MissionSite top unreached locations

Falladega Springs BIRMINGHAM, AL <u>Guntersville</u> vivan Springs-Gurley Hytop Pickensville Malvern Mutipy McKenzie Mooresville Cordova Willport Hanceville New Hope Moundvi taw In partnership with the Gordon Riverside Intercultural Institute Hammond Camder **Bailevton** for Contextual Ministry uth Vine Billingslev Brookside Ashland Hollywood Ashford Clavton Pinson ©Copyright 2011/ Intercultural Institute for Contextual Ministry Red Bay

CENSUS TRACT: 01073003802 Blountsville **REGION: North Central Region** ASSOCIATION: Birmingham DISTRICT: 11: Birmingham Metro District COUNTY: Jefferson Yellow Bluff Coker SITESCAPE: SuburbscapeBabbie **DENNITY PATTERN: K** Spanish Fort Lexing D Alabama Baptist Convention Toxe State Board of Missions nd Pelham Addison Vestavia Hills

MissionSite (TM) Table of Contents

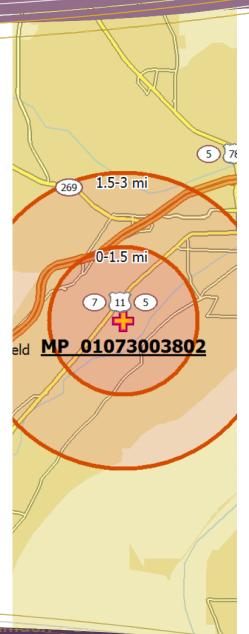
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Site Location Summary

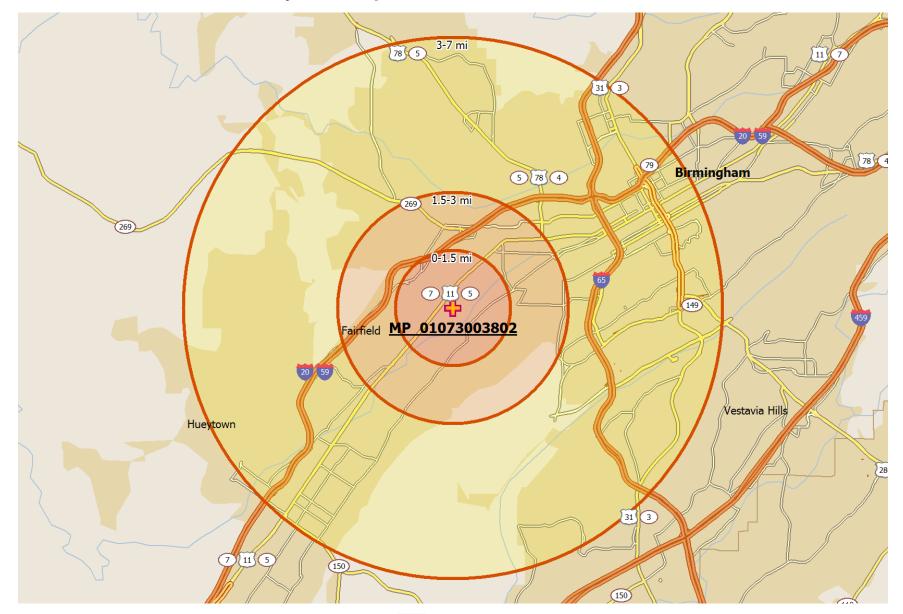
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35228	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



Hand Ider Tuscumbia Forkland Section Sipsey Needham Graysville Wilton Hytop Geiger Musele Sha Sheffield Brookside Samson Elmore Albertville Linden Irondale Bergen Intercultural Institute Millry Waterloo Coffeeville Saraland Ohatchee Harpersville Thomas Intercultural Institute for Confectual Ministry Lakeview Ridgeville Trussville Pell City Cedar 3 u Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Hytop Guntersville Crossville Mooresville Moulton Wadley Coffeeville Tuscaloosa Chatom Rainsville Gitbertown Alexandria Deatsville Cherokee Pisgah Ladonia Kansas (Cineston Orange Beach Gat Gadsden Banks Fairhope Rock Creek Evergreen Bayou La Batre Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cordiff Moores Mill Hartford Union Grove Kellyton 4

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

evel Plains Silverhill Coker Camp Hill Hazel Green Brookside Collinsville Geiger Beatrice Dothan West Franklin Huguley Pinckard Elberta Daphne Childersburg Lakeview Aliceville Cedar Bluff Eufaula Akron Notasulga Crossville White Hall Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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	29,849	44,763	184,543
2010 Households	11,334	17,354	78,663
2010 Group Quarters Population	635	721	10,053

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	63	57	55
Language Diversity National Index	12	31	29
Foreign Born Diversity National Index	25	83	39
Ancestry Diversity National Index	1	16	38
Racial Diversity National Index	25	70	60

Side Oak Grove Smiths Station Saks Dothan Kennedy Ragland Mount Vernon Coffee Springs New Site Lowndesboro Tallassee Rosa La Fayette Ozark Moody Thomasville The View Toxey Decatur Mote ou La Batre Deatsville Cuba Centre Kinston Tuskegee Opelika Roge for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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

Rock Homewood Jacksons Cap Red Level Jackson Rainbow City Greenville Carbon Hill Morris Carol Alexandria Meridianville Town Creek Sylacauga Valley Rutledge Trinting Intercultural Institute Chelsea Hueytown Cuba Jemison White Hall Newbern Irondale Confectual Ministry Copyright 2011, 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	24	0.21%
Working Communities	Blue-collar, Working Families	120	1.06%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,334	11.77%
Urban Communities	High Density, Inner-city Neighborhoods	9,854	86.94%

Coosada Gravsville Cowarts Avon Birmingham Meridianville Sweet Water North Johns Childersburg Ger Muscle Shoals Hamilton McMullen Kimberly Butler Midway Column <u>Intercultural Institute</u> Vernon Montevallo Adamsville Moody Baileyton Jacksonville Mountain (ortextual Ministry Restance Lisman McIntosh Kan Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Ethelsville Homewood Anniston North Johns Horn Hill Loxley Gu-Win Oneonta Frisco City Lincoln New Brockton Hobson City Haleburg Brookwood Bessemer Lownder Intercultural Institute Emelle Millport Wilton Andalusia Sulligent Pine Ridge Glen Allen Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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?

e Cordon Camp Hill Hartford Steele Carolina Graysville Oak Hill Union Grove Taylor Alexander City Eark Livingston Reform Rainsville Geiger Auburn Foley Hillsboro Intercultural Institute Cowarts Wilsonville Elkmont Gaylesville Mount Vernon New Site Albert Intercultural Institute for Confectual Ministry of Copyright 2011, 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	7,952	4.21%
Unreached %	70.04%	70.16%	100.17
Religious But NOT Evangelical HH	59,062	3,545	6%
Religious But NOT Evangelical %	21.91%	31.28%	142.79
Spiritual But NOT Relig or Evang HH	23,159	232	1%
Spiritual But NOT Relig or Evang %	8.59%	2.05%	23.85
Not Evangelical, Not Interested HH	108,094	4,298	3.98%
Not Evangelical, Not Interested %	40.09%	37.92%	94.59





Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	258	13	5.04%
Active ALSBOM Attenders	47,650	4,677	9.82%
Active Evangelical Households	60,770	6,380	10.5%
Active Evangelical Percent	22.54%	22.24%	98.66
Inactive Evangelical Households	20,000	2,099	10.5%
Inactive Evangelical Percent	7.42%	7.32%	98.65
# New Churches Needed	0	1	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Green Acres	0.52 mi	42	Declining		16	Fairfield Highlands	3.34 mi	252	Declining
2	South Park	0.92 mi	69	Growing		17	Katherwood	3.79 mi	59	Declining
3	Central Park	1.00 mi	118	Plateauing		18	Rehoboth Christian Community Church	3.85 mi	0	Plateauin
4	Cathedral of Faith	1.28 mi	0	NoData		19	Mt. Zion	3.87 mi	100	Plateauin
5	New Beginnings Family Church	1.61 mi	180	Growing	2	20	Pleasant Valley	3.90 mi	76	g Declining
6	New Hope	1.65 mi	1,431	Growing		21	Thomas First	3.92 mi	38	Growing
7	Fairview	1.78 mi	54	Plateauing		22	New Birth Christian	3.99 mi	0	Plateauin
8	Judah Family	2.06 mi	0	Plateauing	2	23	Cottage Hill	4.09 mi	142	Plateauin
9	New Birth Missionary	2.11 mi	0	Plateauing		24	Raleigh Avenue	4.12 mi	141	Growing
10	New Covenant	2.48 mi	0	Plateauing	2	25	Dolomite	4.26 mi	35	Plateauin
11	Sardis	2.52 mi	1,100	Plateauing	2	26	Brighton	4.49 mi	23	Declining
12	Wilkes	2.88 mi	68	Plateauing	2	27	Christian Walk	4.52 mi	70	Growing
13	Sixth Avenue	2.92 mi	1,615	Growing		28	Garywood	4.58 mi	27	Plateauin
14	Richmond Street	3.09 mi	16	Plateauing		29	New Faith	4.66 mi	67	Growing
15	Westside	3.20 mi	18	Declining	3	30	Edgewater	4.71 mi	46	Declining

e Tallassee Waterloo Gainesville Jackson Petrey Sheffield McMullen Vance Childersburg Minor Jas Carrollton Opp Gordon Hueytown Good Hope Reece City Priceville Intercultural Institute Sco City Gilbertown Louisville Valley Libertyville Summerdale Citronell for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Porton Sanford Hytop Gravsville Natural Bridge

Using the Spirituality Indicators

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

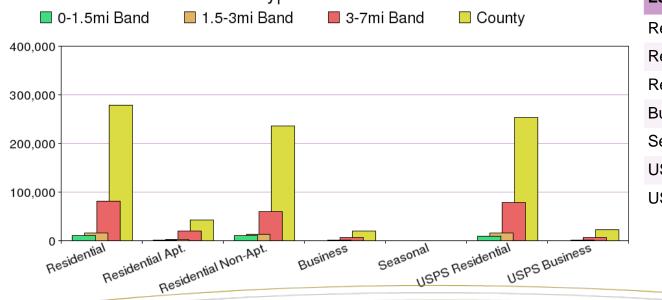
Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO		DEMOSCAPE	COUNTY	BAND
1990 Population	651,526	32,400	4.97%		1990 Households	251,478	12,039
2000 Population	662,047	31,491	4.76%		2000 Households	263,265	11,731
2010 Population	666,792	29,849	4.48%		2010 Households	269,609	11,334
·							
	Locati	on Types i	n this Missio	Site		Location Ty	/pe

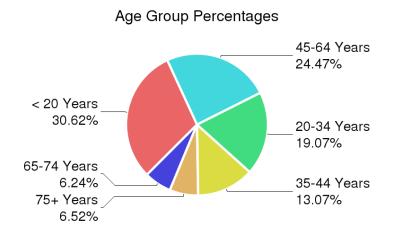


Location Type	0-1.5mi Band
Residential	11,197
Residential Apt.	1,119
Residential Non-Apt.	10,078
Business	383
Seasonal	0
USPS Residential	9,865
USPS Business	417

Ance Killen Brent Napier Field Hackleburg Horn Hill McIntosh Gordo Tuscumbia Tarrant Atmore Ge Weedstock Franklin Addison Ranburne Eufaula Level Plains Grove Hill <u>Intercultural Institute</u> North Johns Marion Elberta Magnolia Springs Frisco City Coaling <u>Intercultural Institute</u> (or Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Eulton Sylvan Springs West Point Albertyille

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

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

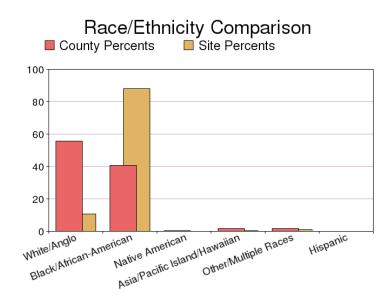


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.68%	100
4-5 Years	2.7%	2.96%	109.63
6-8 Years	3.98%	4.65%	116.83
9-11 Years	3.86%	4.66%	120.73
12-13 Years	2.52%	3.07%	121.83
14-17 Years	5.08%	6.33%	124.61
18-19 Years	2.53%	3.28%	129.64
0-5 Years	8.38%	8.63%	102.98
6-12 Years	9.1%	10.84%	119.12
13-19 Years	8.87%	11.14%	125.59
< 20 Years	26.35%	30.61%	116.17
20-34 Years	20.74%	19.07%	91.95
35-44 Years	12.98%	13.07%	100.69
45-64 Years	25.86%	24.47%	94.62
65-74 Years	7.12%	6.24%	87.64
75+ Years	6.94%	6.52%	93.95
Median Age	37	36	96.34
Median Age (Male)	35	32	91.89
Median Age (Female)	39	38	98.2



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%	10.52%	18.91
Black, African-American	40.69%	88.03%	216.35
Native American	0.36%	0.14%	38.93
Asian	1.49%	0.34%	22.44
Pacific Island, Hawaiian	0.08%	0.03%	32.26
Other/Multiple Races	1.74%	0.95%	54.58
Hispanic	0%	1.63%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	447,863	18,752	
Less than 9th Grade	3.46%	3.97%	87.23
No High School Diploma	8.86%	10.63%	83.32
High School Graduate	28.96%	32.16%	90.03
Some College, no degree	22.64%	27.04%	83.72
Associate Degree	7.22%	10.13%	71.3
College Degree	17.82%	10.53%	169.24
Graduate/Prof. degree	11.04%	5.54%	199.46

ittleville Nectar Florala Chelsea Double Springs Horn Hill Susan Moore Hartford Locust Fork Clanton Aligood Hytop Alexander City Detroit Oxford Beatrice Brantley <u>Intercultural Institute</u> Decatur Ridge Riverside Satsuma Courtland Avon Coker McDonald Chapel Saks Decatur Ridge for Contextual Ministry Heflin Sylvan Springs Theodore Hoover Valley Head To Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.23%	11.98%	186.36
\$10,000 to \$19,999	13.29%	17.72%	133.26
\$20,000 to \$29,999	12.05%	15.18%	126.03
\$30,000 to \$49,999	20.54%	24.78%	120.59
\$50,000 to \$59,999	8.47%	9.23%	108.92
\$60,000 to \$69,999	6.88%	6.91%	100.45
\$70,000 to \$79,999	5.9%	3.8%	64.42
\$80,000 to \$89,999	4.74%	2.24%	47.3
\$90,000 to \$99,999	3.22%	1.4%	43.62
\$100,000 to \$124,999	6.59%	3.61%	54.79
\$125,000 to \$149,999	3.44%	1.86%	54.1
\$150,000 to \$199,999	3.44%	0.53%	15.39
\$200,000 to \$249,999	1.12%	0.1%	8.64
\$250,000 or more	2.08%	0.68%	32.59
Median Household	45,427	33,308	73.32
Average Household	68,011	46,181	67.9
Per Capita Household	28,213	17,601	62.39
Family/Non-Family Household			
Income			
Median Family Income	58,390	41,286	70.71
Average Family Income	83,931	54,645	65.11
Median Non-Family Income	28,382	21,048	74.16
Average Non-Family Income	39,159	28,701	73.29

Cainesville Mountain Brook Sumiton Underwood-Petersville Bay Minette Gardendale Vernon Somerville and Carbon Hill Harvest Killen Morris Thomaston Altoona Newbern Magnelia Springs Fort Ruc Janceville River Falls West End-Cobb Town Slocomb Autaugaville Nature for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Reception Particle Peters Peters Contextual Ministry Copyright 2011, 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%	67.67%	105.01
Families with Children	32.53%	40.1%	123.26
Families without Children	31.91%	27.57%	86.41
Non-Family Households			
% Non-Family Households	35.56%	32.33%	90.92
Non-Families with Children	0.19	0.28	147.23
Non-Families without Children	35.37	32.05	90.61
Housing Units			Index
Total Housing Units	313,876	13,274	
Vacant percent	14.1%	14.62%	103.63
Owned percent	58.37%	59.37%	101.71%
Rented Percent	27.52%	26.01%	94.51
Households by Size			Index
Avg household size	2.41	2.58	107.05
Avg family hh size	3.12	3.27	104.81
Avg non-family hh size	1.13	1.13	100
Households By Count of Persons			Percent
One	84,836	3,378	3.98%
Two	81,467	2,998	3.68%
Three or Four	80,946	3,721	4.6%
Five+	22,360	1,236	5.53%

Beach Lincoln Fairhope Gantt Hartford Ohatchee Ethelsville Mount Vernon Goodwater Hillsboro Pre Prattville McKenzie Westover Cowarts Troy Jacksons' Gap Chatomer Creensboro Sardis City Albert Malvern Sylacauga Ragland Napier Field Vredenburgh Hoover Caler GotContextual Ministry Reece City Baccopyright 2011, Intercultural Institute for Contextual Ministry Taylor Maplesville Faunscale Huntsville Ashford 19

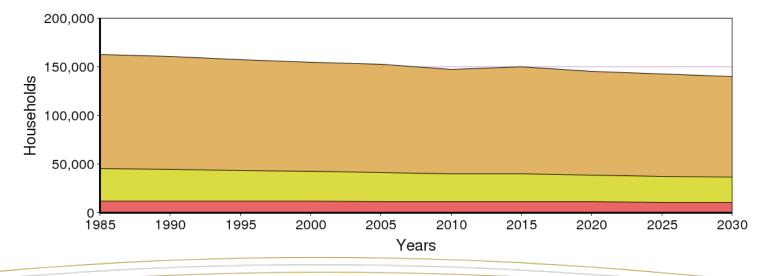
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	32,400	4.97%
2000 Population	662,047	31,491	4.76%
2010 Population	666,792	29,849	4.48%
2015 Population	675,554	29,199	4.32%

Household Change from 1985 to 2030

📕 0-1.5mi Ring 👘 🔲 0-3mi Ring

🔲 0-7mi Ring

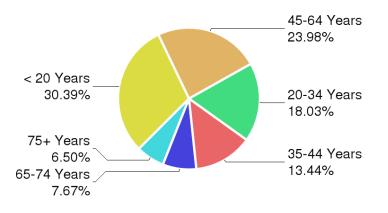


Pine Hill Edwardsville Altoona Columbia Phil Campbell Dodge City Sheffield Bear Creek Lakeview F Auburn Heath Ariton Brookwood Gordon Good Hope Slocomb Merry Intercultural Institute Skyline Jacksons' Gap Atmore Priceville Sulligent Mooresville Napion for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

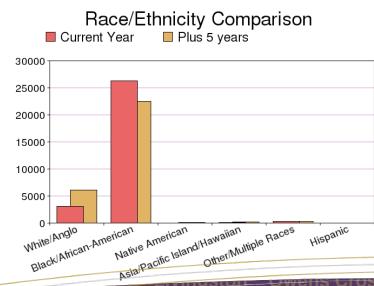


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.68%	5.71%	100.53
4-5 Years	2.96%	3%	101.35
6-8 Years	4.65%	4.72%	101.51
9-11 Years	4.66%	4.72%	101.29
12-13 Years	3.07%	3.09%	100.65
14-17 Years	6.33%	6.1%	96.37
18-19 Years	3.28%	3.05%	92.99
0-5 Years	8.63%	8.71%	100.93
6-12 Years	10.84%	10.98%	101.29
13-19 Years	11.14%	10.7%	96.05
< 20 Years	30.61%	30.39%	99.28
20-34 Years	19.07%	18.03%	94.55
35-44 Years	13.07%	13.44%	102.83
45-64 Years	24.47%	23.98%	98
65-74 Years	6.24%	7.67%	122.92
75+ Years	6.52%	6.5%	99.69
Median Age	37	37	98.47
Median Age (Male)	35	33	94.81
Median Age (Female)	39	39	99.67

Semer Glen Allen Meldullen Point Clear Selmont-West Selmont Hillsboro Paint Rock Coshen Dodge Cit feedile Shorter Oakman Abbeville Beatrice Andalusia Greensboro Contextual Institute for Contextual Ministry ©Copyright 201 1, Intercultural Institute for Contextual Ministry Contex

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	10.52%	20.82%	197.94
Black, African-American	88.03%	77.16%	87.65
Native American	0.14%	0.24%	172.81
Asian	0.34%	0.73%	216.72
Pacific Island, Hawaiian	0.03%	0.04%	166.12
Other/Multiple Races	0.95%	1.01%	106.56
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	18,752	18,468	
Less than 9th Grade	3.97%	3.06%	77.11
No High School Diploma	10.63%	8.54%	80.3
High School Graduate	32.16%	32.58%	101.29
Some College, no degree	27.04%	26.81%	99.14
Associate Degree	10.13%	11.02%	108.86
College Degree	10.53%	11.5%	109.15
Graduate/Prof. degree	5.54%	6.5%	117.38

Son Air Woodville Prattville Roanoke Madison Dutton Bayou La Batre Lincoln Phenix City Ashland Me Irondale Fyffe Shiloh Riverside Skyline Sylvania Ragland Grant Intercultural Institute Intercultural Institute Sumiton Sylvan Springs Black Gardendale for Contextual Ministry Confectual Ministry Allgood Gilbertown New 22

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	11.98%	10.47%	87.42
\$10,000 to \$19,999	17.72%	17.65%	99.63
\$20,000 to \$29,999	15.18%	14.76%	97.21
\$30,000 to \$49,999	24.78%	24.26%	97.91
\$50,000 to \$59,999	9.23%	9.56%	103.58
\$60,000 to \$69,999	6.91%	7.17%	103.74
\$70,000 to \$79,999	3.8%	4.04%	101.25
\$80,000 to \$89,999	2.24%	2.54%	110.7
\$90,000 to \$99,999	1.4%	1.57%	111.56
\$100,000 to \$249,999	3.61%	4.18%	115.81
\$125,000 to \$149,999	1.86%	2.18%	117.02
\$150,000 to \$199,999	0.53%	0.66%	124.3
\$200,000 to \$249,999	0.1%	0.13%	137.43
\$250,000 or more	0.68%	0.74%	108.64
Median Household	33,308	35,188	105.64
Average Household	46,181	50,422	109.18
Per Capita Household	17,601	19,495	110.76
Family/Non-Family Household			
Income			
Median Family Income	41,286	43,981	106.53
Average Family Income	54,645	60,855	111.36
Median Non-Family Income	21,048	21,896	104.03
Average Non-Family Income	28,701	29,870	104.07

Carbon Hill Bay Minette Odenville La Fayette Hurtsboro Attalla Clayhatchee Notasulga Rock Creek Moundville Vestavia Hills McIntosh West Point Abbeville Dadeville <u>Intercultural Institute</u> Lake View A Eldridge Cleveland Sylvan Springs Geneva Mulga Dauphin Island Mover (ontertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	67.67%	66.34%	98.04
Families with Children	40.1	39.11	97.52
Families without Children	27.57	25.93	94.04
Non-Family Households			
% Non-Family Households	32.33%	33.66%	104.11
Non-Families with Children	0.28	0.22	104.11
Non-Families without	32.05	33.43	104.33
Children			
Housing Units			
Total Housing Units	13,274	13,180	99.29%
Vacant percent	14.62%	14.67%	100.4
Owned percent	59.37%	59.1%	99.55
Rented Percent	26.01%	26.23%	100.83
Households by Size			
Avg household size	2.58	2.54	98.45%
Avg family hh size	3.27	3.29	100.61%
Avg non-family hh size	1.13	1.06	93.81%
Households By Count of			
Persons			
One	3,378	3,512	103.97%
Two	2,998	2,960	98.73%
Three or Four	3,721	3,603	96.83%
Five+	1,236	1,172	94.82%

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Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	209	332	6,195	Eastern Africa	Eastern Africa 4	Eastern Africa 4 3
Northern Europe	11	1	348	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	33	42	266	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	114	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	334	Western Africa	Western Africa 19	Western Africa 19 10
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	8	13	1,163	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	0	575	Caribbean	Caribbean 45	Caribbean 45 43
SE Asia	0	0	462	Central Amer.	Central Amer. 89	Central Amer. 89 211
Western Asia	0	0	213	South America	South America 0	South America 0 9
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



Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	3-7 MILES	SPOKEN AT HOME	0-1.5 MILES	
En allah an ha				Others hade. Even		I
English only	29,089	45,000	170,265	Other Indo-Euro	0	(
Spanish	607	1,117	4,540	Asian/PI languages	0	0
Other Indo-Euro	292	273	2,816	Chinese	0	1:
language				Japanese	21	0
French (incl. Patois,	174	188	990	Korean	0	0
Cajun)				Mon-Khmer,	0	0
French Creole	0	0	19	Cambodian		
Italian	27	25	180	Miao, Hmong	0	0
Portuguese	0	0	15	Thai	38	5
German	91	52	439	Laotian	0	0
Yiddish	0	0	15	Vietnamese	0	0
Other West Germanic	0	0	29	Other Asian	0	0
A Scandinavian	0	0	16	Tagalog	0	0
Language				Other Pacific Is	34	0
Greek	0	0	228	Other languages	77	45
Russian	0	0	193	Navajo	0	0
Polish	0	0	6	Other Native N.	0	0
Serbo-Croatian	0	0	18	American		
Other Slavic Language	0	8	55	Hungarian	0	0
Armenian	0	0	0	Arabic	32	0
Persian	0	0	68	Hebrew	12	4
Gujarathi	0	0	153	African languages	33	41
Hindi	0	0	107	Other unspecified	0	0
Urdu	0	0	48			

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Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	26,319	40,255	143,873	Irish	Irish 213	Irish 213 312
Arab	34	7	790	Italian	Italian 98	Italian 98 190
Armenian	0	0	14	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	103	Norwegian	Norwegian 0	Norwegian 0 9
British	24	20	919	Polish	Polish 7	Polish 7 40
Canadian	0	4	162	Portuguese	Portuguese 0	Portuguese 0 4
Croatian	0	0	42	Romanian	Romanian 10	Romanian 10 6
Czech	0	0	110	Russian	Russian 7	Russian 7 0
Czechoslovak	0	0	20	Scandinavian	Scandinavian 0	Scandinavian 0 4
Danish	0	0	94	Scotch-Irish	Scotch-Irish 71	Scotch-Irish 71 145
Dutch	43	71	950	Scottish	Scottish 35	Scottish 35 36
English	244	272	12,887	Slovak	Slovak 0	Slovak 0 0
European	83	24	1,179	Subsaharan African	Subsaharan African 312	Subsaharan African 312 580
Finnish	0	0	48	Swedish	Swedish 7	Swedish 7 6
French (not Basque)	11	66	1,761	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	0	256	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	83	137	6,592	US/American	US/American 520	US/American 520 975
Greek	18	8	525	Welsh	Welsh 26	Welsh 26 16
Hungarian	8	10	148	West Indian	West Indian 2	West Indian 2 54
Iranian	0	0	82	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 24,465	Other 24,465 37,256

Elba Tallassee Lake Purdy Babbie Leeds Sipsey Vredenburgh Summerdale Gordo Ridgeville Frisce Woodville Brilliant Good Hope Clayhatchee Riverview Grimes Heflin Intercultural Institute Odenville West Blocton Glencoe Guin Clio Triana Kansas Gunte Gordo Milbrook Uniontown Saks Do27 Copyright 2011, Intercultural Institute for Contextual Ministry Corported and South Side Jacksonville Case

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?

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Using the Demographic Indicators

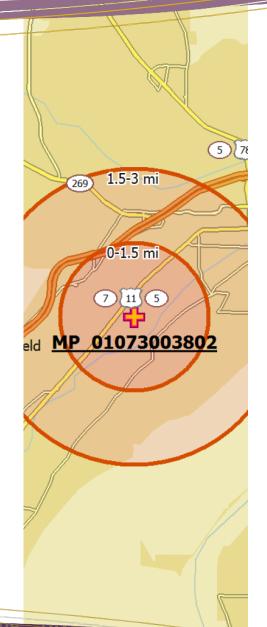
Issues for Your Consideration - continued

- 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.



Florala Wetumpka Selma Pleasant Grove Kinston Coosada Ardmore Monroeville Waverly Bakerhill E shatchee Hartford Hayden Chelsea Benton Prichard Ozark Selmont-Monses Montgomer es Douglas Forestdale Reece City Jacksonville Akron New Market Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Pabobath Odenville Orrville Hackleburg Slocomb

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	11,334	100%	7,950	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%

beth Colony Blue Ridge Courtland Vincent Gulf Shores McMullen McDonald Chapel Wilton Loachapoke Cord Summerdale Triana Talladega Notasulga Woodstock Thomasviller Intercultural Institute M Centre Midland City Sanford Harpersville Rainsville Pinckard Wils Confertual Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Will Fruitburst Columbiana Oakman Carbon Hill Dozier Union Grove Mooresville Kennedy Rainbow Co

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	11,334	100%	7,950	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	24	0.21%	15	0.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	24	0.21%	15	0.19%
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	120	1.06%	83	1.04%
Steadfast Conservative	85	0.75%	58	0.73%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	20	0.18%	15	0.19%
Grass-Roots Living	15	0.13%	10	0.13%

Sweet Water Heath Point Clear Bessemer Kimberly Shiloh Courtland Beaverton Tairant Sand Rock Hitter Prichard Vredenburgh Holly Pond Pell City Roanoke Homewood Intercultural Institute Eclectic Higher agland Slocomb Millbrook Greensboro Hokes Bluff Mount Olive Bolige Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Northport Dozier Snead Cuba Deatsville Sardis City 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	11,334	100%	7,950	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	1,334	11.77%	988	12.43%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,334	11.77%	988	12.43%
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%

ity Hoover Jasper Geiger Kellyton Millport Nauvoo Winfield New Site Sanford Blountsville South A Honor City Vina Rosa Adamsville Sulligent Calera Selma Hodges Intercultural Institute Coosada Albertville Gainesville Pine Apple Clio Babbie Union Spire for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,334	100%	7,950	100%
STRUGGLING SOCIETIES	2,218	19.57%	1,504	18.92%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,214	19.53%	1,501	18.88%
College Town Communities	4	0.04%	3	0.04%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	7,636	67.37%	5,360	67.42%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	7,172	63.28%	5,016	63.09%
Urban Diversity	0	0%	0	0%
New Generation Activists	100	0.88%	67	0.84%
Getting By	364	3.21%	277	3.48%
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%

City Selma Gu Win Centreville Evergreen West Blocton Westover White Hall Pine Apple Owens Gr Paint Rock Allgood Argo Grove Hill Riverview Dauphin Island Mount Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Hayneville Crossville Double Springs Colony Garden City Dothan Oakman Westover Hokes Bluff Plea Creola Irondale Muscle Shoals Hackleburg Meridianville Kimberly Intercultural Institute Calera Mignon Harpersville Susan Moore Pike Road Napier Field Ben To Confertual Ministry Confertual Ministry teele Boaz Ragland Altoona Saks Daphne Ider 35

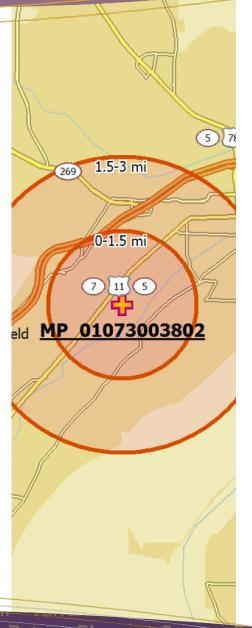
Potential Cultural Bridges

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).



per Phenix City Emelle Lockhart Boaz Section Slocomb Haleyville Bayou La Batte Pleasant Grove Re Arrey Fayette Blue Ridge Horn Hill Mountainboro Troy Millbrook Intercultural Institute Geneva Collinsville Wilton Lincoln Ozark Pickensville Springville Glen Gortextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
PC-HH Own	54%	54%	66%
Use Comp. for Internet/E-mail	33%	33%	47%
Internet Use: E-Mail	28%	29%	41%
Use Comp. for Education	23%	24%	28%
Use Comp. for Comp. Games	23%	23%	31%
HH Owns DVD Player	19%	19%	26%
Use Comp. for Word	18%	18%	29%
Processing			
Use Comp. for Digital Camera	17%	18%	25%
Photo Editing			
Use Comp. for Banking	16%	17%	25%
Use Comp. for Shopping	16%	17%	27%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Use Comp. for News/Info./Data	13%	14%	19%
Service			
Internet Use: Banking	13%	14%	22%
PC-Network-HH Has One	13%	12%	16%
Internet Use: News/ Weather	12%	13%	22%
Use Comp. for Filing/DB Mngmnt	9%	10%	12%
Internet Use: Play/ Download	8%	8%	9%
Online Games			
Use Comp. for	8%	7%	8%
Graphics/Presentation			
Internet Use: Shopping: Gathered	7%	8%	12%
Info. for Shopping			
Internet Use: Research/ Education	7%	8%	11%
Use Comp. for Personal Financial	7%	7%	12%
Mngmnt			

Uniontown Ethelsville Epes Stevenson Malvern Indian Springs Village Daviston Walnut Grove Akron Oneonta Troy Dothan Cuba Falkville Birmingham Cordova Valley of Eclectic Crossville Excel Libertyville New Site Gulf Shores Pleasant Grove Hayden Graysville New Gentextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	69%	69%	69%
Reading Books	47%	47%	52%
Dining Out (Not Fast Food)	39%	39%	49%
Cooking for Fun	32%	32%	35%
Card Games	31%	32%	37%
Go To A Beach/Lake	23%	23%	30%
Board Games	20%	21%	26%
Gardening	18%	17%	24%
Going To	16%	16%	19%
Bars/Nightclubs/Dancing			
Photography	13%	14%	17%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	62%	62%	65%
Gen./Fam. Practitioner	30%	29%	34%
Backache	20%	21%	21%
Dentist	20%	19%	24%
Hypertension/High Blood	20%	19%	20%
Pressure			
None Of These	18%	18%	20%
Eye Dr.	17%	17%	19%
High Cholesterol	15%	14%	16%
Acid Reflux Disease	13%	13%	13%
(GERD)			
Any Arthritis	13%	13%	14%

n Moore Bessemer Centreville Alabaster Grant Rutledge Southside Rehobeth Phil Campbell Decatur Bakerhill Sanford Monroeville Fayette Evergreen Thorsby Gordon <u>Intercultural Institute</u> Detroit Oakman Goshen Elberta Anniston Hillsboro Sheffield Holt Intercultural Institute for Contextual Ministry Copyright 2011, 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	24.26%	24.39%	28%
Live Theater	18.16%	18.19%	21.08%
Live Theater Most Often	13.89%	13.73%	16.35%
Dance Performance	12.36%	12.52%	11.8%
Rock/Pop Concerts Most	12.25%	12.43%	14.95%
Often			
Comedy Club	11.06%	11.4%	10.98%
Movies: Comedy	40.9%	41.02%	41.52%
Movies: Action/Adventure	35.98%	37.08%	39.39%
Movies: Drama	25.71%	26.19%	25.42%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	23.34%	23.01%	22.23%
Movies: Fam.	21.48%	21.32%	20.93%
Movies: Horror	19.15%	19.94%	16.4%
MLB Baseball Reg.	4.46%	4.64%	6.9%
Season			
College Basketball Reg.	3.3%	3.24%	4.18%
Season			
College Football Reg.	3.19%	3.25%	5.18%
Season			
NFL Football Reg. Season	2.93%	3.12%	5.31%
Bowling	1.79%	1.68%	1.44%
Boxing	1.65%	1.52%	1.22%

Ind Locust Fork Summerdale Alexandria McKenzie North Johns Ardmore Pine Apple Grant Wilsonville Florata Autaugaville Adamsville McDonald Chapel Russellville Blount Intercultural Institute Napier Field Arley Elmore Nauvoo Edwardsville Smoke Rise Thor Joint Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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	32.79%	32.52%	37.3%	Using Cardio Machine	Using Cardio Machine 7.44%	Using Cardio Machine 7.44% 7.7%
Bowling	20.36%	20.08%	19.91%	Roller Skating	Roller Skating 6.99%	Roller Skating 6.99% 7%
Swimming	18.27%	18.32%	25.19%	Mountain/Road Biking	Mountain/Road Biking 6.28%	Mountain/Road Biking 6.28% 6.67%
Basketball	17.81%	17.79%	16.47%	Golf	Golf 5.92%	Golf 5.92% 6.09%
Jogging/Running	17.43%	17.65%	17.34%	Yoga	Yoga 5.81%	Yoga 5.81% 5.96%
Billiards/Pool	15.77%	16.16%	17.47%	Tennis	Tennis 5.65%	Tennis 5.65% 5.68%
Football	14.7%	14.61%	12.02%	Soccer	Soccer 5.38%	Soccer 5.38% 5.43%
Baseball	13.24%	13.01%	11.37%	Target Shooting	Target Shooting5.23%	Target Shooting5.23%5.21%
Freshwater Fishing	11.89%	11.83%	12.81%	Racquetball	Racquetball 5.2%	Racquetball 5.2% 5.03%
Aerobics	11.7%	11.53%	11.39%	Saltwater Fishing	Saltwater Fishing 4.41%	Saltwater Fishing 4.41% 4.55%
Weight Training	11.22%	11.5%	14.68%	Ice Skating	Ice Skating 4.13%	Ice Skating 4.13% 4.43%
Stationary Cycling	8.95%	9.07%	11.11%	Camping Trips	Camping Trips 3.68%	Camping Trips 3.68% 3.91%
Volleyball	8.1%	8.14%	8.07%	Fly Fishing	Fly Fishing 3.58%	Fly Fishing 3.58% 3.67%
Softball	7.69%	7.7%	7.55%	Hockey	Hockey 3.15%	Hockey 3.15% 3.11%

n Gantt Daviston Shorter Pine Apple Fayette Florala Blue Springs Fulton Camp Hill Addison Bento phin Island Coffee Springs Hamilton Waterloo Dayton Oakman Alberty Futon Camp Hill Addison Bento Memphis Fort Payne Muscle Shoals Pennington Rainbow City Vance for Contextual Ministry de Copyright 2011, Intercultural Institute for Contextual Ministry Sylle Prichard Lackson Ville Fort Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Power Boating	3.07%	3.13%	5.26%
Archery	3.04%	3.09%	3.08%
Backpacking/Hiking	3.01%	3.45%	6.95%
Motorcycling	2.97%	3.04%	4.04%
Horseback Riding	2.93%	2.99%	3.99%
Skateboarding	2.8%	2.94%	3.07%
Jet Skiing	2.64%	2.88%	3.88%
Rock Climbing	2.62%	2.76%	3.21%
Snowboarding	2.61%	2.73%	3.11%
Hunting	2.44%	2.54%	4.68%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snorkeling	2.44%	2.75%	4.28%
Downhill & X-Country	2.32%	2.4%	3.85%
Skiing			
Snowmobiling	2.24%	2.34%	2.84%
Water Skiing	2.22%	2.3%	3.23%
Canoeing/Kayaking	1.9%	1.98%	4.37%
Auto Racing	1.77%	2.07%	2.51%
Martial Arts	1.64%	1.9%	2.86%
Sailing	1.55%	1.68%	2.71%
Surfing & Windsurfing	1.51%	1.78%	2.45%
Rowing	1.32%	1.4%	2.06%

Leesburg Alexandria Cottonwood Vestavia Hills Auburn Memphis Castleberry Morris Lisman La Faye effeld Winfield Lester Faunsdale Fruithurst Eutaw Grant Jemison Berg Intercultural Institute Pike Road Ranburne Jacksonville Ashland Vina Vance Cherokee Sy Tox Confectual Ministry ^{VI}©Copyright 2011, 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.

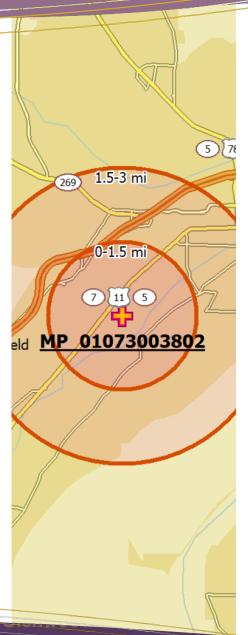
BIBLICAL BARRIERS

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.



Creensboro Andalusia Demopolis Dayton Benton Springville Gordon Fort Payne Allgood Franklin Finity Magnolia Springs Ashford Hammondville Enterprise Attalla <u>Intercultural Institute</u> Florence Shift or Falls Toxey Priceville Myrtlewood Coaling Hartford Flomaton Need for Contextual Ministry ^{to}Copyright 2011, 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.

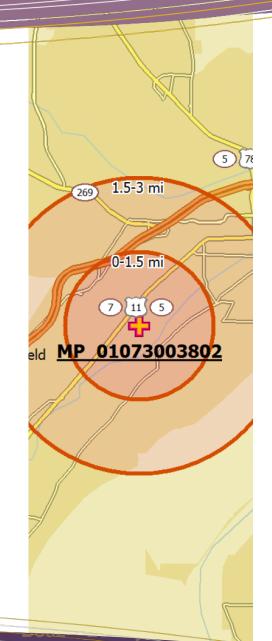
CULTURAL BARRIERS OF ACCEPTANCE

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.



Opp Ohatchee Greenville Crossville Tillmans Corner Sanford Sylacauga Needham Forestdale Rosa Gnycha Emelle Guin Ider Coffee Springs Beatrice Franklin Autauger Intercultural Institute e City Pleasant Grove Chatom Odenville Moores Mill Boligee Rock Cre for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-1.5	1.5-3	3-7	BARRIERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	54%	54%	53%	If Won Lottery Would Never Work Again	21%	21%	25%
Like Control Over People And Resources	43%	42%	37%	We Should Strive for Equality for All	21%	21%	18%
Speak My Mind Even If It Upsets People	38%	38%	38%	Marijuana Should Be Legalized Friends More Important Than	21% 20%	21% 20%	21% 23%
Woman's Place Is In The Home	34%	33%	32%	My Fam.			
Don't Judge People/Way They Live Life	34%	34%	32%	Like To Pursue Challenge/Novelty/Change	19%	19%	19%
Too Much Sponsorship In Arts/Sports	33%	33%	28%	Only Work Current Job for The Money	19%	18%	16%
I Am A Workaholic	31%	31%	25%	Very Happy With My Life As It	15%	16%	12%
Find It Difficult To Say No To	30%	30%	34%	ls			
My Kids				On Whole People Get What	15%	15%	13%
Prefer To Have Few	26%	26%	32%	They Deserve			
Possessions As Possible				Rarely Sit Down to a Meal	13%	14%	15%
Like To Do Unconventional	24%	23%	25%	Together At Home			
Things				Happy With My Standard Of	13%	14%	15%
Like to Stand Out In A Crowd	23%	24%	22%	Living			
Money Is Best Measure Of Success	23%	23%	24%	More Important Do Duty Than Enjoy Life	13%	12%	9%
				I Am A Perfectionist	12%	13%	11%

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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.



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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	56%	56%	57%	Looking for New Ideas To Improve Home	21%	21%	19%
Important To Respect Customs	49%	49%	56%	Like To Just Enjoy Life	20%	19%	21%
And Beliefs				Try Not To Worry About The	20%	20%	17%
Like To Understand About	41%	41%	40%	Future			
Nature				Is An Important Part Of Who I Am	18%	18%	16%
Prefer Work Part Of Team Than	40%	40%	37%	Real Men Don't Cry	16%	16%	17%
Alone				Worried About Pollution Caused	15%	16%	19%
Important To Juggle Various	37%	37%	34%	By Cars			
Tasks				Enjoy Spending Time With My	12%	12%	12%
Good At Fixing Things	34%	34%	31%	Fam.			
Important Feel Respected By My Peers	33%	34%	34%	Children Should Be Allowed To Express Themselves	9%	8%	7%
Have Keen Sense Of Adventure	31%	30%	29%	Feel Very Alone In The World	8%	8%	7%
Provide My Kids With The Little Extras	27%	27%	20%	Like Spending Most Time With Fam.	6%	6%	6%
Prefer To Have Few Possessions As Possible	26%	26%	32%	Would Like To Set Up Own Business	6%	6%	5%
Consider Myself Interested In The Arts	24%	24%	22%	Decor Particular Interest To Me	4%	4%	4%
People Have To Take Me As	21%	21%	23%				

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estuale Fution Brighton Haleyville Frattville Madison Shorter Coosada Ranburne Lanet Juscaloosa Carroliton Wilton Hayden Scottsboro Dayton Centre Gadsden Lynn Intercultural Institute for Ashville Level Plains Deatsville Holt Sanford Robertsdale Wilson (Intercultural Institute) for Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.

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Potential Shared Places:

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

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	80.52%	80.72%	82.64%
Restaurant-Visit Any			
Fam. Restaurants/Steak	66.96%	66.48%	73.45%
Houses-Visit Any			
McDonald's	50.53%	50.83%	53.08%
Burger King	39%	39.16%	37.62%
Kentucky Fried Chicken (KFC)	34.77%	34.91%	32.04%
Wendy's	31.09%	30.25%	29.84%
Subway	24.51%	24.79%	27.64%
Pizza Hut	22.29%	22.19%	21.73%
Taco Bell	21.08%	21.33%	24.43%
Popeyes	20.46%	20.19%	15.25%
Applebee's	18.8%	19.05%	24%
Olive Garden	17.44%	17.42%	19.01%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Church's Fried Chicken	16.69%	16.42%	11.55%
Domino's Pizza	16.66%	16.59%	15.62%
Red Lobster	16.58%	16.74%	17.15%
Dunkin' Donuts	15.53%	15.64%	13.71%
Golden Corral	15.23%	15.08%	12.95%
Arby's	14.97%	15.32%	18.63%
IHOP (International House Of	14.34%	14.58%	15.01%
Pancakes)			
TGI Friday's	13.32%	13.84%	14.32%
Sonic	12.84%	12.82%	12.68%
Chick-Fil-A	12.59%	12.48%	13.35%
White Castle	12.54%	12.21%	8.91%
Starbucks	11.53%	11.46%	13.15%

Haleburg Ragland Henagar Kinsey Marion Troy Gardendale Centre Lynn Red Level Moundville H Thomaston Pine Apple Grove Hill Billingsley Tillmans Corner Trinit Intercultural Institute Vincent Hollywood Kellyton Reform Brighton Leighton Banks F it Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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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Con Kinsey Mountain Brook Altoona Butler Excel Phenix City Creola Linden Union West Jefferson As Horris Oxford Nauvoo Redstone Arsenal Dothan West Blocton Waver Intercultural Institute of Deposit Selmont-West Selmont Marion Shorter Babbie New Site Snear for Contextual Ministry Concenter and Ministry Detroit Good Hope Akron Eldridge Florence Gu-Wi 49

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	37.3%	36.21%	41.66%
Recycled products	16.84%	16.33%	26.19%
Engaged in fund raising	12.89%	12.17%	11.31%
Worked as volunteer (non political)	9.03%	9.01%	13.24%
Religious club member	7.06%	6.93%	7.37%
Church Board	6.67%	6.28%	5.67%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	4.72%	4.71%	5.18%
15506			
Charitable Organization	4.39%	4.26%	4.89%
Wrote to elected offcl about publ bus	4.38%	4.26%	5.28%
Fraternal order member	4.14%	3.99%	4.14%
Wrote to editor of mag or	3.78%	3.83%	4.94%
newspaper			
Union member	3.78%	3.52%	4.2%

Uscumbia Locust Fork Grand Bay Aliceville Newton McDonald Chapel Woodstock Saks Hellywood Art reakwood Hamilton Cusseta Union Smiths Station Trafford Pine Apple Confectual Institute Ashland Springville Fort Rucker Hillsboro East Brewton Mooresville (or Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Confectual Contextual Ministry Confectual Confectual Contextual Ministry Confectual Confectual Contextual Ministry Confectual Confectual Confectual Confectual Contextual Ministry Confectual Conf

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.



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1.5-3 mi

0-1.5 mi

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eld

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	13%	12.68%	12.92%
Novel	11.56%	11.44%	14.98%
Religious (not Bibles)	10.36%	10.15%	9.49%
Romance	8.77%	8.6%	7.4%
Mystery	8.17%	8.31%	10.22%
Mail order	6.59%	6.55%	5.46%
Cookbooks	6.26%	6.52%	8.92%
Biography	5.63%	5.52%	6.41%
Personal/Business Self-help	5.41%	5.29%	6.39%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	65.38%	64.81%	67.21%
Gen. Editorial	50.81%	50.54%	50.88%
Womens	43.6%	43.61%	44.27%
Service	24.89%	25.32%	30.34%
Music	21.85%	21.86%	18%
Mens	17.59%	17.39%	18.78%
Business/Finance	16.69%	16.31%	19.07%
Parenthood	13.46%	13.93%	14.12%
Sports	12.54%	12.71%	14.73%



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	44.68%	44.17%	49.22%
Classified	34.31%	34.77%	32.91%
Sport	29.45%	29.06%	30.49%
Movie Listings & Reviews	22.97%	22.76%	24.68%
Business/Finance	21.24%	20.86%	25.72%
Editorial Page	20.71%	20.58%	25.34%
Comics	19.66%	20.05%	23.38%
TV/Radio Listings	19.58%	19.5%	21.83%
Food/Cooking	17.95%	18.13%	22.15%
Fashion	17.67%	17.25%	16.15%
Home/Gardening	15.41%	15.09%	18.15%
Travel	14.6%	14.18%	17.45%
Science/Technology	10.52%	10.27%	14.42%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	50.32%	49.73%	35.27%
CHR Contemp Hit Radio	16.56%	16.64%	17.38%
Variety	11.31%	10.71%	9.88%
Jazz	9.5%	8.9%	8.36%
Gospel	9.03%	8.97%	6.48%
Oldies	8.47%	8.47%	9.73%
All News	7.95%	7.21%	6.88%
Adult Contemporary	6.66%	7.37%	12.57%
Country	5.56%	6.23%	11.09%
Religious	4.63%	4.39%	5.06%
Rock	4.43%	4.48%	7.59%
Soft Contemporary	4.31%	4.3%	5.45%
All Talk	4.28%	3.98%	4.08%
News/Talk	3.73%	3.66%	8.31%
Sports	2.84%	2.7%	3.58%
Alternative	2.41%	2.64%	6.63%
Classic Rock	2.25%	2.47%	5.8%
Hispanic	2.05%	2.1%	2.75%

Shiloh Thersby Mount Vernon Geneva McMullen Fultondale Sylacauga Oneonta Clanton McKenzi Cod Chelsea Waldo Maytown Fairhope New Market Decatur Rivervieur Intercultural Institute Hamilton Mountainboro Section Benton Meridianville Livingston Warger Intercultural Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Ministry Copyright 2011, Intercultural Ministry Copyr

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

IULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	55.15%	54.5%	58.93%
Soapnet	47.39%	46.85%	49.09%
Satellite Dish	43.07%	42.44%	46.5%
Other Video-On-Demand	36.43%	38.29%	42.29%
Subscribe Digital Cable	34.23%	34.33%	32.13%
Sci-Fi Channel	29.4%	28.76%	32.2%
MSNBC	29.12%	28.94%	31.15%
TV Info From Sunday TV	26.36%	25.67%	26.83%
Magazine			
TV Info From Newspapers	24.32%	24.1%	24.94%
TV Info From Other	22.86%	22.57%	21.53%
Nickelodeon	22.81%	22.64%	24.82%
ESPN2	22.26%	23.13%	24.62%

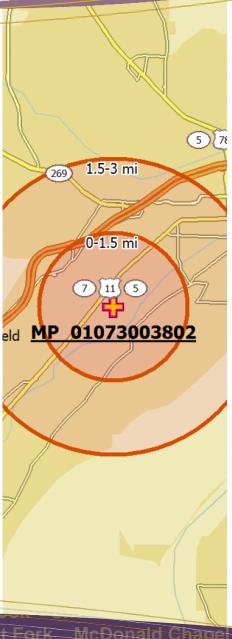
Opp Lexington Snead Steele East Brewton Town Creek Dutton Belk Trussville Kennedy Natural Bridge The Carbon Hill Satsuma Cleveland Geraldine Harvest Skyline Dayton Intercultural Institute and Lake Pleasant Grove Anniston Phil Campbell Smiths Station Cordov (a) Contextual Ministry ^OCopyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



Eclectic Lake View Benton Florence Albertville Belk Ozark Ashland Locust Fork McDenald Chapel asuma Waverly Camden Fulton Grant Faunsdale Tuskegee Glencoe Intercultural Institute Brookwood Mulga Elba Oak Grove Avon Lowndesboro Huntsville Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	13.34%	13.36%	17.32%
Medium Users (4-6)	6.39%	6.48%	8.68%
Light Users (1-3)	20.83%	20.38%	19.8%
Quintiles (20%)			
Newspaper I (Heavy)	0.51%	0.63%	0.99%
Newspaper II	1.85%	1.93%	1.78%
Newspaper III	4.26%	4.01%	2.85%
Newspaper IV	0.22%	0.23%	0.35%
Newspaper V (Light)	1.05%	1.04%	0.99%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	27.9%	27.52%	23.03%
Magazines II	12.65%	12.53%	10.55%
Magazines III	14.12%	13.93%	11.37%
Magazines IV	18.73%	18.17%	14.4%
Magazines V (Light)	1.1%	0.99%	0.84%
Outdoor I (Heavy)	8.92%	8.95%	8.66%
Outdoor II	5.74%	5.68%	4.53%
Outdoor III	7.48%	7.4%	5.6%
Outdoor IV	16.31%	16.33%	16.27%
Outdoor V (Light)	20.6%	21.04%	23.43%
Yellow Pages I	17.49%	17.21%	15.8%
(Heavy)			
Yellow Pages II	9.83%	9.58%	8.26%
Yellow Pages III	11.41%	11.61%	9.56%
Yellow Pages IV	25.41%	25.11%	23.67%
Yellow Pages V	6.71%	6.66%	5.21%
(Light)			

Trinity Grant Westover Langston Edwardsville Haleyville York Hamilton Foley Grove Hill Adams Repton Vredenburgh Clio Coker Smoke Rise Aliceville Fayette New Intercultural Institute Malvern Centre Pinson Union Grove Babbie Detroit Muscle Shoals For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Magnolia Springs, Waldo, Indian Springs Village, Weture

Potential Multimedia Usage

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

EDIUM 0-1.5 1.5-3 3-7 M
MILES MILES MILES
adio Drive Time Quntiles T
fths / 20%) / 20
ive Time I & II (Heavy) 5.71% 5.62% 3.99% Prin
ive Time III (Medium) 2.23% 2.08% 1.28% Prime
adio IV & V (Light) 5.3% 5.11% 3.55% Prime Ti
adio Media Quntiles (fifths / TV Early/
0%) (fifths / 20%
adio I & II (Heavy) 14.63% 14.4% 11.71% Fringe I & II (I
adio III (Medium) 4.88% 4.73% 4.4% Fringe III (Mediu
adio IV & V (Light) 5.44% 5.41% 4.4% Fringe IV (Light)
able TV Quntiles (fifths / TV All Day Quntiles
20%)
able I & II (Heavy) 8.54% 8.68% 11.88% All Day I & II (Heavy
able III (Medium) 6.13% 6.33% 5.64% All Day III (Medium)
able IV & V (Light) 36.16% 36.55% 36.69% All Day IV (Light)

Sylvania Riverside Newville Woodville Pine Hill Tuscaloosa Belk Taylor Carbon Hill Blue Ridge Les Southside Onycha Bay Minette Bear Creek Vredenburgh New Site Intercultural Institute Clayton Hollywood Level Plains Eldridge Faunsdale Newbern Flor Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Comparison Allgood Attalla Notasulga Owens Cross Road 57 Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry C

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]	10.15%	10.23%	11.43%
6:00am - 10:00am	18.14%	17.9%	18.61%
10:00am - 3:00pm	17.05%	18.12%	14.62%
3:00pm - 7:00pm	19.3%	19.62%	17.23%
7:00pm - Midnight	10.85%	10.8%	12.8%
Midnight - 6:00am	8.17%	8.81%	8.6%
Weekend Radio			
Listeners			
Dayparts [summary]	13.03%	13.6%	14.34%
6:00am - 10:00am	2.74%	2.91%	3.85%
10:00am-3:00pm	6.83%	6.93%	7.1%
3:00pm - 7:00pm	8.1%	9.13%	8.9%
7:00pm - Midnight	12.09%	12.09%	10.97%
Midnight - 6:00am	14.91%	15.53%	15.08%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	4.66%	4.97%	6.87%
Saturday:	10.63%	10.32%	9.03%
8:00-11:00pm			
Sunday: 7:00-11:00pm	7%	7.4%	9.2%
9:00am-1:00pm	18.5%	18.71%	21.97%
9:00am-4:00pm	21.93%	22.21%	25.8%
4:00pm-7:00pm	30.75%	29.71%	29.98%
11:00pm-1:00am	38.16%	38.03%	40.28%
AVG Prime time	5.92%	6.05%	5.17%
Mon-Sun			

Ville Rainbow City Onycha Dozier Snead Abbeville Woodland Cordova Fultondale Daphne Bessemer Tarrant Falkville Waldo Ashland Midway Kennedy Ozark Vestavier Intercultural Institute Clear Millport Banks Toxey Rehobeth Cuba Pleasant Groves Dadevi for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				-	Weekend	Weekend	Weekend
6-7am	15.36%	16.06%	17.72%		Sat: 7-10am	Sat: 7-10am 16.57%	Sat: 7-10am 16.57% 16.58%
7-9am	22.26%	23.13%	24.62%		Sat: 10am-1pm	Sat: 10am-1pm 13.41%	Sat: 10am-1pm 13.41% 13.34%
9am-12noon	12.13%	11.69%	15.58%		Sat: 1-4pm	Sat: 1-4pm 20.54%	Sat: 1-4pm 20.54% 20.37%
12noon-4pm	9.8%	10.51%	10.23%		Sat: 4-6pm	Sat: 4-6pm 9.03%	Sat: 4-6pm 9.03% 9.02%
4-6pm	43.54%	43.06%	47.41%		Sat: 6-7pm	Sat: 6-7pm 1.73%	Sat: 6-7pm 1.73% 1.59%
6-7pm	14.56%	14.63%	16.39%		Sat: 7-8pm	Sat: 7-8pm 1.62%	Sat: 7-8pm 1.62% 1.51%
7-7:30pm	1.87%	1.76%	1.74%		Sat: 8-11pm	Sat: 8-11pm 10.63%	Sat: 8-11pm 10.63% 10.32%
7:30-8pm	9.03%	9.23%	10.34%		Sat: 11pm-1am	Sat: 11pm-1am 9.52%	Sat: 11pm-1am 9.52% 9.18%
8-11pm	4.66%	4.97%	6.87%		Sat: 1am-7pm	Sat: 1am-7pm 18.63%	Sat: 1am-7pm 18.63% 18.28%
11pm-12am	29.12%	28.94%	31.15%		Sun: 7-10am	Sun: 7-10am 2.13%	Sun: 7-10am 2.13% 2.09%
11pm-1am	38.16%	38.03%	40.28%		Sun: 10am-1pm	Sun: 10am-1pm 4.3%	Sun: 10am-1pm 4.3% 4.28%
1-6am	25.5%	25.86%	30.53%		Sun: 1-4pm	Sun: 1-4pm 4.04%	Sun: 1-4pm 4.04% 4.04%
					Sun: 4-7pm	Sun: 4-7pm 10.37%	Sun: 4-7pm 10.37% 10.71%
					Sun: 7-11pm	Sun: 7-11pm 7%	Sun: 7-11pm 7% 7.4%
					Sun: 11pm-1am	Sun: 11pm-1am 5.55%	Sun: 11pm-1am 5.55% 5.85%
					Sun: 1-7am	Sun: 1-7am 16.83%	Sun: 1-7am 16.83% 17.06%

Selmont-West Selmont Hurtsboro Ardmore Butler Opp Robertsdale Greensboro Wilsonville Grimes Astrville York Glenwood Ashford Flomaton Montevallo Cusseta Carres Intercultural Institute orth Courtland Mosses Saks Irondale Sulligent Goshen McDonald Char Gosteviual Ministry Confectual Ministry Kennedy Fort I Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry and Headland Davidon Camp Hill Columbiana Blue Ridge Lowndesboro Blue Springs Prattville Horn Hill

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

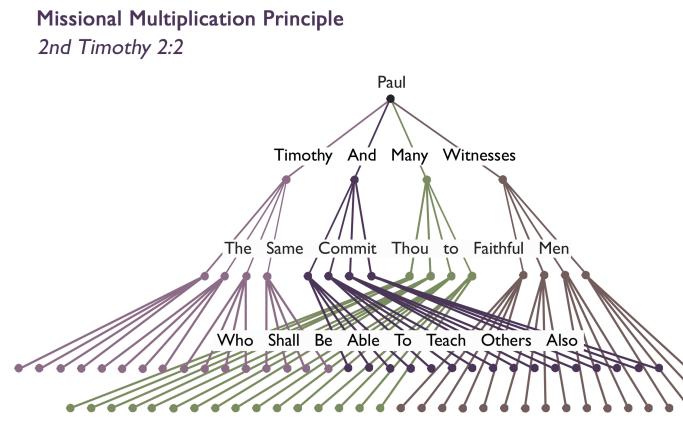
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Le Springs Rogersville Henagar Carolina Wilsonville Redstone Arsenal Maytown Blue Ridge Gravsville Edwardsville Tuskegee Bessemer Livingston Berry Hollywood Day Intercultural Institute I City Thomaston Moundville Memphis Sumiton Hytop Alexandria Vro for Contextual Ministry Contextual Ministry Odenville Greenville Crickasaw Eldridge Coker Mc61

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.



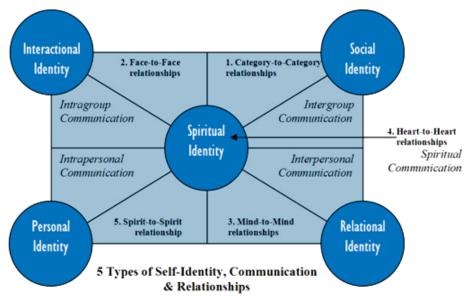
asulga Sipsey Albertville Berry Eva Florence North Johns Haleburg Coffee Springs Underwood-Peters Bay Minette Dozier Taylor Chatom Grayson Valley Fort Rucker Dodge to Cult Shores Childersburg Lineville Brantley Rosa River Falls Harpersville Epes Headland Mus for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



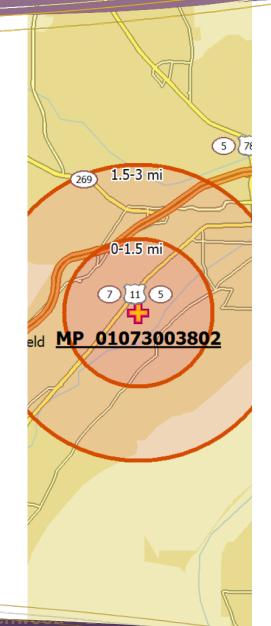


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Green Acres	6505 Avenue O	0.52 mi	42	Declining
I	Gleen Acles	Birmingham, AL 35228	0.52 mi	42	Deciming
2	South Park	2341 Pearson Ave SW Birmingham, AL 35211	0.92 mi	69	Growing
3	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	1.00 mi	118	Plateauing
4	Cathedral of Faith	4720 Court V Birmingham, AL 35208	1.28 mi	0	NoData
5	New Beginnings Family Church	500 B Y Williams Sr Dr Birmingham, AL 35228	1.61 mi	180	Growing
6	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	1.65 mi	1,431	Growing
7	Fairview	2501 29th Place Ensley Birmingham, AL 35208	1.78 mi	54	Plateauing
8	Judah Family	2912 Avenue D Birmingham, AL 35218	2.06 mi	0	Plateauing
9	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	2.11 mi	0	Plateauing
10	New Covenant	4121 7th Ave Wylam, AL 35224	2.48 mi	0	Plateauing
11	Sardis	1615 4th Ct W Birmingham, AL 35208	2.52 mi	1,100	Plateauing
12	Wilkes	1023 Woodward Rd Midfield, AL 35228	2.88 mi	68	Plateauing
13	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	2.92 mi	1,615	Growing
14	Richmond Street	5212 9th Ave Birmingham, AL 35224	3.09 mi	16	Plateauing
15	Westside	329 Oregon St Birmingham, AL 35224	3.20 mi	18	Declining

Memphis Powell Enterprise Kinston Tuscumbia Fort Deposit Hueytown Alexander City Orrville Mount Friana Littleville Forkland Trafford Southside Addison Fairview Land Intercultural Institute Myrtlewood Arley Russellville Town Creek Priceville Montgomery Powerful Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Red Bay Brantley Colony Lowndesboro Gulf Shores

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Fairfield Highlands	910 9th St Midfield, AL 35228	3.34 mi	252	Declining
17	Katherwood	600 Roanoke St Birmingham, AL 35224	3.79 mi	59	Declining
18	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	3.85 mi	0	Plateauing
19	Mt. Zion	715 12th Ave W Birmingham, AL 35204	3.87 mi	100	Plateauing
20	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	3.90 mi	76	Declining
21	Thomas First	153 1st Street Thomas Birmingham, AL 35214	3.92 mi	38	Growing
22	New Birth Christian	19 Ragland Drive Odenville, AL 35120	3.99 mi	0	Plateauing
23	Cottage Hill	PO Box 515 Pleasant Grove, AL 35127	4.09 mi	142	Plateauing
24	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	4.12 mi	141	Growing
25	Dolomite	PO Box 188 Dolomite, AL 35061	4.26 mi	35	Plateauing
26	Brighton	PO Box 3586 Hueytown, AL 35023	4.49 mi	23	Declining
27	Christian Walk	PO Box 427 Bessemer, AL 35021	4.52 mi	70	Growing
28	Garywood	917 Old Warrior River Rd Hueytown, AL 35023	4.58 mi	27	Plateauing
29	New Faith	135 2nd Ave Pleasant Grove, AL 35127	4.66 mi	67	Growing
30	Edgewater	800 Galveston St Birmingham, AL 35224	4.71 mi	46	Declining

emopolis Fulton Powell Linden Glencoe Rainsville Mulga Coffee Springs Greensboro Irondale Necta Owens Cross Roads Huntsville Mount Olive Garden City Millport Abbert Intercultural Institute Fayette Libertyville Cottonwood West Blocton Sulligent Smiths Station Jos Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Sandusky Fist	1125 Haven Dr Birmingham, AL 35214	4.76 mi	98	Plateauing
32	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	4.81 mi	2,245	Plateauing
33	Union	5187 Avenue K Lipscomb, AL 35020	4.88 mi	65	Declining
34	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	4.93 mi	46	Declining
35	Westmont	2963 Mulga Loop Rd Birmingham, AL 35224	5.06 mi	183	Growing
36	Shannon Fist	PO Box 238 Shannon, AL 35142	5.14 mi	89	Declining
37	Pleasant Grove Fist	724 4th St Pleasant Grove, AL 35127	5.21 mi	777	Declining
38	Bluff Park	2211 McGwier Dr Hoover, AL 35226	5.25 mi	105	Declining
39	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	5.35 mi	180	Declining
40	Bethel	PO Box 127 Pleasant Grove, AL 35127	5.38 mi	294	Plateauing
41	True Life	275 Chickasaw Dr Birmingham, AL 35214	5.38 mi	109	Plateauing
42	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	5.43 mi	61	Growing
43	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	5.43 mi	0	Plateauing
44	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	5.44 mi	2,096	Growing
45	Southside	PO Box 55058 Birmingham, AL 35255	5.54 mi	163	Declining

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

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