsets People	39%	38%	37%	Like to Stand Out In A Crowd Marijuana Should Be Legalized	21% 21%	21% 22%	21% 22%
Like Control Over People And Resources	38%	36%	35%	Like To Pursue Challenge/Novelty/Change	19%	19%	19%
Find It Difficult To Say No To My Kids	32%	34%	35%	We Should Strive for Equality for All	18%	18%	17%
Woman's Place Is In The Home Don't Judge People/Way They	32% 31%	32% 31%	32% 31%	Only Work Current Job for The Money	17%	16%	15%
Live Life	• • • •	• • • •	0.70	Rarely Sit Down to a Meal	15%	15%	16%
Prefer To Have Few Possessions As Possible	30%	34%	35%	Together At Home Happy With My Standard Of	14%	15%	15%
Too Much Sponsorship In	28%	27%	26%	Living	4.00/	4.00/	100/
Arts/Sports Like To Do Unconventional	26%	26%	26%	On Whole People Get What They Deserve	12%	12%	12%
Things	_0,0			Very Happy With My Life As It	12%	11%	10%
Money Is Best Measure Of	25%	24%	25%	ls	4.4.07	4.4.07	4.00/
Success	050/	000/	000/	I Am A Perfectionist	11%	11%	10%
I Am A Workaholic If Won Lottery Would Never	25% 24%	23% 28%	22% 28%	More Important Do Duty Than Enjoy Life	9%	8%	8%
Work Again				····			

Owens Cross Koads Clanton Reus

 Orkland
 Locust Fork
 New Site
 Beaverton
 Tillmans Corner
 Odenville
 Oak Grove
 Kansas
 Bayou La Batre

 Wainut Grove
 Lester
 Berry
 Tuscumbia
 Centre
 Citronelle
 Edwardsville
 Intercultural Institute

 Springville
 Forestdale
 Harvest
 Holly Pond
 Hollywood
 Opelika
 Harvest
 Holly Cuba
 E

 Copyright 2013, Intercultural Institute for Contextual Ministry
 Daphne
 Linden
 Chelsea
 Hartford
 Grimes
 Elmore

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.



79

Eclectic Faunsdale Pell City Vina McMullen Gardendale Ethelsville Notasulga Forkland Skyline Kill Priceville Greensboro Springville Union Grove Mount Vernon Detroit Intercultural Institute Ashford Huguley Union Springs La Fayette Point Clear McKenzie Caroling Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

Extras

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	56%	57%	58%	Like To Just Enjoy Life	21%	22%	22%
In Life				Looking for New Ideas To Improve	19%	18%	17%
Important To Respect Customs	53%	58%	59%	Home			
And Beliefs				Try Not To Worry About The	18%	18%	17%
Like To Understand About	40%	40%	40%	Future			
Nature				Worried About Pollution Caused	17%	19%	20%
Prefer Work Part Of Team Than	37%	37%	36%	By Cars	470/	470/	470/
Alone				Real Men Don't Cry	17%	17%	17%
Important Feel Respected By	35%	35%	35%	Is An Important Part Of Who I Am	17%	16%	15%
My Peers	0.50/	000/	000/	Enjoy Spending Time With My	12%	12%	12%
Important To Juggle Various	35%	33%	33%	Fam.	00/	70/	70/
Tasks	240/	200/	200/	Children Should Be Allowed To	8%	7%	7%
Good At Fixing Things	31%	30%	29%	Express Themselves	00/	70/	<u> </u>
Prefer To Have Few	30%	34%	35%	Feel Very Alone In The World	8%	7%	6%
Possessions As Possible	000/	000/	000/	Like Spending Most Time With	6%	6%	5%
Have Keen Sense Of Adventure		29%	29%	Fam.	50/	=0(=0/
People Have To Take Me As	22%	24%	24%	Would Like To Set Up Own	5%	5%	5%
They Find Me				Business			
Consider Myself Interested In	22%	22%	21%	Decor Particular Interest To Me	4%	4%	4%
The Arts							
Provide My Kids With The Little	21%	18%	17%				

Field Livingston White Hall Argo Forkland Robertsdale Montevallo Southside Smoke Rise Coffeeville ackleburg Maplesville Flomaton Carbon Hill Somerville Needham Wester Intercultural Institute Summerdale Dora Wetumpka Ariton Guin Akron Trinity Goshen Pipe for Contextual Ministry Geopyright 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 mi 0-1.5 mi 78 11 7 MP 01073002303

79

Leeds Russellville Livingston Mosses Linden Foley Margaret Parrish Fort Rucker Natural Bridge Lin Hores Hartford McKenzie Trussville Ashland Florala Tuscaloosa Contextual Institute Ladonia Phil Campbell Graysville Fort Payne Somerville Haleburg Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Childersburg Grimes Bainsville Waverly Dozier Vork

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	81.96%	82.12%	82.88%
Restaurant-Visit Any			
Fam. Restaurants/Steak	72.17%	74.28%	76.15%
Houses-Visit Any			
McDonald's	52.42%	53.01%	53.67%
Burger King	38.72%	36.86%	36.71%
Kentucky Fried Chicken (KFC)	31.5%	30.47%	30.22%
Wendy's	28.23%	29.1%	29.37%
Subway	26.42%	27.44%	28.23%
Taco Bell	24.08%	24.18%	25.19%
Applebee's	23.43%	24.36%	25.55%
Pizza Hut	21.37%	20.92%	21.1%
Olive Garden	19.08%	19.61%	19.8%
Arby's	18.1%	18.52%	19.47%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Red Lobster	17.28%	17.25%	17.36%
Domino's Pizza	15.23%	14.99%	15.05%
IHOP (International House Of	15.08%	15.32%	15.37%
Pancakes)			
Popeyes	14.72%	13.83%	12.89%
TGI Friday's	14.35%	14.9%	14.79%
Dairy Queen	14.17%	14.44%	15.01%
Dunkin' Donuts	14.13%	14.05%	13.25%
Outback Steakhouse	13.1%	14.07%	14.37%
Chick-Fil-A	13.05%	14.04%	14.11%
Golden Corral	12.91%	11.95%	11.87%
Sonic	12.08%	11.79%	12.23%
Church's Fried Chicken	11.38%	10.48%	9.55%

Beatrice Goldville Falkville Fort Rucker Maplesville Walnut Grove Carroliton Dayton Brent Phenix G Hateyville Sanford Pleasant Grove Orange Beach Columbia Tallassee Mest Lefferson Epes Indian Springs Village Clayton Jemison Headland Cedar Bluff Emelle Geographic Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Mignon Selmont-West Selmont Cleveland Ohatchee T48

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!



miton Opp Odenville Detroit Red Level Arab Pleasant Groves Jackson Waverly Somerville Gordo Pla In Grove Blountsville Childersburg Akron Powell Mosses Elberta Har Riverside Graysville Dode Sipsey Vance Level Plains Mulga Mignon Helena Millbrook Boaz (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	41.07%	43.96%	44.73%
Recycled products	24.45%	29.2%	30.99%
Worked as volunteer (non political)	12.32%	14.77%	15.43%
Engaged in fund raising	10.75%	11.64%	11.45%
Religious club member	7.31%	7.65%	7.69%
Church Board	5.72%	5.67%	5.51%

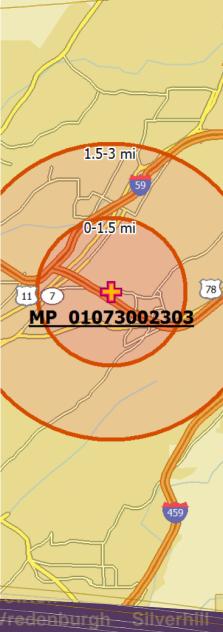
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	5.03%	5.47%	5.49%
Wrote to elected offcl about publ bus	4.97%	5.83%	5.89%
Charitable Organization	4.73%	5.47%	5.51%
Wrote to editor of mag or newspaper	4.54%	5.08%	5.39%
Fraternal order member	4.38%	4.15%	4.2%
Union member	4.09%	4.4%	4.55%

Ville Leighton Red Level Daphne Wetumpka Bessemer New Brockton Hurtsbore Eclectic Sylvan Spring Lineville Susan Moore McIntosh Robertsdale Blue Springs Sweet Var Argo Brent Bon Air Cerd Geiger Eufaula Blountsville Graysville Grant Gilbertown St. Floria (Intercultural Institute Confectual Ministry Double Springs Waterloo Petrey Fort Deposit Garden City Res Ville Variation Petrey Fort Deposit Garden City Res

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.



79

airfield Tillmans-Corner Cordova Forestdale Westover Grimes Dauphin Island Vredenburgh Silverhill E Chelsea Cuba Valley Head Sardis City Prattville Hokes Bluff Cottonwork Intercultural Institute esboro Pine Hill Kinston Hazel Green Kennedy Indian Springs Village To Gorfextual Ministry Confextual Ministry Mills Dora Grove Hill Haleyville Pelham Steele Pe51 Cordopyright 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
Novel	14.12%	16.56%	17.01%
Children's Books	12.17%	13.17%	13.21%
Mystery	10.23%	10.99%	11.26%
Religious (not Bibles)	9.65%	9.43%	9.27%
Cookbooks	8.82%	9.47%	9.8%
Romance	7.67%	7.34%	6.99%
Biography	6.29%	7.1%	7.08%
History	6.16%	7.07%	7.07%
Personal/Business Self-help	5.9%	6.71%	7%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	67.14%	68.75%	68.97%
Gen. Editorial	50.49%	52.1%	51.59%
Womens	44.04%	45.1%	44.96%
Service	29.22%	32.33%	32.86%
Music	18.19%	16.84%	16.25%
Mens	17.76%	18.3%	19.05%
Business/Finance	17.75%	21.31%	21.18%
Sports	14.25%	15.47%	15.88%
Parenthood	13.76%	14.07%	14%

Utaw Dodge City Ragland Trussville Ariton Alexandria Millbrook Dadeville Glencoe Prichard Creola Pine Ridge Crossville Eva Attalla Tillmans Corner Berry Natural Brit Intercultural Institute Hillsboro Mobile Jacksons' Gap Horn Hill Colony Greenville Rock Creve For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	48.69%	50.37%	51.45%
Classified	33.36%	31.48%	31.54%
Sport	30.45%	31.31%	31.56%
Editorial Page	25.28%	26.6%	27.45%
Business/Finance	24.83%	28.11%	28.65%
Movie Listings & Reviews	24.21%	25.39%	25.83%
Comics	23.48%	23.88%	24.61%
TV/Radio Listings	22.51%	23.03%	23.11%
Food/Cooking	22.3%	23.63%	24.11%
Home/Gardening	17.89%	19.76%	20.07%
Travel	17.21%	19.17%	19.53%
Fashion	16.11%	16.54%	16.11%
Science/Technology	13.51%	15.66%	16.45%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	36.76%	33.03%	29.43%
CHR Contemp Hit Radio	17.61%	17.09%	17.69%
Adult Contemporary	11.8%	13.52%	14.56%
Country	11.25%	10.79%	12.25%
Oldies	9.3%	10.18%	10.29%
Variety	9.24%	9.44%	9.4%
Jazz	8.31%	8.77%	8.42%
News/Talk	7.03%	9.87%	10.61%
Rock	6.85%	7.45%	8.57%
Gospel	6.72%	6.02%	5.38%
All News	6.5%	8.3%	7.76%
Alternative	5.17%	6.99%	7.95%
Soft Contemporary	5.03%	5.93%	6.03%
Religious	4.99%	5.3%	5.42%
Classic Rock	4.95%	6.24%	7.08%
All Talk	4.06%	4.64%	4.47%
Sports	3.12%	4.16%	4.26%
Hispanic	2.95%	3.11%	3.18%

Redstone Arsenal River Falls Argo Akron Lowndesboro Courtland Slocomb Greensboro Sweet Wat Highon Rosa Highland Lake Scottsboro Hodges Brundidge Gantt Intercultural Institute gland Hokes Bluff Alexander City Eldridge Loxley Hanceville Louisville Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 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	57.04%	60.27%	61.07%
Soapnet	48.16%	49.75%	50.13%
Satellite Dish	44.13%	47.33%	48.13%
Other Video-On-Demand	41.49%	43.1%	43.19%
Subscribe Digital Cable	33.57%	33.85%	32.36%
Sci-Fi Channel	30.44%	32.71%	33.62%
MSNBC	28.88%	30.97%	31.6%
Comedy Central	28.4%	32.86%	33.48%
Adult Pay Per View TV	26.84%	29.18%	29.31%
TV Info From Sunday TV	26.73%	28.14%	27.86%
Magazine			
ESPN2	24.49%	26.1%	25.52%
TV Info From Newspapers	24.15%	25.01%	25.29%



ESPN Classic

18.24%

22.68%

23.03%

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.



Red Level Hartselle Hanceville Glenwood County Line Clanton Webb Excel Meridianville Ashville Be wood Shiloh Hytop Citronelle Mosses Alexander City Russellville Intercultural Institute ockhart Fairview North Courtland Concord Memphis Pickensville Sard for Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Ministry Confectual Ministry Confectual Contextual Ministry Confectual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contextual Contextual Ministry Confectual Contextual Contextual Contextual Ministry Confectual Contextual C

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+)	15.94%	18.41%	19.21%
Medium Users (4-6)	8.5%	9.59%	9.82%
Light Users (1-3)	20.39%	19.93%	19.86%
Quintiles (20%)			
Newspaper I (Heavy)	1.07%	1.01%	1.03%
Newspaper II	2.12%	1.8%	1.74%
Newspaper III	2.8%	2.63%	2.52%
Newspaper IV	0.27%	0.28%	0.32%
Newspaper V (Light)	0.87%	0.93%	0.91%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.44%	21.74%	21.19%
Magazines II	10.75%	10.05%	9.68%
Magazines III	11.16%	10.74%	10.33%
Magazines IV	14.21%	13.65%	13.1%
Magazines V (Light)	0.87%	0.89%	0.81%
Outdoor I (Heavy)	8.5%	8.69%	8.51%
Outdoor II	4.31%	4.44%	4.11%
Outdoor III	5.9%	5.49%	5.02%
Outdoor IV	17.28%	16.25%	16.18%
Outdoor V (Light)	24.58%	24.76%	24.57%
Yellow Pages I	16.58%	15.36%	15%
(Heavy)			
Yellow Pages II	8.06%	8.16%	7.8%
Yellow Pages III	9.07%	8.81%	8.38%
Yellow Pages IV	23.16%	21.99%	22.33%
Yellow Pages V	5.2%	4.9%	4.59%
(Light)			

ton Autaugaville Headland Millry Linden Glencoe Roanoke Union Springs Gordo Leeds Bayou La Ba Homaston Ashland Malvern Shiloh Mooresville McMullen Orange And Sien Allen Odenville Hackleburg Aliceville Florence Cusseta Bon Air Woodville Homev Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Biberta Blountsville Toxey Satsuma Pennington Sul56

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.

DIUM 0-1.5 1.5-3 3-7 I	MEDIUM	MEDIUM 0-1.5	MEDIUM 0-1.5 1.5-3
MILES MILES MILES		MILES	MILES MILES
lio Drive Time Quntiles T	V Prime Time Quntiles (fifth	V Prime Time Quntiles (fifths	V Prime Time Quntiles (fifths
ns / 20%) / 20	%)	%)	%)
re Time I & II (Heavy) 4.26% 3.67% 3.47% Prime	Time I & II (Heavy)	Time I & II (Heavy) 4.73%	Time I & II (Heavy) 4.73% 4.29%
re Time III (Medium) 1.24% 1.14% 1.01% Prime Tim	e III (Medium)	e III (Medium) 1.18%	e III (Medium) 1.18% 1.17%
lio IV & V (Light) 3.94% 3.33% 3.07% Prime Time IV	V & V (Light)	V & V (Light) 11.13%	V & V (Light) 11.13% 10.6%
lio Media Quntiles (fifths / TV Early/Late F	Fringe Quntiles	Fringe Quntiles	Fringe Quntiles
6) (fifths / 20%)			
lio I & II (Heavy) 11.04% 11.24% 10.7% Fringe I & II (Heav	y)	y) 39.87%	y) 39.87% 39.94%
lio III (Medium) 4.28% 4.14% 4.26% Fringe III (Medium)		52.5%	52.5% 51.35%
lio IV & V (Light) 4.64% 4.23% 3.97% Fringe IV (Light)		53.88%	53.88% 53.59%
le TV Quntiles (fifths / TV All Day Quntiles (f	ifths /	ifths /	ifths /
b) 20%)			
le I & II (Heavy) 10.69% 12.67% 13.25% All Day I & II (Heavy)		18.63%	18.63% 17.13%
le III (Medium) 5.48% 5.47% 5.39% All Day III (Medium)		23.83%	23.83% 23.99%
le IV & V (Light) 36.36% 36.43% 36.26% All Day IV (Light)		19.91%	19.91% 19.6%



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]	11.7%	11.98%	11.98%
6:00am - 10:00am	17.32%	19.4%	19.43%
10:00am - 3:00pm	15.4%	14.44%	13.31%
3:00pm - 7:00pm	16.92%	16.28%	15.9%
7:00pm - Midnight	11.99%	13.4%	13.44%
Midnight - 6:00am	9.19%	9%	8.39%
Weekend Radio			
Listeners			
Dayparts [summary]	14.3%	14.43%	14.39%
6:00am - 10:00am	3.66%	4.1%	4.23%
10:00am-3:00pm	7.23%	7.88%	7.75%
3:00pm - 7:00pm	9.9%	9.53%	8.92%
7:00pm - Midnight	10.54%	10.95%	10.51%
Midnight - 6:00am	14.98%	15.54%	14.92%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.8%	7.18%	7.56%
Saturday:	9.32%	9.13%	8.64%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.03%	8.96%	9.62%
9:00am-1:00pm	19.82%	22.2%	22.95%
9:00am-4:00pm	23.73%	26.2%	26.95%
4:00pm-7:00pm	28.02%	30.44%	30.33%
11:00pm-1:00am	37.77%	39.81%	40.6%
AVG Prime time	4.95%	5.21%	4.84%
Mon-Sun			

Trussville Berry Hontgomery Riverside Greensboro Hillsboro Anniston Weaver Hokes Bluff Paint ence Pickensville Cullman Oak Grove Kinsey Holt Valley Grande Corrective Intercultural Institute Gu-Win Red Bay Babbie Mooresville Sweet Water Bakerhill Slocomb for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7	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	16.16%	17.78%	18.02%	Sat: 7-10am	Sat: 7-10am 17.43%	Sat: 7-10am 17.43% 19.03%
7-9am	24.49%	26.1%	25.52%	Sat: 10am-1pm	Sat: 10am-1pm 10.65%	Sat: 10am-1pm 10.65% 10.67%
9am-12noon	13.3%	15.73%	16.92%	Sat: 1-4pm	Sat: 1-4pm 21.99%	Sat: 1-4pm 21.99% 23.5%
12noon-4pm	10.43%	10.48%	10.04%	Sat: 4-6pm	Sat: 4-6pm 8.19%	Sat: 4-6pm 8.19% 8.15%
4-6pm	44.97%	50.13%	50.18%	Sat: 6-7pm	Sat: 6-7pm 1.63%	Sat: 6-7pm 1.63% 1.91%
6-7pm	15.67%	16.58%	16.9%	Sat: 7-8pm	Sat: 7-8pm 1.06%	Sat: 7-8pm 1.06% 1.25%
7-7:30pm	1.77%	1.87%	1.74%	Sat: 8-11pm	Sat: 8-11pm 9.32%	Sat: 8-11pm 9.32% 9.13%
7:30-8pm	9.96%	10.13%	10.53%	Sat: 11pm-1am	Sat: 11pm-1am 7.24%	Sat: 11pm-1am 7.24% 7.07%
8-11pm	5.8%	7.18%	7.56%	Sat: 1am-7pm	Sat: 1am-7pm 20.88%	Sat: 1am-7pm 20.88% 23.09%
11pm-12am	28.88%	30.97%	31.6%	Sun: 7-10am	Sun: 7-10am 2.09%	Sun: 7-10am 2.09% 2.05%
11pm-1am	37.77%	39.81%	40.6%	Sun: 10am-1pm	Sun: 10am-1pm 4.84%	Sun: 10am-1pm 4.84% 5.21%
1-6am	29.47%	33.09%	32.93%	Sun: 1-4pm	Sun: 1-4pm 4.67%	Sun: 1-4pm 4.67% 4.98%
				Sun: 4-7pm	Sun: 4-7pm 11.21%	Sun: 4-7pm 11.21% 11.82%
				Sun: 7-11pm	Sun: 7-11pm 8.03%	Sun: 7-11pm 8.03% 8.96%
				Sun: 11pm-1am	Sun: 11pm-1am 5.3%	Sun: 11pm-1am 5.3% 5.41%
				Sun: 1-7am	Sun: 1-7am 18.17%	Sun: 1-7am 18.17% 19.56%

Montgomery Dodge City Castleberry Steele Wedowee Lanett Madison Cedar Bluff Millry Moundville Hyrtlewood Blue Ridge Rosa Lockhart New Site Horn Hill Brookwood Intercultural Institute ocksonville Dothan Goodwater Huguley East Brewton Cardiff Penningt Intercultural Institute for Contextual Ministry Vernon Emelle Kansas Crossville Thomasville We59

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

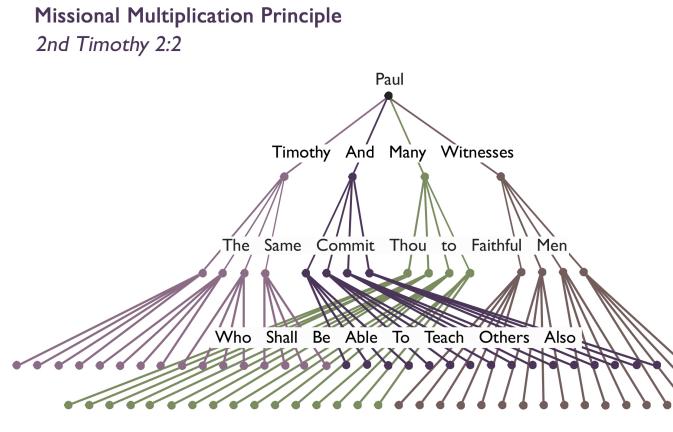
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Childersburg Grand Bay Camp Hill Tillmans Corner Lincoln Epes Valley Edgewater Mountainboro G Piedmont Elba Indian Springs Village New Brockton Hartford Grayson Intercultural Institute Margaret Riverside Vernon Calera Trafford Ohatchee Winfield Alexa Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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.



Auburn Mosse Lakeview Maytown Graysville Walnut Grove Pine Hill Autaugaville Parrish Union Argo Section Ashville Langston Andalusia Madison Gordon Woodville Needbard Intercultural Institute New Market Fairview Southside Russellville Riverview Dadeville Intercultural Institute Monteval 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



e City Phenix City Evergreen Oakman Loxley Roanoke Ozark Camden Belk Wedewee Oneonta Mule Arab Hammondville Coffeeville Cleveland Union Springs Lincoln Moore Intercultural Institute Sumiton Hillsboro Union Grove Leighton Susan Moore Blue Spring for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	0.31 mi	0	Plateauing
2	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	0.39 mi	233	Declining
3	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	1.38 mi	318	Plateauing
4	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	1.47 mi	60	Declining
5	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	1.50 mi	87	Growing
6	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	1.58 mi	216	Plateauing
7	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	1.58 mi	0	Plateauing
8	Central Missionary	PO Box 12784 Birmingham, AL 35202	1.67 mi	65	Declining
9	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	1.78 mi	14	Plateauing
10	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	1.90 mi	0	Plateauing
11	Lakewood	8300 9th Ave S Birmingham, AL 35206	2.41 mi	118	Declining
12	Lake Highland	508 82nd St N Birmingham, AL 35206	2.41 mi	58	Growing
13	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	2.61 mi	0	Plateauing
14	Pineview	905 Pineview Rd Irondale, AL 35210	3.01 mi	51	Declining
15	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	3.13 mi	79	Declining

Underwood-Petersville Tallassee Sheffield Wadley Birmingham Fultondale Weaver Ashland Linden Avon Altoona Beatrice Alabaster Glenwood Trafford Florala Rainbow Intercultural Institute Talladega Brantley Clanton Leighton Autaugaville Wetumpka Elberta for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	3.21 mi	529	Plateauing
17	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	3.33 mi	69	Declining
18	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	3.39 mi	29	Declining
19	Plainview	1389 Park Ave Birmingham, AL 35217	3.43 mi	38	Declining
20	South Roebuck	501 Mountain Dr Birmingham, AL 35206	3.51 mi	272	Plateauing
21	The River Church Birmingham	6111 Towhee Dr Pinson, AL 35126	3.54 mi	44	Growing
22	Friendship	9429 8th Ave N Birmingham, AL 35217	3.70 mi	30	Plateauing
23	Central	1225 E Lake Blvd Birmingham, AL 35217	3.81 mi	101	Declining
24	Rose Hill	1670 Alton Rd Irondale, AL 35210	3.99 mi	27	Growing
25	Grantswood	4850 Grantswood Pl Irondale, AL 35210	4.12 mi	47	Growing
26	Baptist Church of the Covenant		4.20 mi	176	Growing
27	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	4.20 mi	0	Plateauing
28	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	4.30 mi	562	Declining
29	Eastside	558 Gadsden Hwy Birmingham, AL 35235	4.43 mi	277	Declining
30	Southside	PO Box 55058 Birmingham, AL 35255	4.57 mi	163	Declining

Mobile Enterprise Ban Air Leeds Hueytown Orange Beach St. Florian Moundville Allceville Blue Sprin Allgood Providence Vincent Dayton Pinson Jemison Eufaula University Intercultural Institute a Russellville Demopolis Malvern Mountain Brook Gu-Win Oneonta Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31			4.57 mi		
	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	4.57 111	0	Plateauing
32	Liberty Park	12001 Liberty Pkwy Vestavia Hills, AL 35242	4.84 mi	291	Plateauing
33	Huffman	700 Huffman Rd Birmingham, AL 35215	4.85 mi	735	Declining
34	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	4.90 mi	91	Declining
35	Roebuck Plaza First	967 Gadsden Rd Birmingham, AL 35235	5.01 mi	72	Growing
36	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	5.02 mi	0	Plateauing
37	Springdale	101 Springdale Rd Birmingham, AL 35217	5.09 mi	98	Declining
38	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	5.10 mi	76	Growing
39	Robinwood	520 5th St Birmingham, AL 35217	5.25 mi	42	Declining
40	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	5.28 mi	75	Plateauing
41	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	5.58 mi	413	Plateauing
42	Del Rio	410 Del Rio Dr Birmingham, AL 35235	5.59 mi	28	Declining
43	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	5.65 mi	239	Growing
44	Good News	2023 37th Ave N Birmingham, AL 35207	5.71 mi	0	Plateauing
45	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	5.75 mi	419	Declining

or Greenville Brent Wadley Hokes Bluff Saks Fruithurst Troy Level Plains Camp Hill Camden Garde Rutledge Epes Edgewater Citronelle Reece City Castleberry Millbrook Intercultural Institute eeds Selmont-West Selmont Mobile Flomaton Concord McKenzie Pratt Intercultural Institute on Collinsville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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