# MissionSite top unreached locations

**Myrtlewoo** 

Yellow Bluff **BIRMINGHAM, AL** exander C nville Rockford Louisville Valley Head CENSUS TRACT: 01073003100 alladega leaver Mu tip vunt Vernon Coaling Concord Phenix **REGION: North Central Region** Silas ASSOCIATION: Birmingham Vell Town Creek Pelham Detroit Mountain Brook Cardiff Millry Prichard Selmont-WesDISTRICT: 11: Birmingham Metro District hee In partnership with the: La Fayette Elberta CollinsvillCOUNTY: Jefferson apoka Sand Rock Intercultural Institute Gant Thors DENSITY PATTERN: Kiley Walnut Grove Good Ho Μοι for Contextual Ministry Mignon Euraula Onych Butler Participation Alabama Baptist Convention Frisco City State Board of Missions rokee Muscle Shoals Mignon Onycha

Meadowbroo Oak Grove **Pleasant Grove** A@Copyright 2013, Intercultural Institute for Contextual Ministry Summerdale Dadeville Cedar Bluff Cusseta

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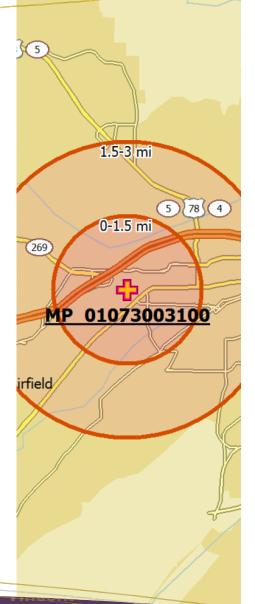
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#### Site Location Summary

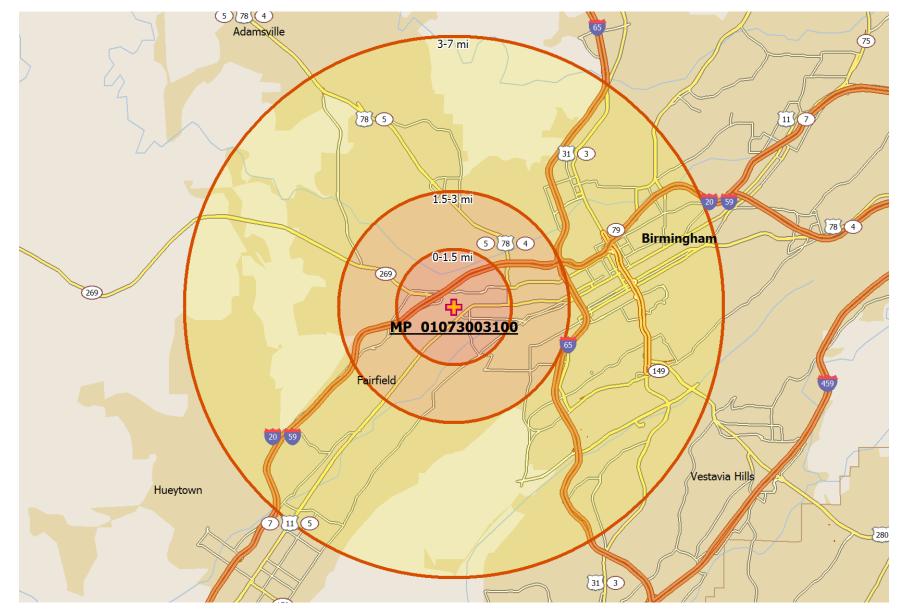
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35208	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



ka Jemison Falkville Vernon Chickasaw Ranburne White Hall Andalusia Louisville Brookside South A Louisville Springs Mulga West Point Luverne Attalla Hueytoving Intercultural Institute rtown Wilsonville Orange Beach Mount Vernon Myrtlewood Berry Mun Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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



Tills Parrish Saraland Bear Creek Lipscomb Berry Ozark Hurtsboro Ardmore Goldville Garden City L derris Holt Waterloo Foley Warrior Chatom Point Clear Ider Reece **City Intercultural Institute** ore South Vinemont Mooresville Robertsdale Belk Satsuma Sheffield *for Contextual Ministry* © Copyright 2013, Intercultural Institute for Contextual Ministry © Copyright 2013, Intercultural Institute for Contextual Ministry Deatsville Magnolia Springs Mobile Childersburg Double

#### 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

Jacksons Gap Theodore Fort Deposit Silverhill Vestavia Hills Powell Luverne Jemison South Vineme Cardiff Westover McDonald Chapel Cottonwood Lake Purdy Linden Not Intercultural Institute Confectual Ministry Waverly Brewton Sardis City Helena Newbern Rog 5 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	24,336	54,794	170,678
2010 Households	9,279	21,494	72,640
2010 Group Quarters Population	864	1,890	8,025

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	67	56	57
Language Diversity National Index	13	31	30
Foreign Born Diversity National Index	19	86	40
Ancestry Diversity National Index	1	15	31
Racial Diversity National Index	22	70	62

Idenville Mountain Brook Meridianville Webb Lake View Pine Apple Gulf Shores Andalusia Union Springs Shead Dayton River Falls Kinston Madrid Samson Millbrook Bon Intercultural Institute den Coffee Springs Mosses Black Pine Ridge Elkmont Phil Campbell Confertual Ministry Marion Walnut Grove Woodland Hayneville Vesta 6 Copyright 2013, Intercultural Institute for Contextual Ministry Marion Walnut Grove Woodland Hayneville Vesta 6

#### 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

an York Section Mount Vernon Livingston Orrville Brent Newbern Mount Olive Center Point Centre The section Autaugaville Mobile Bay Minette Forkland Slocomb Water Intercultural Institute Intercultural Institute Or Centex and Constant of Contextual 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	0	0%
Mainstay Communities	Established, Diverse Households	39	0.42%
Working Communities	Blue-collar, Working Families	61	0.66%
Country Communities	Rural, Agri. & Mining Families	1	0.01%
Aspiring Communities	Young Singles / Aspiring-Multihousing	475	5.12%
Urban Communities	High Density, Inner-city Neighborhoods	8,702	93.78%

Leighton Lakeview Hemphis Chelsea North Courtland Fort Rucker Cusseta Phil Campbell Susan Mos The Woodland Pell City Pickensville Priceville Atmore Henagar Eldridge Dayton Snead North Johns Weaver Butler Black Goodwate for Contextual Institute ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

## Using the Site Location Summary

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

#### Issues for Your Consideration

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

Alexander City Tallassee Excel Petrey Edgewater Jacksonville Brundidge Warrior Columbiana Pine Silas Shorter Decatur Roanoke Jacksons' Gap Beaverton Mount Verne Intercultural Institute Butler Shiloh Headland North Johns Concord Evergreen Emelle Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

#### Issues for Your Consideration - continued

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



## 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	6,565	3.48%
Unreached %	70.04%	70.75%	101.01
Religious But NOT Evangelical HH	59,062	2,999	5.08%
Religious But NOT Evangelical %	21.91%	32.32%	147.53
Spiritual But NOT Relig or Evang HH	23,159	220	0.95%
Spiritual But NOT Relig or Evang %	8.59%	2.37%	27.64
Not Evangelical, Not Interested HH	108,094	3,460	3.2%
Not Evangelical, Not Interested %	40.09%	37.28%	92.99



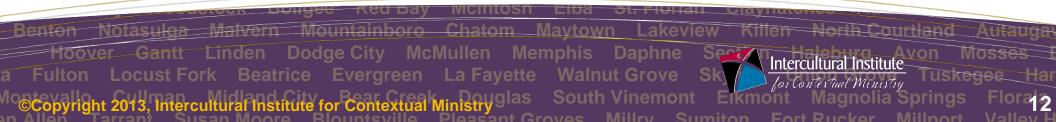
edham Bon Air Summerdale Orange Beach Oxford Clayton Mountain Brook Grove Hill Anniston Sanfor Intercultural Institute Elberta Powell Leesburg Gainesville Geiger Mount Vernon Mentone Russ Arley Dora Brilliant Autaugaville Trafford Gadsden Newbern Good How Joi Confestual Ministry Checopyright 2013, Intercultural Institute for Contextual Ministry Checopyright 2013, Intercultural Institute for Contextual Ministry

### **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	14	5.43%
Active ALSBOM Attenders	47,650	4,567	9.58%
Active Evangelical Households	60,770	6,821	11.22%
Active Evangelical Percent	22.54%	22.16%	98.33
Inactive Evangelical Households	20,000	2,245	11.22%
Inactive Evangelical Percent	7.42%	7.29%	98.33
# New Churches Needed	0	1	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	New Birth Missionary	0.26 mi	0	Plateauin	16	Westside	3.17 mi	18	Declining
2	Fairview	0.48 mi	54	Plateauin	17	Richmond Street	3.43 mi	16	Plateauing
3	Sardis	0.63 mi	1,100	Plateauin	18	Katherwood	3.48 mi	59	Declining
4	Cathedral of Faith	1.03 mi	0	NoData	19	True Life	3.49 mi	109	Plateauing
5	Central Park	1.24 mi	118	Plateauin	20	New Beginnings Family Church	3.78 mi	180	Growing
6	Thomas First	1.71 mi	38	Growing	21	Forestdale	3.98 mi	93	Declining
7	Judah Family	1.75 mi	0	Plateauin	22	New Birth Christian	4.13 mi	0	Plateauing
8	Mt. Zion	1.79 mi	100	Plateauin	23	Westmont	4.15 mi	183	Growing
9	Rehoboth Christian Community Church	1.82 mi	0	Plateauin	24	Good News	4.26 mi	0	Plateauing
10	South Park	1.92 mi	69	Growing	25	Downtown Church	4.29 mi	0	Plateauing
11	New Hope	2.15 mi	1,431	Growing	26	Hillview	4.50 mi	169	Declining
12	New Covenant	2.49 mi	0	Plateauin	27	Edgewater	4.50 mi	46	Declining
13	Sixth Avenue	2.60 mi	1,615	Growing	28	Southside	4.52 mi	163	Declining
14	Green Acres	2.72 mi	42	Declining	29	Korean (Southside)	4.52 mi	0	Plateauing
15	Sandusky Fist	3.07 mi	98	Plateauin g	30	Raleigh Avenue	4.55 mi	141	Growing

ville Loxley Carbon Hill Vredenburgh Rock Mills Ashville Huntsville Beaverton Grand Bay Allgood E The Allen Oak Grove Altoona Hartselle Sylvania Hackleburg Reform Intercultural Institute ayneville Jemison Pleasant Grove Boligee Douglas Goshen Wedowee for Contextual Ministry October Contextual Ministry Village Camp Hill Margaret Fort Payne Union Springs 13 Copyright 2013, Intercultural Institute for Contextual Ministry Village Camp Hill Margaret Fort Payne Union Springs 13

### 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.



Residential Non-Apt.

Residential Apt.

Residential

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
1990 Population	651,526	31,979	4.91%	1990 Households	251,478	11,664	4.64%
2000 Population	662,047	27,566	4.16%	2000 Households	263,265	10,339	3.93%
2010 Population	666,792	24,336	3.65%	2010 Households	269,609	9,279	3.44%
Location Types in this MissionSite						уре	0-1.5mi Ba
🗖 0-1.5mi Band 🛛 1.5-3mi Band 🗖 3-7mi Band 🔂 County				County	Residential		8,636
400,000					Residential	Apt.	1,405
300,000					Residential	Non-Apt.	7,231
					Business		569
200,000					Seasonal		0
					USPS Resid	dential	7,639
100,000					USPS Busir	ness	588

Woodville Walnut Grove Eva Daleville Stevenson Wetumpka Malvern Beatrice Alexandria Sumiton Henagar Oak Hill Mountain Brook Carrollton Memphis Dothan Intercultural Institute Magnes Mill Hamilton Onycha Hackleburg Babbie Heath Cottonwood Leeds Cherokee Lib for Contextual Ministry Fairhope Roa

USPS Residential

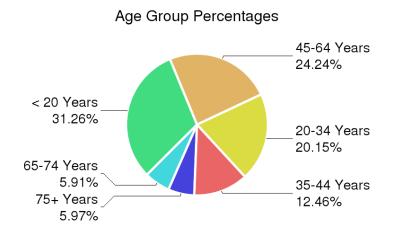
Seasonal

Business

USPS Business

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.

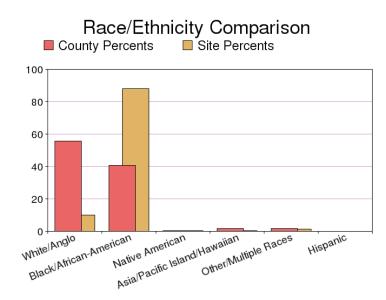


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.21%	109.33
4-5 Years	2.7%	3.15%	116.67
6-8 Years	3.98%	4.83%	121.36
9-11 Years	3.86%	4.59%	118.91
12-13 Years	2.52%	2.95%	117.06
14-17 Years	5.08%	6.21%	122.24
18-19 Years	2.53%	3.32%	131.23
0-5 Years	8.38%	9.36%	111.69
6-12 Years	9.1%	10.89%	119.67
13-19 Years	8.87%	11.01%	124.13
< 20 Years	26.35%	31.26%	118.63
20-34 Years	20.74%	20.15%	97.16
35-44 Years	12.98%	12.46%	95.99
45-64 Years	25.86%	24.24%	93.74
65-74 Years	7.12%	5.91%	83.01
75+ Years	6.94%	5.97%	86.02
Median Age	37	35	95.21
Median Age (Male)	35	33	93.22
Median Age (Female)	39	37	96.09

Gu-Win Ardmore Theodore Clio Waterloo Bakerhill Geraldine Dora Brighton Valley Head Natural F Water Orrville Brilliant Scottsboro Birmingham Moundville Bessemer Intercultural Institute yton Aliceville Kansas Pleasant Grove Hodges Marion Greensboro Confectual Ministry for Confectual 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%	10.12%	18.18
Black, African-American	40.69%	87.85%	215.91
Native American	0.36%	0.25%	70.49
Asian	1.49%	0.3%	20.09
Pacific Island, Hawaiian	0.08%	0.13%	158.26
Other/Multiple Races	1.74%	1.34%	77.35
Hispanic	0%	3.33%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	447,863	14,862	
Less than 9th Grade	3.46%	5.06%	68.4
No High School Diploma	8.86%	12.74%	69.52
High School Graduate	28.96%	31.98%	90.54
Some College, no degree	22.64%	26.23%	86.3
Associate Degree	7.22%	8.51%	84.83
College Degree	17.82%	10.19%	174.97
Graduate/Prof. degree	11.04%	5.28%	209.03

pe Slocomb Carrollton Opp Madison Glenwood Jacksons' Gap Piedmont Hanceville Section Mountaine Shiloh Loachapoka Chatom Taylor Kinsey Center Point Garden Mountaine Springs Pine Hill Crossville Chelsea Lockhart Double Springs Helen for Contextual Institute 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%	17.43%	271.05
\$10,000 to \$19,999	13.29%	22.14%	166.51
\$20,000 to \$29,999	12.05%	15.97%	132.57
\$30,000 to \$49,999	20.54%	22.45%	109.27
\$50,000 to \$59,999	8.47%	7.77%	91.7
\$60,000 to \$69,999	6.88%	4.44%	64.56
\$70,000 to \$79,999	5.9%	2.5%	42.36
\$80,000 to \$89,999	4.74%	1.53%	32.3
\$90,000 to \$99,999	3.22%	0.85%	26.47
\$100,000 to \$124,999	6.59%	3%	45.49
\$125,000 to \$149,999	3.44%	0.54%	15.66
\$150,000 to \$199,999	3.44%	0.32%	9.4
\$200,000 to \$249,999	1.12%	0%	0
\$250,000 or more	2.08%	1.08%	51.7
Median Household	45,427	27,143	59.75
Average Household	68,011	41,666	61.26
Per Capita Household	28,213	16,268	57.66
Family/Non-Family Household			
Income			
Median Family Income	58,390	33,607	57.56
Average Family Income	83,931	51,015	60.78
Median Non-Family Income	28,382	17,798	62.71
Average Non-Family Income	39,159	25,528	65.19

Clanton Prattville Auburn Lexington Hobson City South Vinemont Samson Ashford Sweet Water Bab Phenix City Kansas Napier Field Douglas Crossville Vestavia Hills Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Coffeeville Tillmans Corner Bayou La Batre Baileyton 18 Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Chelsea Dothan Moody Level Plains Concerva Midfield

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%	64.21%	99.64
Families with Children	32.53%	39.21%	120.51
Families without Children	31.91%	25%	78.36
Non-Family Households			
% Non-Family Households	35.56%	35.79%	100.65
Non-Families with Children	0.19	0.24	123.64
Non-Families without Children	35.37	35.55	100.53
Housing Units			Index
Total Housing Units	313,876	11,457	
Vacant percent	14.1%	19.01%	134.79
Owned percent	58.37%	43.6%	74.69%
Rented Percent	27.52%	37.39%	135.86
Households by Size			Index
Avg household size	2.41	2.53	104.98
Avg family hh size	3.12	3.29	105.45
Avg non-family hh size	1.13	1.17	103.54
Households By Count of Persons			Percent
One	84,836	3,047	3.59%
Two	81,467	2,332	2.86%
Three or Four	80,946	2,888	3.57%
Five+	22,360	1,011	4.52%

Pond Bon Air Sylarauga Red Level Union Grove Opp Shiloh Eva Winfield Oxford Tuscumbia Edit Tails Uniontown Carolina Level Plains West End-Cobb Town Geneva Clayhatchee Dora Midfield Odenville Munford Sulligent Silverhill ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

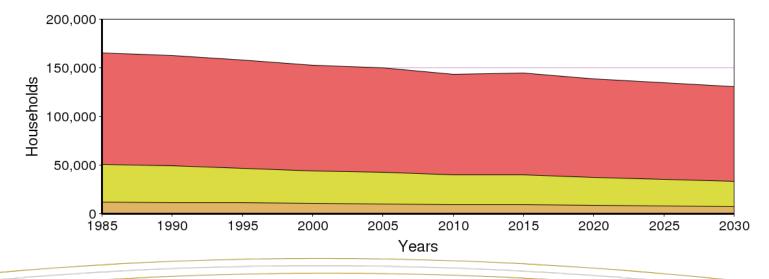
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	31,979	4.91%
2000 Population	662,047	27,566	4.16%
2010 Population	666,792	24,336	3.65%
2015 Population	675,554	24,079	3.56%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 📃 0-3mi Ring

📕 0-7mi Ring

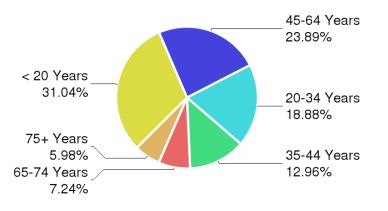


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A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

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



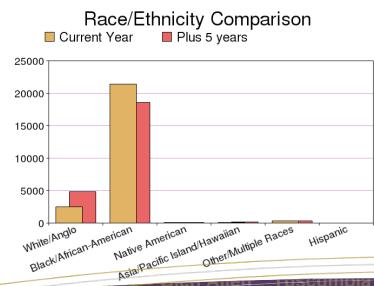
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.21%	6.16%	99.19
4-5 Years	3.15%	3.18%	100.95
6-8 Years	4.83%	4.88%	101.04
9-11 Years	4.59%	4.68%	101.96
12-13 Years	2.95%	2.97%	100.68
14-17 Years	6.21%	6.05%	97.42
18-19 Years	3.32%	3.12%	93.98
0-5 Years	9.36%	9.34%	99.79
6-12 Years	10.89%	11.05%	101.47
13-19 Years	11.01%	10.65%	96.73
< 20 Years	31.26%	31.04%	99.3
20-34 Years	20.15%	18.88%	93.7
35-44 Years	12.46%	12.96%	104.01
45-64 Years	24.24%	23.89%	98.56
65-74 Years	5.91%	7.24%	122.5
75+ Years	5.97%	5.98%	100.17
Median Age	37	36	97.01
Median Age (Male)	35	33	94.5
Median Age (Female)	39	38	98.18

21

Sylacauga Brent Lineville Fort Rucker Petrey Kinsey Alexandria South Vinemont M He Roanoke Ashland Oak Hill Heflin Pine Apple Madrid Riverview And Intercultural Institute Arab Beaverton Andalusia Saks Ashville North Courtland Moulton Hi Copyright 2013, Intercultural Institute for Contextual Ministry alls Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	10.12%	20.13%	198.93
Black, African-American	87.85%	77.28%	87.96
Native American	0.25%	0.35%	138.56
Asian	0.3%	0.67%	222.9
Pacific Island, Hawaiian	0.13%	0.12%	94.75
Other/Multiple Races	1.34%	1.45%	108.18
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,862	14,861	
Less than 9th Grade	5.06%	3.86%	76.33
No High School Diploma	12.74%	10.33%	81.05
High School Graduate	31.98%	32.48%	101.56
Some College, no degree	26.23%	26.17%	99.75
Associate Degree	8.51%	9.43%	110.84
College Degree	10.19%	11.4%	111.9
Graduate/Prof. degree	5.28%	6.33%	119.75

Alexander City Twin Decatur Collinsville Pollard Bakerhill Brewton Troy Hanceville Merris Clanter Cover Lexington Lockhart Florala Excel Sweet Water Tuskegee Kenner Intercultural Institute Camden Beatrice Piedmont Graysville Smiths Station Meadowbroo Confectual Ministry Confectual Ministry City Georgiana Auburn North Johns Garden City V22

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	17.43%	15.72%	90.22
\$10,000 to \$19,999	22.14%	22.4%	101.19
\$20,000 to \$29,999	15.97%	15.8%	98.91
\$30,000 to \$49,999	22.45%	22.27%	99.21
\$50,000 to \$59,999	7.77%	8.17%	105.19
\$60,000 to \$69,999	4.44%	4.66%	105.02
\$70,000 to \$79,999	2.5%	2.71%	101.65
\$80,000 to \$89,999	1.53%	1.74%	108.37
\$90,000 to \$99,999	0.85%	0.89%	104.98
\$100,000 to \$249,999	3%	3.41%	113.94
\$125,000 to \$149,999	0.54%	0.6%	111.92
\$150,000 to \$199,999	0.32%	0.39%	119.91
\$200,000 to \$249,999	0%	0.01%	0
\$250,000 or more	1.08%	1.15%	106.92
Median Household	27,143	28,235	104.02
Average Household	41,666	45,617	109.48
Per Capita Household	16,268	18,016	110.75
Family/Non-Family Household			
Income			
Median Family Income	33,607	35,917	106.87
Average Family Income	51,015	56,616	110.98
Median Non-Family Income	17,798	18,802	105.64
Average Non-Family Income	25,528	27,427	107.44

gomery Rock Mills Elmore Brewton New Brockton Hackleburg Meadowbrook Cowarts Sylacauga South dville McMullen Columbia Courtland Goshen Leesburg Enterprise Darie Gradine Woodville Lynd Saks Mentone Needham Coaling Union Grove Skyline Kinsey Brillia -a Copyright 2013, Intercultural Institute for Contextual Ministry Ashville Clayhatchee Nectar Collinsville Vance D 23 preserved Midland City Carolina Vincent Hammondville Gu-Win Calera Fruitburst Tallassee Avon Elo

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	64.21%	63.05%	98.2
Families with Children	39.21	38.35	97.81
Families without Children	25	23.87	95.49
Non-Family Households			
% Non-Family Households	35.79%	36.95%	103.23
Non-Families with Children	0.24	0.23	103.23
Non-Families without	35.55	36.72	103.29
Children			
Housing Units			
Total Housing Units	11,457	11,472	100.13%
Vacant percent	19.01%	19.06%	100.24
Owned percent	43.6%	43.55%	99.89
Rented Percent	37.39%	37.39%	99.99
Households by Size			
Avg household size	2.53	2.50	98.81%
Avg family hh size	3.29	3.31	100.61%
Avg non-family hh size	1.17	1.11	94.87%
Households By Count of			
Persons			
One	3,047	3,161	103.74%
Тwo	2,332	2,332	100%
Three or Four	2,888	2,806	97.16%
Five+	1,011	986	97.53%

Calera Warrier Ashferd Dutton Brilliant New Market Gurley Bay Minette Lynn Dethan Guin Bolige Intercultural Robertsdale Enterprise Bridgeport Daphne Tusc Reserved Cross Roads North Johns Henagar Talladega Springs Ragland Camp Hi 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	222	517	5,585	Eastern Africa	Eastern Africa 0	Eastern Africa 0 4
Northern Europe	4	11	310	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	18	51	266	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	110	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	309	Western Africa	Western Africa 18	Western Africa 18 35
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 11
Eastern Asia	0	26	1,079	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	1	453	Caribbean	Caribbean 23	Caribbean 23 51
SE Asia	0	3	449	Central Amer.	Central Amer. 150	Central Amer. 150 322
Western Asia	0	2	208	South America	South America 9	South America 9 0
Other Asia	0	0	65	North America	North America 0	North America 0 0
				Born at sea	Born at sea 0	Born at sea 0 0

dence Midfield <u>Hontevallo</u> <u>Vrodenburgh</u> <u>Cherokee</u> <u>Evergreen</u> <u>Double Springs</u> <u>Luverne</u> <u>Notasulga</u> Midla Louisville Daviston Millport Somerville Natural Bridge Holt Glenco <u>Intercultural Institute</u> Elmore Elkmont Lakeview Vance Westover Madrid Columbia New Sign Contextual Ministry <sup>C</sup>Copyright 2013, Intercultural Institute for Contextual Ministry Marion Rutledge Scottsboro Gilbertown Alexander

## Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES	SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3- M
English only	23,743	58,610	154,043	Other Indo-Euro	0	0	84
Spanish	735	1,308	3,953	Asian/PI languages	0	0	04
Other Indo-Euro	207	427	2,574	Chinese	13	0	922
	207	427	2,374		0	24	922
language	144	051	947	Japanese Korean			224
French (incl. Patois,	144	251	947		0	6	
Cajun)	0	0	40	Mon-Khmer,	0	0	7
French Creole	0	0	19	Cambodian	0	0	0
Italian	16	18	140	Miao, Hmong	0	0	0
Portuguese	0	0	14	Thai	12	31	73
German	45	135	448	Laotian	0	0	0
Yiddish	0	0	12	Vietnamese	0	25	253
Other West Germanic	0	0	34	Other Asian	0	0	169
A Scandinavian	0	0	16	Tagalog	0	0	45
Language				Other Pacific Is	34	0	13
Greek	0	0	168	Other languages	28	90	1,1
Russian	0	0	181	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	26
Serbo-Croatian	0	0	18	American			
Other Slavic Language	2	6	54	Hungarian	0	0	14
Armenian	0	0	10	Arabic	0	41	396
Persian	0	0	53	Hebrew	4	9	168
Gujarathi	0	0	102	African languages	24	40	516
Hindi	0	0	80	Other unspecified	0	0	8
Urdu	0	6	42				

South vinemont Huntsville Fi

Ce Pell City Lincoln Brewton Hillsboro Kansas Fairview Enterprise Natural Bridge Dota Red Level F Moulton Ider Sweet Water Nectar Calera Centreville Eva Particultural Institute Cleveland Sheffield Lisman Mentone Brookside Eutaw Vina Brantley Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	20,821	51,817	132,922	Irish	Irish 41	Irish 41 370
Arab	7	74	746	Italian	Italian 82	Italian 82 150
Armenian	0	0	10	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	88	Norwegian	Norwegian 8	Norwegian 8 0
British	6	39	865	Polish	Polish 5	Polish 5 49
Canadian	0	0	152	Portuguese	Portuguese 5	Portuguese 5 0
Croatian	0	0	39	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	107	Russian	Russian 0	Russian 0 7
Czechoslovak	0	0	29	Scandinavian	Scandinavian 1	Scandinavian 1 11
Danish	0	0	90	Scotch-Irish	Scotch-Irish 61	Scotch-Irish 61 147
Dutch	40	69	863	Scottish	Scottish 19	Scottish 19 63
English	100	254	11,150	Slovak	Slovak 0	Slovak 0 0
European	9	74	1,084	Subsaharan African	Subsaharan African 211	Subsaharan African 211 982
Finnish	0	0	38	Swedish	Swedish 0	Swedish 0 13
French (not Basque)	5	26	1,616	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	0	210	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	24	108	5,711	US/American	US/American 270	US/American 270 1,160
Greek	3	15	437	Welsh	Welsh 11	Welsh 11 21
Hungarian	8	10	132	West Indian	West Indian 0	West Indian 0 57
Iranian	0	0	64	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 19,905	Other 19,905 48,119

risco City Kinsten Tarrant Ashford Memphis Tallassee Clayton Thomaston Courtland Lake Purdy Et Cullman Maplesville Madison Ohatchee Slocomb Irondale Demopolism Intercultural Institute Intercultural Institute of Contextual 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?



## Using the Demographic Indicators

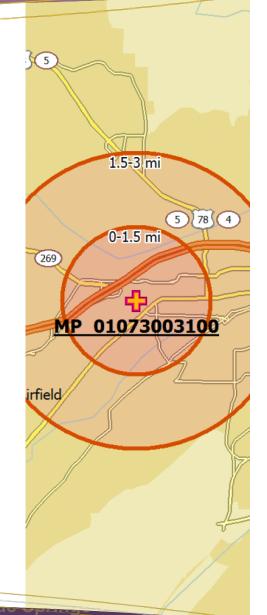
#### Issues for Your Consideration - continued

- 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.



Evergreen Ragland Castleberry Union Meridianville Elkmont Kinston Satsuma Haleburg Myrtlewood Few Colony Eldridge Tuscumbia Gordonville Oakman Louisville Jack Intercultural Institute Yellow Bluff Abbeville Florala Sanford Newton Detroit Phenix City for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,279	100%	6,567	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%
•	-			

er Langston Clanton Eutaw Oakman Coaling Margaret Notasulga Gainesville Meadowbrook Meridia Fruithurst Opelika Gantt Haleburg Glencoe Spanish Fort Louisville Intercultural Institute Billingsley Twin Coosada Webb Rutledge Emelle Wilsonville Hayne (o) Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Schubes Station, Free Addison Ethelsville Tarrant Eldridge 31

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	9,279	100%	6,567	100%
BLUE COLLAR BACKBONE	42	0.45%	29	0.44%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	32	0.34%	22	0.34%
Small Town Endeavors	10	0.11%	7	0.11%
AMER. DIVERSITY	39	0.42%	25	0.38%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	39	0.42%	25	0.38%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	19	0.2%	14	0.21%
Steadfast Conservative	14	0.15%	10	0.15%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	5	0.05%	4	0.06%
Grass-Roots Living	0	0%	0	0%

Hartselle Loachapoka Geraldine Hytop Leighton Piedmont Chatom Hurtsboro Madison St. Florian El Clio Odenville Hueytown Mulga Ardmore Hodges Montevallo Referente Hobson City Phenix City Glencoe Satsuma Moores Mill Roanoke Detroit Southside Warrior Contextual Institute Ikmont Smiths ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,279	100%	6,567	100%
REMOTE AMERICA	1	0.01%	1	0.02%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	1	0.01%	1	0.02%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	475	5.12%	352	5.36%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	475	5.12%	352	5.36%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

idland City Madrid Atmore Fairhope Gordon Hackleburg Newton Millbrook Autaugaville Bessemer H Crossville Adamsville Sipsey Summerdale Shiloh Clayton Malvern Intercultural Institute Parrish Columbiana Mount Olive Grimes Toxey Brewton Boaz Uni Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	9,279	100%	6,567	100%
STRUGGLING SOCIETIES	2,033	21.91%	1,378	20.98%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,033	21.91%	1,378	20.98%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	6,669	71.87%	4,768	72.61%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	4,890	52.7%	3,420	52.08%
Urban Diversity	0	0%	0	0%
New Generation Activists	84	0.91%	57	0.87%
Getting By	1,695	18.27%	1,291	19.66%
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%

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## 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?

Providence Geiger Fruithurst Madison Locust Fork Billingsley Munford Sheffield New Site Loachapok Honroeville Fayette Boligee Florala Thomasville Gulf Shores Smiths Camp Hill Pell City Brue Dozier Albertville Elkmont Sylvania Pinson Vestavia Hills Faunsdale for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Bridges**

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

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

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

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



n Allen Priceville Claveland Smoke Rise Geraldine Springville Selma Montevallo Helena Bayou La Batt ingstey Arley Union Sylvania Baileyton Attalla Dauphin Island Valley in <u>Intercultural Institute</u> Site Wilsonville Geneva Pleasant Grove Pickensville Opelika Lineville (or Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
PC-HH Own	54%	55%	66%
Use Comp. for Internet/E-mail	33%	34%	46%
Internet Use: E-Mail	29%	29%	40%
Use Comp. for Education	25%	25%	28%
Use Comp. for Comp. Games	23%	24%	30%
HH Owns DVD Player	21%	21%	25%
Use Comp. for Word	19%	19%	28%
Processing			
Use Comp. for Digital Camera	18%	18%	24%
Photo Editing			
Use Comp. for Shopping	17%	17%	26%
Use Comp. for Banking	17%	17%	24%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Internet Use: Banking	15%	15%	21%
Use Comp. for News/Info./Data	14%	14%	19%
Service			
Internet Use: News/ Weather	14%	14%	22%
PC-Network-HH Has One	11%	12%	16%
Use Comp. for Filing/DB Mngmnt	11%	10%	12%
Internet Use: Shopping: Gathered	9%	9%	12%
Info. for Shopping			
HH Owns Video/Webcam	8%	8%	9%
Internet Use: Research/ Education	8%	8%	11%
Use Comp. for Personal Financial	8%	8%	12%
Mngmnt			
Internet Use: Play/ Download	8%	8%	8%
Online Games			

Creela Uniontewn Prattville Autaugaville Trafford Forestdale Livingston Eclectic Sweet Water Ider Forestdale Livingston Eclectic Sweet Water Ider Forestdale Livingston Eclectic Sweet Water Ider Forestdale Vincent Hartford Madrid Saraland Waverly Pine Apple Bear Creek Shileh Summerdale Mound Intercultural Institute Forestdale Livingston Forestdale Livingston Eclectic Sweet Water Ider Forestdale Livingston Eclectic Sweet Water Ider Forestdale Vincent Hartford Madrid Saraland Waverly Pine Apple Bear Creek Shileh Summerdale Mound Intercultural Institute Leighton Mound Forestdale Livingston Forestdale Livingston Eclectic Sweet Water Ider Forestdale Livingston Eclectic Sweet Water Ider Forestdale Mound Intercultural Institute Forestdale Mound Forestdale Livingston Kingston Eclectic Summerdale Mound Forestale Intercultural Institute Forestdale Mound Forestdale Livingston Kingston Eclectic Summerdale Mound Forestdale Intercultural Institute Forestdale Mound Forestdale Living Smoke Rise Edgewater Waldo Geiger Headland 37

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	69%	69%	68%
Reading Books	47%	47%	52%
Dining Out (Not Fast Food)	39%	39%	48%
Card Games	33%	32%	36%
Cooking for Fun	31%	31%	34%
Go To A Beach/Lake	23%	23%	29%
Board Games	21%	21%	26%
Gardening	17%	17%	24%
Going To	16%	16%	18%
Bars/Nightclubs/Dancing			
Photography	14%	14%	16%

0-1.5	1.5-3	3-7
MILES	MILES	MILES
61%	62%	65%
28%	29%	33%
21%	21%	21%
19%	19%	20%
19%	19%	20%
18%	19%	24%
16%	16%	19%
14%	14%	16%
13%	13%	14%
12%	12%	11%
	MILES 61% 28% 21% 19% 19% 19% 18% 16% 14% 13%	MILES MILES   61% 62%   28% 29%   21% 21%   19% 19%   19% 19%   18% 19%   16% 16%   14% 14%   13% 13%

nity Epes Midway Ohatchee Dayton Tallassee Arab Riverside La Fayette Gantt Valley Grande Pinson Akron Vina Hartselle Slocomb Prattville Muscle Shoals Bessemer Hard Intercultural Institute Yellow Bluff Rainbow City Berry McMullen Sheffield Gaylesville Ranb for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Bessemer Jacksons' Gan Elmore Eutaw

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	24.12%	24.12%	27.73%
Live Theater	18.01%	17.7%	20.95%
Live Theater Most Often	13.09%	13.06%	16.24%
Dance Performance	12.74%	12.55%	11.96%
Rock/Pop Concerts Most	12.31%	12.39%	14.67%
Often			
Comedy Club	12.13%	11.7%	11%
Movies: Comedy	41.53%	41.62%	41.41%
Movies: Action/Adventure	38.81%	38.53%	39.39%
Movies: Drama	26.97%	26.9%	25.7%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	22.64%	22.65%	22.2%
Movies: Mystery	21.93%	21.27%	20.6%
Movies: Fam.	21.32%	21.57%	20.93%
MLB Baseball Reg.	4.77%	4.62%	6.58%
Season			
NFL Football Reg. Season	3.53%	3.36%	5.11%
College Football Reg.	3.28%	3.28%	5.03%
Season			
College Basketball Reg.	2.92%	3.07%	4.06%
Season			
NBA Basketball Reg.	2.16%	2.08%	3.26%
Season			
Arena Football	1.88%	1.67%	1.32%

vette Shorter Arab Hakes Bluff Edgewater Gadsden Sumiton Clay Stevenson Lincoln Kellyton Piedr Handville Bear Creek Hillsboro Brilliant Clayton Littleville Hobson City Intercultural Institute Iammondville Union Grove Homewood North Courtland Southside Doug for Contextual Ministry Contextual Ministry Montgor 39 Copyright 2013, Intercultural Institute for Contextual Ministry

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

				ė			
BRIDGES	0-1.5	1.5-3	3-7		BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	31.81%	32.05%	36.98%		Softball	Softball 7.71%	Softball 7.71% 7.54%
Bowling	19.53%	19.3%	19.75%		Roller Skating	Roller Skating 6.9%	Roller Skating 6.9% 6.83%
Swimming	17.82%	18.09%	24.45%		Mountain/Road Biking	Mountain/Road Biking 6.69%	Mountain/Road Biking 6.69% 6.75%
Jogging/Running	17.76%	17.5%	17.46%		Yoga	Yoga 5.87%	Yoga 5.87% 5.94%
Basketball	17.66%	17.62%	16.63%		Golf	Golf 5.86%	Golf 5.86% 5.95%
Billiards/Pool	15.97%	16.18%	17.25%		Tennis	Tennis 5.38%	Tennis 5.38% 5.47%
Football	14.27%	14.23%	12.28%		Soccer	Soccer 5.29%	Soccer 5.29% 5.28%
Baseball	12.69%	12.46%	11.37%		Target Shooting	Target Shooting 5.05%	Target Shooting5.05%4.98%
Weight Training	11.77%	11.67%	14.58%		Saltwater Fishing	Saltwater Fishing 4.85%	Saltwater Fishing 4.85% 4.68%
Freshwater Fishing	11.59%	11.59%	12.55%		Racquetball	Racquetball 4.81%	Racquetball 4.81% 4.71%
Aerobics	11.38%	11.23%	11.49%		Ice Skating	Ice Skating 4.7%	Ice Skating 4.7% 4.74%
Stationary Cycling	9.05%	9.1%	10.99%		Camping Trips	Camping Trips 4%	Camping Trips 4% 4.12%
Volleyball	8.33%	8.24%	8.03%		Backpacking/Hiking	Backpacking/Hiking 3.76%	Backpacking/Hiking 3.76% 3.69%
Using Cardio	7.84%	7.76%	11.6%		Fly Fishing	Fly Fishing 3.76%	Fly Fishing 3.76% 3.73%
Machine							

Hodges Millry Coker Dauphin Island Tuscumbia Lowndesboro Enterprise Pollard Ider Florala Roge and Indian Springs Village Nauvoo Selma Hayden Notasulga Columbia Altand Intercultural Institute emison McIntosh Union Grove Brantley Camden Highland Lake Floren for Contextual Ministry 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
Skateboarding	3.23%	3.14%	3.15%
Motorcycling	3.18%	3.14%	3.9%
Snorkeling	3.17%	3.16%	4.27%
Jet Skiing	3.13%	3.14%	3.86%
Power Boating	3.1%	3.19%	5.08%
Hockey	3.08%	3.05%	3.33%
Archery	3.07%	3.02%	3.01%
Horseback Riding	2.89%	2.93%	3.86%
Rock Climbing	2.83%	2.8%	3.13%
Snowboarding	2.8%	2.81%	3.13%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hunting	2.53%	2.66%	4.45%
Auto Racing	2.51%	2.34%	2.47%
Snowmobiling	2.48%	2.5%	2.83%
Downhill & X-Country	2.46%	2.46%	3.89%
Skiing			
Water Skiing	2.34%	2.36%	3.21%
Martial Arts	2.24%	2.1%	2.85%
Surfing & Windsurfing	2.18%	2.07%	2.47%
Canoeing/Kayaking	2.07%	2.14%	4.19%
Sailing	1.84%	1.84%	2.72%
Rowing	1.55%	1.47%	2.07%

Springville Sylvania Oxford Holly Pond Loxley Littleville Nauvoo Faunsdale Newton Slocomb Bayor Dutton Tuscaloosa Douglas Hytop Eldridge Allgood Sylacauga Wetumpka Vestavia Hills Ohatchee Ridgeville Brookwood Goldville Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

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

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

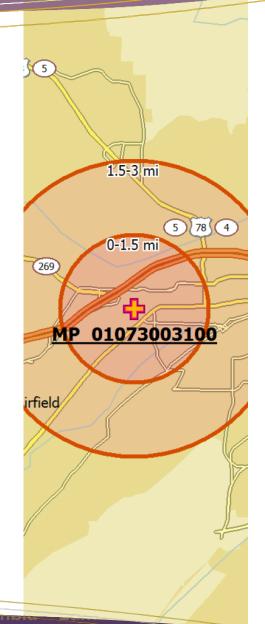
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Eutaw Huguley River Falls Hytop Reece City Livingston Muscle Shoals Flomaton Morris Henagar Centromery Cedar Bluff Union Grove Harpersville Frisco City Dozier Surger Intercultural Institute Intosh Fultondale Trinity Sylacauga Phenix City Columbiana Thomasto (Source tual Ministry) Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

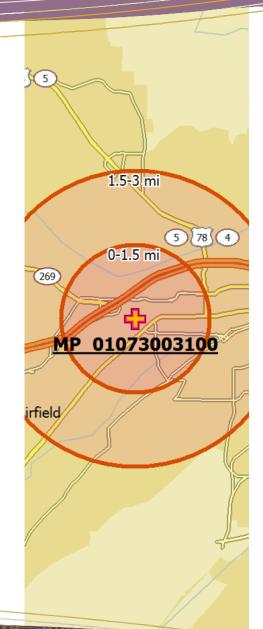
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Trinity Fayette Weaver Holena Lakeview Dadeville Madison Vincent Elkmont Twin Phenix City Russellville Sweet Water Millbrook Carbon Hill Sardis City Newville Intercultural Institute Satsuma New Brockton Chelsea Horn Hill Ariton Millry Pell City Oak for Contextual 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 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	55%	55%	53%	We Should Strive for Equality for All	22%	22%	19%
Like Control Over People And Resources	42%	42%	38%	Marijuana Should Be Legalized If Won Lottery Would Never	21% 20%	21% 21%	21% 26%
Speak My Mind Even If It Upsets People	39%	39%	38%	Work Again Friends More Important Than	19%	19%	23%
Don't Judge People/Way They	34%	34%	32%	My Fam.			
Live Life Too Much Sponsorship In	33%	33%	28%	Like To Pursue Challenge/Novelty/Change	18%	18%	19%
Arts/Sports Woman's Place Is In The Home	32%	32%	32%	Only Work Current Job for The Money	18%	18%	16%
I Am A Workaholic	31%	31%	26%	Very Happy With My Life As It	17%	16%	12%
Find It Difficult To Say No To My Kids	30%	31%	34%	ls On Whole People Get What	14%	14%	13%
Prefer To Have Few	24%	25%	31%	They Deserve			
Possessions As Possible Like to Stand Out In A Crowd	24%	24%	22%	Rarely Sit Down to a Meal Together At Home	14%	14%	15%
Like To Do Unconventional Things	23%	23%	25%	I Am A Perfectionist Happy With My Standard Of	14% 14%	13% 13%	11% 15%
Money Is Best Measure Of Success	22%	22%	24%	Living More Important Do Duty Than	12%	12%	9%
				Enjoy Life	. = / 0	/ 0	0,0

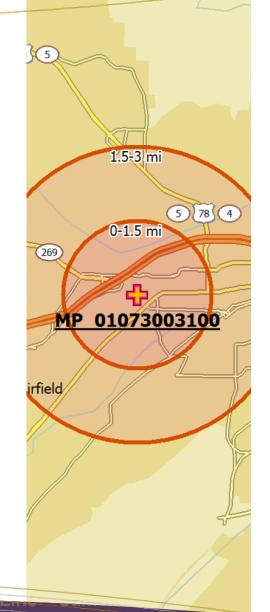
Benton Somerville Snemelia Filli Ge

Addison St. Florian Hewritic Lalladega Cusseta Sylacauga Sipsey Union Munrord Luskegee Leesba Beaverton Oak Grove Paint Rock Eldridge Jacksonville Priceville Dea <u>Intercultural Institute</u> (on Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Cultural Themes**

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Convergence on the prativille Sheffield Bakerhill Cardiff Madison Livingston Harpersville Selmont-West Selmon

## **Potential Cultural Themes:**

They Find Me

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

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	55%	56%	57%	Looking for New Ideas To Improve Home	21%	21%	19%
Important To Respect Customs And Beliefs	48%	48%	55%	Try Not To Worry About The Future	20%	20%	18%
Like To Understand About	41%	41%	40%	Like To Just Enjoy Life	19%	19%	21%
Nature				Is An Important Part Of Who I Am	18%	18%	16%
Prefer Work Part Of Team Than	40%	40%	37%	Real Men Don't Cry	16%	16%	17%
Alone				Worried About Pollution Caused	16%	16%	19%
Important To Juggle Various	37%	37%	34%	By Cars			
Tasks				Enjoy Spending Time With My	13%	13%	12%
Important Feel Respected By	34%	34%	34%	Fam.			
My Peers				Feel Very Alone In The World	8%	8%	7%
Good At Fixing Things	34%	34%	31%	Children Should Be Allowed To	8%	8%	8%
Have Keen Sense Of Adventure	30%	30%	29%	Express Themselves			
Provide My Kids With The Little Extras	26%	26%	21%	Would Like To Set Up Own Business	6%	6%	5%
Consider Myself Interested In The Arts	25%	25%	22%	Like Spending Most Time With Fam.	6%	6%	6%
Prefer To Have Few Possessions As Possible	24%	25%	31%	Decor Particular Interest To Me	5%	4%	4%
People Have To Take Me As	22%	22%	23%				

and Troy Eclectic Woodville Pinson St. Florian Alexander City

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### **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.

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dge Tuscaloosa Addison Good Hope Black Goodwater Hanceville West Jefferson Sylacauga Colony T Kellyton Greenville Carrollton Pollard Forestdale Lockhart Mosses Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Shared Places:**

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

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	81.08%	81.53%	82.49%
Restaurant-Visit Any			
Fam. Restaurants/Steak	65.4%	66.22%	72.79%
Houses-Visit Any			
McDonald's	51.37%	51.62%	52.83%
Burger King	39.92%	39.73%	37.67%
Kentucky Fried Chicken (KFC)	35.53%	35.86%	32.52%
Wendy's	29.15%	29.92%	29.79%
Subway	25.04%	25.5%	27.47%
Pizza Hut	22.22%	22.68%	21.87%
Taco Bell	21.53%	22%	24.22%
Popeyes	20.05%	20.29%	15.89%
Applebee's	19.04%	19.49%	23.51%
Olive Garden	17.5%	17.43%	18.79%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Red Lobster	17.22%	17.24%	17.21%
Domino's Pizza	16.4%	16.73%	15.76%
Church's Fried Chicken	16.3%	16.41%	12.07%
Dunkin' Donuts	16.21%	15.69%	13.82%
Arby's	15.85%	16.13%	18.37%
IHOP (International House Of	14.98%	14.89%	15.04%
Pancakes)			
Golden Corral	14.86%	15.12%	13.22%
TGI Friday's	14.86%	14.44%	14.42%
Sonic	12.62%	13%	12.64%
Chick-Fil-A	12.6%	12.53%	13.39%
Dairy Queen	12.47%	12.91%	14.31%
White Castle	11.8%	11.84%	9.06%



### **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!



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### **Potential Shared Projects**

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

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	34.6%	35.11%	41.08%
Recycled products	15.15%	15.82%	25.33%
Engaged in fund raising	11.05%	11.14%	11.24%
Worked as volunteer (non political)	8.71%	8.93%	12.85%
Religious club member	6.84%	6.82%	7.4%
Church Board	5.92%	5.93%	5.8%

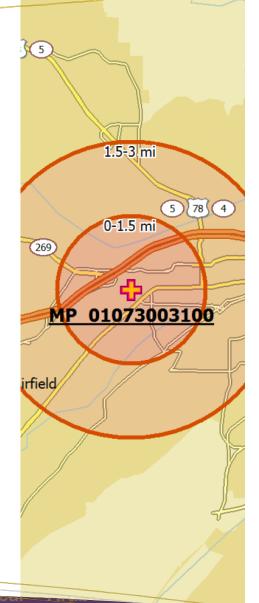
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	4.68%	4.65%	5.16%
Wrote to elected offcl about publ bus	4.02%	4.03%	5.15%
Charitable Organization	3.98%	3.99%	4.83%
Fraternal order member	3.78%	3.76%	4.07%
Wrote to editor of mag or newspaper	3.75%	3.82%	4.8%
Addressed a public meeting	3.36%	3.34%	4.11%

Ider Clayton <u>Theodore</u> Woodstock <u>McDonald Chapel</u> <u>Belk</u> Yellow Bluff <u>Balleyton</u> <u>Tuscaloosa</u> <u>Themas</u> Fruithurst Thomasville Rosa Phenix City Gulf Shores Killen Country <u>Intercultural Institute</u> Florian Tuscumbia Coosada Sand Rock Wilsonville Eufaula Bessemer <u>For Contextual Ministry</u> <u>Noveet Water</u> <u>Aspland</u> <u>Grand Bay</u> <u>Aspland</u> <u>Grand</u> <u>Bay</u> <u>Aspland</u> <u>Gr</u>

### **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.



tondale Indian Springs Village Mooresville Enterprise Lincoln Glencoe Scottsboro Rosa Colony Fuscal Apple River Falls Hytop Walnut Grove Westover Winfield Magnolia Springville Ministry The Gordo Bessemer Memphis Selmont-West Selmont Rainsville In Confertual Ministry Confertual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Children's Books	12.21%	12.26%	12.87%
Novel	11.04%	11.08%	14.7%
Religious (not Bibles)	9.94%	9.86%	9.54%
Romance	8.4%	8.26%	7.4%
Mystery	8.29%	8.23%	9.95%
Cookbooks	6.83%	6.85%	8.74%
Mail order	6.5%	6.37%	5.52%
Biography	5.33%	5.29%	6.35%
Personal/Business Self-help	5.13%	5.09%	6.28%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	63.83%	64.13%	66.92%
Gen. Editorial	50.28%	50.72%	51.32%
Womens	43.87%	43.89%	44.66%
Service	25.66%	25.85%	29.91%
Music	22.03%	21.9%	18.57%
Mens	16.86%	17.31%	18.68%
<b>Business/Finance</b>	15.86%	16.18%	19.26%
Parenthood	14.68%	14.65%	14.18%
Sports	12.75%	12.83%	14.59%

Horn Hill Memphis Collinsville Millport Lincoln Bon Air New Brockton Killen Frisco City Boligee Me Blocton Daphne Leesburg Loxley Mosses Rock Creek Waverly Lador Intercultural Institute New Market Harvest Hobson City Dora Smiths Station Moores Mill Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	43.04%	43.41%	48.56%
Classified	35.27%	34.92%	32.77%
Sport	28.29%	28.44%	30.18%
Movie Listings & Reviews	22.21%	22.26%	24.42%
Comics	20.26%	20.34%	22.96%
Editorial Page	20.18%	20.42%	24.84%
Business/Finance	20.04%	20.27%	25.25%
TV/Radio Listings	19.42%	19.58%	21.67%
Food/Cooking	18.32%	18.34%	21.84%
Fashion	16.81%	16.64%	16.24%
Home/Gardening	14.68%	14.73%	17.83%
Travel	13.48%	13.6%	17.16%
Science/Technology	9.77%	9.92%	14.06%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	50.37%	49.72%	37.13%
CHR Contemp Hit Radio	16.75%	16.49%	17.21%
Variety	9.98%	10.1%	9.96%
Gospel	9.14%	9.08%	6.84%
Jazz	8.42%	8.67%	8.84%
Oldies	8.39%	8.5%	9.53%
Adult Contemporary	8.03%	8.14%	12.06%
Country	6.59%	6.85%	10.35%
All News	6.28%	6.31%	7.06%
Soft Contemporary	4.25%	4.25%	5.3%
Religious	4.11%	4.13%	4.98%
Rock	4.01%	4.28%	7.02%
All Talk	3.5%	3.48%	4.04%
News/Talk	3.26%	3.51%	7.84%
Alternative	2.63%	2.9%	6.19%
Sports	2.47%	2.49%	3.52%
Classic Rock	2.35%	2.53%	5.35%
Hispanic	2.25%	2.16%	2.74%

Grove Hill Dauphin Island Daviston Sanford Coffeeville New Market Silas Lockhart Brundidge Wo Sipsey Memphis Russellville Orange Beach Alexandria Franklin Gored Intercultural Institute ewton Theodore Dothan Warrior Citronelle Grand Bay Heflin Thorsby Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Creola Livingston Epes Cordova Thomasville Ragland Excel Holly Pond Decatur Eutaw Alabaster

### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	53.13%	53.92%	58.6%
Soapnet	46.04%	46.49%	48.91%
Satellite Dish	41.76%	42.32%	45.62%
Other Video-On-Demand	41.16%	41.68%	42.67%
Subscribe Digital Cable	35.63%	34.69%	32.43%
MSNBC	28.35%	29.09%	31.02%
Sci-Fi Channel	27.77%	28.43%	31.95%
TV Info From Sunday TV	24.81%	25%	26.65%
Magazine			
ESPN2	24.4%	23.8%	24.55%
TV Info From Newspapers	23.82%	23.91%	24.77%
BET (Black Entertainment	22.65%	23.01%	24.18%
TV)			
Adult Pay Per View TV	22.43%	22.84%	26.84%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Nickelodeon	22.27%	22.74%	24.56%
TV Info From Other	22.26%	22.15%	21.53%
Comedy Central	22.22%	22.18%	28.89%
TV Info From Monthly Cable	21.1%	21.2%	22.15%
Guide			
CNN (Cable News Network)	20.29%	20.25%	17.36%
CNBC	19.87%	19.17%	15.12%
ABC Fam.	19.46%	19.71%	23.44%
TCM (Turner Classic	19.36%	20.04%	23.05%
Movies)			
Hallmark Channel	19.32%	19.56%	22.77%
TV Land	19.11%	19.46%	18.77%
TV Guide Channel	18.59%	18.48%	17.23%
Nick At Nite	18.57%	19.26%	21.93%

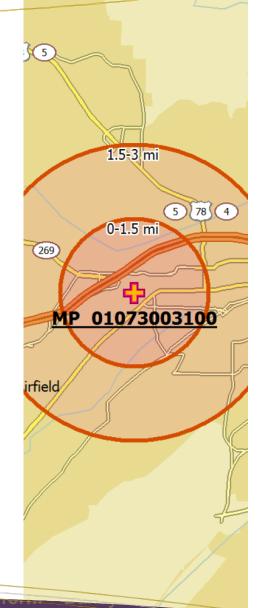
Saraland Daphne Owens Cross Roads Eufaula Vredenburgh Pine Ridge Fort Deposit Fruithurst Chatom Horris Thorsby Underwood-Petersville Bridgeport Hammondville Machine Dadeville Sulligent Shefficle Concord Pleasant Groves Geiger Good Hope York Moores Mill Epes of Contextual Ministry Intercultural Institute for Contextual Ministry Mountain Brook Loachapoka Valley North Courtland 54

### **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.



Ile Dutton Gainesville Boligee Mobile Maplesville Point Clear Thorsby Morris Winfield Collinsville B Aligood North Johns Guntersville Gu-Win Saraland Bon Air Thomas Intercultural Institute and Courtland Clanton Gordo Margaret Oakman Akron Creola Troy For Contextual Ministry In Copyright 2013, Intercultural Institute for Contextual Ministry Aligood States St

## Potential Print Media Usage:

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	13.02%	13.18%	16.99%
Medium Users (4-6)	6.55%	6.57%	8.51%
Light Users (1-3)	19.59%	19.44%	19.61%
Quintiles (20%)			
Newspaper I (Heavy)	0.85%	0.85%	0.97%
Newspaper II	2.12%	2.01%	1.79%
Newspaper III	3.51%	3.5%	2.86%
Newspaper IV	0.23%	0.28%	0.33%
Newspaper V (Light)	0.99%	1.06%	0.98%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	26.74%	26.79%	23.16%
Magazines II	12.47%	12.33%	10.61%
Magazines III	13.45%	13.42%	11.47%
Magazines IV	17.36%	17.52%	14.56%
Magazines V (Light)	0.88%	0.9%	0.88%
Outdoor I (Heavy)	9.12%	9.19%	8.77%
Outdoor II	5.68%	5.79%	4.7%
Outdoor III	7.38%	7.36%	5.76%
Outdoor IV	16.52%	16.43%	16.36%
Outdoor V (Light)	21.91%	21.91%	23.39%
Yellow Pages I	17.02%	17.01%	15.89%
(Heavy)			
Yellow Pages II	9.38%	9.38%	8.46%
Yellow Pages III	11.82%	11.98%	9.86%
Yellow Pages IV	24.45%	24.85%	23.77%
Yellow Pages V	6.66%	6.68%	5.36%
(Light)			

Moulton Tuscaloosa Point Clear Pine Ridge York McMullen Hackleburg Haleburg Moody Skyline Hita Springville Double Springs Greensboro Saraland Ashville Jemison Intercultural Institute ine Hill Pinckard Cardiff Kinsey Anderson Benton Ladonia Toxey <sup>d</sup> Copyright 2013, Intercultural Institute for Contextual Ministry <sup>d</sup> Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

EDIUM 0-1.5 1.5-3 3-7	MEDIUM	MEDIUM 0-1.5	MEDIUM 0-1.5 1.5-3
MILES MILES MILES		MILES	MILES MILES
adio Drive Time Quntiles	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths
fths / 20%)	/ 20%)	/ 20%)	/ 20%)
rive Time I & II (Heavy) 5.15% 5.06% 3.99%	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 5.53%	Prime Time I & II (Heavy) 5.53% 5.56%
rive Time III (Medium) 1.87% 1.87% 1.3%	Prime Time III (Medium)	Prime Time III (Medium) 0.84%	Prime Time III (Medium) 0.84% 0.92%
adio IV & V (Light) 4.87% 4.76% 3.6%	Prime Time IV & V (Light)	Prime Time IV & V (Light) 14.7%	Prime Time IV & V (Light) 14.7% 14.45%
adio Media Quntiles (fifths /	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
)%)	(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
adio I & II (Heavy) 14.24% 14.35% 11.9%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 39.69%	Fringe I & II (Heavy) 39.69% 39.76%
adio III (Medium) 4.42% 4.44% 4.28%	Fringe III (Medium)	Fringe III (Medium) 53.81%	Fringe III (Medium) 53.81% 54.47%
adio IV & V (Light) 5.46% 5.33% 4.47%	Fringe IV (Light)	Fringe IV (Light) 54.23%	Fringe IV (Light) 54.23% 54.88%
able TV Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
)%)	20%)	20%)	20%)
able I & II (Heavy) 8.86% 8.88% 11.69%	All Day I & II (Heavy)	All Day I & II (Heavy) 22.93%	All Day I & II (Heavy) 22.93% 22.5%
able III (Medium) 6.44% 6.5% 5.74%	All Day III (Medium)	All Day III (Medium) 25.13%	All Day III (Medium) 25.13% 25.41%
able IV & V (Light) 37.32% 37.73% 37.11%	All Day IV (Light)	All Day IV (Light) 26.33%	All Day IV (Light) 26.33% 26.51%

City Sweet Water Opelika Smiths Station Gurley Lipscomb Alexander City Petrcy Tuscaloosa Calera P Tayson Valley Bessemer Ethelsville Black Glenwood Brilliant Harpers in <u>Intercultural Institute</u> nzie Gadsden e Gordo Berry Parrish Hayneville Grove Hill Paint Rock Coffee Sprint for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Ministry Ministry Susan Moore Vincent Prattville Moody Triana Oz 57

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.43%	10.34%	11.36%
6:00am - 10:00am	17.46%	17.38%	18.52%
10:00am - 3:00pm	19.87%	19.17%	15.12%
3:00pm - 7:00pm	20.29%	20.25%	17.36%
7:00pm - Midnight	10.76%	10.96%	12.66%
Midnight - 6:00am	10.05%	9.83%	8.85%
Weekend Radio			
Listeners			
Dayparts [summary]	14.76%	14.58%	14.3%
6:00am - 10:00am	3.07%	3%	3.78%
10:00am-3:00pm	6.93%	6.73%	7.19%
3:00pm - 7:00pm	11.1%	10.43%	9.04%
7:00pm - Midnight	12.08%	12.16%	11.1%
Midnight - 6:00am	16.9%	16.62%	15.37%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.08%	5.15%	6.69%
Saturday:	10.02%	9.91%	9.15%
8:00-11:00pm			
Sunday: 7:00-11:00pm	7.66%	7.94%	9.08%
9:00am-1:00pm	18.57%	19.26%	21.93%
9:00am-4:00pm	22.25%	22.86%	25.84%
4:00pm-7:00pm	28.32%	28.87%	30.06%
11:00pm-1:00am	37.52%	38.47%	40.34%
AVG Prime time	6.4%	6.39%	5.37%
Mon-Sun			

Castleberry Underwood Petersville Ashland Centre Brewton Jackson Bessemer Grand Bay Deatsville Cordova Pleasant Groves Gulf Shores Douglas Northport Boaz For the South Vinemont Wilsenville Midway Talladega Springs Trafford Harvest Prattville Aliceville Cross 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	<b>TV VIEWERS</b>	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	16.87%	16.97%	17.54%	Sat: 7-10am	Sat: 7-10am 16.5%	Sat: 7-10am 16.5% 16.53%
7-9am	24.4%	23.8%	24.55%	Sat: 10am-1pm	Sat: 10am-1pm 13.36%	Sat: 10am-1pm 13.36% 13.01%
9am-12noon	10.49%	11.38%	15.37%	Sat: 1-4pm	Sat: 1-4pm 20.22%	Sat: 1-4pm 20.22% 20.63%
12noon-4pm	11.76%	11.48%	10.47%	Sat: 4-6pm	Sat: 4-6pm 8.92%	Sat: 4-6pm 8.92% 8.83%
4-6pm	42.56%	42.88%	47.38%	Sat: 6-7pm	Sat: 6-7pm 1.4%	Sat: 6-7pm 1.4% 1.44%
6-7pm	14.77%	14.88%	16.3%	Sat: 7-8pm	Sat: 7-8pm 1.37%	Sat: 7-8pm 1.37% 1.36%
7-7:30pm	1.63%	1.63%	1.79%	Sat: 8-11pm	Sat: 8-11pm 10.02%	Sat: 8-11pm 10.02% 9.91%
7:30-8pm	9.45%	9.56%	10.36%	Sat: 11pm-1am	Sat: 11pm-1am 8.75%	Sat: 11pm-1am 8.75% 8.69%
8-11pm	5.08%	5.15%	6.69%	Sat: 1am-7pm	Sat: 1am-7pm 17.81%	Sat: 1am-7pm 17.81% 18.04%
11pm-12am	28.35%	29.09%	31.02%	Sun: 7-10am	Sun: 7-10am 2.06%	Sun: 7-10am 2.06% 2.07%
11pm-1am	37.52%	38.47%	40.34%	Sun: 10am-1pm	Sun: 10am-1pm 4.12%	Sun: 10am-1pm 4.12% 4.25%
1-6am	26.52%	26.84%	30.52%	Sun: 1-4pm	Sun: 1-4pm 4.05%	Sun: 1-4pm 4.05% 4.07%
				Sun: 4-7pm	Sun: 4-7pm 10.99%	Sun: 4-7pm 10.99% 10.98%
				Sun: 7-11pm	Sun: 7-11pm 7.66%	Sun: 7-11pm 7.66% 7.94%
				Sun: 11pm-1am	Sun: 11pm-1am 6.13%	Sun: 11pm-1am 6.13% 6.17%
				Sun: 1-7am	Sun: 1-7am 17.17%	Sun: 1-7am 17.17% 17.45%

Paint Rock Fultondale Mountainboro Sulligent Sheffield Babbie Toxey Montevallo Lynn Talladega Half Guntersville Loxley Hazel Green Selma Phil Campbell Florala Harf South Vinemont Margaret Albertville Yellow Bluff Ardmore Stevenson Goodwater Newville Gree Los Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Converter Babbie Confectual Ministry Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

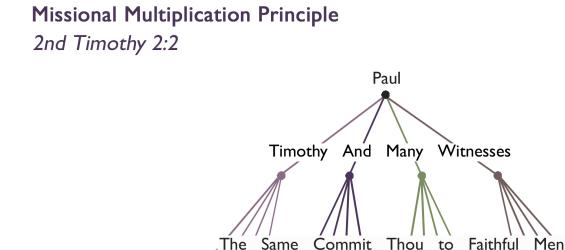
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Jacksons' Gap Theodore Piedmont Vincent Gainesville Ashford Valley Head Orrville Smiths Station Attoona Albertville Sylvania Gadsden West Blocton Point Clear Triate Intercultural Institute Sumiton Marion Aliceville Grand Bay Lakeview Roanoke Yellow Blue Jor Confectual Ministry Confectual Ministry Waverly 61 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



Shall Be Able To Teach Others Also

Union Springs Falkville Pine Ridge Pine Hill Irondale Lake Purdy Pisgah Carbon Hill Edgewater Sa ette Munford Madison Kennedy Anniston Roanoke Daviston Lineville Intercultural Institute Tuscaloosa Huntsville Talladega Fultondale Mountain Brook Level or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry C

Who

### **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.



feeville Lake View Rockford Gulf Shores Killen White Hall Brewton Grant Dutton Vincent Flomaton Birmingham Foley Coffee Springs Hokes Bluff Gu-Win Atmore Siles For Rucker Mobile Jemison Monroeville Sweet Water Weaver Wilsonville Pickensville Meadowbro Confectual Institute of Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

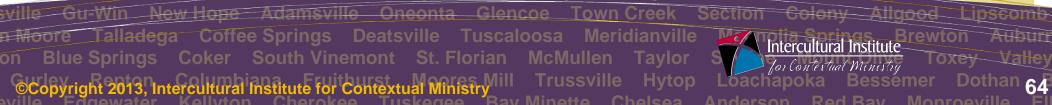
### Your MissionSite and the Missional Suite

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





### Notes and Sources

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



## APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	0.26 mi	0	Plateauing
2	Fairview	2501 29th Place Ensley Birmingham, AL 35208	0.48 mi	54	Plateauing
3	Sardis	1615 4th Ct W Birmingham, AL 35208	0.63 mi	1,100	Plateauing
4	Cathedral of Faith	4720 Court V Birmingham, AL 35208	1.03 mi	0	NoData
5	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	1.24 mi	118	Plateauing
6	Thomas First	153 1st Street Thomas Birmingham, AL 35214	1.71 mi	38	Growing
7	Judah Family	2912 Avenue D Birmingham, AL 35218	1.75 mi	0	Plateauing
8	Mt. Zion	715 12th Ave W Birmingham, AL 35204	1.79 mi	100	Plateauing
9	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	1.82 mi	0	Plateauing
10	South Park	2341 Pearson Ave SW Birmingham, AL 35211	1.92 mi	69	Growing
11	New Hope	1740 Čleburn Ave SW Birmingham, AL 35211	2.15 mi	1,431	Growing
12	New Covenant	4121 7th Ave Wylam, AL 35224	2.49 mi	0	Plateauing
13	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	2.60 mi	1,615	Growing
14	Green Acres	6505 Avenue O Birmingham, AL 35228	2.72 mi	42	Declining
15	Sandusky Fist	1125 Haven Dr Birmingham, AL 35214	3.07 mi	98	Plateauing

Lest Blocton Bridgeport Coffee Springs Geraldine Owens Cross Roads Dutton Sylacauga Kennedy Thom Theresylle Berry Louisville Fairfield Gaylesville Lisman Excel Sanford Intercultural Institute Chard Detroit Twin Daleville Montevallo Munford Clio Slocomb Fort Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministr

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Westside	329 Oregon St Birmingham, AL 35224	3.17 mi	18	Declining
17	Richmond Street	5212 9th Ave Birmingham, AL 35224	3.43 mi	16	Plateauing
18	Katherwood	600 Roanoke St Birmingham, AL 35224	3.48 mi	59	Declining
19	True Life	275 Chickasaw Dr Birmingham, AL 35214	3.49 mi	109	Plateauing
20	New Beginnings Family Church	500 B Y Williams Sr Dr Birmingham, AL 35228	3.78 mi	180	Growing
21	Forestdale	1400 Brisbane Ave Birmingham, AL 35214	3.98 mi	93	Declining
22	New Birth Christian	19 Ragland Drive Odenville, AL 35120	4.13 mi	0	Plateauing
23	Westmont	2963 Mulga Loop Rd Birmingham, AL 35224	4.15 mi	183	Growing
24	Good News	2023 37th Ave N Birmingham, AL 35207	4.26 mi	0	Plateauing
25	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	4.29 mi	0	Plateauing
26	Hillview	800 Heflin Ave E Birmingham, AL 35214	4.50 mi	169	Declining
27	Edgewater	800 Galveston St Birmingham, AL 35224	4.50 mi	46	Declining
28	Southside	PO Box 55058 Birmingham, AL 35255	4.52 mi	163	Declining
29	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	4.52 mi	0	Plateauing
30	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	4.55 mi	141	Growing

Greensboro Jasper Huntsville Orrville Rosa Pleasant Groves Geraldine Hanceville Fyffe Cusseta Reform Uniontown Tuskegee Moores Mill Sheffield Valley Grande side Avon Wetumpka Creola Piedmont Pell City Arab Hammondville for Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
31	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	4.56 mi	75	Plateauing
32	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	4.56 mi	2,245	Plateauing
33	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	4.64 mi	176	Growing
34	Docena	PO Box 125 Docena, AL 35060	4.81 mi	21	Declining
35	Wilkes	1023 Woodward Rd Midfield, AL 35228	4.97 mi	68	Plateauing
36	New Faith	135 2nd Ave Pleasant Grove, AL 35127	5.06 mi	67	Growing
37	Cottage Hill	PO Box 515 Pleasant Grove, AL 35127	5.28 mi	142	Plateauing
38	Fairfield Highlands	910 9th St Midfield, AL 35228	5.31 mi	252	Declining
39	Westwood First	2349 Forestdale Blvd Birmingham, AL 35214	5.58 mi	720	Declining
40	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	5.82 mi	419	Declining
41	Pleasant Grove Fist	724 4th St Pleasant Grove, AL 35127	5.84 mi	777	Declining
42	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	5.89 mi	0	Plateauing
43	Dolomite	PO Box 188 Dolomite, AL 35061	5.99 mi	35	Plateauing
44	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	6.02 mi	76	Declining
45	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	6.05 mi	76	Growing

S Riverview Cedar Bluff Grand Bay Oakman Rogersville Rehobeth Autaugaville Hollywood Louisville Ashville Leesburg Double Springs Newville Sheffield Edgewater Arab <u>Intercultural Institute</u> Eva Coffee S w Hope Clio Cleveland Rockford Mountainboro Triana Lincoln Holly *Intercultural Institute* Payne Mounta *for Contextual Ministry* Waterloo 68 ©Copyright 2013, Intercultural Institute for Contextual Ministry



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