MissionSite top unreached locations

eeville Rock Mills **BIRMINGHAM, AL** Magnolia Springs idridge Hytop Underwood-Petersville Dothan Point Guntersvi CENSUS TRACT: 01073003700 uisville Mightip VIIman Vestavia Hills Union Grove **REGION: North Central Region** Monroeville Cordo CONGREGATIONAL REPRODUCTION Ackleburg Cardiff Butler Gu-Win HarveASSOCIATION Birminghamear Creek Trussville lacksonville Lester Woodville Oakman Boligee Cleveland DISTRICT: 11: Birmingham Metro District Ima Gayle In partnership with the: Collinsville Kimberly Southside RoCOUNTY Jefferson Mountainboro Chickasaw Intercultural Institute States South VSITESCAPE: Suburbscapeenville Edwardsville Ba gqC Ragland Napler Field Jackson Saks Demopolis Silas Hood State Board of Missions Suligent Irondale rth Courtland

Eu©CopyFight 2013, Intercultural Institute for Contextual Ministry Oneonta Kennedy Attalla Redstone Arsenal McDonald C

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bson City Piedmont West Jefferson Vredenburgh Muscle Shoals Rockford Guin Huntsville Sardis City File Hammondville Thomasville Blue Springs Ranburne Gantt Pelham Alabaster Haze Helena Sanford Tarrant Rogersville Vance Goshen Sumiton Ander For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

Plnson Jasper Silverhill Grove Hill Pine Ridge Gaylesville Clanton Falkville Phenix City Lyn Lexington Providence Pinckard Frisco City Sipsey Maytown Tuston Intercultural Institute Brookwood Point Clear Pollard Oakman Langston Creola Coosad Torsof Hamilton Louisville Va Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Fairfield

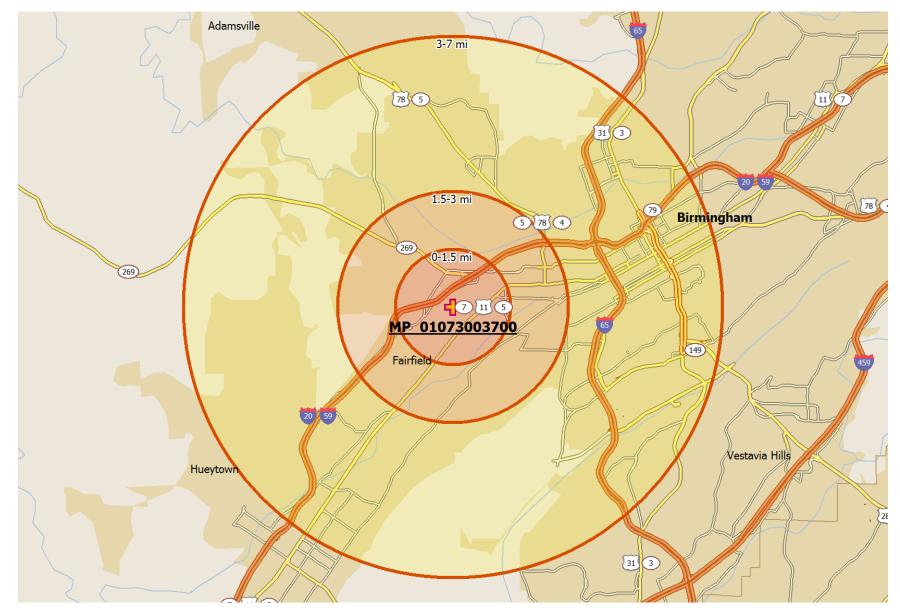
1.5-3 mi

0-1.5 mi

MP 01073003700

7 11 5

Site Location Summary - Map of the Site Location



Tillmans Corner Parrish Heflin Citronelle Gurley Moulton Saraland Slocomb Saks Mooresville Malve Cel Phenix City Myrtlewood Hanceville Susan Moore Sulligent Florala Intercultural Institute Lipscomb River Falls Opelika Oxford Center Point Hartselle Addiso for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

One key issue in site location is the degree of urbanicity - how rural or how urban is this setting? A number of government agencies have tackled this question in order to better compare various types of communities in the United States. The chart below provides a summary of how various government agencies have defined this particular location. IICM took the Rural Urban Commuting Areas (RUCA) from the US Department of Agriculture and created an index value based on the most rural value being a "0" and the most urban value being a "100". You will also see their ERS RUCA Commuting Value. The percent of households that commute from a non-metro to a metro area is also given.

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Montevallo Chickasaw Dayton Oakman Sweet Water Moores Mill Rosa Maytown Loachapoka Allg ount Vernon New Market Flomaton Snead Adamsville Nectar Moulton Intercultural Institute Fultondale Town Creek Reform Bon Air Faunsdale Orrville Red Level for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	30,923	45,774	174,329
2010 Households	11,696	17,401	74,818
2010 Group Quarters Population	468	2,056	8,223

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	63	56	56
Language Diversity National Index	12	30	31
Foreign Born Diversity National Index	21	84	40
Ancestry Diversity National Index	1	12	39
Racial Diversity National Index	25	68	58

roy Forestdale Marion Lipscomb Rockford Kennedy Bridgeport Geiger Argo Loxley Butler Coffee S phile Ardmore Midway County Line Section Sanford Ohatchee Wilson Intercultural Institute nion Grove Indian Springs Village Hackleburg Meadowbrook Tuscumbia Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

ard Eldridge Nectar Shilloh Georgiana Sylvan Springs Altoona Opp Farview Powell Samson Wilson Cardiff Rehobeth Steele Blountsville Detroit Troy Indian Springs Vi Anton Sult Shares Marion Sulig Smiths Station Adamsville Ider Meadowbrook Mignon Carbon Hill Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	53	0.45%
Working Communities	Blue-collar, Working Families	128	1.09%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	577	4.93%
Urban Communities	High Density, Inner-city Neighborhoods	10,938	93.52%

Smiths Station Nauvoo Cusseta Akron Parrish Fruithurst Cowarts Tarrant Pleasant Groves Courtier Midland City Gurley Ashland Holly Pond Forestdale Gainesville Province Intercultural Institute own Creek Cherokee Eldridge Henagar Smoke Rise Guntersville Wedo for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Ce City Billingsley Talladega Montevallo Linden Hodges Harpersville Natural Bridge Atmore Carrollton Alten Brookwood Millport Hokes Bluff Kennedy Elkmont Kinsey Sard Intercultural Institute Athens Red Level Heath Theodore Colony Bakerhill Columbiana Ger for Contextual Ministry Higgs of the Contextual Ministry Bakerhill Columbiana Bridgeport Harvest Chatom Ref 9m Copyright 2013, Intercultural Institute for Contextual Ministry Billings of the Contextual Ministry Bakerhill Columbiana Bridgeport Harvest Chatom Ref 9m Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for 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?

Greensboro Sylvan Springs Paint Rock Andalusia Sumiton Graysville Good Hope Franklin Moundwin Hackleburg Phil Campbell Millry Langston Tarrant Myrtlewood Source Intercultural Institute Trussville Kimberly Decatur Crossville Weaver Cherokee Walnut Grove for Confectual Ministry Clayton Stee Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	8,242	4.36%
Unreached %	70.04%	70.47%	100.61
Religious But NOT Evangelical HH	59,062	3,762	6.37%
Religious But NOT Evangelical %	21.91%	32.16%	146.81
Spiritual But NOT Relig or Evang HH	23,159	244	1.05%
Spiritual But NOT Relig or Evang %	8.59%	2.09%	24.32
Not Evangelical, Not Interested HH	108,094	4,331	4.01%
Not Evangelical, Not Interested %	40.09%	37.03%	92.36



euthside Cedar Bluff Pennington Thorsby Ashville Boligee Springville Thercultural Institute Ashland Bay Ha Napier Field Sumiton Wilton Hodges Dayton Susan Moore Steele Confectual Ministry Laboration Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Laboration Batter Fruithurst Georgiana Town Creek Oneonta

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	17	6.59%
Active ALSBOM Attenders	47,650	4,781	10.03%
Active Evangelical Households	60,770	6,459	10.63%
Active Evangelical Percent	22.54%	22.20%	98.48
Inactive Evangelical Households	20,000	2,126	10.63%
Inactive Evangelical Percent	7.42%	7.31%	98.49
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Central Park	0.23 mi	118	Plateauin	16	Sixth Avenue	2.92 mi	1,615	Growing
2	Cathedral of Faith	0.74 mi	0	NoData	17	Mt. Zion	3.00 mi	100	Plateauing
3	Fairview	0.92 mi	54	Plateauin	18	Katherwood	3.10 mi	59	Declining
4	New Birth Missionary	1.05 mi	0	Plateauin	19	Sandusky Fist	3.67 mi	98	Plateauing
5	Judah Family	1.20 mi	0	Plateauin	20	Wilkes	3.75 mi	68	Plateauing
6	South Park	1.31 mi	69	Growing	21	Fairfield Highlands	4.09 mi	252	Declining
7	Green Acres	1.64 mi	42	Declining	22	Edgewater	4.10 mi	46	Declining
8	Sardis	1.70 mi	1,100	Plateauin	23	Westmont	4.18 mi	183	Growing
9	New Covenant	1.85 mi	0	Plateauin	24	Cottage Hill	4.25 mi	142	Plateauing
10	New Hope	1.92 mi	1,431	Growing	25	True Life	4.27 mi	109	Plateauing
11	New Beginnings Family Church	2.59 mi	180	Growing	26	New Birth Christian	4.28 mi	0	Plateauing
12	Westside	2.61 mi	18	Declining	27	New Faith	4.35 mi	67	Growing
13	Richmond Street	2.69 mi	16	Plateauin	28	Raleigh Avenue	4.55 mi	141	Growing
14	Rehoboth Christian Community Church	2.74 mi	0	Plateauin	29	Forestdale	4.78 mi	93	Declining
15	Thomas First	2.90 mi	38	Growing	30	Dolomite	4.81 mi	35	Plateauing

Cleveland Tuscumbia Mosses Repton Orange Beach Tallassee McDonald Chapel Castleberry Pollard Newbern Demopolis Carbon Hill Thorsby Sardis City Hartford Edge Intercultural Institute Brilliant Clayton Pell City Holt Libertyville Nectar Chatom Glenwood Abbeville Ministry Concertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Using the Spirituality Indicators

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

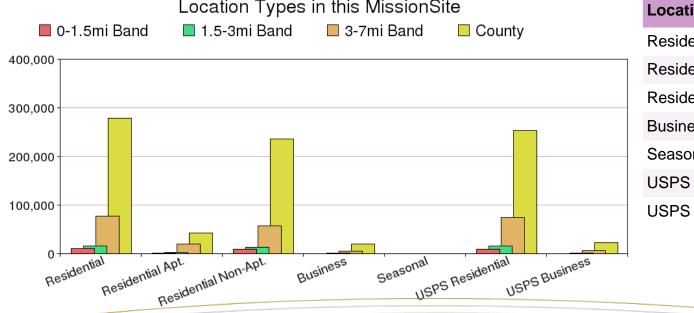
Issues for Your Consideration

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



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

COUNTY	BAND	% OF CO		DEMOSCAPE	DEMOSCAPE COUNTY	DEMOSCAPE COUNTY BAND
651,526	36,007	5.53%		1990 Households	1990 Households 251,478	1990 Households 251,478 13,450
662,047	33,932	5.13%		2000 Households	2000 Households 263,265	2000 Households 263,265 12,564
666,792	30,923	4.64%		2010 Households	2010 Households 269,609	2010 Households 269,609 11,696
	651,526 662,047	651,52636,007662,04733,932	651,52636,0075.53%662,04733,9325.13%	651,526 36,007 5.53% 1990 Households 662,047 33,932 5.13% 2000 Households	651,526 36,007 5.53% 1990 Households 251,478 662,047 33,932 5.13% 2000 Households 263,265	651,526 36,007 5.53% 662,047 33,932 5.13% 2000 Households 263,265 12,564

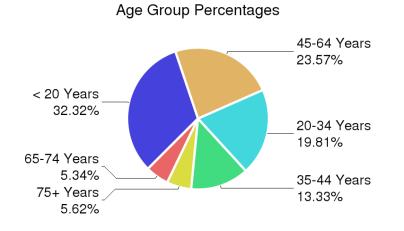


Location Type 0-1.5mi Band Residential 11,209 Residential Apt. 1,518 Residential Non-Apt. 9,691 **Business** 564 Seasonal 0 **USPS** Residential 9,334 **USPS** Business 521

Daviston Memphis Gurley Chickasaw Double Springs Coker Russelville Smiths Station Grove Hill L Opelika Grand Bay Clayton Eva Headland Kansas Lester St. Floriand Intercultural Institute Tuscumbia Evergreen Deatsville Powell Bay Minette Banks Linden for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A current year demographic summary of age categories for the site location appears on the right.

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

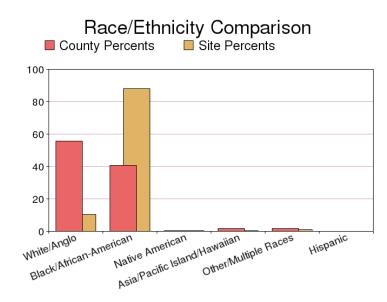


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.38%	112.32
4-5 Years	2.7%	3.27%	121.11
6-8 Years	3.98%	4.99%	125.38
9-11 Years	3.86%	4.92%	127.46
12-13 Years	2.52%	3.19%	126.59
14-17 Years	5.08%	6.39%	125.79
18-19 Years	2.53%	3.2%	126.48
0-5 Years	8.38%	9.64%	115.04
6-12 Years	9.1%	11.5%	126.37
13-19 Years	8.87%	11.18%	126.04
< 20 Years	26.35%	32.32%	122.66
20-34 Years	20.74%	19.81%	95.52
35-44 Years	12.98%	13.33%	102.7
45-64 Years	25.86%	23.57%	91.14
65-74 Years	7.12%	5.34%	75
75+ Years	6.94%	5.62%	80.98
Median Age	37	34	90.64
Median Age (Male)	35	31	86.87
Median Age (Female)	39	36	92.32

Havneville Beatrice Hillsboro Addison West Blocton Underwood-Petersville Maplesville Faunsdale New Butler Gordon Brewton Notasulga Ashville Webb Wadley Vred Intercultural Institute Newville Town Creek Elkmont Silas Sanford Langston Lester Yello Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	10.24%	18.4
Black, African-American	40.69%	88.1%	216.52
Native American	0.36%	0.19%	53.68
Asian	1.49%	0.27%	18.19
Pacific Island, Hawaiian	0.08%	0.05%	66.17
Other/Multiple Races	1.74%	1.14%	65.53
Hispanic	0%	2.32%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	18,821	
Less than 9th Grade	3.46%	4.12%	83.95
No High School Diploma	8.86%	11.59%	76.42
High School Graduate	28.96%	32.31%	89.62

22.64%

7.22%

17.82%

11.04%

27.68%

8.92%

10.34%

5.04%

81.78

80.98

172.39

219.19

Daviston Pell City New Brockton Odenville Smoke Rise Hartford Calera Fort Payne Fort Rucker Linco Grayson Valley Ashford Leeds Providence Springville Birming Intercultural Institute Cordova Moores Mill Cullman New Site East Brewton Phenix City Fuller For Contextual Ministry Cherokee Double Springs Hayden Goshen Auburn 17

Some College, no degree

Graduate/Prof. degree

Associate Degree

College Degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.23%	14.11%	219.42
\$10,000 to \$19,999	13.29%	20.25%	152.29
\$20,000 to \$29,999	12.05%	16.42%	136.26
\$30,000 to \$49,999	20.54%	23.47%	114.24
\$50,000 to \$59,999	8.47%	8.22%	96.97
\$60,000 to \$69,999	6.88%	5.95%	86.53
\$70,000 to \$79,999	5.9%	3%	50.84
\$80,000 to \$89,999	4.74%	1.72%	36.27
\$90,000 to \$99,999	3.22%	1.04%	32.43
\$100,000 to \$124,999	6.59%	3.25%	49.33
\$125,000 to \$149,999	3.44%	1.38%	40
\$150,000 to \$199,999	3.44%	0.38%	10.93
\$200,000 to \$249,999	1.12%	0.09%	8.37
\$250,000 or more	2.08%	0.75%	36.09
Median Household	45,427	30,179	66.43
Average Household	68,011	42,166	62
Per Capita Household	28,213	16,081	57
Family/Non-Family Household			
Income			
Median Family Income	58,390	36,668	62.8
Average Family Income	83,931	49,961	59.53
Median Non-Family Income	28,382	19,504	68.72
Average Non-Family Income	39,159	26,767	68.35

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Eldridge Sumiton Clay Grimes Altoona Twin Bakerhill Center Point Mcintosh Slocomb Sardis C Hayhatchee Eufaula Epes Boligee Greensboro Harpersville Hanceville Mondalusia Nectar H Minor Falkville Andalusia Edgewater Brent Tuskegee Avon Summer Confertual Ministry Confertual Ministry Pinckard Elkmont Pike Road Vredenburgh Pelha Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.44%	66.93%	103.86
Families with Children	32.53%	41.98%	129.04
Families without Children	31.91%	24.95%	78.19
Non-Family Households			
% Non-Family Households	35.56%	33.07%	93.01
Non-Families with Children	0.19	0.27	142.68
Non-Families without Children	35.37	32.8	92.74
Housing Units			Index
Total Housing Units	313,876	14,106	
Vacant percent	14.1%	17.09%	121.19
Owned percent	58.37%	50.03%	85.7%
Rented Percent	27.52%	32.89%	119.49
Households by Size			Index
Avg household size	2.41	2.60	107.88
Avg family hh size	3.12	3.31	106.09
Avg non-family hh size	1.13	1.17	103.54
Households By Count of Persons			Percent
One	84,836	3,526	4.16%
Two	81,467	2,964	3.64%
Three or Four	80,946	3,886	4.8%
Five+	22,360	1,319	5.9%

Rosa Lynn Kansas Dodge City Marion Butler Ridgeville Albertville Cuba Anniston Helena Gravsville Ayette Scottsboro Clanton Goldville Littleville Glenwood Fairhope Avor Intercultural Institute Fulton Petrey Brundidge Moundville Alexander City Belk Redston Mono Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Mono Coffee Spig Copyright 2013, Intercultural Institute for Contextual Ministry Mono Coffee Spig Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Minist

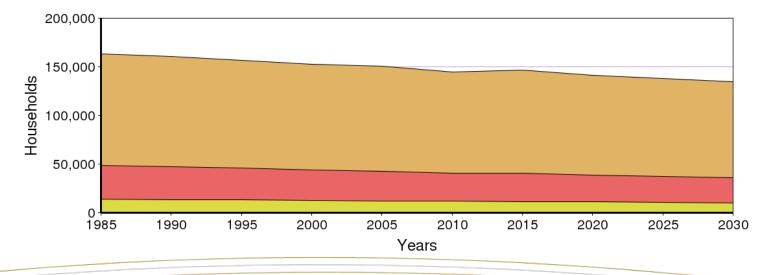
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	36,007	5.53%
2000 Population	662,047	33,932	5.13%
2010 Population	666,792	30,923	4.64%
2015 Population	675,554	30,286	4.48%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

🔲 0-7mi Ring

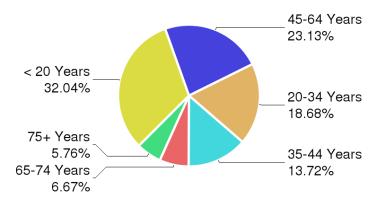


acauga Moody Malvern Margaret Huntsville Newville Sylvania Cowarts Headland Franklin Glen Allen Carroliton Brundidge Meridianville New Market Red Bay Woodland Jase Intercultural Institute eeds Fairhope Collinsville Columbiana Wilsonville Geraldine Ashford for Contextual Ministry Cardiff Montgomery La Fayette Mountain Brook B20

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

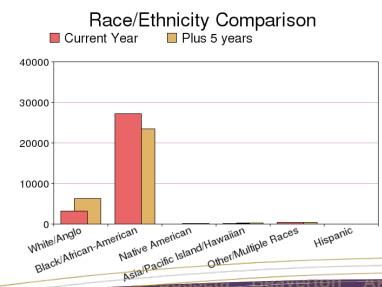


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.38%	6.34%	99.37
4-5 Years	3.27%	3.31%	101.22
6-8 Years	4.99%	5.07%	101.6
9-11 Years	4.92%	4.99%	101.42
12-13 Years	3.19%	3.21%	100.63
14-17 Years	6.39%	6.16%	96.4
18-19 Years	3.2%	2.97%	92.81
0-5 Years	9.64%	9.65%	100.1
6-12 Years	11.5%	11.67%	101.48
13-19 Years	11.18%	10.73%	95.97
< 20 Years	32.32%	32.05%	99.16
20-34 Years	19.81%	18.69%	94.35
35-44 Years	13.33%	13.72%	102.93
45-64 Years	23.57%	23.14%	98.18
65-74 Years	5.34%	6.67%	124.91
75+ Years	5.62%	5.76%	102.49
Median Age	37	34	92.63
Median Age (Male)	35	31	87.92
Median Age (Female)	39	37	94.68

theisville Benton Cuntersville Coffeeville Blountsville Cuba La Fayette Jacksonville Hartford Arley B Kimberly Woodstock Valley Grande Chatom Orrville Goldville Spanish Arley But Intercultural Institute Son Reform Grand Bay Union Dadeville Akron Dora Fultondale Trini for Contestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	10.24%	20.49%	200.18
Black, African-American	88.1%	77.31%	87.75
Native American	0.19%	0.29%	151.45
Asian	0.27%	0.66%	244.32
Pacific Island, Hawaiian	0.05%	0.05%	84.09
Other/Multiple Races	1.14%	1.19%	104.71
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	18,821	18,592	
Less than 9th Grade	4.12%	3.15%	76.45
No High School Diploma	11.59%	9.36%	80.73
High School Graduate	32.31%	32.71%	101.25
Some College, no degree	27.68%	27.54%	99.48
Associate Degree	8.92%	9.86%	110.64
College Degree	10.34%	11.34%	109.66
Graduate/Prof. degree	5.04%	6.03%	119.81

Bridgeport Hamilton Lowndesboro Banks Fayette Bakerhill Priceville Chickasaw Cherokee Rock Mills White Hall Kimberly Lockhart Mulga Collinsville Eufaula Geraldine Chickasaw Cherokee Rogersville B Decatur Bear Creek Gordon Oak Grove Dayton Louisville Maytown Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	14.11%	12.52%	88.73
\$10,000 to \$19,999	20.25%	20.36%	100.56
\$20,000 to \$29,999	16.42%	16.08%	97.96
\$30,000 to \$49,999	23.47%	23.11%	98.45
\$50,000 to \$59,999	8.22%	8.5%	103.41
\$60,000 to \$69,999	5.95%	6.29%	105.75
\$70,000 to \$79,999	3%	3.27%	101.84
\$80,000 to \$89,999	1.72%	1.97%	110.21
\$90,000 to \$99,999	1.04%	1.19%	113.89
\$100,000 to \$249,999	3.25%	3.71%	114.2
\$125,000 to \$149,999	1.38%	1.61%	116.95
\$150,000 to \$199,999	0.38%	0.45%	119
\$200,000 to \$249,999	0.09%	0.14%	146.46
\$250,000 or more	0.75%	0.83%	109.84
Median Household	30,179	31,565	104.59
Average Household	42,166	46,116	109.37
Per Capita Household	16,081	17,837	110.92
Family/Non-Family Household			
Income			
Median Family Income	36,668	38,732	105.63
Average Family Income	49,961	55,578	111.24
Median Non-Family Income	19,504	20,223	103.69
Average Non-Family Income	26,767	28,348	105.91

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	66.93%	65.59%	98
Families with Children	41.98	40.97	97.59
Families without Children	24.95	23.32	93.48
Non-Family Households			
% Non-Family Households	33.07%	34.41%	104.05
Non-Families with Children	0.27	0.22	104.05
Non-Families without	32.8	34.19	104.26
Children			
Housing Units			
Total Housing Units	14,106	14,020	99.39%
Vacant percent	17.09%	17.15%	100.32
Owned percent	50.03%	49.84%	99.63
Rented Percent	32.89%	33.02%	100.4
Households by Size			
Avg household size	2.60	2.57	98.85%
Avg family hh size	3.31	3.34	100.91%
Avg non-family hh size	1.17	1.10	94.02%
Households By Count of			
Persons			
One	3,526	3,656	103.69%
Тwo	2,964	2,945	99.36%
Three or Four	3,886	3,757	96.68%
Five+	1,319	1,260	95.53%

Dadeville Repton Wetumpka Selmont-West Selmont Triana Cardiff Loachapoka Gainesville Talladega Fuscumbia Chickasaw Monroeville Sulligent Silverhill Meadowbrook Malvern Dayton Westove mpbell West End-Cobb Town Fulton North Johns Waldo Grant Vestavio (on Contextual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Ariton Midfield Riverview Homewood St. Florian 24

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	373	260	5,539	Eastern Africa	Eastern Africa 4	Eastern Africa 4 3
Northern Europe	5	10	303	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	43	40	228	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	108	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	286	Western Africa	Western Africa 23	Western Africa 23 6
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	8	17	1,027	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	0	454	Caribbean	Caribbean 43	Caribbean 43 29
SE Asia	0	0	425	Central Amer.	Central Amer. 238	Central Amer. 238 155
Western Asia	0	0	188	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

Boaz Mosses Addison Notasulga Rockford Tuscumbia Avon Lakeview Indian Springs Village Mid Hest Blocton Hokes Bluff Silverhill Smiths Station Geiger Calera Source Rolines Haleyville Lecus Orrville Hamilton Hayden Maytown Hillsboro River Falls Priceville Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES
English only			
English only	31,562	44,843	152,447
Spanish	856	984	4,053
Other Indo-Euro	328	275	2,432
language			
French (incl. Patois,	196	173	888
Cajun)			
French Creole	0	0	19
Italian	28	19	131
Portuguese	0	0	14
German	96	72	391
Yiddish	0	0	12
Other West Germanic	0	0	32
A Scandinavian	0	0	16
Language			
Greek	0	0	157
Russian	0	0	181
Polish	0	0	4
Serbo-Croatian	0	0	18
Other Slavic Language	8	0	50
Armenian	0	0	10
Persian	0	0	53
Gujarathi	0	0	102
Hindi	0	0	80
Urdu	0	0	48

ille Homewood Harpersville Dora Mosses Heath Munford Cullman Point Clear Elkmont Lowndesbord E Springs Stevenson Kellyton Clio Georgiana Sanford Sulligent Moules Intercultural Institute nroeville Berry Enterprise Frisco City Columbia Russellville Hartselle Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Union

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	28,843	39,440	130,749		Irish	Irish 157	Irish 157 301
Arab	20	31	710		Italian	Italian 91	Italian 91 173
Armenian	0	0	10		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	85		Norwegian	Norwegian 0	Norwegian 0 8
British	24	24	740		Polish	Polish 8	Polish 8 38
Canadian	0	0	152		Portuguese	Portuguese 0	Portuguese 0 5
Croatian	0	0	39		Romanian	Romanian 0	Romanian 0 16
Czech	0	0	104		Russian	Russian 7	Russian 7 0
Czechoslovak	0	0	24		Scandinavian	Scandinavian 0	Scandinavian 0 6
Danish	0	0	85		Scotch-Irish	Scotch-Irish 76	Scotch-Irish 76 111
Dutch	85	31	758		Scottish	Scottish 38	Scottish 38 26
English	200	230	9,922		Slovak	Slovak 0	Slovak 0 0
European	55	34	959		Subsaharan African	Subsaharan African 333	Subsaharan African 333 658
Finnish	0	0	38		Swedish	Swedish 7	Swedish 7 6
French (not Basque)	14	13	1,486		Swiss	Swiss 0	Swiss 0 0
French Canadian	0	0	198		Ukrainian	Ukrainian 0	Ukrainian 0 0
German	68	91	5,286		US/American	US/American 463	US/American 463 1,001
Greek	14	4	401		Welsh	Welsh 25	Welsh 25 17
Hungarian	10	8	118		West Indian	West Indian 1	West Indian 1 48
ranian	0	0	61		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				_	Other	Other 27,150	Other 27,150 36,557

Clio Tillmans Corner Owens Cross Roads McKenzie McIntosh Smoke Rise West End-Cobb Town New Ma Bay Lexington Ohatchee Midfield Kellyton Forestdale Muscle Shoals Intercultural Institute Parrish Triana Minor Avon Kinston Glencoe Hazel Green Boligee Jos Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



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.

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Tuskegee Ashville Sulligent Sylvania Holly Pond Lipscomb Excel Forestdale Valley Grande Walnut Grande Hanceville Hanceville Leighton Wedowee Repton Avon East Brewton Selmont Fibe Horn Hill He anboro Jasper Robertsdale Theodore Chelsea Good Hope Gilbertown Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Becopyright 2013, Intercultural Institute for Contextual Ministry 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	11,696	100%	8,240	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%

Rece City Evergreen Arley Minor Vance Jacksons' Gap Snead Hytop Riverview Margaret Akron Heredham Goldville Pinson Pleasant Groves Camden Lineville Alabaster Intercultural Institute Pisgah Oriente tevenson West Point Daphne Ider Bayou La Batre Loxley Magnolia Spire Goldville Goshen Decatur Union Safe Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,696	100%	8,240	100%
BLUE COLLAR BACKBONE	19	0.16%	13	0.16%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	9	0.08%	6	0.07%
Small Town Endeavors	10	0.09%	7	0.08%
AMER. DIVERSITY	53	0.45%	34	0.41%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	53	0.45%	34	0.41%
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	109	0.93%	76	0.92%
Steadfast Conservative	78	0.67%	53	0.64%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	24	0.21%	18	0.22%
Grass-Roots Living	7	0.06%	5	0.06%

r Creek Double Springs New Site Haleburg River Falls Ridgeville Columbia Killen Robertsdale Elmore Thile Hall Faunsdale Auburn Hartford Vina Brilliant Luverne Thomasylin <u>Intercultural Institute</u> Natural Bridge Creola Red Level Gulf Shores Collinsville Wetumpka Grove Hill Hor for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry City On Yorka, Bridgeout Hanceville St. 32

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	11,696	100%	8,240	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	577	4.93%	427	5.18%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	577	4.93%	427	5.18%
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%

Maytown Brantley County Line Goodwater Elkmont Section Shiloh Fort Rucker Haleburg Locust Ford Hartselle Camden Carbon Hill Glenwood Oak Grove Linden Selver Intercultural Institute thside Florala Rehobeth Bon Air Wadley Frisco City Gilbertown Boa for Confectual Ministry bia Thomaston Copyright 2013, Intercultural Institute for Contextual Ministry Triana Kansas Hollywood McDonald Chapel Dodge Ci33

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	11,696	100%	8,240	100%
STRUGGLING SOCIETIES	1,691	14.46%	1,146	13.91%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,691	14.46%	1,146	13.91%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	9,247	79.06%	6,544	79.42%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	7,853	67.14%	5,492	66.65%
Urban Diversity	0	0%	0	0%
New Generation Activists	100	0.85%	67	0.81%
Getting By	1,294	11.06%	985	11.95%
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%

Cleveland Forkland Camp Hill Clay Mooresville Yellow Bluff Billingsley Hoover Double Springs Jacks Leesburg East Brewton Rock Mills Meridianville Webb Gantt Brantley Intercultural Institute Rogersville Northport Waverly Moundville Magnolia Springs Centre Store Contestual Ministry ^{fo} Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Boligee Skyline New Brocktop Eufaula Point Clear

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?



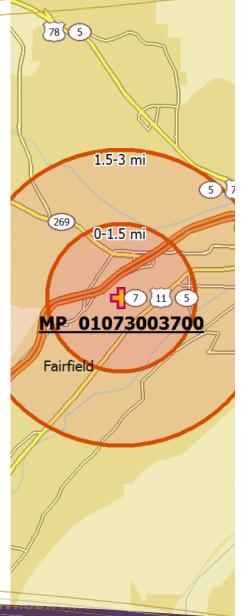
Potential Cultural Bridges

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).



Toxey Cusseta Thomasville Greensboro Huguley Huntsville Indian Springs Village Deatsville Talladega Hyrtlewood Dozier Goshen Autaugaville Brantley Hollywood Ridger Intercultural Institute Ivern Pleasant Groves Riverview Robertsdale Millport Blountsville Valle Intercultural Institute for Confectual Ministry Henagar Glen Allen Midland City Kinston Heath Wed 36 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	BRIDGES
	MILES	MILES	MILES	
PC-HH Own	53%	55%	66%	Use Comp. for No
Use Comp. for Internet/E-mail	32%	34%	46%	Service
Internet Use: E-Mail	28%	29%	40%	Internet Use: Bar
Use Comp. for Education	23%	24%	28%	Internet Use: New
Use Comp. for Comp. Games	22%	24%	31%	PC-Network-HH
HH Owns DVD Player	19%	20%	25%	Use Comp. for Fi
Use Comp. for Word	18%	18%	29%	Internet Use: Sho
Processing				Info. for Shopping
Use Comp. for Digital Camera	17%	18%	24%	Internet Use: Play
Photo Editing				Online Games
Use Comp. for Banking	17%	17%	24%	Internet Use: Res
Use Comp. for Shopping	16%	17%	26%	Use Comp. for
				Graphics/Procent

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Use Comp. for News/Info./Data	14%	14%	19%
Service			
Internet Use: Banking	13%	15%	21%
Internet Use: News/ Weather	12%	14%	22%
PC-Network-HH Has One	12%	12%	16%
Use Comp. for Filing/DB Mngmnt	10%	10%	11%
Internet Use: Shopping: Gathered	8%	8%	12%
Info. for Shopping			
Internet Use: Play/ Download	8%	8%	8%
Online Games			
Internet Use: Research/ Education	8%	8%	11%
Use Comp. for	7%	7%	8%
Graphics/Presentation			
Use Comp. for Accounting	7%	7%	11%

Kinston Opelika Lester Berry Talladega Leesburg Gordon Lanett Farview Babbie East Brewton Mignon Oak Hill Hillsboro Morris Warrior Waterloo Highland Lake Intercultural Institute Lipscomb Jasper Level Plains Malvern Falkville Elkmont Atmore for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry ake View Foley Riverside Heflin Horn Hill Skyline 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	70%	69%	68%
Reading Books	47%	47%	52%
Dining Out (Not Fast Food)	39%	39%	48%
Cooking for Fun	32%	32%	34%
Card Games	32%	32%	37%
Go To A Beach/Lake	22%	23%	29%
Board Games	20%	21%	26%
Gardening	17%	18%	24%
Going To	16%	16%	18%
Bars/Nightclubs/Dancing			
Photography	14%	14%	16%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	61%	62%	65%
Gen./Fam. Practitioner	29%	29%	33%
Backache	20%	21%	21%
Dentist	19%	19%	24%
None Of These	19%	19%	20%
Hypertension/High Blood	19%	19%	20%
Pressure			
Eye Dr.	16%	17%	19%
High Cholesterol	14%	14%	16%
Acid Reflux Disease	13%	13%	14%
(GERD)			
Gas	12%	12%	11%

mbiana Valley <u>Georgiana Sipsey Elkmont Gadsden Calera Maytown</u> Pine Ridge Aliceville Gilbertown Clayhatchee Blue Ridge Wilton Enterprise Fairview Citronelle Eclerit Intercultural Institute of Jasper New Hope Red Level County Line Woodland Foley Yellow (or Contextual Ministry) leveland Tuscu Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	24.37%	24.3%	27.65%
Live Theater	18.66%	17.93%	20.73%
Live Theater Most Often	13.9%	13.46%	16.04%
Dance Performance	12.89%	12.43%	11.86%
Rock/Pop Concerts Most	12.15%	12.49%	14.73%
Often			
Comedy Club	11.9%	11.41%	11.01%
Movies: Comedy	40.82%	41.26%	41.44%
Movies: Action/Adventure	36.85%	37.7%	39.4%
Movies: Drama	26.05%	26.41%	25.47%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	23.29%	22.79%	22.09%
Movies: Fam.	20.85%	21.51%	20.91%
Movies: Horror	19.62%	20.28%	16.69%
MLB Baseball Reg.	4.96%	4.57%	6.62%
Season			
NFL Football Reg. Season	3.18%	3.23%	5.14%
College Football Reg.	3.11%	3.31%	5%
Season			
College Basketball Reg.	3.07%	3.2%	4.04%
Season			
Bowling	1.8%	1.59%	1.42%
Arena Football	1.77%	1.55%	1.33%



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

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	32.2%	32.48%	36.95%	Using Cardio Machine	Using Cardio Machine 7.61%	Using Cardio Machine 7.61% 7.78%
Bowling	20.55%	19.73%	19.79%	Roller Skating	Roller Skating 7.15%	Roller Skating7.15%6.89%
Jogging/Running	17.96%	17.52%	17.36%	Mountain/Road Biking	Mountain/Road Biking 6.49%	Mountain/Road Biking 6.49% 6.78%
Swimming	17.86%	18.39%	24.57%	Yoga	Yoga 5.82%	Yoga 5.82% 5.98%
Basketball	17.63%	17.76%	16.61%	Golf	Golf 5.76%	Golf 5.76% 6.14%
Billiards/Pool	15.76%	16.23%	17.37%	Tennis	Tennis 5.54%	Tennis 5.54% 5.62%
Football	14.62%	14.43%	12.22%	Target Shooting	Target Shooting 5.51%	Target Shooting 5.51% 5.1%
Baseball	13.56%	12.69%	11.43%	Soccer	Soccer 5.35%	Soccer 5.35% 5.42%
Freshwater Fishing	11.96%	11.77%	12.74%	Racquetball	Racquetball 5.31%	Racquetball 5.31% 4.85%
Aerobics	11.73%	11.38%	11.38%	Saltwater Fishing	Saltwater Fishing 4.63%	Saltwater Fishing 4.63% 4.62%
Weight Training	11.44%	11.58%	14.49%	Ice Skating	Ice Skating 4.13%	Ice Skating 4.13% 4.61%
Stationary Cycling	8.93%	9.11%	10.95%	Camping Trips	Camping Trips 3.81%	Camping Trips 3.81% 4.07%
Volleyball	8.22%	8.18%	8.06%	Fly Fishing	Fly Fishing 3.66%	Fly Fishing 3.66% 3.69%
Softball						

Payne Butler Lineville Harvest Dutton Gordo Decatur Uniontown Mountain Brook Somerville Minor Umbia Hobsen City West Point Paint Rock Silas Akron North Courtland Intercultural Institute Ariton Grant Killen Irondale Union Grove Vina Bay Minette Red Leve Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Decomposition Point Clear Jackson Cordova Saraland H40

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
Archery	3.25%	3.03%	3.06%
Hockey	3.1%	3.11%	3.31%
Motorcycling	3.06%	3.1%	3.97%
Power Boating	2.98%	3.21%	5.08%
Horseback Riding	2.96%	2.99%	3.92%
Skateboarding	2.89%	3.04%	3.13%
Rock Climbing	2.8%	2.77%	3.18%
Jet Skiing	2.67%	3.03%	3.86%
Snowboarding	2.64%	2.78%	3.12%
Snorkeling	2.52%	2.95%	4.25%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Downhill & X-Country Skiing	2.32%	2.45%	3.78%
Hunting	2.26%	2.68%	4.62%
Snowmobiling	2.22%	2.43%	2.84%
Water Skiing	2.19%	2.36%	3.19%
Auto Racing	2.19%	2.18%	2.52%
Martial Arts	1.91%	1.99%	2.85%
Canoeing/Kayaking	1.77%	2.11%	4.23%
Surfing & Windsurfing	1.73%	1.9%	2.47%
Sailing	1.54%	1.77%	2.68%
Rowing	1.4%	1.44%	2.06%

Goodwater Odenville Midway Millry East Brewton Mosses Gordon Lynn Sylvania Holly Pond Harve The Road Evergreen Mulga Thomasville Phil Campbell Akron Work Intercultural Institute dale Fairview Wadley New Site Dauphin Island Mount Vernon Skyline for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

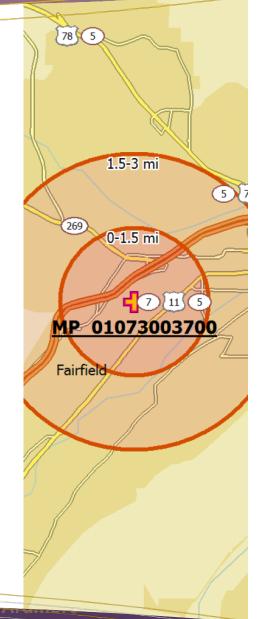
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Opp Daleville Horrevallo Hayneville Cuba Lake Purdy Creola Talladega Springs Columbiana Malver Half Tuscumbia Leeds Rehobeth Selmont-West Selmont Frisco City Intercultural Institute Elmore Pinson Summerdale Mobile Alabaster Chatom Killen 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.

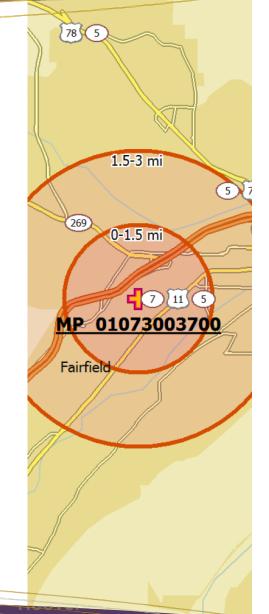
CULTURAL BARRIERS OF ACCEPTANCE

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.



The Eva Ohatchee Arley Tallassee Mountainboro Vernon Eufaula Ridgeville Holntosh Greensboro A Locust Fork Hueytown La Fayette Sulligent Scottsboro Heath Ragland Pine Ande Bear Creek Gross North Johns Rock Creek Pickensville Mountain Brook Hartford Birn for Confestual 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.

Important Continue Learning New Things54%54%53%We Should Strive for Equality (or All21%22% (or AllLike Control Over People And Resources42%42%38%Marijuana Should Be Legalized (Friends More Important Than 20%21%21%Speak My Mind Even If It Upsets People37%39%38%My Fam. (If Won Lottery Would Never Vork Again Like Life20%21%Moman's Place Is In The Home Arts/Sports33%33%32%16%18%Too Much Sponsorship In Arts/Sports31%31%26%Only Work Current Job for The Is19%18%I Am A Workaholic Friedt To Have Few Possessions As Possible26%25%31%16%15%15%Like to Stand Out In A Crowd Like to Stand Out In A Crowd Like to Stand Out In A Crowd23%24%22%1Am A Perfectionist Rarely Sit Down to a Meal Things13%13%13%Money Is Best Measure Of Success23%22%24%24%24%24%Success23%22%24%24%13%14%Finder Life13%14%14%14%14%Like to Duconventional Success23%22%24%13%12%Money Is Best Measure Of Success23%22%24%13%12%Money Is Best Measure Of Success23%22%24%12%12%Money Is Best Measure Of Success23%22%24%13%12% <th>BARRIERS</th> <th>0-1.5 MILES</th> <th>1.5-3 MILES</th> <th>3-7 MILES</th> <th>BARRIERS</th> <th>0-1.5 MILES</th> <th>1.5-3 MILES</th> <th>3 </th>	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3
ResourcesFriends More Important Than20%19%Speak My Mind Even If It37%39%38%My Fam.If Won Lottery Would Never20%21%Don't Judge People/Way They34%34%32%If Won Lottery Would Never20%21%Live Life33%33%32%If Won Lottery Would Never20%21%Woman's Place Is In The Home33%33%32%Challenge/Novelty/Change19%18%Too Much Sponsorship In32%33%28%Only Work Current Job for The19%18%I Am A Workaholic31%31%26%Very Happy With My Life As It17%16%Find It Difficult To Say No To29%31%34%IsOn Whole People Get What15%15%My KidsPrefer To Have Few26%25%31%They DeserveHappy With My Standard Of14%14%Like To Do Unconventional23%23%25%I Am A Perfectionist13%13%Like To Do Unconventional23%22%24%22%I Am A Perfectionist13%14%SuccessSuccess23%22%24%22%14%12%12%		54%	54%	53%		21%	22%	1
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Elba Tuskegee Autaugaville Somerville Coffee Springs Magnolia Springs Helena Ozark Belk Hart Cleveland Pelham Clayton Oak Hill Dozier Kellyton Redstone Intercultural Institute Irondale Satsuma Elmore Bear Creek Kinsey Luverne Grove Hill 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.



and Lake Grant Ashferd Bridgeport Pelham Memphis Castleberry Valley Notasulga Pine Apple Ridge Benton Monroeville Fort Deposit Hamilton Hobson City Glen Allen Intercultural Institute reek Sweet Water Forestdale White Hall Westover South Vinemont Pine Intercultural Institute for Contextual Ministry Autaugaville 45 Copyright 2013, Intercultural Institute for Contextual Ministry York Newbern Arley Point Clear Northport Theodore

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%	49%	55%	Try Not To Worry About The Future	20%	20%	18%
Like To Understand About	42%	41%	40%	Like To Just Enjoy Life	19%	19%	21%
Nature				Is An Important Part Of Who I Am	19%	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	12%	12%	12%
Good At Fixing Things	35%	34%	31%	Fam.			
Important Feel Respected By	34%	34%	34%	Feel Very Alone In The World	9%	8%	7%
My Peers				Children Should Be Allowed To	8%	8%	8%
Have Keen Sense Of Adventure	30%	30%	29%	Express Themselves			
Provide My Kids With The Little	27%	26%	20%	Like Spending Most Time With	6%	6%	6%
Extras				Fam.			
Prefer To Have Few	26%	25%	31%	Would Like To Set Up Own	6%	6%	5%
Possessions As Possible				Business			
Consider Myself Interested In	24%	24%	22%	Decor Particular Interest To Me	4%	4%	4%
The Arts							
People Have To Take Me As	21%	22%	23%				

vine wilton Dauphin Isla

Lity Trussville Leesburg West Jefferson Maplesville Greenville Rehobeth Moody Pickensville Spring Loachapoka Gien Allen Selma Grant Jasper Epes Alexander City Intercultural Institute an Mount Olive Ohatchee Ariton Oneonta Cleveland Falkville Colony for Contextual Ministry Pocopyright 2013, Intercultural Institute for Contextual Ministry Co

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.

Andalusia Pell City Ranburne Sanford Heflin Vestavia Hills Carbon Hill Oneonta Dora Lynn Tallad Fort Silas Beaverton Attalla Goshen Monroeville Woodville Warrier Crance Beach Magnolia Spring Phil Campbell Hamilton Hartford Hurtsboro Kellyton Elberta Underw For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Fairfield

1.5-3 mi

0-1.5 mi

MP 01073003700

7 11 5

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	79.49%	81.3%	82.63%
Restaurant-Visit Any			
Fam. Restaurants/Steak	65.06%	66.77%	72.99%
Houses-Visit Any			
McDonald's	49.93%	51.35%	52.97%
Burger King	39.22%	39.38%	37.79%
Kentucky Fried Chicken (KFC)	33.72%	35.47%	32.5%
Wendy's	29.22%	30.3%	29.78%
Subway	23.52%	25.34%	27.6%
Pizza Hut	21.25%	22.59%	21.92%
Taco Bell	20.44%	21.8%	24.4%
Popeyes	19.67%	20.24%	15.7%
Applebee's	17.73%	19.55%	23.72%
Olive Garden	17.5%	17.43%	18.82%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Dunkin' Donuts	16.32%	15.5%	13.74%
Church's Fried Chicken	16.29%	16.39%	11.92%
Red Lobster	16.19%	17.08%	17.23%
Domino's Pizza	15.91%	16.77%	15.74%
Golden Corral	14.52%	15.21%	13.24%
IHOP (International House Of	14.35%	14.77%	15.02%
Pancakes)			
Arby's	14.34%	15.9%	18.57%
TGI Friday's	13.87%	14.07%	14.36%
White Castle	12.44%	11.97%	9.02%
Sonic	12.28%	13%	12.74%
Chick-Fil-A	12.17%	12.62%	13.38%
Starbucks	11.25%	11.42%	12.87%

sper Owens Cross Roads Bon Air Montgomery Dauphin Island Lowndesboro Allgood Baileyton Ashland Hueytown Pisgah Dutton Epes Frisco City Lincoln Westover Altoona Intercultural Institute nton Level Plains Ardmore Jackson Citronelle Columbia Gadsden Liv For Contextual Ministry No Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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

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Springs Kinsey Gravsville Cusseta Blue Ridge Oak Hill Kennedy Malvern Newville Mignon Beaverton New Brockton Alexandria Daviston Hodges Collinsville Goldville Iron Intercultural Institute Argo Indian Springs Village Saks Trafford Adamsville Stevenson Fruit for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	35.91%	35.93%	41.11%
Recycled products	15.56%	16.39%	25.39%
Engaged in fund raising	12.48%	11.72%	11.19%
Worked as volunteer (non political)	8.73%	9.07%	12.85%
Religious club member	6.82%	6.93%	7.39%
Church Board	6.17%	6.19%	5.76%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic	4.78%	4.68%	5.15%
issue			
Wrote to elected offcl about	4.4%	4.15%	5.16%
publ bus			
Charitable Organization	4.38%	4.14%	4.79%
Fraternal order member	4.12%	3.89%	4.1%
Wrote to editor of mag or	3.73%	3.85%	4.83%
newspaper			
Union member	3.49%	3.44%	4.17%

He Leesburg Parrish Georgiana Greensboro Helena Tuscaloosa Hayden Brookside Lowndesboro Pre Fylle Riverside Wadley Skyline Hartselle Trinity Paint Rock Blourd Intercultural Institute In Leeds Orange Beach Carrollton Fairfield Mentone Belk Clio Town for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Lake View Ranburne Snead Munford Hammondville Lincoln Gardendale Arab Detroit Falkville Weaver Lake View Ranburne Snead Munford Hammondville Lincoln Gardendale Arab Detroit Falkville Weaver Lynn Beatrice Fulton Newton Kimberly Providence Hollywood Vre Intercultural Institute Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Children's Books	12.75%	12.51%	12.84%
Novel	11.44%	11.32%	14.66%
Religious (not Bibles)	10.25%	10.03%	9.55%
Romance	9%	8.38%	7.38%
Mystery	8.6%	8.22%	9.96%
Mail order	6.84%	6.42%	5.51%
Cookbooks	6.33%	6.7%	8.78%
Biography	5.64%	5.41%	6.32%
Personal/Business Self-help	5.38%	5.22%	6.27%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	64.73%	64.58%	66.86%
Gen. Editorial	49.43%	50.81%	51.02%
Womens	42.76%	43.92%	44.5%
Service	24.88%	25.64%	29.96%
Music	21.55%	21.91%	18.44%
Mens	16.69%	17.5%	18.72%
Business/Finance	15.33%	16.47%	18.97%
Parenthood	13.59%	14.27%	14.2%
Sports	12.46%	12.83%	14.57%

Opp Thomasville Hazel Green Harpersville Brookwood Lisman Epes Red Bay Silas Eclectic Coffee Oxford Colony Nectar Camden Greenville Elkmont Lynn Vina <u>Intercultural Institute</u> Forestdale Hurtsboro Florala Deatsville Morris Rogersville Pinckard *[oxfortestual Ministry*] Corcepting 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bakerbill Natural Bridge Underwood-Petersville Children

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	44.12%	43.95%	48.69%
Classified	35.45%	34.69%	32.99%
Sport	29.3%	28.79%	30.2%
Movie Listings & Reviews	22.99%	22.55%	24.42%
Business/Finance	20.83%	20.67%	25.18%
Editorial Page	20.38%	20.62%	24.95%
Comics	19.99%	20.21%	23.1%
TV/Radio Listings	19.32%	19.6%	21.65%
Food/Cooking	17.95%	18.3%	21.88%
Fashion	17.59%	16.96%	16.17%
Home/Gardening	15.17%	15%	17.86%
Travel	14.2%	13.99%	17.09%
Science/Technology	10.08%	10.24%	14.11%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	49.74%	49.6%	36.59%
CHR Contemp Hit Radio	16.99%	16.57%	17.33%
Variety	10.65%	10.48%	9.92%
Gospel	8.79%	9.03%	6.76%
Oldies	8.45%	8.48%	9.57%
Jazz	7.97%	9.02%	8.63%
All News	7.35%	6.85%	6.86%
Adult Contemporary	7.07%	7.75%	12.2%
Country	6%	6.56%	10.76%
Rock	4.41%	4.43%	7.24%
Religious	4.4%	4.32%	5%
Soft Contemporary	4.28%	4.29%	5.32%
All Talk	4.21%	3.74%	3.99%
News/Talk	3.49%	3.66%	7.85%
Sports	2.75%	2.61%	3.47%
Classic Rock	2.35%	2.54%	5.47%
Alternative	2.32%	2.8%	6.29%
Hispanic	2.2%	2.13%	2.75%

ody Nectar Addison Brookwood Bakerhill Beatrice Hurtsboro Huguley Geiger Cottonwood Thorsby Heath Valley Head Centreville Cedar Bluff Elba Coosada Trinity Nauro Intercultural Institute Reece City Kansas Billingsley Henagar Oakman Goodwater Newt For Contextual Ministry Sil Copyright 2013, Intercultural Institute for Contextual Ministry Sol Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

0-1.5	1.5-3	3-7
MILES	MILES	MILES
53.39%	54.52%	58.59%
46.24%	46.83%	48.85%
41.82%	42.62%	45.92%
35.71%	40.1%	42.58%
35.28%	34.35%	32.28%
27.82%	28.86%	32%
27.73%	29.23%	31.04%
25.68%	25.42%	26.58%
23.96%	24.07%	24.82%
23.68%	23.25%	24.49%
22.8%	22.36%	21.51%
22.07%	22.77%	24.2%
	MILES 53.39% 53.39% 46.24% 41.82% 35.71% 35.28% 27.82% 27.73% 25.68% 23.96% 23.68% 22.8%	MILES MILES 53.39% 54.52% 6.24% 46.83% 41.82% 42.62% 85.71% 40.1% 85.28% 34.35% 27.82% 28.86% 27.73% 29.23% 25.68% 25.42% 23.96% 24.07% 23.68% 23.25% 22.8% 22.36%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Nickelodeon	21.95%	22.8%	24.69%
Comedy Central	21.15%	21.9%	28.71%
TV Info From Monthly Cable Guide	20.38%	20.96%	22.24%
Adult Pay Per View TV	20.24%	22.54%	26.93%
CNN (Cable News Network)	19.65%	19.79%	17.33%
TV Land	19.41%	19.68%	18.63%
TV Guide Channel	19.3%	18.66%	17.18%
TCM (Turner Classic	18.77%	20.15%	22.98%
Movies)			
ABC Fam.	18.65%	19.51%	23.35%
Hallmark Channel	18.63%	19.53%	22.71%
CNBC	18.52%	18.39%	14.97%
CMT (Country Music Television)	18.24%	17.59%	18.38%

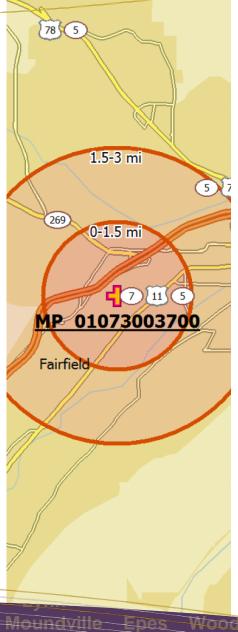
Hurtsboro Roanoke Hazel Green Thomasville Citronelle Sylvania Argo White Half Odenville Cordova Secretiana Margaret Arley Pennington Rainbow City Lincoln Opelika Pick Intercultural Institute Inderson Fultondale Eutaw Cardiff Dauphin Island Glencoe Smoke Rise For Confectual Ministry Cordovation Columbia Daphne Sumiton 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.



Ragland Berry Rehobeth Pledmont Birmingham Jemison Ethelsville Helena Houndville Epes Wood Rosa Columbiana Greensboro Fort Deposit Calera Jasper Holt Court Intercultural Institute yton Hazel Green Wilton Wetumpka Pine Ridge Meadowbrook Samson for Confextual Ministry of Elberta Tu It Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Roads Orange Beach Madrid Eldridge Woodville Ha55

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+)	13.11%	13.35%	16.98%
Medium Users (4-6)	6.42%	6.55%	8.52%
Light Users (1-3)	21.07%	19.9%	19.67%
Quintiles (20%)			
Newspaper I (Heavy)	0.56%	0.72%	0.98%
Newspaper II	2.05%	1.95%	1.8%
Newspaper III	4.31%	3.73%	2.85%
Newspaper IV	0.17%	0.26%	0.35%
Newspaper V (Light)	0.99%	1.04%	0.98%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	28.02%	27.05%	23.12%
Magazines II	12.9%	12.35%	10.62%
Magazines III	14.25%	13.62%	11.46%
Magazines IV	18.48%	17.79%	14.48%
Magazines V (Light)	0.95%	0.96%	0.86%
Outdoor I (Heavy)	8.74%	9.06%	8.72%
Outdoor II	5.45%	5.74%	4.63%
Outdoor III	7.52%	7.33%	5.69%
Outdoor IV	16.33%	16.39%	16.36%
Outdoor V (Light)	20.63%	21.48%	23.37%
Yellow Pages I	17.31%	17.11%	15.91%
(Heavy)			
Yellow Pages II	9.58%	9.49%	8.37%
Yellow Pages III	11.13%	11.79%	9.77%
Yellow Pages IV	24.66%	25.07%	23.84%
Yellow Pages V	6.71%	6.64%	5.32%
(Light)			

Slecomb Nectar Hanceville Goodwater Pell City Eclectic Taylor Orivite Toxey Glen Allen Collins Thomaston Newton Excel Abbeville Ardmore Morris Madrid Harvest Intercultural Institute Sand Rock Summerdale Glencoe Center Point Vredenburgh Green for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Minis

Potential Multimedia Usage

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

	MEDIUM	MEDIUM 0-1.5	MEDIUM 0-1.5 1.5-3
MILES MILES MILES		MILES	MILES MILES
Radio Drive Time Quntiles	· ·	TV Prime Time Quntiles (fifths	·
(fifths / 20%)	/ 20%)	,	,
Drive Time I & II (Heavy) 6.07% 5.3% 4%	Prime Time I & II (Heavy)		
Drive Time III (Medium) 2.24% 1.96% 1.29%	Prime Time III (Medium)	Prime Time III (Medium) 0.95%	Prime Time III (Medium) 0.95% 0.97%
Radio IV & V (Light) 5.51% 4.89% 3.6%	Prime Time IV & V (Light)	Prime Time IV & V (Light) 13.87%	Prime Time IV & V (Light) 13.87% 13.89%
Radio Media Quntiles (fifths /	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)	(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy) 14.41% 14.31% 11.8%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 41.06%	Fringe I & II (Heavy) 41.06% 40.25%
Radio III (Medium) 4.93% 4.56% 4.33%	Fringe III (Medium)	Fringe III (Medium) 54.61%	Fringe III (Medium) 54.61% 54.92%
Radio IV & V (Light) 5.62% 5.33% 4.47%	Fringe IV (Light)	Fringe IV (Light) 55.23%	Fringe IV (Light) 55.23% 55.42%
Cable TV Quntiles (fifths /	TV All Day Quntiles (fifths /	I V All Day Quntiles (fifths /	IV All Day Quntiles (fifths /
	TV All Day Quntiles (fifths / 20%)		
Cable TV Quntiles (fifths /		20%)	20%)
Cable TV Quntiles (fifths / 20%)	20%)	20%) All Day I & II (Heavy) 24.02%	20%) All Day I & II (Heavy) 24.02% 22.55%

on Attalla Crossville Centre Sulligent Gadsden Garden City Ashville McMullen Hayden Andalusia Re Linden Rogersville Tuscaloosa Hamilton Opelika Edgewater Woodville <u>Intercultural Institute</u> Ashford Syl a Lanett Moody Rutledge Bridgeport Chatom Fairhope Paint Rock Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.28%	10.28%	11.35%
6:00am - 10:00am	18.24%	17.59%	18.38%
10:00am - 3:00pm	18.52%	18.39%	14.97%
3:00pm - 7:00pm	19.65%	19.79%	17.33%
7:00pm - Midnight	10.5%	10.9%	12.6%
Midnight - 6:00am	8.57%	9.22%	8.75%
Weekend Radio			
Listeners			
Dayparts [summary]	13.41%	14.01%	14.35%
6:00am - 10:00am	3.01%	2.92%	3.77%
10:00am-3:00pm	7.22%	6.79%	7.08%
3:00pm - 7:00pm	9.5%	9.56%	9.03%
7:00pm - Midnight	11.97%	12.09%	11%
Midnight - 6:00am	15.42%	15.93%	15.21%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	4.72%	5.08%	6.72%
Saturday:	10.64%	10.08%	9.07%
8:00-11:00pm			
Sunday: 7:00-11:00pm	6.77%	7.72%	9.1%
9:00am-1:00pm	17.24%	19.2%	21.94%
9:00am-4:00pm	20.71%	22.76%	25.82%
4:00pm-7:00pm	29.08%	29.48%	29.89%
11:00pm-1:00am	36.23%	38.54%	40.29%
AVG Prime time Mon-Sun	5.88%	6.2%	5.29%

Graysville Louisville Collinsville Montevallo Weaver Clayton Brundidge Luverne Excel Tillmans G Sumiton Maplesville Gordonville Mignon Ohatchee Coaling Orange Chickasaw Hillsboro Ride Alexander City Brantley Lake Purdy Gu-Win Locust Fork Bridgeport for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Autaugaville Brookwood North Johns Opelika Madrid

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	15.78%	16.41%	17.54%	Sat: 7-10am	Sat: 7-10am 16.66%	Sat: 7-10am 16.66% 16.54%
7-9am	23.68%	23.25%	24.49%	Sat: 10am-1pm	Sat: 10am-1pm 14.07%	Sat: 10am-1pm 14.07% 13.03%
9am-12noon	10.33%	11.87%	15.43%	Sat: 1-4pm	Sat: 1-4pm 19.65%	Sat: 1-4pm 19.65% 20.63%
12noon-4pm	10.38%	10.89%	10.39%	Sat: 4-6pm	Sat: 4-6pm 9.23%	Sat: 4-6pm 9.23% 8.9%
4-6pm	42.19%	43.17%	47.1%	Sat: 6-7pm	Sat: 6-7pm 1.62%	Sat: 6-7pm 1.62% 1.53%
6-7pm	14.27%	14.81%	16.34%	Sat: 7-8pm	Sat: 7-8pm 1.58%	Sat: 7-8pm 1.58% 1.43%
7-7:30pm	1.77%	1.72%	1.77%	Sat: 8-11pm	Sat: 8-11pm 10.64%	Sat: 8-11pm 10.64% 10.08%
7:30-8pm	8.71%	9.47%	10.4%	Sat: 11pm-1am	Sat: 11pm-1am 9.44%	Sat: 11pm-1am 9.44% 8.91%
8-11pm	4.72%	5.08%	6.72%	Sat: 1am-7pm	Sat: 1am-7pm 18.06%	Sat: 1am-7pm 18.06% 18.27%
11pm-12am	27.73%	29.23%	31.04%	Sun: 7-10am	Sun: 7-10am 2.06%	Sun: 7-10am 2.06% 2.1%
11pm-1am	36.23%	38.54%	40.29%	Sun: 10am-1pm	Sun: 10am-1pm 4.11%	Sun: 10am-1pm 4.11% 4.31%
1-6am	24.51%	26.51%	30.34%	Sun: 1-4pm	Sun: 1-4pm 4.05%	Sun: 1-4pm 4.05% 4.06%
				Sun: 4-7pm	Sun: 4-7pm 10.64%	Sun: 4-7pm 10.64% 10.85%
				Sun: 7-11pm	Sun: 7-11pm 6.77%	Sun: 7-11pm 6.77% 7.72%
				Sun: 11pm-1am	Sun: 11pm-1am 5.7%	Sun: 11pm-1am 5.7% 5.98%
				Sun: 1-7am	Sun: 1-7am 16.49%	Sun: 1-7am 16.49% 17.34%

Camp Hill Rogersville Underwood-Petersville Hartselle Dozier Fort Rucker Sheffield Lanett Fulton Get Shoke Rise Kimberly Concord New Brockton Livingston Elba Camder Intercultural Institute Soln Leeds Falkville Newville Ladonia Dora Hayneville Coker Sipse for Contextual Ministry Bakerhill C Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

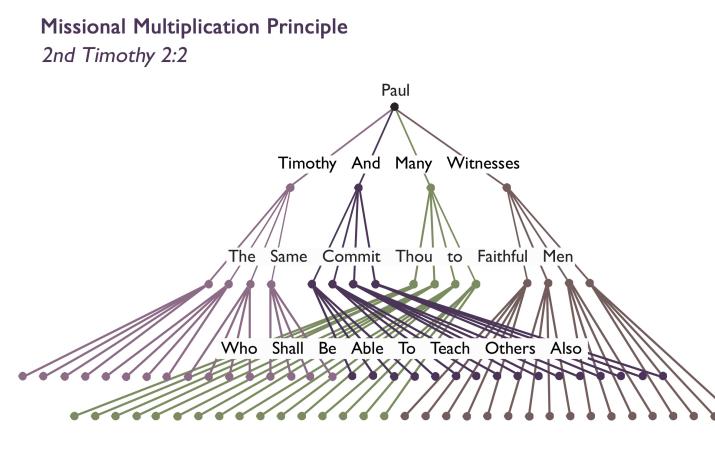
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

bill Evergreen Jacksenville Madison West Point Saraland Brighton Irondale Epes Madrid Fairhope Sylvan Springs Notasulga Brilliant Lynn Linden Locust Fork Carolina Intercultural Institute Butler Gardendale Roanoke Snead Cottonwood Wilsonville Ashland Foi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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.



Auburn Smoke Rise West Blocton Arab Reform Point Clear Daphne Tuscaloosa Onycha Sweet Water Ashland Berry Highland Lake Midfield Grant Notasulga Oxford Migra <u>Corer Hollywood Horn Hill</u> Sumiton Kinston Westover Hytop Waldo Hobson City Valley Head Tru id Copyright 2013, Intercultural Institute for Contextual Ministry Pelham Graysville Sand Rock Dora Faunsdale McDo62 Alexander City Haleburg Mentone Gardendale Wadley Florence West Point Collinsville Weaver Lester

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.



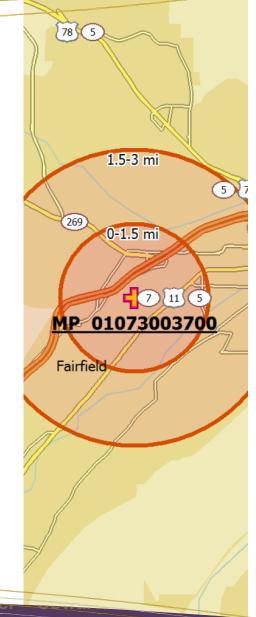
Hartselle Faunsdale Decatur Grayson Valley Union Springs Fultondale Daviston Bon Air Newbern G Brantley Shorter Memphis Woodland White Hall Carrollton Roano Intercultural Institute Geraldine Graysville McMullen Belk Bayou La Batre Vernon Fairh for Contextual Ministry Contextual Ministry Red Bay Cre Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Pinson Spanish Fort Gantt Banks Renton Dothan

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



La Batre Prichard Beatrice Brent River Falls Millport Killen Ider Rock Creek Anderson Dora Crossville Forkland Mobile Waldo Meadowbrook Camden Cuba Waverly Date Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural

Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	0.23 mi	118	Plateauing
2	Cathedral of Faith	4720 Court V Birmingham, AL 35208	0.74 mi	0	NoData
3	Fairview	2501 29th Place Ensley Birmingham, AL 35208	0.92 mi	54	Plateauing
4	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	1.05 mi	0	Plateauing
5	Judah Family	2912 Avenue D Birmingham, AL 35218	1.20 mi	0	Plateauing
6	South Park	2341 Pearson Ave SW Birmingham, AL 35211	1.31 mi	69	Growing
7	Green Acres	6505 Avenue O Birmingham, AL 35228	1.64 mi	42	Declining
8	Sardis	1615 4th Ct W Birmingham, AL 35208	1.70 mi	1,100	Plateauing
9	New Covenant	4121 7th Ave Wylam, AL 35224	1.85 mi	0	Plateauing
10	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	1.92 mi	1,431	Growing
11	New Beginnings Family Church	500 B Y Williams Sr Dr Birmingham, AL 35228	2.59 mi	180	Growing
12	Westside	329 Oregon St Birmingham, AL 35224	2.61 mi	18	Declining
13	Richmond Street	5212 9th Ave Birmingham, AL 35224	2.69 mi	16	Plateauing
14	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	2.74 mi	0	Plateauing
15	Thomas First	153 1st Street Thomas Birmingham, AL 35214	2.90 mi	38	Growing

Roanoke Coosada Leesburg Bessemer Cordo Woodville Pell City Glen Allen Red Bay Gulf Shores Leville Providence Pine Apple Pleasant Groves Collinsville Sand Rock Intercultural Institute Moody Annister Generation December of Confermal Ministry Confermation Confe

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	2.92 mi	1,615	Growing
17	Mt. Zion	715 12th Ave W Birmingham, AL 35204	3.00 mi	100	Plateauing
18	Katherwood	600 Roanoke St Birmingham, AL 35224	3.10 mi	59	Declining
19	Sandusky Fist	1125 Haven Dr Birmingham, AL 35214	3.67 mi	98	Plateauing
20	Wilkes	1023 Woodward Rd Midfield, AL 35228	3.75 mi	68	Plateauing
21	Fairfield Highlands	910 9th St Midfield, AL 35228	4.09 mi	252	Declining
22	Edgewater	800 Galveston St Birmingham, AL 35224	4.10 mi	46	Declining
23	Westmont	2963 Mulga Loop Rd Birmingham, AL 35224	4.18 mi	183	Growing
24	Cottage Hill	PO Box 515 Pleasant Grove, AL 35127	4.25 mi	142	Plateauing
25	True Life	275 Chickasaw Dr Birmingham, AL 35214	4.27 mi	109	Plateauing
26	New Birth Christian	19 Ragland Drive Odenville, AL 35120	4.28 mi	0	Plateauing
27	New Faith	135 2nd Ave Pleasant Grove, AL 35127	4.35 mi	67	Growing
28	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	4.55 mi	141	Growing
29	Forestdale	1400 Brisbane Ave Birmingham, AL 35214	4.78 mi	93	Declining
30	Dolomite	PO Box 188 Dolomite, AL 35061	4.81 mi	35	Plateauing

Snead Natural Bridge Ardmore Scottsboro Orange Beach Mobile Courtland Hurtsboro Munford Hodge Waldo Glen Allen Riverview Ladonia West Blocton Falkville Hoover Intercultural Institute Enterprise Ozark Haleyville Kennedy Kinsey Franklin Pleasant Grov Confertual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	4.94 mi	2,245	Plateauing
32	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	5.01 mi	76	Declining
33	Pleasant Grove Fist	724 4th St Pleasant Grove, AL 35127	5.05 mi	777	Declining
34	Garywood	917 Old Warrior River Rd Hueytown, AL 35023	5.08 mi	27	Plateauing
35	Docena	PO Box 125 Docena, AL 35060	5.12 mi	21	Declining
36	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	5.30 mi	0	Plateauing
37	Southside	PO Box 55058 Birmingham, AL 35255	5.30 mi	163	Declining
38	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	5.30 mi	0	Plateauing
39	Brighton	PO Box 3586 Hueytown, AL 35023	5.35 mi	23	Declining
40	Bethel	PO Box 127 Pleasant Grove, AL 35127	5.39 mi	294	Plateauing
41	Hillview	800 Heflin Ave E Birmingham, AL 35214	5.40 mi	169	Declining
42	Christian Walk	PO Box 427 Bessemer, AL 35021	5.46 mi	70	Growing
43	Good News	2023 37th Ave N Birmingham, AL 35207	5.48 mi	0	Plateauing
44	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	5.50 mi	176	Growing
45	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	5.78 mi	75	Plateauing

ewton Selma <u>Red Level Westover Troy Brundidge</u> Valley Grande Northport St. Florian York Powell Forth Courtland Clanton Double Springs Summerdale Fort Rucker Ford Levels Enes Taylor Minor H Prichard Carolina Susan Moore Gadsden Cordova Gantt Centre Jen Guitextual Ministry Confectual Ministry Sheffield Newton Douglas Blue Ridge Rainsville 68



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

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