# MissionSite top unreached locations

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Midway Gordon Kennedy ish For Multiply richard Sulligent Millbrook Lockhart REGION: North Central Region Town Loxley Bear Creek Silverhill Bav ingston<sup>In partnership</sup> with the: Village Thomaston Pinckard Enter COUNTY: Jefferson Leighton Pinson Argo Cal luscumbra Chatom Concord Gilbertown Prattville Onycha Nauveo Madrid Ozark

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#### Site Location Summary

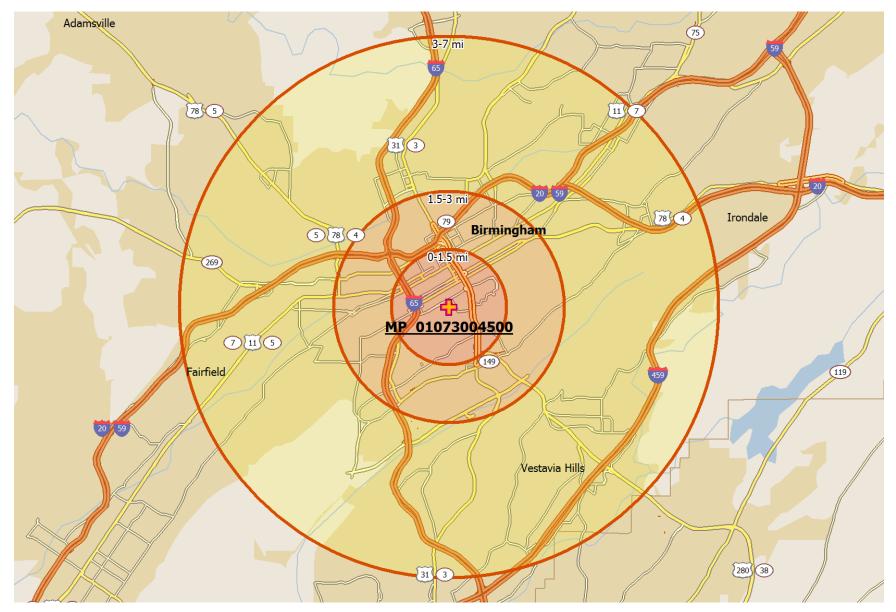
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	35205	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



sa Rehobeth Dayton Pine Ridge Columbiana Phil Campbell Oxford Rambow City Edgewater Herlin He Beaverton Trinity Clayton Woodland Gardendale Silverhill Boligee <u>Intercultural Institute</u> Valley Head Hobit Union Grove Mooresville Locust Fork North Johns Cordova Wedowe (Soutertual Ministry) shocopyright 2013, Intercultural Institute for Contextual Ministry Socopyright 2013, Intercultural Institute for Contextual Ministry Edgewater Herlin Hercultural Institute for Contextual Ministry Barden Dadeville Rainsville

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



Cedar Bluff Weaver Double Springs Cottonwood West Point Hartselle Greenville Holly Pond Orrville Helly Pond Orrvin Helly Pond Orrville Helly Pond Orrvin Helly Pond Orrvine Helly Pond Orrville Helly Pond Orrvine Helly Pond Orrv

#### 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

hia Pike Road <u>Hignon Millbrook Daleville Paint Rock Helena</u> Owens Cross Roads Gardendale Monteval Station Magnolia Springs Kinston Thomasville Needham Oakman Brillier Poural Geiger Vincent Gro atural Bridge Castleberry Andalusia Rehobeth Smoke Rise Midland City For Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	23,069	59,370	214,683
2010 Households	11,830	25,570	86,776
2010 Group Quarters Population	3,451	4,071	4,422

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	66	62	54
Language Diversity National Index	40	22	29
Foreign Born Diversity National Index	83	59	46
Ancestry Diversity National Index	21	10	29
Racial Diversity National Index	73	65	63

Coffee Springs Chelsea Grand Bay Hayneville Fulton New Hope Anniston North Johns Pennington Force Brantley Cordova Smoke Rise Kellyton Vincent Mignon Eclevit Intercultural Institute Thomaston York Collinsville Brent North Courtland Springville Lock for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Mini

## 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

Saks Mobile Dora Epes Sylacauga North Courtland Waldo Springville Ashland Anniston Cardiff Highland Lake Hurtsboro Thomasville Mountainboro Robertsdard Intercultural Institute Well Vina Scottsboro Piedmont Gurley Kansas Gordo Hollywood Pir Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,188	10.04%
Mainstay Communities	Established, Diverse Households	439	3.71%
Working Communities	Blue-collar, Working Families	1,156	9.77%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	5,081	42.95%
Urban Communities	High Density, Inner-city Neighborhoods	3,965	33.52%

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# 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.

Melntosh Thomaston Edwardsville Greenville Gurley Lake View Creola Daviston Selmont-West Self Holt Russellville St. Florian West Blocton Glenwood Childersburg Intercultural Institute Creek Florence South Vinemont Good Hope New Brockton Babbie Pin Los Confestual Ministry Confestual Ministry Dot Confestual Ministry Rock Mills Clanger

# 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?

Alexandria Cowarts Clayhatchee Piedmont Collinsville Ranburne Altoona Phenix City Spanish Fort Universe Rabbie Millbrook Millorok Contextual Moulton Vestavia Hills Sand Rock Jasper Intercultural Institute Millbrook Millorok Contextual Ministry Cardiff Gulf Shores Sylvania Kansas Selmont-West Selmont Dodg for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sanford Halevville Chickasaw White Hall Talladeda

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	8,866	4.7%
Unreached %	70.04%	74.95%	107
Religious But NOT Evangelical HH	59,062	2,486	4.21%
Religious But NOT Evangelical %	21.91%	21.01%	95.93
Spiritual But NOT Relig or Evang HH	23,159	1,418	6.12%
Spiritual But NOT Relig or Evang %	8.59%	11.99%	139.58
Not Evangelical, Not Interested HH	108,094	5,005	4.63%
Not Evangelical, Not Interested %	40.09%	42.31%	105.53



Meintosh Brookside Mount Olive Meridianville Mountain Brook Gu-Win Lexington Prattville Munford Effic Uniontown Tailadega Springs Chelsea Fairhope Moores Mill Reds Arsenal Ashford Haleyville Mobile Athens Headland Tarrant Glen Allen Northport Cleveland <sup>ta</sup>©Copyright 2013, Intercultural Institute for Contextual Ministry <sup>ta</sup>©Copyright 2013, Intercultural Institute for Contextual Ministry <sup>ta</sup>©Copyright 2013, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	258	10	3.88%
Active ALSBOM Attenders	47,650	5,147	10.8%
Active Evangelical Households	60,770	7,581	12.47%
Active Evangelical Percent	22.54%	20.27%	89.93
Inactive Evangelical Households	20,000	2,495	12.48%
Inactive Evangelical Percent	7.42%	6.67%	89.93
# New Churches Needed	0	9	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	Southside	0.36 mi	163	Declining	16	New Hope	3.83 mi	1,431	Growing
2	Korean (Southside)	0.36 mi	0	Plateauing	17	Victory Missionary	3.84 mi	75	Plateauing
3	Baptist Church of the Covenant	0.45 mi	176	Growing	18	Good News	3.99 mi	0	Plateauing
4	Downtown Church	1.06 mi	0	Plateauing	19	Thomas First	4.01 mi	38	Growing
5	Dawson Memorial	2.00 mi	2,245	Plateauing	20	Fairview	4.23 mi	54	Plateauing
6	New Hope-South Avondale	2.11 mi	0	Plateauing	21	Crestway	4.34 mi	233	Declining
7	Sixth Avenue	2.56 mi	1,615	Growing	22	Cathedral of Faith	4.35 mi	0	NoData
8	Mountain Brook	2.61 mi	529	Plateauing	23	McElwain	4.36 mi	318	Plateauing
9	Birmingham First	2.61 mi	419	Declining	24	Shades Mountain	4.40 mi	2,096	Growing
10	New Birth Christian	2.72 mi	0	Plateauing	25	Iglesia Cristiana Agape	4.42 mi	61	Growing
11	Mt. Zion	3.11 mi	100	Plateauing	26	South Park	4.48 mi	69	Growing
12	Raleigh Avenue	3.30 mi	141	Growing	27	New Birth Missionary	4.50 mi	0	Plateauing
13	Vestavia Hills	3.37 mi	413	Plateauing	28	Grace Covenant	4.56 mi	0	Plateauing
14	Sardis	3.61 mi	1,100	Plateauing	29	Cahaba Heights	4.76 mi	91	Declining
15	Central Missionary	3.65 mi	65	Declining	30	Mt. Mariah	4.81 mi	0	Plateauing

Glen Allen Fairhope Lisman Northport Center Point Pleasant Grove Theodore Hoover Rock Creek A Hidland City Talladega Springs Good Hope Cherokee Chatom Newberry Intercultural Institute v Camp Hill Emelle Lowndesboro Foley Alexandria Collinsville Baker for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Carolina Havden Moody Moulton Forkland Valley Gr

## Using the Spirituality Indicators

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

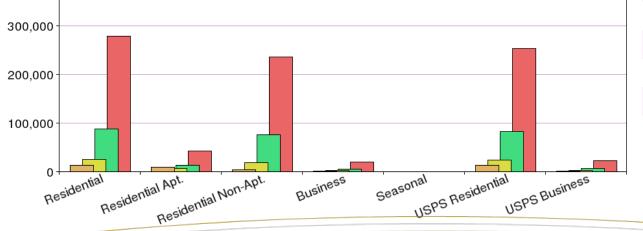
#### Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF (
1990 Population	651,526	25,250	3.88%	1990 Households	251,478	13,414	5.33%
2000 Population	662,047	24,893	3.76%	2000 Households	263,265	12,837	4.88%
2010 Population	666,792	23,069	3.46%	2010 Households	269,609	11,830	4.39%
🗖 0-1 5mi Ba			n this Mission	county	Location Ty	/pe	0-1.5mi Ba
🔲 0-1.5mi Ba		on Types i 3mi Band	n this Mission 3-7mi Band	county	Location Ty Residential	/ре	<b>0-1.5mi Ba</b> ı 13,532
0-1.5mi Ba				county	-		<b>0-1.5mi Baı</b> 13,532 9,253
				county	Residential	Apt.	13,532

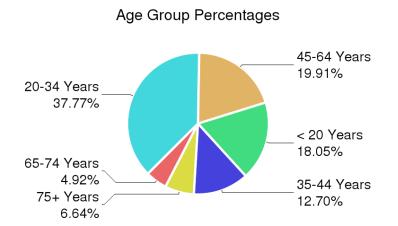


Location Type	
Residential	13,532
Residential Apt.	9,253
Residential Non-Apt.	4,279
Business	1,231
Seasonal	0
USPS Residential	13,223
USPS Business	1,183

Pike Road cottshoro Meadowbrook 15

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.

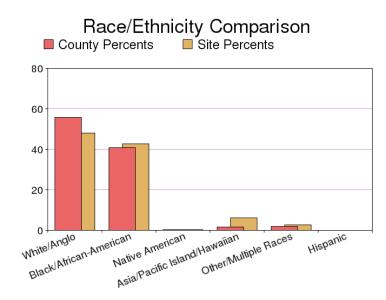


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.02%	88.38
4-5 Years	2.7%	1.74%	64.44
6-8 Years	3.98%	2.39%	60.05
9-11 Years	3.86%	1.91%	49.48
12-13 Years	2.52%	1.02%	40.48
14-17 Years	5.08%	3.36%	66.14
18-19 Years	2.53%	2.61%	103.16
0-5 Years	8.38%	6.76%	80.67
6-12 Years	9.1%	4.82%	52.97
13-19 Years	8.87%	6.47%	72.94
< 20 Years	26.35%	18.05%	68.5
20-34 Years	20.74%	37.77%	182.11
35-44 Years	12.98%	12.7%	97.84
45-64 Years	25.86%	19.91%	76.99
65-74 Years	7.12%	4.92%	69.1
75+ Years	6.94%	6.64%	95.68
Median Age	37	38	102.45
Median Age (Male)	35	37	103.71
Median Age (Female)	39	37	96.09

Sand Rock Florence Spanish Fort Loxley Elba Alexander City Belk Franklin Tuscumbia Mount Olive Hoover Maplesville Enterprise Good Hope Vance Midland City Construction Intercultural Institute lowbrook Thomasville Rehobeth Irondale Ariton Benton Birmingham Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	48%	86.28
Black, African-American	40.69%	42.75%	105.06
Native American	0.36%	0.39%	107.94
Asian	1.49%	5.95%	398.65
Pacific Island, Hawaiian	0.08%	0.1%	125.22
Other/Multiple Races	1.74%	2.8%	161.2
Hispanic	0%	5.44%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	15,814	
Less than 9th Grade	3.46%	3.69%	93.88

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	15,814	
Less than 9th Grade	3.46%	3.69%	93.88
No High School Diploma	8.86%	7.74%	114.46
High School Graduate	28.96%	17.38%	166.63
Some College, no degree	22.64%	22.18%	102.09
Associate Degree	7.22%	5.8%	124.38
College Degree	17.82%	23.41%	76.14
Graduate/Prof. degree	11.04%	19.81%	55.75

Cuin Memphis Grayson Valley South Vinemont Toxey Notasulga West Blocton New Hope Concord Galman Brundidge Mountainboro Columbiana Locust Fork Kinston Intercultural Institute naston Millry Crossville Sardis City Bridgeport Riverside Vernon Cent for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Elorence Addison Leesburg Bessemer Douglas Coord

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%	15.91%	247.44
\$10,000 to \$19,999	13.29%	18.39%	138.29
\$20,000 to \$29,999	12.05%	15.61%	129.59
\$30,000 to \$49,999	20.54%	18.95%	92.25
\$50,000 to \$59,999	8.47%	5.98%	70.53
\$60,000 to \$69,999	6.88%	4.34%	63.05
\$70,000 to \$79,999	5.9%	3.2%	54.13
\$80,000 to \$89,999	4.74%	2.18%	46.03
\$90,000 to \$99,999	3.22%	1.61%	49.94
\$100,000 to \$124,999	6.59%	4.72%	71.61
\$125,000 to \$149,999	3.44%	2.45%	71.23
\$150,000 to \$199,999	3.44%	2.8%	81.32
\$200,000 to \$249,999	1.12%	1.22%	108.31
\$250,000 or more	2.08%	2.65%	127.33
Median Household	45,427	35,029	77.11
Average Household	68,011	50,977	74.95
Per Capita Household	28,213	28,507	101.04
Family/Non-Family Household			
Income			
Median Family Income	58,390	60,060	102.86
Average Family Income	83,931	76,190	90.78
Median Non-Family Income	28,382	27,561	97.11
Average Non-Family Income	39,159	36,499	93.21

Intosh Childersburg Saraland Clayton Silas Dozier Phenix City Epes Guntersville Autaugaville Magne Lisman Ashford Summerdale Monroeville Thomasville Clanton Lake <u>Intercultural Institute</u> Flomaton Rafe Foley Snead Citronelle Midfield Rockford Lexington Falkville Gulf Sho For Confectual Ministry Hillsboro 18 Copyright 2013, Intercultural Institute for Contextual Ministry entreville Fort Rucker Pinckard Ohatchee Hillsboro 18

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%	29.7%	46.08
Families with Children	32.53%	14.18%	43.6
Families without Children	31.91%	15.51%	48.61
Non-Family Households			
% Non-Family Households	35.56%	70.3%	197.72
Non-Families with Children	0.19	0.17	88.16
Non-Families without Children	35.37	70.14	198.31
Housing Units			Index
Total Housing Units	313,876	15,083	
Vacant percent	14.1%	21.57%	152.92
Owned percent	58.37%	19.53%	33.46%
Rented Percent	27.52%	58.9%	214.01
Households by Size			Index
Avg household size	2.41	1.66	68.88
Avg family hh size	3.12	2.75	88.14
Avg non-family hh size	1.13	1.20	106.19
Households By Count of Persons			Percent
One	84,836	7,070	8.33%
Two	81,467	2,866	3.52%
Three or Four	80,946	1,602	1.98%
Five+	22,360	291	1.3%

Mobile Forkland Libertyville Haleyville Jackson Mount Vernon Auburn Section Alteona Epes Good H Hadison Orrville Brantley Fyffe Tuscumbia Lanett Maplesville Dozier Intercultural Institute Rockford Morris Andalusia Double Springs Pinson Yellow Bluff Confectual Ministry os Riverview Copyright 2013, Intercultural Institute for Contextual Ministry

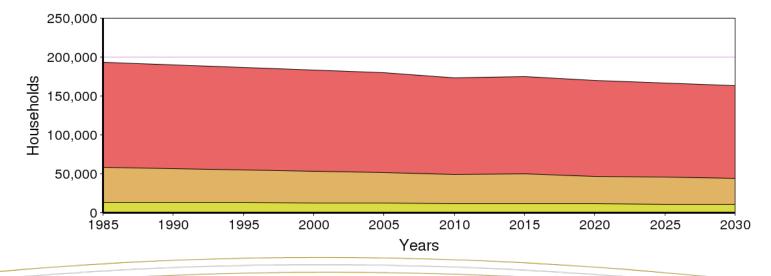
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	25,250	3.88%
2000 Population	662,047	24,893	3.76%
2010 Population	666,792	23,069	3.46%
2015 Population	675,554	23,069	3.41%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 👘 🔲 0-3mi Ring

📕 0-7mi Ring

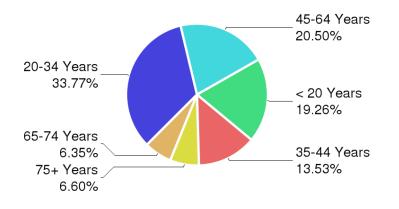


Hoover Breekside Northport Waterloo West Blocton Millry Wadley Winfield Moores Mill Sylvania Clanton Pollard Lakeview Rockford West Jefferson Bessemer Column Intercultural Institute Oneonta Powell Gilbertown Calera Crossville New Market Hueytown For Contextual Ministry Copyright 2013, Intercultural Institute 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

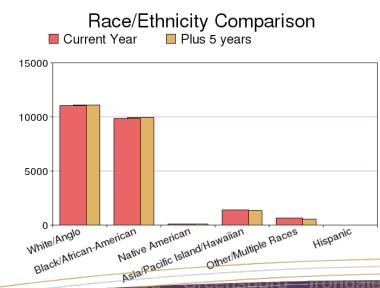


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.02%	5.12%	101.99
4-5 Years	1.74%	1.92%	110.34
6-8 Years	2.39%	2.66%	111.3
9-11 Years	1.91%	2.25%	117.8
12-13 Years	1.02%	1.29%	126.47
14-17 Years	3.36%	3.61%	107.44
18-19 Years	2.61%	2.41%	92.34
0-5 Years	6.76%	7.04%	104.14
6-12 Years	4.82%	5.57%	115.56
13-19 Years	6.47%	6.65%	102.78
< 20 Years	18.05%	19.26%	106.7
20-34 Years	37.77%	33.77%	89.41
35-44 Years	12.7%	13.53%	106.54
45-64 Years	19.91%	20.5%	102.96
65-74 Years	4.92%	6.35%	129.07
75+ Years	6.64%	6.6%	99.4
Median Age	37	38	103.04
Median Age (Male)	35	36	102.52
Median Age (Female)	39	38	98.05

owarts Skyline Gantt Edwardsville Huntsville Geiger Midfield River Falls Wilton Clayhatchee Franklin inston Guntersville Kansas Harpersville Butler Dora Bear Creek Union Intercultural Institute ittleville Good Hope Brent Irondale Piedmont Haleyville Blue Springs For Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry Contextua

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	48%	48.12%	100.23
Black, African-American	42.75%	43.08%	100.77
Native American	0.39%	0.46%	118.89
Asian	5.95%	5.78%	97.09
Pacific Island, Hawaiian	0.1%	0.15%	145.83
Other/Multiple Races	2.8%	2.41%	86.07
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	15,814	15,831	
Less than 9th Grade	3.69%	2.8%	75.9
No High School Diploma	7.74%	6.25%	80.8
High School Graduate	17.38%	17.85%	102.73
Some College, no degree	22.18%	21.82%	98.41
Associate Degree	5.8%	6.35%	109.47
College Degree	23.41%	23.91%	102.13
Graduate/Prof. degree	19.81%	21.01%	106.08

Moulton Gainesville Gantt Demopolis Coffeeville Clio Gulf Shores Vance Red Level Hodges Mill Vette Dodge City Ardmore Pinckard Andalusia Wilsonville Heflin Super Litercultural Institute Pickensville Dozier Walnut Grove Trafford Ashford Headland Oxford Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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	15.91%	14.18%	89.12
\$10,000 to \$19,999	18.39%	18.47%	100.48
\$20,000 to \$29,999	15.61%	14.86%	95.19
\$30,000 to \$49,999	18.95%	18.44%	97.3
\$50,000 to \$59,999	5.98%	5.98%	100.01
\$60,000 to \$69,999	4.34%	4.48%	103.32
\$70,000 to \$79,999	3.2%	3.41%	102.29
\$80,000 to \$89,999	2.18%	2.44%	106.17
\$90,000 to \$99,999	1.61%	1.67%	104.09
\$100,000 to \$249,999	4.72%	5.42%	114.84
\$125,000 to \$149,999	2.45%	2.78%	113.21
\$150,000 to \$199,999	2.8%	3.29%	117.41
\$200,000 to \$249,999	1.22%	1.4%	115.37
\$250,000 or more	2.65%	3.03%	114
Median Household	35,029	37,801	107.91
Average Household	50,977	56,209	110.26
Per Capita Household	28,507	31,756	111.4
Family/Non-Family Household			
Income			
Median Family Income	60,060	67,723	112.76
Average Family Income	76,190	85,565	112.3
Median Non-Family Income	27,561	29,611	107.44
Average Non-Family Income	36,499	40,188	110.11

Helena Benton Hartford Tuscaloosa Beatrice Dora McMullen Priceville Elberta Pickensville Lincoln Gaylesville Fyffe Shorter Cowarts Munford Roanoke Wetumpka <u>Intercultural Institute</u> Robertsdale A hapoka Lisman Triana South Vinemont West Jefferson Fairhope Alexar (Soutestual Ministry Blue Ridge 23 Bon Air Larrant West Point Renton Boligee Westover Malvern Red Bay Shiloh Bakerhill Atmore

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	29.7%	29.1%	97.99
Families with Children	14.18	13.86	97.71
Families without Children	15.51	15.07	97.16
Non-Family Households			
% Non-Family Households	70.3%	70.9%	100.85
Non-Families with Children	0.17	0.11	100.85
Non-Families without	70.14	70.79	100.94
Children			
Housing Units			
Total Housing Units	15,083	15,253	101.13%
Vacant percent	21.57%	21.57%	100.01
Owned percent	19.53%	19.42%	99.42
Rented Percent	58.9%	59.02%	100.2
Households by Size			
Avg household size	1.66	1.63	98.19%
Avg family hh size	2.75	2.76	100.36%
Avg non-family hh size	1.20	1.17	97.5%
Households By Count of			
Persons			
One	7,070	7,297	103.21%
Two	2,866	2,811	98.08%
Three or Four	1,602	1,578	98.5%
Five+	291	277	95.19%

South Vinemont Fulton Elberta Frisco City Mentone Snead Highland Lake Silverhill Silas Anderson Falladega Chelsea Fairview Holly Pond Detroit Waverly Red Level Intercultural Institute Samson Ardmore Brundidge Opp Decatur Eldridge Shiloh Vina for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	1,768	2,048	5,019	Eastern Africa	Eastern Africa 63	Eastern Africa 63 206
Northern Europe	68	72	350	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	111	65	313	Northern Africa	Northern Africa 11	Northern Africa 11 11
Southern Europe	37	19	87	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	196	63	229	Western Africa	Western Africa 21	Western Africa 21 25
Other Europe	0	0	0	Other Africa	Other Africa 17	Other Africa 17 0
Eastern Asia	505	273	557	Oceania	Oceania 23	Oceania 23 0
So. Central Asia	119	119	508	Caribbean	Caribbean 88	Caribbean 88 41
SE Asia	103	209	226	Central Amer.	Central Amer. 241	Central Amer. 241 611
Western Asia	25	142	122	South America	South America 79	South America 79 82
Other Asia	17	39	9	North America	North America 44	North America 44 71
				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	1.5-3	3-7	SPOKEN AT HOME		0-1.5
	MILES	MILES	MILES		MILE	S
English only	16,406	63,991	196,383	Other Indo-Euro	43	
Spanish	760	1,896	5,164	Asian/PI languages	0	
Other Indo-Euro	693	843	3,058	Chinese	540	
language				Japanese	34	
French (incl. Patois,	229	294	1,120	Korean	29	
Cajun)				Mon-Khmer,	7	
French Creole	0	12	7	Cambodian		
Italian	16	6	223	Miao, Hmong	0	
Portuguese	0	12	63	Thai	34	
German	127	243	493	Laotian	0	
Yiddish	0	10	47	Vietnamese	7	
Other West Germanic	8	5	81	Other Asian	48	
A Scandinavian	6	1	9	Tagalog	21	
Language				Other Pacific Is	9	
Greek	15	44	209	Other languages	247	
Russian	132	4	129	Navajo	0	
Polish	0	0	29	Other Native N.	3	
Serbo-Croatian	18	0	0	American		
Other Slavic Language	15	44	15	Hungarian	0	
Armenian	0	10	0	Arabic	89	
Persian	6	15	105	Hebrew	43	
Gujarathi	8	19	43	African languages	112	
Hindi	5	43	262	Other unspecified	0	
Urdu	20	28	26			

Gantt Grand Bay Elberta Onycha Kellyton Eva Fairview Satsuma Millry Dutton Paint Rock Reece G Georgiana Samson Horn Hill Rainbow City Tuskegee Argo Grimer Intercultural Institute Bessemer Yellow Bluff Gaylesville Frisco City Kimberly Hokes Bluff Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Reporting ancestry	14,258	56,952	170,855
Arab	176	381	588
Armenian	0	10	17
Austrian	46	38	114
British	181	377	966
Canadian	33	53	145
Croatian	0	16	20
Czech	33	59	80
Czechoslovak	0	7	38
Danish	20	34	49
Dutch	138	281	811
English	1,427	5,121	13,769
European	141	521	1,512
Finnish	4	30	76
French (not Basque)	311	677	1,566
French Canadian	17	108	229
German	961	2,323	6,193
Greek	75	195	604
Hungarian	24	46	188
Iranian	15	39	21

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

#### Issues for Your Consideration - continued

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

ctar Chickasaw Pennington Livingston Coffeeville Geneva Parrish Fruithurst Frisco City Vance Level Georgiana Lanett Helena McIntosh Cullman Hartford Coaling Mode Intercultural Institute Ima Shiloh Fairview Owens Cross Roads Pelham Tarrant Moundville Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



ville Edgewater Jacksons Gap Lakeview Kennedy Pleasant Groves Mignon Camden Leeds Coker Me according Somerville Wetumpka Meridianville Webb Harvest Baileyton Intercultural Institute gland Gaylesville Fultondale Rogersville Columbia Banks Autaugaville for Confectual Ministry [or Confectual Ministry] ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,830	100%	8,866	100%
AFFLUENT SUBURBIA	855	7.23%	682	7.69%
America's Wealthiest	342	2.89%	274	3.09%
Dream Weavers	165	1.39%	118	1.33%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	348	2.94%	290	3.27%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	333	2.81%	255	2.88%
Status Conscious Consumers	42	0.36%	29	0.33%
Affluent Urban Professionals	195	1.65%	158	1.78%
Urban Commuter Fam.	45	0.38%	30	0.34%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	51	0.43%	38	0.43%
SM TWN SUCCESS	11	0.09%	8	0.09%
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	11	0.09%	8	0.09%

da McIntosh Red Level Florala Cuba Troy Redstone Arsenal Daleville Douglas Alabaster Clio Low Fise Vernon Dutton Allgood Andalusia Glencoe Theodore Rock Mills Intercultural Institute Grove Hill Dadeville Section Steele Wetumpka Prattville Pinson Have for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,830	100%	8,866	100%
BLUE COLLAR BACKBONE	51	0.43%	31	0.35%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	47	0.4%	28	0.32%
Lower Income Essentials	3	0.03%	2	0.02%
Small Town Endeavors	1	0.01%	1	0.01%
AMER. DIVERSITY	428	3.62%	299	3.37%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	2	0.02%	1	0.01%
Professional Urbanites	199	1.68%	144	1.62%
Urban Advancement	222	1.88%	150	1.69%
Amer. Great Outdoors	0	0%	0	0%
Mature America	5	0.04%	4	0.05%
METRO FRINGE	1,105	9.34%	764	8.62%
Steadfast Conservative	625	5.28%	428	4.83%
Moderate Conventionalists	61	0.52%	41	0.46%
Southern Blues	419	3.54%	295	3.33%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Courtiand Arley Hoodville Hammondville Clayhatchee Guin Eutaw Priceville Marion Eikmont Al Hana Wilton Fairfield Cordova Hartselle Sumiton Epes Woodland Citronelle Nauvoo Chelsea Lynn Sylvania Tarrant Monroeville Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Comparison Oper Memphis Piedmont Belk Forestdale

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	11,830	100%	8,866	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	4,781	40.41%	3,628	40.92%
Young Cosmopolitans	2,644	22.35%	2,070	23.35%
Minority Metro Communities	914	7.73%	677	7.64%
Stable Careers	1,204	10.18%	868	9.79%
Aspiring Hispania	19	0.16%	13	0.15%
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%

Oxford Red Bay Ethelsville Albertville Grove Hill Bridgeport Marion Fairhope Kinston Florala Sa High Glenwood Waverly Harvest Hodges Kennedy Langston Priceville Literultural Institute Institute Institute for Contextual Ministry Wadley Triana Clio Opp Sheffield Pisgah Athen 33 Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	11,830	100%	8,866	100%
STRUGGLING SOCIETIES	1,659	14.02%	1,238	13.96%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	8	0.07%	5	0.06%
Struggling city Centers	781	6.6%	530	5.98%
College Town Communities	642	5.43%	533	6.01%
New Beginnings	228	1.93%	170	1.92%
URBAN ESSENCE	2,306	19.49%	1,717	19.37%
Unattached Multicultures	9	0.08%	6	0.07%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	546	4.62%	382	4.31%
Urban Diversity	114	0.96%	82	0.92%
New Generation Activists	0	0%	0	0%
Getting By	1,637	13.84%	1,247	14.06%
VARYING LIFESTYLES	300	2.54%	244	2.75%
Military Family Life	0	0%	0	0%
Major University Towns	300	2.54%	244	2.75%
Gray Perspectives	0	0%	0	0%

ust Fork Alabaster Lockhart Oak Grove Vincent Glencoe Pisgah Meadowbrook Shorter Hackleburg H Haleyville Pleasant Grove Grant Coosada Lipscomb Pine Ridge Intercultural Institute rookside Mentone Rainbow City Union Grove Harpersville Kansas Grive Intercultural Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Int

# 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

omewood

Fuscaloosa

Selmont-West Selmont

- 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?

Killen

Priceville

#### **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).



Leighton Clanton Level Plains Tillmans Corner Moores Mill Center Point Mosses Cortee Springs Double Hodges Jacksons' Gap Onycha Alabaster Brantley Beaverton Intercultural Institute Woodstock Foley Oakman Brent Reform Robertsdale Dadeville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES 0-1.5 1	1.5-3 3-7
	MILES	MILES	MILES	MILES N	MILES MIL
PC-HH Own	73%	70%	69%	Use Comp. for Digital Camera 29% 2	28% 28%
Use Comp. for	56%	52%	51%	Photo Editing	
Internet/E-mail				Use Comp. for Education 28% 3	30% 30%
Internet Use: E-Mail	51%	46%	45%	Use Comp. for News/Info./Data 24% 2	23% 22%
Use Comp. for Word	37%	34%	34%	Service	
Processing				PC-Network-HH Has One 17% 1	18% 18%
Use Comp. for Shopping	32%	31%	30%	Use Comp. for Personal Financial 16% 1	14%
Use Comp. for Banking	31%	29%	28%	Mngmnt	
Internet Use: News/	31%	27%	25%	Internet Use: Shopping: Gathered 15% 1	4% 13%
Weather				Info. for Shopping	
Use Comp. for Comp.	31%	32%	33%	Internet Use: Read Magazines/ 15% 1	3% 11%
Games				Newspapers	
Internet Use: Banking	30%	26%	24%	Internet Use: Research/ Education 15% 1	12%
HH Owns DVD Player	29%	29%	28%	Use Comp. for Accounting 14% 1	4% 13%
				Internet Use: Shopping: Made A 13% 1	11% 11%
				Purchase	

Owens Cross Roads Glencoe Margaret Fayette Butler Cottonwood Midway Pisgah White Hall Red Cullman Robertsdale Level Plains Altoona Natural Bridge Hillsboro <u>Intercultural Institute</u> Inville Garden City Hayden Lake Purdy Evergreen Bessemer Point Clear Joi Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry St. Elorian

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	59%	55%	54%
Dining Out (Not Fast Food)	56%	52%	52%
Card Games	39%	39%	38%
Cooking for Fun	39%	37%	36%
Go To A Beach/Lake	34%	33%	33%
Board Games	29%	28%	27%
Visit Museum	25%	23%	21%
Gardening	25%	25%	26%
Going To	23%	20%	19%
Bars/Nightclubs/Dancing			

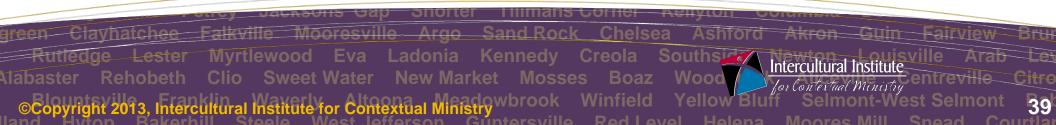
BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	64%	64%	65%
Gen./Fam. Practitioner	35%	33%	34%
Dentist	27%	26%	26%
None Of These	22%	21%	20%
Backache	21%	21%	21%
Eye Dr.	20%	19%	20%
Hypertension/High Blood	19%	19%	19%
Pressure			
High Cholesterol	17%	16%	17%
Pharmacist	13%	12%	11%
Any Arthritis	12%	13%	13%

Millry Geraldine Gordon Moulton Alexander City Huguley Luverne Uniontown Dutton Level Plains Rock Mills Coaling Saks Powell Huntsville Kimberly Fruithurst Intercultural Institute stavia Hills McMullen Emelle Roanoke Forestdale Tuscumbia Anniston Joi Contextual Ministry da Copyright 2013, Intercultural Institute for Contextual Ministry Bayou La Batre Ridgeville 38

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	32.89%	30.64%	29.63%
Live Theater	25.24%	23.93%	23.43%
Live Theater Most Often	19.35%	18.32%	18.39%
Rock/Pop Concerts Most	17.87%	16.01%	15.59%
Often			
Dance Performance	12.76%	12.75%	12.05%
Comedy Club	11.49%	11.64%	11.04%
Movies: Action/Adventure	41.81%	41.81%	40.23%
Movies: Comedy	40.91%	42.12%	41.94%
Movies: Drama	25.68%	27.13%	26.25%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Mystery	23.38%	23.24%	20.95%
Movies: Romantic Comedy	20.99%	22.61%	22.86%
Movies: Fam.	18.04%	20.31%	20.95%
MLB Baseball Reg.	9.77%	8.36%	8.05%
Season			
NFL Football Reg. Season	6.43%	6.22%	6.15%
College Football Reg.	6.1%	6.01%	6.16%
Season			
College Basketball Reg.	5.05%	4.62%	4.71%
Season			
NBA Basketball Reg.	4.5%	4.27%	3.97%
Season			
NHL Hockey Reg. Season	4.15%	3.34%	3.02%



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	40.9%	38.79%	39.06%		Football	Football 10.52%	Football 10.52% 11.29%
Swimming	28.76%	26.92%	27.26%		Baseball	Baseball 9.97%	Baseball 9.97% 10.39%
Billiards/Pool	19.63%	17.83%	17.48%		Yoga	Yoga 9.96%	Yoga 9.96% 8.52%
Bowling	18.61%	19.17%	20.28%		Tennis	Tennis 9.04%	Tennis 9.04% 8.05%
Jogging/Running	18.53%	18.48%	18.01%		Camping Trips	Camping Trips 8.86%	Camping Trips 8.86% 8.08%
Weight Training	17.55%	17.13%	16.25%		Soccer	Soccer 8.78%	Soccer 8.78% 7.3%
Using Cardio Machine	15.99%	14.3%	13.35%		Softball	Softball 7.68%	Softball 7.68% 7.22%
Basketball	15.51%	16.12%	16.11%		Volleyball	Volleyball 7.09%	Volleyball 7.09% 7.62%
Mountain/Road Biking	13.01%	11.46%	11.04%		Saltwater Fishing	Saltwater Fishing 6.08%	Saltwater Fishing 6.08% 5.87%
Stationary Cycling	12.62%	12.09%	12.04%		Roller Skating	Roller Skating 6%	Roller Skating 6% 5.96%
Golf	12.04%	11.73%	12.01%		Ice Skating	Ice Skating 5.69%	Ice Skating 5.69% 5.92%
Freshwater Fishing	11.75%	11.51%	12.39%		Snorkeling	Snorkeling 5.46%	Snorkeling 5.46% 5.39%
Aerobics	11.42%	11.75%	11.85%		Canoeing/Kayaking	Canoeing/Kayaking 5.1%	Canoeing/Kayaking 5.1% 4.86%
Backpacking/Hiking	10.56%	8.75%	8.01%		Target Shooting	Target Shooting 5.1%	Target Shooting 5.1% 5.16%

Malvern Fultendale Marion Sulligent Wilton Huguley Elba Ridgeville Killen Rogersville Reece City Homewood Decatur Daphne Natural Bridge Coosada Mount Olive Intercultural Institute Livingston York Pinckard Napier Field Ladonia Grimes Citronelle Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7	BRI
	MILES	MILES	MILES	
Hunting	5%	4.28%	4.46%	Snov
Power Boating	4.98%	5.66%	5.92%	Raco
Downhill & X-Country	4.94%	5.12%	4.75%	Hock
Skiing				Fly F
Horseback Riding	4.9%	4.08%	4.08%	Surfi
Martial Arts	4.24%	3.58%	3.12%	Skat
Jet Skiing	4.06%	4.21%	4.16%	Auto
Rock Climbing	3.79%	3.49%	3.23%	Arch
Motorcycling	3.64%	3.77%	4.1%	Snov
Water Skiing	3.49%	3.5%	3.52%	Row
Sailing	3.41%	3.31%	3.09%	

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowboarding	3.2%	3.25%	3.21%
Racquetball	3.1%	3.61%	4.12%
Hockey	3.06%	3.12%	3.38%
Fly Fishing	3.06%	3.58%	3.76%
Surfing & Windsurfing	2.92%	2.91%	2.57%
Skateboarding	2.7%	3.11%	3.06%
Auto Racing	2.62%	2.74%	2.51%
Archery	2.46%	2.82%	2.98%
Snowmobiling	2.43%	2.78%	2.84%
Rowing	2.35%	2.38%	2.24%

mb Boligee Nauvoo Pennington Loachapoka Jacksonville Rogersville Rock Creek Homewood Fairfield Hedowee Pelham Emelle Avon Selma Lockhart Trinity Odenville Talling Kingov Madrid Evergeed Fayette Moody Goodwater Albertville Aliceville La Fayette Town Creek Jor Confextual Ministry d Copyright 2013, Intercultural Institute for Contextual Ministry d Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



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#### 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.

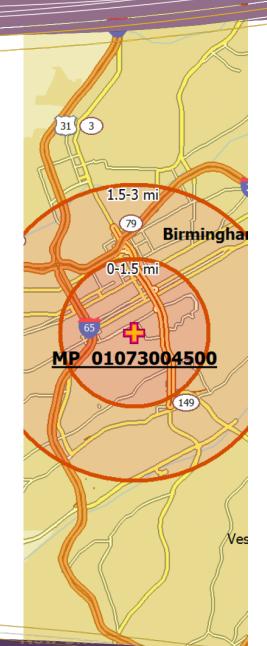
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Kennedy Bon Air Garden City Powell Red Level Epes Dothan Birmingham Warrior Tarrant Luvern This Roanoke Pike Road Beatrice Calera Woodland Gadsden Fort Devisit Pickonsville Twin Giber Citronelle Pisgah Hartselle Dora Franklin Fultondale Goodwater West for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3- M
Important Continue Learning New Things	52%	53%	53%	Like To Do Unconventional Things	22%	24%	25
Prefer To Have Few	38%	34%	34%	Marijuana Should Be Legalized	21%	22%	22
Possessions As Possible		<b>2</b> 22 <i>i</i>	<b>a-a</b> <i>i</i>	Like To Pursue	20%	19%	19
Speak My Mind Even If It	36%	38%	37%	Challenge/Novelty/Change	000/	040/	00
Upsets People	000/	0.50/	0.40/	Like to Stand Out In A Crowd	20%	21%	22
Find It Difficult To Say No To My Kids	36%	35%	34%	Happy With My Standard Of Living	19%	17%	15
Like Control Over People And Resources	33%	35%	36%	We Should Strive for Equality for All	18%	19%	18
Don't Judge People/Way They Live Life	32%	33%	32%	Rarely Sit Down to a Meal Together At Home	14%	15%	15
f Won Lottery Would Never Nork Again	29%	28%	27%	Only Work Current Job for The Money	14%	15%	15
Woman's Place Is In The Home	29%	30%	32%	On Whole People Get What	14%	13%	13
Friends More Important Than	29%	26%	25%	They Deserve			
My Fam.				I Am A Perfectionist	12%	12%	10
Money Is Best Measure Of	26%	24%	24%	Very Happy With My Life As It Is	9%	11%	11
Success				Willing To Give Up Time With	9%	9%	8%
I Am A Workaholic	23%	25%	24%	Fam. To Advance			
Too Much Sponsorship In Arts/Sports	22%	26%	26%				

den Dayton Tallassee Lincoln Mignon Lakeview Killen Millport Rehobeth Morris Baileyton Hayden Lerwood-Petersville North Johns Columbiana Petrey New Market Triana Intercultural Institute ton Section Gilbertown Nectar Leighton Deatsville Valley Grande War *Intercultural Institute* ville Avon A Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Anniston Dora Marrior McKenzie Fairhope Jackson Slocomb New Site Hazel Green Kennedy Edwardsville Camp Hill McIntosh Providence Daviston Faunsdale Retern Intercultural Institute Rainsville Orrville Huguley Double Springs Kansas Chickasaw Gaylesvi for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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
Important To Respect Customs And Beliefs	59%	58%	58%	Consider Myself Interested In The Arts	20%	22%	22%
You Should Seize Opportunities	59%	58%	57%	Real Men Don't Cry	18%	17%	17%
In Life				Try Not To Worry About The	16%	17%	17%
Like To Understand About	40%	40%	40%	Future			
Nature				Is An Important Part Of Who I Am	15%	16%	16%
Prefer To Have Few	38%	34%	34%	Provide My Kids With The Little	15%	18%	18%
Possessions As Possible				Extras			
Important Feel Respected By	37%	36%	34%	Looking for New Ideas To Improve	14%	17%	18%
My Peers				Home			
Important To Juggle Various	33%	33%	33%	Enjoy Spending Time With My	12%	12%	12%
Tasks				Fam.			
Prefer Work Part Of Team Than	33%	35%	36%	Children Should Be Allowed To	7%	7%	7%
Alone				Express Themselves			
Good At Fixing Things	30%	30%	30%	Feel Very Alone In The World	6%	7%	7%
Have Keen Sense Of Adventure		29%	29%	Like Spending Most Time With	5%	5%	5%
Worried About Pollution Caused		22%	20%	Fam.			
By Cars				Decor Particular Interest To Me	4%	4%	4%
People Have To Take Me As	25%	25%	24%	Would Like To Set Up Own	4%	5%	5%
They Find Me				Business			
Like To Just Enjoy Life	23%	22%	22%				

ford Rutledge Berry Good Hope Kansas Nauvoo Thomasville Harpersville Fort Rucker St. Florian Flori The Window Reace City Jacks Intercultural Institute Inden Level Plains Billingsley Moores Mill Luverne Altoona Rosa Arit Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

tler Midway Underwood Petersville Auburn Red Level Union South Vinemont Pell City Ranburne Elkin Griville Pine Ridge Bay Minette Clio Reform Homewood Benton Lipson Intercultural Institute Indalusia Winfield Grayson Valley Ridgeville Prichard Pine Hill Florence for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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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	80.51%	81.47%	82.32%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.46%	72.94%	74.67%
Houses-Visit Any			
McDonald's	51.74%	52.45%	53.18%
Burger King	34.47%	35.9%	36.69%
Kentucky Fried Chicken (KFC)	26.94%	30.32%	30.47%
Subway	26.73%	27.38%	27.53%
Wendy's	25.14%	27.75%	29.59%
Applebee's	24.73%	23.84%	24.58%
Taco Bell	24.59%	24.26%	24.44%
Pizza Hut	18.82%	20.35%	20.86%
Olive Garden	18.2%	18.8%	19.76%
Arby's	17.99%	18.17%	18.59%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
IHOP (International House Of	16.09%	15.48%	15.25%
Pancakes)			
Red Lobster	15.92%	16.69%	17.05%
TGI Friday's	15.43%	15.65%	14.84%
Starbucks	15.39%	14.87%	14.51%
Domino's Pizza	14.52%	15%	15.14%
Outback Steakhouse	14.03%	14.07%	14.45%
Chili's Grill and Bar	13.84%	13.51%	13.1%
Dairy Queen	12.92%	13.97%	14.23%
Chick-Fil-A	12.77%	13.35%	13.74%
Dunkin' Donuts	11.95%	13.84%	13.78%
Denny's	11.85%	11.39%	11.11%
Popeyes	11.58%	14%	13.97%



#### **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!



M Clencoe Fort Payne Lipscomb Luverne Midfield Dothan Tuskegee Maplesville Valley Grande Brillia Addison Millport Avon Westover Kinston Silas Alabaster Napier Muhb Hackleburg Jemison Iale Ariton Woodland Saks Livingston Union Waverly Providence Source Confectual Institute Moundville Europhic Copyright 2013, Intercultural Institute for Contextual Ministry Courley Slocomb Bront Phonix City Talladoga Springer

## **Potential Shared Projects**

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

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	41.71%	41.5%	43.55%
Recycled products	32.2%	28.79%	29.29%
Worked as volunteer (non political)	15.27%	14.57%	14.85%
Engaged in fund raising	9.69%	10.42%	11.65%
Religious club member	7.36%	7.38%	7.53%
Wrote to elected offcl about publ bus	6.04%	5.71%	5.79%

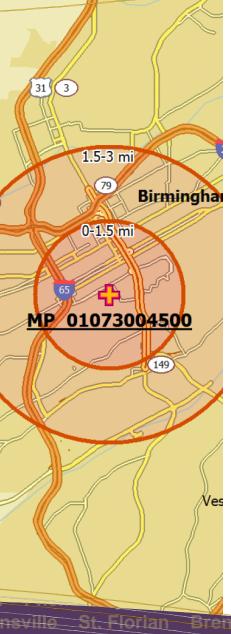
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	5.95%	5.31%	5.29%
newspaper			
Took active part in local civic	5.62%	5.5%	5.39%
issue			
Charitable Organization	5.53%	5.25%	5.38%
Church Board	4.61%	4.98%	5.52%
Addressed a public meeting	4.44%	4.47%	4.55%
Union member	4.18%	3.91%	4.3%

Selmont-West Selmont Black McIntosh Onycha Fultondale Odenville Southside Kinston Hueytown Ge Pickensville Madrid Hokes Bluff River Falls Thomasville Dothan Ather Brookside Glenwood Valley st Blocton Gilbertown Alabaster Kinsey Napier Field Frisco City Haleb de Copyright 2013, Intercultural Institute for Contextual Ministry Valley Head Prattville Ne 50

#### **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.



ee Moundville Moody Boligee Ashville Meridianville Albertville Henagar Pickensville St. Florian Brenk Fails Centreville Forestdale Loxley Stevenson Dora Fulton Waldo Geiger Sand Rock Franklin Addison Gulf Shores Athens Reece City for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	18.66%	16.82%	16.64%
Children's Books	12.58%	12.89%	13.34%
Mystery	12.24%	11.22%	11.16%
Cookbooks	10.8%	9.84%	9.49%
Religious (not Bibles)	8.75%	8.93%	9.31%
Personal/Business	7.54%	6.94%	6.94%
Self-help			
History	7.54%	7.03%	6.95%
Biography	7.4%	6.97%	6.99%
Romance	6.06%	6.8%	7.34%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	67.06%	67.29%	68.42%
Gen. Editorial	50.94%	51.76%	51.46%
Womens	45.16%	45.22%	44.65%
Service	32.49%	32.24%	32.04%
Business/Finance	20.79%	20.99%	20.87%
Mens	20.74%	19.15%	18.83%
Music	16.89%	17.43%	16.91%
Sports	16.79%	15.95%	15.49%
Parenthood	13.74%	14.61%	14.03%

Camden Weedstock Fort Deposit Edgewater Loachapoka Baileyton Butler Pine Hill Needham Ider Herek Carrollton Marion Frisco City Valley Grande Pleasant Grove Her Intercultural Institute Fairfield Trafford Roanoke Douglas Glencoe Selma Pinckard Malver (or Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Brewton Geiger Jasper Smoke Rise Twin Arab Vina

### 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	51.15%	49.43%	50.6%
Classified	31.46%	31.7%	31.75%
Sport	30.8%	30.38%	31.31%
Business/Finance	28.43%	27.47%	28.01%
Editorial Page	27.25%	25.91%	26.4%
Movie Listings & Reviews	26.55%	25.43%	25.54%
Comics	25.29%	24.06%	23.96%
Food/Cooking	24.3%	23.35%	23.29%
TV/Radio Listings	22.12%	22.11%	22.44%
Travel	19.43%	18.42%	19.02%
Home/Gardening	18.77%	18.6%	19.35%
Science/Technology	17.14%	15.54%	15.66%
Fashion	15.28%	15.77%	16.31%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	24.89%	31.81%	32.09%
CHR Contemp Hit Radio	20.05%	17.87%	17.3%
Adult Contemporary	16.68%	14.76%	13.85%
Country	12.52%	10.86%	11.03%
News/Talk	11.09%	9.95%	10.1%
Alternative	9.84%	8.22%	7.67%
Variety	9.65%	9.44%	9.7%
Oldies	9.58%	9.89%	10.16%
Rock	9.47%	7.73%	8.05%
Classic Rock	8.12%	6.7%	6.62%
Jazz	7.46%	8.05%	8.31%
All News	6.76%	7.2%	7.72%
Soft Contemporary	5.85%	5.82%	5.95%
Religious	5.01%	4.83%	5.29%
Classical	4.96%	4.15%	3.84%
All Talk	4.31%	4.13%	4.58%
Sports	4.21%	4.14%	4.2%
Gospel	4.19%	5.71%	5.79%



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

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

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	59.23%	59.1%	60.34%
Soapnet	48.89%	49.06%	49.99%
Other Video-On-Demand	41.66%	44.5%	42.4%
Satellite Dish	41.18%	44.81%	47.17%
Comedy Central	37.62%	34.46%	32.91%
Sci-Fi Channel	31.87%	31.96%	32.9%
MSNBC	30.5%	31.06%	31.36%
ABC Fam.	29.25%	26.99%	25.71%
Subscribe Digital Cable	27.77%	31.84%	32.47%
ESPN2	27.75%	27.28%	25.92%
ESPN Classic	27.11%	24%	22.74%
BET (Black Entertainment TV)	26.05%	25.53%	24.91%

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
TV Info From Sunday TV	25.43%	26.41%	27.84%
Magazine			
Adult Pay Per View TV	24.7%	27.08%	28.03%
TV Info From Newspapers	24.14%	24.59%	25.22%
TCM (Turner Classic	24.13%	24.1%	24.23%
Movies)			
Adult Swim	24.01%	21.27%	21.64%
Hallmark Channel	23.93%	24.29%	24.52%
Nickelodeon	23.88%	24.23%	24.85%
ESPN News	23.8%	21.95%	20.25%
Nick At Nite	23.03%	22.83%	22.42%
The Golf Channel	22.91%	22.76%	22.5%
TV Info From Monthly Cable	22.78%	22.98%	22.74%
Guide			
USA Network	22.54%	22.41%	22.94%

Franklin Pine Ridge Cherokee Carrollton Cordova Holt Ranburne York Falkville Bay Minette Lanett drid Dozier Thomasville Livingston Sipsey Fort Payne Maytown Coffee Intercultural Institute of Deposit Walnut Grove Creola Littleville Hoover West Blocton Notasul for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Union Selma Clayton Silas Headland Ladonia Mc154

#### **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.



Point Northport Phenix City Selmont-West Selmont Fulton Athens Eutaw Talladega Woodland Dozier Hinor Eldridge Columbiana Grimes Coffee Springs Clayhatchee Fairvier Intercultural Institute alley Edwardsville Summerdale Fyffe Douglas Chelsea Addison Need for Confectual Ministry e Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	21.17%	19.26%	18.79%
Medium Users (4-6)	10.25%	9.63%	9.47%
Light Users (1-3)	19.66%	18.93%	19.94%
Quintiles (20%)			
Newspaper I (Heavy)	1.17%	1.18%	0.98%
Newspaper II	1.95%	1.83%	1.71%
Newspaper III	2.37%	2.37%	2.76%
Newspaper IV	0.32%	0.33%	0.3%
Newspaper V (Light)	0.66%	0.9%	0.98%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.43%	21.53%	22.28%
Magazines II	9.41%	9.92%	10.09%
Magazines III	9.91%	10.51%	10.93%
Magazines IV	11.04%	12.82%	13.87%
Magazines V (Light)	0.74%	0.74%	0.85%
Outdoor I (Heavy)	9.16%	9.02%	8.65%
Outdoor II	3.26%	4.33%	4.31%
Outdoor III	4.13%	5.21%	5.34%
Outdoor IV	15.99%	15.91%	16.04%
Outdoor V (Light)	23.56%	23.88%	23.89%
Yellow Pages I	13.96%	14.49%	15.18%
(Heavy)			
Yellow Pages II	7.97%	8.24%	8.1%
Yellow Pages III	8.66%	9.53%	8.96%
Yellow Pages IV	23.73%	22.58%	22.61%
Yellow Pages V	4.29%	4.89%	4.88%
(Light)			

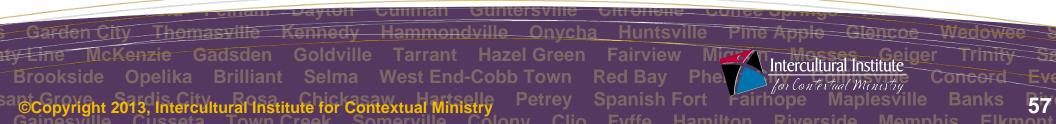
Birmingham Midfield Geiger ray

Haven Silverhill Sylvania Redistone Arsenal Dauphin Island North Johns Vance Lineville Atmore Roc The Clay Rutledge Daviston Kimberly Locust Fork Cleveland Emelle Intercultural Institute Dosa Slocomb Sheffield Center Point Pine Apple Newbern Moores Mill Confectual Ministry Pine Ridge Belk Auburn Memphis Good Hope Plea Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Multimedia Usage

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

DIUM 0-1.5 1.5-3 3-7 M	IEDIUM	1EDIUM 0-1.5	1EDIUM 0-1.5 1.5-3
MILES MILES MILES		MILES	MILES MILES
io Drive Time Quntiles TV	Prime Time Quntiles (fifthe	Prime Time Quntiles (fifths	Prime Time Quntiles (fifths
s / 20%) / 20%)	)	)	)
e Time I & II (Heavy) 4.02% 3.53% 3.73% Prime Ti	me I & II (Heavy)	me I & II (Heavy) 5.26%	me I & II (Heavy) 5.26% 4.41%
e Time III (Medium) 0.76% 0.96% 1.17% Prime Time I	II (Medium)	III (Medium) 1.67%	III (Medium) 1.67% 1.27%
io IV & V (Light) 2.56% 2.89% 3.32% Prime Time IV &	، V (Light)	V (Light) 10.93%	V (Light) 10.93% 11.9%
io Media Quntiles (fifths / TV Early/Late Frir	nge Quntiles	nge Quntiles	nge Quntiles
o) (fifths / 20%)			
io I & II (Heavy) 8.84% 10.99% 11.36% Fringe I & II (Heavy)		41.03%	41.03% 39.98%
io III (Medium) 4.11% 4.02% 4.35% Fringe III (Medium)		49.95%	49.95% 50.58%
io IV & V (Light) 3.77% 4.04% 4.18% Fringe IV (Light)		52.01%	52.01% 52.5%
le TV Quntiles (fifths / TV All Day Quntiles (fift	:hs /	:hs /	:hs /
20%)			
le I & II (Heavy) 14.46% 13.43% 12.89% All Day I & II (Heavy)		13.54%	13.54% 16.12%
le III (Medium) 6.01% 5.97% 5.51% All Day III (Medium)		23.32%	23.32% 24.16%
le IV & V (Light) 36.22% 37.07% 36.4% All Day IV (Light)		17.37%	17.37% 19.65%



# 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]	12.6%	11.87%	11.9%
6:00am - 10:00am	21.39%	20.35%	19.97%
10:00am - 3:00pm	14.91%	15.87%	14.16%
3:00pm - 7:00pm	15.22%	16.87%	16.67%
7:00pm - Midnight	13.62%	13.57%	13.7%
Midnight - 6:00am	8.78%	9.56%	8.66%
Weekend Radio			
Listeners			
Dayparts [summary]	14.07%	14.87%	14.36%
6:00am - 10:00am	5.42%	4.7%	4.28%
10:00am-3:00pm	9.31%	8.49%	7.75%
3:00pm - 7:00pm	9%	10.14%	8.96%
7:00pm - Midnight	9.83%	10.95%	11%
Midnight - 6:00am	15.5%	16.77%	15.3%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.11%	7.8%	7.43%
Saturday:	8%	8.57%	9.05%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.71%	10.21%	9.5%
9:00am-1:00pm	23.03%	22.83%	22.42%
9:00am-4:00pm	27.49%	26.99%	26.32%
4:00pm-7:00pm	27.61%	29.49%	30.59%
11:00pm-1:00am	39.4%	40.46%	40.26%
AVG Prime time	4.22%	5.36%	5.08%
Mon-Sun			

t Shiloh Grove Hill Columbia Cedar Bluff Horn Hill Millport Woodland Dayton Mentone Petham Skyle Heenta Double Springs Mountain Brook Daviston Slocomb Ragland Fair (Intercultural Institute Lincoln Chatom Greensboro Andalusia Fort Payne Leesburg Lips Confectual Ministry Pice Road Fair Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	19.87%	19.43%	18.42%		Sat: 7-10am	Sat: 7-10am 19.6%	Sat: 7-10am 19.6% 19.36%
7-9am	27.75%	27.28%	25.92%		Sat: 10am-1pm	Sat: 10am-1pm 8.94%	Sat: 10am-1pm 8.94% 10.35%
9am-12noon	16.86%	15.75%	16.12%		Sat: 1-4pm	Sat: 1-4pm 23.05%	Sat: 1-4pm 23.05% 23.25%
12noon-4pm	10.62%	11.24%	10.2%		Sat: 4-6pm	Sat: 4-6pm 8.28%	Sat: 4-6pm 8.28% 8.24%
4-6pm	47.66%	49.43%	49.91%		Sat: 6-7pm	Sat: 6-7pm 1.54%	Sat: 6-7pm 1.54% 1.61%
6-7pm	16.14%	16.5%	16.66%		Sat: 7-8pm	Sat: 7-8pm 0.86%	Sat: 7-8pm 0.86% 1.1%
7-7:30pm	1.95%	1.76%	1.77%		Sat: 8-11pm	Sat: 8-11pm 8%	Sat: 8-11pm 8% 8.57%
7:30-8pm	10.93%	10.44%	10.28%		Sat: 11pm-1am	Sat: 11pm-1am 5.89%	Sat: 11pm-1am 5.89% 6.59%
8-11pm	8.11%	7.8%	7.43%		Sat: 1am-7pm	Sat: 1am-7pm 22.54%	Sat: 1am-7pm 22.54% 22.41%
11pm-12am	30.5%	31.06%	31.36%		Sun: 7-10am	Sun: 7-10am 2.34%	Sun: 7-10am 2.34% 2.19%
11pm-1am	39.4%	40.46%	40.26%		Sun: 10am-1pm	Sun: 10am-1pm 5.06%	Sun: 10am-1pm 5.06% 5.09%
1-6am	32.77%	33.15%	32.32%		Sun: 1-4pm	Sun: 1-4pm 5.71%	Sun: 1-4pm 5.71% 5.42%
					Sun: 4-7pm	Sun: 4-7pm 12.61%	Sun: 4-7pm 12.61% 12.3%
					Sun: 7-11pm	Sun: 7-11pm 10.71%	Sun: 7-11pm 10.71% 10.21%
					Sun: 11pm-1am	Sun: 11pm-1am 6.35%	Sun: 11pm-1am 6.35% 6.2%
				_	Sun: 1-7am	Sun: 1-7am 21.1%	Sun: 1-7am 21.1% 20.55%

ville Fruithurst Emelle Citronelle Silas Mobile Gordonville Cedar Bluff Pelham Dozier Gurley Bente art Pleasant-Grove Memphis Madison Uniontown McMullen Thomastor Intercultural Institute County Line Sand Rock Concord Red Level Heflin Camp Hill Cow for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Springville Childersburg Minor Littleville Birmingha

# 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

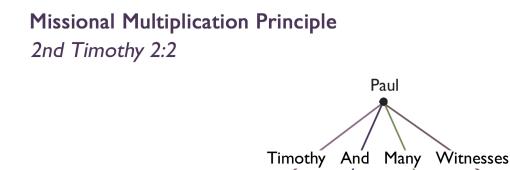
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Hingsley Centreville Pollard Franklin Pleasant Groves Thomaston Bessemer Hartford Cowarts Phenix Autaugaville Magnolia Springs Riverview Glen Allen Morris Thomasver Intercultural Institute Guin Spanish Fort Scottsboro Blue Ridge Louisville Snead Saralan Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Black Millbrook Yellow Blue 61

## **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.



The Same

Who Shall Be Able To Teach Others Also

Commit Thou to Faithful Men

Creola Livingston Billingsley Haleburg Leesburg Sylacauga Priceville Irondale Myrtlewood Hodge ille Thomasville Triana Babbie Lockhart Brent Henagar Adamsville <u>Intercultural Institute</u> Blountsville Jaey New Hope Alabaster Hollywood West End-Cobb Town Sumiton Roa for Contextual Ministry Contextual Ministry Baileyton Camden Pickensville Locust Fork Trussvil 62 Contextual Ministry Baileyton Camden Pickensville Locust Fork Trussvil 62

## **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



inden Robertsdale Celumbiana Leeds Paint Rock Rutledge Abbeville Union Killen Hartford Headland Collinsville Baileyton Double Springs Petrey Newton Springville Intercultural Institute Emelle Jacksons' Gap Daphne Good Hope Grove Hill Shiloh Ranburg For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Backgright 2013, Intercultural Institute for Contextual Ministry

### Notes and Sources

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



## APPENDIX: ALSBOM Churches by Distance

			DIATANA		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Southside	PO Box 55058	0.36 mi	163	Declining
		Birmingham, AL 35255			
2	Korean (Southside)	2141 Shadybrook Ln	0.36 mi	0	Plateauing
		Birmingham, AL 35226			
3	Baptist Church of the	2117 University Blvd	0.45 mi	176	Growing
	Covenant	Birmingham, AL 35233			
4	Downtown Church	612 32nd St S 102	1.06 mi	0	Plateauing
		Birmingham, AL 35233			
5	Dawson Memorial	1114 Oxmoor Rd	2.00 mi	2,245	Plateauing
	_	Birmingham, AL 35209			
6	New Hope-South Avondale	4022 4th Ave S	2.11 mi	0	Plateauing
		Birmingham, AL 35222			
7	Sixth Avenue	1101 Martin Luther King Jr Dr	2.56 mi	1,615	Growing
		Birmingham, AL 35211			
8	Mountain Brook	3631 Montevallo Rd S	2.61 mi	529	Plateauing
		Birmingham, AL 35213			
9	Birmingham First	2209 Lakeshore Dr	2.61 mi	419	Declining
	-	Homewood, AL 35209			
10	New Birth Christian	19 Ragland Drive	2.72 mi	0	Plateauing
		Odenville, AL 35120			
11	Mt. Zion	715 12th Ave W	3.11 mi	100	Plateauing
		Birmingham, AL 35204			_
12	Raleigh Avenue	309 Raleigh Ave	3.30 mi	141	Growing
		Homewood, AL 35209			
13	Vestavia Hills	2600 Vestavia Dr	3.37 mi	413	Plateauing
		Vestavia Hills, AL 35216			
14	Sardis	1615 4th Ct W	3.61 mi	1,100	Plateauing
		Birmingham, AL 35208			
15	Central Missionary	PO Box 12784	3.65 mi	65	Declining
		Birmingham, AL 35202			

Littleville Maytevn Ethelsville Bay Minette Gadsden Mobile Springville Forestdale Coaling Lakeview Tocaloosa Black Eldridge Elba Centreville Clio Tallassee Cussed Rock Mills Saks Ashville where Nauvoo Alexandria Indian Springs Village Meridianville Newville Confectual Ministry Florala Bakerhill Prich 66 Copyright 2013, Intercultural Institute for Contextual Ministry Vance Claybatchee Grimes Midland City Leesburg

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	3.83 mi	1,431	Growing
17	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	3.84 mi	75	Plateauing
18	Good News	2023 37th Ave N Birmingham, AL 35207	3.99 mi	0	Plateauing
19	Thomas First	153 1st Street Thomas Birmingham, AL 35214	4.01 mi	38	Growing
20	Fairview	2501 29th Place Ensley Birmingham, AL 35208	4.23 mi	54	Plateauing
21	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	4.34 mi	233	Declining
22	Cathedral of Faith	4720 Court V Birmingham, AL 35208	4.35 mi	0	NoData
23	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	4.36 mi	318	Plateauing
24	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	4.40 mi	2,096	Growing
25	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	4.42 mi	61	Growing
26	South Park	2341 Pearson Ave SW Birmingham, AL 35211	4.48 mi	69	Growing
27	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	4.50 mi	0	Plateauing
28	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	4.56 mi	0	Plateauing
29	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	4.76 mi	91	Declining
30	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	4.81 mi	0	Plateauing

Alexander City Eva Lineville Fort Payne Newton Akron Ragland Irondale Dedeville Tarrant Phile Sylvania Valley Head Waterloo Fruithurst Shiloh Theodore Rainsville Intercultural Institute er Lanett Babbie Mentone Parrish Lexington Tuscumbia Brantley For Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Sylvan Springs Mount Olive Louisville Indian Springs 67

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	4.81 mi	239	Growing
32	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	4.91 mi	118	Plateauing
33	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	4.98 mi	0	Plateauing
34	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	5.01 mi	76	Growing
35	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	5.05 mi	0	Plateauing
36	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	5.09 mi	0	Plateauing
37	Plainview	1389 Park Ave Birmingham, AL 35217	5.28 mi	38	Declining
38	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	5.30 mi	562	Declining
39	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	5.31 mi	215	Growing
40	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	5.34 mi	87	Growing
41	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	5.34 mi	180	Declining
42	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	5.55 mi	69	Declining
43	Central	1225 E Lake Blvd Birmingham, AL 35217	5.55 mi	101	Declining
44	Green Acres	6505 Avenue O Birmingham, AL 35228	5.64 mi	42	Declining
45	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	5.79 mi	0	Plateauing

Maplesville Level Plains Ashville Silverhill Baileyton Columbia Florence Saraland Rogersville Annista Admore Billingsley Hurtsboro Faunsdale Bon Air Childersburg Frisce Intercultural Institute azel Green Fulton Clanton Woodville Leighton Clay Hokes Bluff Berry for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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