MissionSite top unreached locations

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n ©Copyright 2013, Intercultural Institute/for/Contextual/Ministry adeville Rock Mills Ladonia Union Springs Cherokee L

BIRMINGHAM, AL

CENSUS TRACT: 01073005200 REGION: North Central Region ASSOCIATION: Birmingham DISTRICT: 11: Birmingham Metro District COUNTY: Jefferson SITESCAPE: Suburbscape DENNITY PATTERN: K DENNITY PATTERN: K Hard Alabama Baptist Convention State Board of Missions Hard Cockhart Brighton Steele Ranburne Sh eville Rock Mills Ladonia Union Springs Cherokee L

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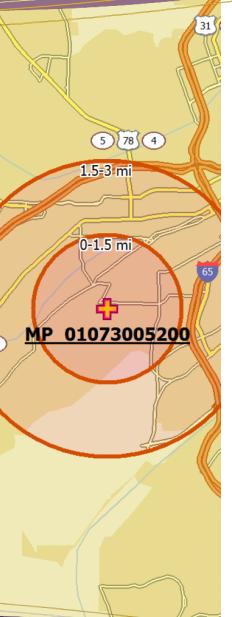
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Site Location Summary

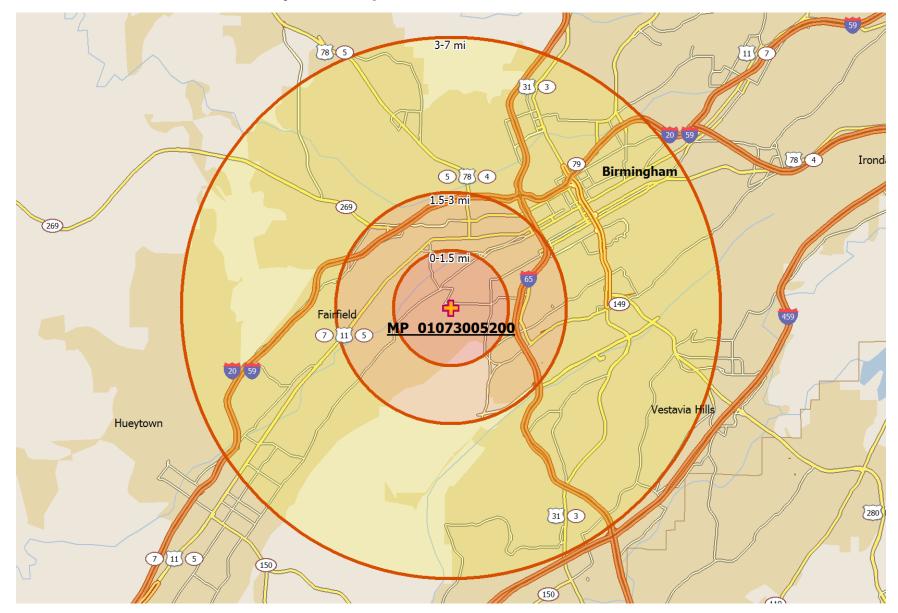
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35211	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

Daphne Tuscumbia Beaverton Newville Ozark Mentone Flomaton Helena Haley ile Millort Robert Faunsdale Meadowbrook Creola Opelika Uniontown Cedar Bluff Snew Intercultural Institute Forkland Fairfield Gaylesville Fyffe West Point Red Bay Auburn Arg To Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



Site Location Summary - Map of the Site Location



Mount Olive Onycha Edgewater Livingston Dodge City West Blocton Hanceville Elba Phil Campbell Je Fellow Bluff Henagar Moody Crossville Millbrook Red Level Arley Classificant Fulton Coker Bea Drange Beach Cottonwood Anniston Pinson Mooresville Castleberry How for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

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

Brookside Benton Hulga Orrville Eutaw Kimberly Oakman Elberta Oneonta Petrey Trussville Alle Attalla Needham Napier Field Jemison Clayhatchee Frisco City Sing Intercultural Institute Chatom Fulton Warrior Thomasville Elba Kinston Blountsville Pine for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	25,575	62,487	191,542
2010 Households	10,347	25,980	79,566
2010 Group Quarters Population	194	2,597	8,325

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	69	59	58
Language Diversity National Index	28	27	26
Foreign Born Diversity National Index	62	75	46
Ancestry Diversity National Index	4	20	30
Racial Diversity National Index	44	69	61

Woodstock Waterloo Courtland Atmore Samson Adamsville Riverside Gu-Win Daphne Forkland La aline Rock Boaz Greenville Valley Grande Huguley Blue Springs Coffee Intercultural Institute nes Chickasaw Woodville Blountsville Notasulga Goshen Arley Ohat Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Biverview Haleyville Brent Thorsby Loviey Hollywood Carolina Skyline Mentone Opelika Jemison

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

Selmont-West Selmont Redstone Arsenal Detroit Crossville Rutledge Margaret West Blocton Orange B Sheffield Addison Moores Mill Rosa West End-Cobb Town Eldridge Hyper Intercultural Institute acksons' Gap Grayson Valley Beaverton Sylvania New Market Epes Europer Contextual Ministry Ceda Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	0	0%
Working Communities	Blue-collar, Working Families	133	1.29%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	328	3.17%
Urban Communities	High Density, Inner-city Neighborhoods	9,886	95.54%

inden Hamilton Centre Sheffield Pennington Silas Kellyton Carrollton Aligood Fruithurst Leesburg E Site Steele Town Creek Luverne Chelsea Paint Rock Kinston Den Intercultural Institute plesville Newton Hammondville Gulf Shores Millbrook Rehobeth Moss (outerful Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

ville Ider Garden City Paint Rock Mount Vernon Kinston Benton Hazel Green Leeds Madison Goshen Tossville Madrid Triana Trussville Beatrice Cottonwood Chickasaw Converting Intercultural Institute Wilton Adamsville Edwardsville Clayton Trafford Odenville Hokes Boo Confectual Ministry Pactopyright 2013, Intercultural Institute for Contextual Ministry Confectual M

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?

erta Madrid Memphis Gilbertown Graysville Bridgeport West Jefferson Ozark Franklin Eutaw Guin A Hilly Andalusia Bay Minette Addison Theodore Paint Rock Robertsdale <u>Intercultural Institute</u> wood Ranburne Onycha Florala Hodges North Johns Lisman Berry for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Northport Billingsley Clanton Gainesville Spanish Ford

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	7,348	3.89%
Unreached %	70.04%	71.02%	101.39
Religious But NOT Evangelical HH	59,062	3,281	5.56%
Religious But NOT Evangelical %	21.91%	31.71%	144.75
Spiritual But NOT Relig or Evang HH	23,159	312	1.35%
Spiritual But NOT Relig or Evang %	8.59%	3.02%	35.11
Not Evangelical, Not Interested HH	108,094	3,879	3.59%
Not Evangelical, Not Interested %	40.09%	37.48%	93.49





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	12	4.65%
Active ALSBOM Attenders	47,650	4,670	9.8%
Active Evangelical Households	60,770	7,947	13.08%
Active Evangelical Percent	22.54%	21.87%	97.05
Inactive Evangelical Households	20,000	2,615	13.08%
Inactive Evangelical Percent	7.42%	7.20%	97.06
# New Churches Needed	0	6	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	New Hope	0.33 mi	1,431	Growing	16	Thomas First	3.31 mi	38	Growing
2	South Park	0.96 mi	69	Growing	17	Southside	3.69 mi	163	Declining
3	Sixth Avenue	1.05 mi	1,615	Growing	18	Korean (Southside)	3.69 mi	0	Plateauin
4	Cathedral of Faith	1.27 mi	0	NoData	19	Rehoboth Christian Community Church	3.77 mi	0	Plateauin
5	Fairview	1.60 mi	54	Plateauing	20	New Covenant	3.81 mi	0	Plateauin
6	Central Park	1.74 mi	118	Plateauing	21	Baptist Church of the Covenant	3.99 mi	176	Growing
7	Sardis	1.75 mi	1,100	Plateauing	22	Downtown Church	4.08 mi	0	Plateauin
8	Green Acres	2.10 mi	42	Declining	23	Iglesia Cristiana Agape	4.14 mi	61	Growing
9	New Birth Missionary	2.12 mi	0	Plateauing	24	Shades Mountain	4.15 mi	2,096	Growing
10	New Birth Christian	2.32 mi	0	Plateauing	25	Grace Covenant	4.19 mi	0	Plateauin
11	Raleigh Avenue	2.63 mi	141	Growing	26	Birmingham First	4.26 mi	419	Declining
12	Mt. Zion	2.84 mi	100	Plateauing	27	Berney Points	4.41 mi	180	Declining
13	Dawson Memorial	3.01 mi	2,245	Plateauing	28	Westside	4.57 mi	18	Declining
14	Judah Family	3.14 mi	0	Plateauing	29	Wilkes	4.58 mi	68	Plateauin
15	New Beginnings Family Church	3.27 mi	180	Growing	30	Richmond Street	4.63 mi	16	g Plateauin g

ro Hollywood Houlton Pell City Kinsey Oak Hill Adamsville Midway Argo Citronelle Priceville Merid Onycha Sheffield Florence Eldridge Hanceville Creola Elberta Contextual Institute Ige Dozier Susan Moore Mountain Brook Opelika Fairview Center Point Intercultural Institute To Contextual Ministry Jemison Ashford Bear Creek Forkland Homewood 13 Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

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



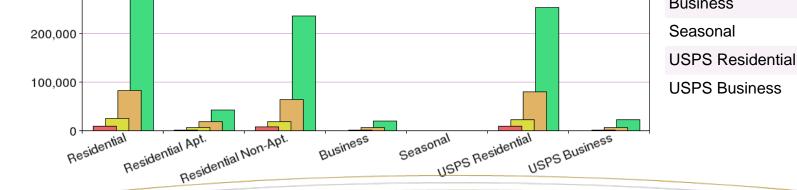
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the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

COUNTY	BAND	% OF CO		DEMOSCAPE	COUNTY	BAND	% OF (
651,526	32,688	5.02%		1990 Households	251,478	12,177	4.84%
662,047	28,532	4.31%		2000 Households	263,265	11,318	4.3%
666,792	25,575	3.84%		2010 Households	269,609	10,347	3.84%
				ounty	-	pe	0-1.5mi Ba
				ounty	-		
					Residential		9,966
400,000					Residential /	Apt.	1,766
					Residential I	Non-Apt.	8,200
	651,526 662,047 666,792 Locatie	651,526 32,688 662,047 28,532 666,792 25,575 Location Types i	651,526 32,688 5.02% 662,047 28,532 4.31% 666,792 25,575 3.84% Location Types in this Mission	651,52632,6885.02%662,04728,5324.31%666,79225,5753.84%Location Types in this MissionSite	651,526 32,688 5.02% 1990 Households 662,047 28,532 4.31% 2000 Households 666,792 25,575 3.84% 2010 Households Location Types in this MissionSite	651,526 32,688 5.02% 1990 Households 251,478 662,047 28,532 4.31% 2000 Households 263,265 666,792 25,575 3.84% 2010 Households 269,609 Location Types in this MissionSite d 1.5-3mi Band 3-7mi Band County Location Types	651,526 32,688 5.02% 1990 Households 251,478 12,177 662,047 28,532 4.31% 2000 Households 263,265 11,318 666,792 25,575 3.84% 2010 Households 269,609 10,347 Location Types in this MissionSite Location Type J 5-3mi Band County

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9,933

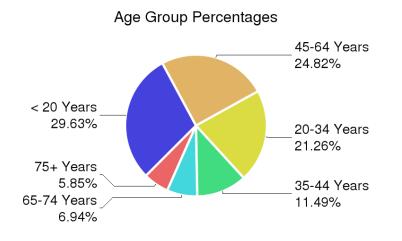
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Lear Orrville Bayou La Batre Carolina Memphis Oak Hill Lynn Elmore Pleasant Groves Fairhope Rosa Harvest Brundidge Carbon Hill Emelle Flomaton Union Beatrice New Intercultural Institute Heath Graysville Pell City Madison White Hall Clayton Tillmans Corne Intercultural Institute Jos Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

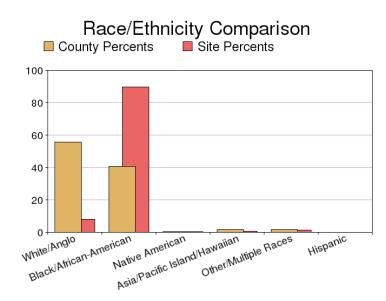


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.72%	118.31
4-5 Years	2.7%	3.09%	114.44
6-8 Years	3.98%	4.61%	115.83
9-11 Years	3.86%	4.29%	111.14
12-13 Years	2.52%	2.76%	109.52
14-17 Years	5.08%	5.47%	107.68
18-19 Years	2.53%	2.68%	105.93
0-5 Years	8.38%	9.81%	117.06
6-12 Years	9.1%	10.27%	112.86
13-19 Years	8.87%	9.54%	107.55
< 20 Years	26.35%	29.62%	112.41
20-34 Years	20.74%	21.26%	102.51
35-44 Years	12.98%	11.49%	88.52
45-64 Years	25.86%	24.82%	95.98
65-74 Years	7.12%	6.94%	97.47
75+ Years	6.94%	5.85%	84.29
Median Age	37	38	101.1
Median Age (Male)	35	35	97.93
Median Age (Female)	39	39	101.41



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%	8.11%	14.58
Black, African-American	40.69%	89.56%	220.1
Native American	0.36%	0.18%	49.76
Asian	1.49%	0.63%	42.43
Pacific Island, Hawaiian	0.08%	0.2%	235.31
Other/Multiple Races	1.74%	1.33%	76.53
Hispanic	0%	3.79%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	447,863	16,057	
Less than 9th Grade	3.46%	4.87%	71.07
No High School Diploma	8.86%	12.36%	71.67
High School Graduate	28.96%	29.78%	97.23
Some College, no degree	22.64%	27.29%	82.96
Associate Degree	7.22%	8.03%	89.87
College Degree	17.82%	11.06%	161.15
Graduate/Prof. degree	11.04%	6.6%	167.25

Haleyville Huguley Spanish Fort Carolina Orrville Thomasville Monroeville Dodge City Culf Shores Bessemer Thorsby Camden Winfield Kansas Jasper Dothan Triang Havden Southside Selma Fulton Lanett Louisville Eclectic Beaverton Gardendale Gordonvivo forContextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.23%	16.61%	258.4
\$10,000 to \$19,999	13.29%	20.91%	157.32
\$20,000 to \$29,999	12.05%	16.76%	139.1
\$30,000 to \$49,999	20.54%	22.88%	111.35
\$50,000 to \$59,999	8.47%	7.83%	92.39
\$60,000 to \$69,999	6.88%	3.98%	57.9
\$70,000 to \$79,999	5.9%	3.2%	54.19
\$80,000 to \$89,999	4.74%	2.12%	44.67
\$90,000 to \$99,999	3.22%	1.19%	36.96
\$100,000 to \$124,999	6.59%	1.83%	27.73
\$125,000 to \$149,999	3.44%	1.16%	33.7
\$150,000 to \$199,999	3.44%	1.02%	29.78
\$200,000 to \$249,999	1.12%	0.09%	7.74
\$250,000 or more	2.08%	0.42%	19.94
Median Household	45,427	27,755	61.1
Average Household	68,011	39,140	57.55
Per Capita Household	28,213	15,917	56.42
Family/Non-Family Household			
Income			
Median Family Income	58,390	34,412	58.93
Average Family Income	83,931	47,837	57
Median Non-Family Income	28,382	18,514	65.23
Average Non-Family Income	39,159	22,722	58.02

Fairhope Samson Alexandria Greenville Adamsville Vincent Magnolia Springs Haleburg Blountsville S Fultondale Littleville Steele Millbrook Brantley Gadsden North Court in Vance Kinsey Hoover Nountainboro Yellow Bluff Memphis New Brockton Columbiana Gu-Win Goster al Ministry Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.44%	62.8%	97.45
Families with Children	32.53%	36.52%	112.26
Families without Children	31.91%	26.28%	82.35
Non-Family Households			
% Non-Family Households	35.56%	37.2%	104.62
Non-Families with Children	0.19	0.26	136.08
Non-Families without Children	35.37	36.94	104.45
Housing Units			Index
Total Housing Units	313,876	12,272	
Vacant percent	14.1%	15.69%	111.22
Owned percent	58.37%	43.39%	74.33%
Rented Percent	27.52%	40.92%	148.68
Households by Size			Index
Avg household size	2.41	2.45	101.66
Avg family hh size	3.12	3.21	102.88
Avg non-family hh size	1.13	1.17	103.54
Households By Count of Persons			Percent
One	84,836	3,469	4.09%
Two	81,467	2,749	3.37%
Three or Four	80,946	3,138	3.88%
Five+	22,360	991	4.43%

Roanoke Reform Sardis City Cullman Prattville Brewton Lisman Union Grove Vance Selmont-West Se Giffonelle Orrville Waldo Ethelsville Summerdale Lanett Double Spring Intercultural Institute Brent Greenville Clanton Ider Trafford Montgomery Avon Lester Gor For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

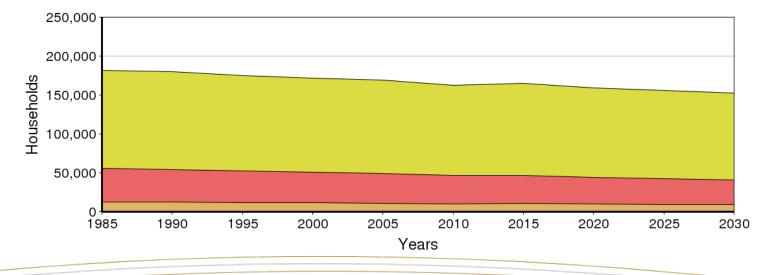
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	32,688	5.02%
2000 Population	662,047	28,532	4.31%
2010 Population	666,792	25,575	3.84%
2015 Population	675,554	25,453	3.77%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

🗖 0-7mi Ring

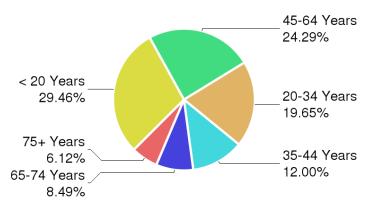


Maplesville <u>Cedar Bluff</u> Florence Linden Mentone Columbiana Fort Payne Huguley Smoke Rise W Free Rainsville Citronelle Winfield Gulf Shores Beaverton Alexander <u>Intercultural Institute</u> and Gurley S riceville Florala Moundville Vina Section Anniston Cullman Dora K for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, 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

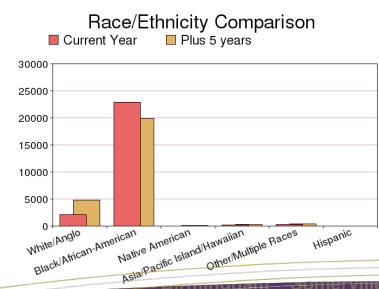


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.72%	6.49%	96.58
4-5 Years	3.09%	3.12%	100.97
6-8 Years	4.61%	4.7%	101.95
9-11 Years	4.29%	4.41%	102.8
12-13 Years	2.76%	2.82%	102.17
14-17 Years	5.47%	5.36%	97.99
18-19 Years	2.68%	2.55%	95.15
0-5 Years	9.81%	9.62%	98.06
6-12 Years	10.27%	10.53%	102.53
13-19 Years	9.54%	9.31%	97.59
< 20 Years	29.62%	29.46%	99.46
20-34 Years	21.26%	19.65%	92.43
35-44 Years	11.49%	12%	104.44
45-64 Years	24.82%	24.29%	97.86
65-74 Years	6.94%	8.49%	122.33
75+ Years	5.85%	6.12%	104.62
Median Age	37	38	103.15
Median Age (Male)	35	36	100.65
Median Age (Female)	39	40	103.62

Waverly Creola Red Bay Fairfield Douglas Lockhart Nectar Trafford Pine Hill Dodge City East Brew Leachapoka Piedmont Talladega Springs Tuscaloosa Saks South Vinered Intercultural Institute Vestavia Hills Jacksonville Blountsville Brent Napier Field Berry Lake Jor Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	8.11%	18.98%	234
Black, African-American	89.56%	78.12%	87.23
Native American	0.18%	0.28%	157.27
Asian	0.63%	0.92%	145.14
Pacific Island, Hawaiian	0.2%	0.2%	100.48
Other/Multiple Races	1.33%	1.51%	113.48
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,057	16,143	
Less than 9th Grade	4.87%	3.82%	78.48
No High School Diploma	12.36%	10.21%	82.63
High School Graduate	29.78%	30.47%	102.3
Some College, no degree	27.29%	26.93%	98.67
Associate Degree	8.03%	8.74%	108.8
College Degree	11.06%	12.18%	110.16
Graduate/Prof. degree	6.6%	7.64%	115.79

Iusia Dothan Cusseta Auburn Sumiton Billingsley Haleburg Clanton Fairfield Geiger Coker Coosad Grant Meridianville Ranburne Anderson Sylvania Harvest West Bloctory Intercultural Institute Intercultural Institute 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	16.61%	15.38%	92.57
\$10,000 to \$19,999	20.91%	21.24%	101.55
\$20,000 to \$29,999	16.76%	16.5%	98.47
\$30,000 to \$49,999	22.88%	22.19%	97
\$50,000 to \$59,999	7.83%	8.12%	103.76
\$60,000 to \$69,999	3.98%	4.29%	107.73
\$70,000 to \$79,999	3.2%	3.41%	100.49
\$80,000 to \$89,999	2.12%	2.36%	106.95
\$90,000 to \$99,999	1.19%	1.26%	105.61
\$100,000 to \$249,999	1.83%	1.96%	107.26
\$125,000 to \$149,999	1.16%	1.39%	119.73
\$150,000 to \$199,999	1.02%	1.26%	123.48
\$200,000 to \$249,999	0.09%	0.1%	109.35
\$250,000 or more	0.42%	0.49%	116.72
Median Household	27,755	28,732	103.52
Average Household	39,140	42,962	109.76
Per Capita Household	15,917	17,837	112.06
Family/Non-Family Household			
Income			
Median Family Income	34,412	36,655	106.52
Average Family Income	47,837	53,348	111.52
Median Non-Family Income	18,514	18,859	101.86
Average Non-Family Income	22,722	24,310	106.99

Luverne Linden Pollard Meadowbrook Fayette Creola Talladega Oxford Emole Henager Ladonia prings Rainsville Eufaula Ashville Cleveland Twin Hammondville Andered Intercultural Institute Underwood-Petersville Hurtsboro Fairview Morris Millbrook Rosa Recopyright 2013, Intercultural Institute for Contextual Ministry Context

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	62.8%	60.91%	96.99
Families with Children	36.52	35.35	96.8
Families without Children	26.28	24.97	95.01
Non-Family Households			
% Non-Family Households	37.2%	39.09%	105.08
Non-Families with Children	0.26	0.27	105.08
Non-Families without	36.94	38.82	105.11
Children			
Housing Units			
Total Housing Units	12,272	12,474	101.65%
Vacant percent	15.69%	15.7%	100.12
Owned percent	43.39%	42.6%	98.18
Rented Percent	40.92%	41.69%	101.89
Households by Size			
Avg household size	2.45	2.40	97.96%
Avg family hh size	3.21	3.23	100.62%
Avg non-family hh size	1.17	1.11	94.87%
Households By Count of			
Persons			
One	3,469	3,744	107.93%
Тwo	2,749	2,740	99.67%
Three or Four	3,138	3,070	97.83%
Five+	991	961	96.97%

Libertyville Pleasant Groves Saraland Ashland Brent Meridianville Shorter Pike Road Goshen G talley Grande Arley Hazel Green Wetumpka Talladega Springs Birminghare Linercultural Institute Attalla Livingston Prichard Billingsley Sanford New Site Irondale Pelh (or Contextual Ministry) ©Copyright 2013, Intercultural Institute for Contextual Ministry 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	516	1,776	5,830	Eastern Africa	Eastern Africa 0	Eastern Africa 0 229
Northern Europe	0	58	319	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	24	70	352	Northern Africa	Northern Africa 0	Northern Africa 0 6
Southern Europe	0	27	120	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	25	354	Western Africa	Western Africa 19	Western Africa 19 85
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 12
Eastern Asia	42	257	1,064	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	18	105	678	Caribbean	Caribbean 15	Caribbean 15 84
SE Asia	53	100	409	Central Amer.	Central Amer. 324	Central Amer. 324 450
Western Asia	21	116	122	South America	South America 0	South America 0 53
Other Asia	0	54	11	North America	North America 0	North America 0 45
				Born at sea	Born at sea 0	Born at sea 0 0

Odenville <u>Daleville</u> Summerdale <u>Cleveland</u> <u>Monroeville</u> <u>Greensboro</u> <u>Sumiton</u> <u>Toxey</u> <u>Clanton</u> <u>McMa</u> <u>Creek</u> <u>Glencoe</u> <u>Billingsley</u> Henagar Gordo Carbon Hill Gardendale <u>Creek intercultural Institute</u> <u>Oneonta</u> <u>Unite</u> Mobile Brewton Pickensville Enterprise Bear Creek Decatur Vina</u> <u>For Contextual Ministry</u> tamboro <u>Orrvi</u> <u>Copyright</u> 2013, Intercultural Institute for Contextual Ministry Springs</u> Scottsboro Jackson Ardmore Mount Vernon <u>25</u>

Language Summary

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

SPOKEN AT HOME	0-1.5 MILES	1.5-3	3-7 MILES	SPOKEN AT HOME	0-1.5 MILES	1.5-3 MILES	
English only		MILES		Other Indo-Euro	0	19	N
English only	27,834	58,664	177,971		-		7
Spanish	1,014	1,579	4,480	Asian/PI languages	0	0	0
Other Indo-Euro	265	567	3,313	Chinese	0	240	8
language				Japanese	9	46	1
French (incl. Patois,	160	253	1,117	Korean	17	43	2
Cajun)				Mon-Khmer,	0	7	1
French Creole	0	0	19	Cambodian			
Italian	16	29	183	Miao, Hmong	0	0	0
Portuguese	0	0	61	Thai	5	44	7
German	71	100	574	Laotian	0	0	0
Yiddish	0	0	61	Vietnamese	65	37	2
Other West Germanic	0	10	37	Other Asian	0	42	1
A Scandinavian	0	16	0	Tagalog	0	6	4
Language				Other Pacific Is	0	39	1
Greek	0	16	260	Other languages	47	619	7
Russian	0	10	176	Navajo	0	0	0
Polish	0	0	2	Other Native N.	0	5	3
Serbo-Croatian	0	0	18	American			
Other Slavic Language	0	23	48	Hungarian	0	0	1
Armenian	0	0	10	Arabic	47	211	2
Persian	0	7	213	Hebrew	0	29	1
Gujarathi	0	6	147	African languages	0	366	2
Hindi	0	41	160	Other unspecified	0	8	2
Urdu	18	10	21	-			

Epes Magnelia Springs Hobson City Fayette Mount Vernon Sheffield Brighton Viedenburgh Gadson Garden City Faunsdale Castleberry Ashford Autaugaville Ranburge Intercultural Institute Intercultural Institute for Contextual Ministry Grove Steele Attalla Ider Dora Hillsboro Graysvi26

Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7		ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	26,483	52,479	152,135		Irish	Irish 163	Irish 163 1,229
Arab	46	342	642		Italian	Italian 97	Italian 97 496
Armenian	0	10	13		Lithuanian	Lithuanian 0	Lithuanian 0 20
Austrian	0	8	136		Norwegian	Norwegian 0	Norwegian 0 47
British	0	76	1,217		Polish	Polish 5	Polish 5 46
Canadian	0	62	140		Portuguese	Portuguese 0	Portuguese 0 5
Croatian	0	6	34		Romanian	Romanian 0	Romanian 0 10
Czech	0	21	121		Russian	Russian 0	Russian 0 22
Czechoslovak	0	0	35		Scandinavian	Scandinavian 18	Scandinavian 18 28
Danish	0	35	64		Scotch-Irish	Scotch-Irish 71	Scotch-Irish 71 643
Dutch	23	210	944		Scottish	Scottish 54	Scottish 54 342
English	112	1,644	15,484		Slovak	Slovak 0	Slovak 0 5
European	21	181	1,628		Subsaharan African	Subsaharan African 547	Subsaharan African 547 836
Finnish	0	18	113		Swedish	Swedish 6	Swedish 6 40
French (not Basque)	18	359	1,947		Swiss	Swiss 0	Swiss 0 10
French Canadian	0	65	233		Ukrainian	Ukrainian 0	Ukrainian 0 0
German	60	1,161	7,334		US/American	US/American 618	US/American 618 1,927
Greek	3	85	623		Welsh	Welsh 4	Welsh 4 68
Hungarian	0	21	177		West Indian	West Indian 20	West Indian 20 39
Iranian	0	7	130		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				_	Other	Other 24,595	Other 24,595 42,356

in Fort Payne Clayton Geneva Anderson Pinson Columbia Highland Lake Bridgeport Franklin Saraha Her Hueytown Daviston Abbeville Littleville Maplesville Heflin Gordon Intercultural Institute Mileld Smoke Rise Hammondville Thomasville Eufaula Butler Lowndes for Contextual Ministry Jor Contextual Ministry Creola Belk Falkville Edv27

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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

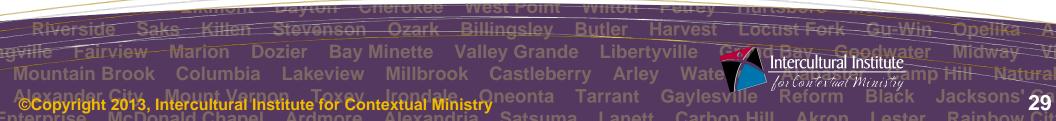
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, 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?

Akron Geraldine Brundlage Yellow Bluff Red Level Lake View Smoke Rise Selmont West Selmont Hope McKenzie Ashford Coffeeville Demopolis New Brockton Columbian Construction Black Madison Glencoe Kinsey Holly Pond Mosses Vernon Margaret Grove Hill Transford Contextual Ministry Viecopyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

Issues for Your Consideration - continued

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



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

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

5 78 4 1.5-3 mi 0-1.5 mi 01073005200 MP

Another Pollard Libertyville Castleberry Saks Pleasant Groves Rock Madrid Eyffe Tillmans Rainbow City Lexington Pisgah Mooresville Cedar Bluff Grayson Vall Contextual Ministry Contextual Ministry Ocenation State Contextual Ministry Contextual Contextual Ministry Contextual Contextual Contextual Ministry Contextual Cont

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	10,347	100%	7,346	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Newville Sylvan Springs Pinson West Blocton Cowarts Camp Hill Berry Stevenson Midfield Paint Roc Prichard Florence West Point Castleberry Dora Lincoln Benton Journa Intercultural Institute Confectual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Compyright 2014, Intercultural Institute for Contextual Ministry Compyright 2014, Intercultural Institute for Contextual Ministry Compyright 2014, Intercultural 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	10,347	100%	7,346	100%
BLUE COLLAR BACKBONE	12	0.12%	8	0.11%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	12	0.12%	8	0.11%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	121	1.17%	83	1.13%
Steadfast Conservative	62	0.6%	42	0.57%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	50	0.48%	35	0.48%
Urban Grit	0	0%	0	0%
Grass-Roots Living	9	0.09%	6	0.08%

ewater Beaverten Mount Olive Banks Wilton Cusseta Reform La Fayette Ranburne Mountainboro De Phil Campbell Kennedy Eufaula Meadowbrook Columbiana Magnolia in Intercultural Institute bern Northport Hammondville Leesburg McKenzie Chatom Hokes Blue for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry atthe Hartselle Vance Rockford Selmont-West Selmont

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	10,347	100%	7,346	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	328	3.17%	249	3.39%
Young Cosmopolitans	155	1.5%	121	1.65%
Minority Metro Communities	173	1.67%	128	1.74%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

olt Repton Dauphin Island Coffeeville Wadley Fort Payne Berry Opp Vredenburgh Oneonta Sylvania Red Bay Crossville Florala Ridgeville Bakerhill Brilliant Winfield April Intercultural Institute Haleyville Wilsonville Castleberry Oxford Brewton Madrid Brundi For Contextual Ministry 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	10,347	100%	7,346	100%
STRUGGLING SOCIETIES	2,446	23.64%	1,688	22.98%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	37	0.36%	25	0.34%
Struggling city Centers	2,211	21.37%	1,499	20.41%
College Town Communities	198	1.91%	164	2.23%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	7,440	71.9%	5,318	72.39%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	5,432	52.5%	3,799	51.72%
Urban Diversity	0	0%	0	0%
New Generation Activists	117	1.13%	79	1.08%
Getting By	1,891	18.28%	1,440	19.6%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Madison Rainbow City Allgood Huntsville Westover Sweet Water Valley Grande Helena Haleyville G Grove Hill Killen Orange Beach Silverhill Moundville Cuba Penning Intercultural Institute Leighton Hytop Hartford Forkland Pleasant Grove Elba Vredenburg for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Babbie Hammondville Hayneville Ariton Haleburg Newton Heflin Ashville Geraldine Prattville Shift Helison Wadley Midfield Sylacauga Moundville Moody Grimes Maplesville Morris Dodge Confectual Ministry Confectual Ministry Cherokee Pell City Trafford Gaylesville Huguley Tu35

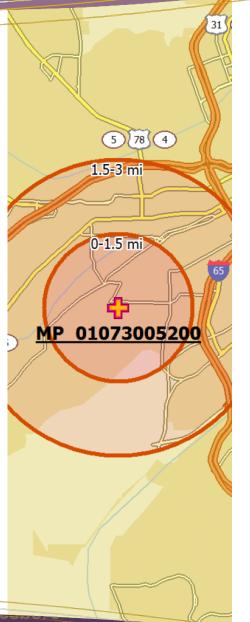
Potential Cultural Bridges

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).



Rainsville Pine Hill Horn Hill Irondale Kinston Attalla Daphne Georgiana Maytown Roaneke Auburn Harford Trinity Prichard Thorsby Louisville Clanton Pine Ridge Piedner Kernedy Elberta Beaverton a Cardiff Lisman Lexington Garden City Sumiton Clio Butler Taylor (Soutestual Ministry al Bridge Ohate becopyright 2013, Intercultural Institute for Contextual Ministry Tuskegee Mountainboro Bakerhill Bay Minette Snead 36

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

BRIDGES	0-1.5	1.5-3	3-7	BRIDGES
	MILES	MILES	MILES	
PC-HH Own	54%	58%	68%	Internet Use: Banking
Use Comp. for Internet/E-mail	34%	37%	50%	Use Comp. for News/In
Internet Use: E-Mail	30%	33%	43%	Service
Jse Comp. for Education	24%	25%	30%	Internet Use: News/ We
Jse Comp. for Comp. Games	23%	25%	32%	PC-Network-HH Has O
H Owns DVD Player	21%	22%	27%	Use Comp. for Filing/D
lse Comp. for Word	19%	22%	32%	Internet Use: Shopping
Processing				Info. for Shopping
Jse Comp. for Digital Camera	18%	20%	27%	Internet Use: Research
Photo Editing				Use Comp. for Persona
Use Comp. for Shopping	18%	20%	29%	Mngmnt
Use Comp. for Banking	18%	20%	27%	HH Owns Video/Webca
				Lies Comp. for Assound

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Internet Use: Banking	16%	17%	23%
Use Comp. for News/Info./Data	15%	15%	21%
Service			
Internet Use: News/ Weather	14%	16%	24%
PC-Network-HH Has One	11%	13%	18%
Use Comp. for Filing/DB Mngmnt	11%	10%	13%
Internet Use: Shopping: Gathered	10%	10%	13%
Info. for Shopping			
Internet Use: Research/ Education	8%	9%	11%
Use Comp. for Personal Financial	8%	9%	13%
Mngmnt			
HH Owns Video/Webcam	8%	8%	10%
Use Comp. for Accounting	8%	8%	12%



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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	69%	69%	69%
Reading Books	47%	48%	53%
Dining Out (Not Fast Food)	39%	42%	51%
Card Games	33%	34%	38%
Cooking for Fun	32%	33%	35%
Go To A Beach/Lake	24%	25%	32%
Board Games	21%	23%	27%
Gardening	17%	19%	25%
Going To	17%	17%	19%
Bars/Nightclubs/Dancing			
Photography	14%	15%	17%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	61%	62%	65%
Gen./Fam. Practitioner	28%	30%	34%
Backache	20%	21%	21%
None Of These	20%	19%	20%
Hypertension/High Blood	18%	19%	19%
Pressure			
Dentist	18%	20%	26%
Eye Dr.	16%	17%	20%
High Cholesterol	13%	14%	17%
Acid Reflux Disease	12%	13%	13%
(GERD)			
Gas	12%	12%	10%
Acid Reflux Disease (GERD)	12%	13%	13%

e Redstone Arsenal Harvest Natural Bridge Homewood Trafford Highland Lake Lake Purdy Geraldine H Jasper Camden Gulf Shores Irondale Westover Gainesville Fayetter Intercultural Institute ort Hammondville Geneva Daviston Good Hope Hueytown Blue Ridge for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Valley Head Nanier Field Sylvania Fort Deposit

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	24.75%	25.38%	29.06%
Live Theater	18.42%	18.79%	22.58%
Live Theater Most Often	13.47%	14.13%	17.66%
Rock/Pop Concerts Most	12.8%	13.41%	15.42%
Often			
Dance Performance	12.79%	12.39%	11.94%
Comedy Club	12.04%	11.6%	11%
Movies: Comedy	41.26%	41.34%	41.92%
Movies: Action/Adventure	38.79%	38.64%	39.96%
Movies: Drama	26.93%	26.28%	26.04%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	22.62%	22.41%	22.75%
Movies: Mystery	22.15%	20.98%	20.68%
Movies: Horror	21.31%	19.67%	15.7%
MLB Baseball Reg.	5.05%	5.32%	7.63%
Season			
NFL Football Reg. Season	3.5%	3.95%	5.88%
College Football Reg.	3.38%	3.85%	5.83%
Season			
College Basketball Reg.	3.14%	3.45%	4.53%
Season			
NBA Basketball Reg.	2.13%	2.44%	3.74%
Season			
Arena Football	1.86%	1.61%	1.31%



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	
Walking for Exercise	32.06%	33.61%	38.38%	Softball	Softball 7.74%	Softball 7.74% 7.71%
Bowling	19.61%	19.85%	20.16%	Mountain/Road Biking	Mountain/Road Biking 7.35%	Mountain/Road Biking 7.35% 7.88%
Swimming	18.34%	20.12%	26.46%	Roller Skating	Roller Skating 6.97%	Roller Skating 6.97% 6.8%
Jogging/Running	17.96%	17.81%	17.8%	Golf	Golf 6.35%	Golf 6.35% 7.21%
Basketball	17.71%	17.61%	16.33%	Yoga	Yoga 6.2%	Yoga 6.2% 6.44%
Billiards/Pool	16.85%	16.94%	17.46%	Tennis	Tennis 5.64%	Tennis 5.64% 6.08%
Football	14.46%	13.95%	11.71%	Soccer	Soccer 5.56%	Soccer 5.56% 5.96%
Baseball	12.65%	12.38%	11.05%	Target Shooting	Target Shooting 5.11%	Target Shooting5.11%5.24%
Weight Training	11.91%	12.5%	15.65%	Ice Skating	Ice Skating 4.81%	Ice Skating 4.81% 4.88%
Freshwater Fishing	11.66%	11.99%	12.49%	Saltwater Fishing	Saltwater Fishing 4.74%	Saltwater Fishing 4.74% 4.95%
Aerobics	11.21%	11.4%	11.72%	Racquetball	Racquetball 4.73%	Racquetball 4.73% 4.64%
Stationary Cycling	9.15%	9.64%	11.71%	Backpacking/Hiking	Backpacking/Hiking 4.22%	Backpacking/Hiking 4.22% 4.84%
Volleyball	8.32%	8.17%	7.94%	Camping Trips	Camping Trips 4.2%	Camping Trips 4.2% 5.01%
Using Cardio	8.18%	9.05%	12.75%	Fly Fishing	Fly Fishing 3.7%	Fly Fishing 3.7% 3.68%
Machine						

Littleville Tuskegee Brundidge Pleasant Grove Lake Purdy Phenix City Demopolis Obatchee Bay Minete Rise Jasper Cuba Blue Ridge Silverhill Flomaton Clayhatchee Sweet Intercultural Institute e Waldo Holt Twin Bon Air Munford Falkville Livingston Mount Oliv Joi 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
	MILES	MILES	MILES
Jet Skiing	3.2%	3.39%	4.07%
Snorkeling	3.18%	3.38%	4.55%
Power Boating	3.17%	3.57%	5.7%
Motorcycling	3.13%	3.4%	4.06%
Skateboarding	3.13%	3.12%	3.06%
Archery	3.12%	3.06%	3%
Horseback Riding	3.03%	3.32%	4.01%
Hockey	2.99%	3.19%	3.34%
Rock Climbing	2.96%	3.01%	3.22%
Snowboarding	2.86%	2.92%	3.17%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hunting	2.56%	3.12%	4.47%
Auto Racing	2.54%	2.41%	2.48%
Snowmobiling	2.46%	2.55%	2.83%
Downhill & X-Country	2.46%	2.76%	4.4%
Skiing			
Water Skiing	2.43%	2.66%	3.42%
Martial Arts	2.28%	2.45%	2.99%
Surfing & Windsurfing	2.17%	2.15%	2.51%
Canoeing/Kayaking	2.04%	2.62%	4.71%
Sailing	1.83%	2.01%	2.92%
Rowing	1.51%	1.66%	2.15%

ey Grant Ladonia Winfield Louisville Daphne Bon Air Vestavia Hills Mountainboro Silas Kellyton He Fuithurst Childersburg Talladega Springs Holt Valley Andalusia Flomer Intercultural Institute in Hobson City Pisgah Rosa Geneva Triana Cardiff Waldo Susan Mo for Confectual Ministry ^{rt} 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.

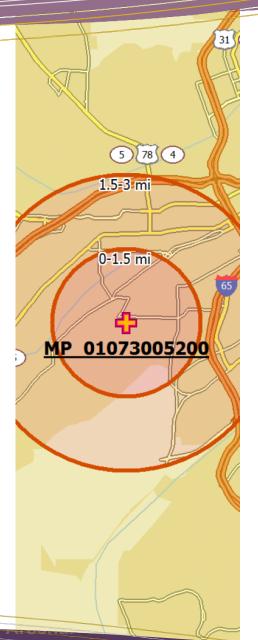
BIBLICAL BARRIERS

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.



Morris Mignon Eutaw Georgiana Gu-Win Sanford Prichard Gantt Lake View West Jefferson Hokes Corner Dodge City Level Plains Theodore Oneonta Sand Rock Skyling Intercultural Institute Saraland Riverside North Courtland Greensboro Kellyton Providen Finite Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

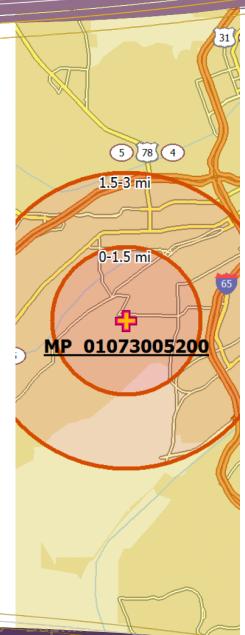
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Russeliville Lockhart Vernon Gaylesville Woodland Bay Minette Hytop Centre Mignon Woodville Farant Rainbow City Cedar Bluff Columbia Taylor Jemison Wadley Intercultural Institute Fruithurst Newbern Babbie Trussville Ashville Robertsdale Sweet Intercultural Institute for Contextual Ministry Samson Arab Maytown Dayton Eufaula Coaling H43

Potential Cultural Barriers:

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

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	54%	54%	53%	We Should Strive for Equality for All	22%	21%	18%
Like Control Over People And Resources	41%	41%	37%	Marijuana Should Be Legalized If Won Lottery Would Never	21% 21%	21% 22%	21% 27%
Speak My Mind Even If It Upsets People	39%	39%	37%	Work Again Friends More Important Than	20%	20%	24%
Don't Judge People/Way They	34%	34%	32%	My Fam.			
Live Life Too Much Sponsorship In	32%	31%	27%	Like To Pursue Challenge/Novelty/Change	18%	18%	19%
Arts/Sports I Am A Workaholic	31%	30%	25%	Only Work Current Job for The Money	17%	17%	16%
Woman's Place Is In The Home Find It Difficult To Say No To	31% 30%	32% 32%	32% 34%	Very Happy With My Life As It Is	17%	15%	11%
My Kids				On Whole People Get What	15%	14%	13%
Prefer To Have Few Possessions As Possible	25%	27%	33%	They Deserve Happy With My Standard Of	14%	14%	15%
Like to Stand Out In A Crowd	24%	23%	22%	Living	-	-	
Money Is Best Measure Of Success	22%	23%	24%	I Am A Perfectionist Rarely Sit Down to a Meal	14% 14%	13% 14%	10% 15%
Like To Do Unconventional Things	22%	23%	25%	Together At Home More Important Do Duty Than	12%	11%	9%
5				Enjoy Life			



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.

Kennedy Woedstock Glenwood Carbon Hill Waverly Malvern Millry Coosada Gordon Tallassee Cottonwood Huguley Aliceville Priceville Gardendale Cardiff Rution Intercultural Institute Butler Haleburg Marion Maytown La Fayette Atmore Pickensville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

5 78 4

1.5-3 mi

0-1.5 mi

MP

01073005200

Potential Cultural Themes:

They Find Me

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

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	55%	56%	57%	Looking for New Ideas To Improve Home	21%	20%	18%
Important To Respect Customs And Beliefs	48%	50%	57%	Try Not To Worry About The Future	20%	19%	17%
Like To Understand About	41%	41%	40%	Like To Just Enjoy Life	19%	19%	22%
Nature				Is An Important Part Of Who I Am	18%	17%	16%
Prefer Work Part Of Team Than Alone	39%	39%	36%	Worried About Pollution Caused By Cars	17%	17%	19%
Important To Juggle Various	36%	36%	33%	Real Men Don't Cry	16%	16%	17%
Tasks				Enjoy Spending Time With My	12%	12%	12%
Good At Fixing Things	34%	34%	31%	Fam.			
Important Feel Respected By	34%	34%	34%	Feel Very Alone In The World	8%	8%	7%
My Peers				Children Should Be Allowed To	8%	8%	7%
Have Keen Sense Of Adventure	30%	30%	29%	Express Themselves			
Provide My Kids With The Little Extras	26%	25%	19%	Would Like To Set Up Own Business	6%	6%	5%
Prefer To Have Few Possessions As Possible	25%	27%	33%	Like Spending Most Time With Fam.	6%	6%	5%
Consider Myself Interested In The Arts	25%	24%	22%	Decor Particular Interest To Me	5%	4%	4%
People Have To Take Me As	21%	22%	24%				

ville Sumiton Montgomery Jeur

Deatsville McKenzie Jasper Anderson Fruithurst Lynn Guir Shores Cullman Boaz Hueytown Point G Hillsboro Eufaula Millport Elkmont Sulligent Grant Chelsea East Brey Intercultural Institute Iusia Meridianville Babbie Daleville Coosada Ariton McDonald Chapel (a) Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Providence Sylvan Springs Lineville Gordonville Ma46

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.

The Read Talladega Westover Sardis City Abbeville Madrid Somerville Carolina Uniontown Mignon B Rock Creek Nectar Wilsonville Gantt Lineville York Moores Mill <u>Intercultural Institute</u> Rosa Magnet son Mount Vernon Grayson Valley Glencoe Wetumpka Margaret Elba To Contextual Ministry Double Sp47 Copyright 2013, Intercultural Institute for Contextual Ministry

5 78 4

1.5-3 mi

0-1.5 mi

MP 01073005200

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	80.74%	81.59%	82.53%
Restaurant-Visit Any			
Fam. Restaurants/Steak	65.2%	67.98%	74.22%
Houses-Visit Any			
McDonald's	51.16%	51.75%	53.18%
Burger King	39.4%	39.11%	37.08%
Kentucky Fried Chicken (KFC)	34.69%	34.5%	31.2%
Wendy's	28.6%	29.46%	29.84%
Subway	24.99%	26%	27.67%
Pizza Hut	21.79%	22.23%	21.23%
Taco Bell	21.37%	22.56%	24.35%
Popeyes	19.63%	18.89%	14.62%
Applebee's	19.3%	20.75%	24.41%
Olive Garden	17.35%	17.89%	19.54%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Red Lobster	16.92%	17.08%	17.15%
Domino's Pizza	16.32%	16.45%	15.38%
Dunkin' Donuts	16.07%	15.21%	13.9%
Church's Fried Chicken	15.99%	15.02%	10.97%
Arby's	15.67%	16.76%	18.61%
IHOP (International House Of	14.96%	15.09%	15.18%
Pancakes)			
TGI Friday's	14.81%	14.54%	14.74%
Golden Corral	14.67%	14.55%	12.23%
Sonic	12.51%	12.88%	12.28%
Dairy Queen	12.28%	12.97%	14.31%
Chick-Fil-A	12.25%	12.86%	13.61%
White Castle	11.65%	10.97%	8.54%

Johns Mountainboro Vestavia Hills Gordo Mulga Lake View Jacksons Gap Weaver Guin Saraland Tra Baileyton Hazel Green McKenzie Clayhatchee Dozier Ragland Holt Brown Fra Mentone Cusseta Pinson Natural Bridge Opp Collinsville McDonald Chapel Hollywoo for Contextual Ministry So Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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

5 78 4 1.5-3 mi 0-1.5 mi 01073005200 MP

Tarrant Holly Pend Greensboro Powell Addison Linden Morris Decatur Notasulga Northport Price asant Groves Onycha Madison Dora Waverly Yellow Bluff Horn Hill End the Saraland Pollard Refer ville Atmore Grand Bay Ardmore Gilbertown Flomaton Pell City Chato Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry White Holl Excel Super Macro Courtland Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	34.18%	36.43%	42.84%
Recycled products	15.45%	18.37%	28.05%
Engaged in fund raising	10.95%	11.26%	11.6%
Worked as volunteer (non political)	8.9%	9.93%	14.28%
Religious club member	6.67%	6.97%	7.49%
Church Board	5.6%	5.88%	5.61%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	4.7%	4.78%	5.3%
Wrote to elected offcl about publ bus	4.07%	4.34%	5.58%
Charitable Organization	4.07%	4.23%	5.18%
Wrote to editor of mag or newspaper	3.89%	4.11%	5.16%
Fraternal order member	3.72%	3.87%	4.12%
Addressed a public meeting	3.34%	3.54%	4.42%

Haleburg Phil Campbell Opp Tallassee Russellville Coker Locust Fork Oak Greve Lipscomb Heffin F Langston Horn Hill Anderson Oneonta Good Hope Haleyville West Port Ander Baileyton Eutaw Section Birmingham Midland City Redstone Arsenal Thomasville Sheffield For Contextual Ministry Contextual Institute for Contextual Ministry Hammondville Napier Field Argo Black Headland 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.



5 78 4

1.5-3 mi

0-1.5 mi

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MP

Potential Print Media Content:

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

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Children's Books	12.15%	12.48%	13.23%
Novel	11.26%	12.2%	15.98%
Religious (not Bibles)	9.77%	9.81%	9.37%
Mystery	8.64%	8.78%	10.76%
Romance	8.36%	8.08%	7.38%
Cookbooks	6.93%	7.36%	9.27%
Mail order	6.5%	6.2%	5.33%
Biography	5.36%	5.61%	6.76%
Personal/Business Self-help	5.16%	5.5%	6.75%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	63.68%	64.76%	68.02%
Gen. Editorial	49.89%	50.46%	51.32%
Womens	43.55%	44.06%	44.56%
Service	25.93%	26.75%	31.39%
Music	21.92%	21.15%	17.41%
Mens	17.03%	17.75%	18.81%
Business/Finance	15.55%	16.77%	20.33%
Parenthood	14.7%	14.41%	14.12%
Sports	13.05%	13.4%	15.22%

ndian Springs Village Creola Memphis Morris Pinson County Line Moody Hazel Green Sylvan Springs Anderson Susan Moore Odenville Tallassee Opelika Langston Roberts Intercultural Institute en Union North Courtland Brookside St. Florian Montevallo Gadsden Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Abland Trussyille Waterloo Babbie Ozark Wadley

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	43.18%	44.82%	50%
Classified	35.61%	34.58%	32.14%
Sport	28.42%	28.94%	30.96%
Movie Listings & Reviews	22.47%	23.02%	25.21%
Comics	20.64%	21.05%	23.66%
Editorial Page	20.24%	21.45%	25.9%
Business/Finance	20.21%	21.56%	27.16%
TV/Radio Listings	19.3%	19.91%	22.15%
Food/Cooking	18.35%	19.17%	22.8%
Fashion	16.55%	16.63%	16.29%
Home/Gardening	14.48%	15.49%	18.88%
Travel	13.49%	14.57%	18.41%
Science/Technology	9.85%	11.06%	15.17%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	48.77%	45.99%	33.66%
CHR Contemp Hit Radio	17.05%	17.15%	17.25%
Variety	9.78%	10.13%	9.84%
Gospel	8.82%	8.35%	6.11%
Adult Contemporary	8.56%	9.3%	13.31%
Oldies	8.44%	8.65%	10.01%
Jazz	7.73%	8.52%	8.41%
Country	7.13%	7.85%	10.82%
All News	5.95%	6.51%	7.44%
Rock	4.48%	5.25%	7.85%
Soft Contemporary	4.29%	4.58%	5.79%
Religious	4.01%	4.43%	5.23%
News/Talk	3.5%	4.65%	9.46%
All Talk	3.49%	3.72%	4.4%
Alternative	3.03%	3.81%	7.28%
Classic Rock	2.81%	3.44%	6.29%
Sports	2.43%	2.79%	3.99%
Hispanic	2.33%	2.44%	2.81%

Louisville Moulton Jasper Notasulga Pisgah Hodges Tallassee Sumiton Hackleburg Havden Alexander City Town Creek York Rainsville Linden Chickasaw Dora Intercultural Institute Fairview Black Eufaula Garden City Langston Fulton Centre Crossville Killen Libe for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-1.5	1.5-3	3-7	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	53.1%	55.03%	59.84%	Nickelodeon
Soapnet	45.83%	47.07%	49.69%	TV Info From Other
Satellite Dish	41.15%	42.8%	47.11%	Adult Pay Per View T
Other Video-On-Demand	40.9%	40.94%	42.5%	TV Info From Monthly
Subscribe Digital Cable	34.83%	33.92%	32.53%	Guide
MSNBC	28.44%	29.5%	31.44%	CNN (Cable News Ne
Sci-Fi Channel	27.46%	29.17%	32.66%	
ESPN2	24.87%	24.12%	25.49%	ABC Fam.
TV Info From Sunday TV	24.48%	25.44%	27.5%	CNBC
Magazine				TCM (Turner Classic
TV Info From Newspapers	23.66%	24.22%	25.16%	Movies)
BET (Black Entertainment	23.25%	23.18%	24.82%	Hallmark Channel
TV)				TV Land
Comedy Central	23.15%	24.19%	31.6%	Nick At Nite
				TV Cuide Chennel

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Nickelodeon	22.19%	23.15%	24.91%
TV Info From Other	22.08%	22.11%	21.54%
Adult Pay Per View TV	21.81%	23.23%	27.89%
TV Info From Monthly Cable Guide	21.33%	21.43%	22.62%
CNN (Cable News Network)	20.22%	19.24%	16.98%
ABC Fam.	20.15%	20.88%	25.04%
CNBC	20.08%	18.11%	14.41%
TCM (Turner Classic Movies)	19.28%	20.56%	23.92%
Hallmark Channel	19.25%	20.26%	24.03%
TV Land	18.94%	19.12%	18.85%
Nick At Nite	18.82%	19.9%	22.32%
TV Guide Channel	18.76%	18.4%	17.38%

wee Ashville Selma Blue Springs Grant Northport Cherokee Lisman Kansas Lake Purdy Triana Dae Seve Ohatchee Roanoke North Courtland Cottonwood Berry Memphis Intercultural Institute Kellyton Dothan Lake View Munford Colony South Vinemont York Hor for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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

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Double Springs Themasville Hamilton Union Vernon Satsuma Rosa Coaling Red Level Elberta Mar Harpersville New Hope Irondale Prichard Hurtsboro Tuscaloosa Section Intercultural Institute Huntsville Walnut Grove Alexander City Beaverton Steele Muscle Sho GCopyright 2013, Intercultural Institute for Contextual Ministry 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+)	13.39%	14.34%	18.23%
Medium Users (4-6)	6.67%	7.13%	9.15%
Light Users (1-3)	19.72%	19.83%	19.84%
Quintiles (20%)			
Newspaper I (Heavy)	0.85%	0.88%	1%
Newspaper II	2.12%	2.02%	1.74%
Newspaper III	3.52%	3.4%	2.77%
Newspaper IV	0.22%	0.26%	0.31%
Newspaper V (Light)	0.99%	0.97%	0.98%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	26.97%	26.01%	22.58%
Magazines II	12.4%	11.9%	10.24%
Magazines III	13.69%	13.09%	11.1%
Magazines IV	17.18%	16.59%	14.09%
Magazines V (Light)	0.84%	0.88%	0.85%
Outdoor I (Heavy)	9.01%	8.98%	8.68%
Outdoor II	5.59%	5.35%	4.46%
Outdoor III	7.25%	6.86%	5.47%
Outdoor IV	16.34%	16.4%	16.06%
Outdoor V (Light)	21.61%	21.93%	23.66%
Yellow Pages I	16.72%	16.62%	15.41%
(Heavy)			
Yellow Pages II	9.24%	9.13%	8.23%
Yellow Pages III	11.95%	11.34%	9.33%
Yellow Pages IV	24.5%	24.6%	22.93%
Yellow Pages V (Light)	6.59%	6.24%	5.04%

ake Purdy Brewton McMullen Millport Mobile Cardiff Southside Cuba Trinity Pike Road Summerdale Eva Underwood-Petersville Millbrook Indian Springs Village Pollard Intercultural Institute Station New Site Dayton Rogersville Hackleburg Snead Ridgeville Confectual Ministry Secopyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

EDIUM 0-1.5 1.5-3 3-7 MI	EDIUM	EDIUM 0-1.5
MILES MILES MILES		MILES
dio Drive Time Quntiles TV Prim	ne Time Quntiles (fifths	ne Time Quntiles (fifths
rhs / 20%) / 20%)		
ve Time I & II (Heavy) 5.58% 5.08% 3.8% Prime Time I &	k II (Heavy)	& II (Heavy) 5.91%
ve Time III (Medium) 1.84% 1.73% 1.22% Prime Time III (Me	edium)	edium) 0.92%
dio IV & V (Light) 4.81% 4.49% 3.41% Prime Time IV & V ((Light)	(Light) 14.97%
dio Media Quntiles (fifths / TV Early/Late Fringe	Quntiles	Quntiles
%) (fifths / 20%)		
dio I & II (Heavy) 14.08% 13.43% 11.53% Fringe I & II (Heavy)		39.79%
dio III (Medium) 4.4% 4.42% 4.34% Fringe III (Medium)		53.53%
dio IV & V (Light) 5.36% 5.17% 4.29% Fringe IV (Light)		53.87%
ble TV Quntiles (fifths / TV All Day Quntiles (fifth	ns /	ns /
%) 20%)		
ble I & II (Heavy) 8.92% 9.62% 12.49% All Day I & II (Heavy)		22.52%
ble III (Medium) 6.67% 6.35% 5.57% All Day III (Medium)		24.99%
ble IV & V (Light) 36.98% 37.05% 36.56% All Day IV (Light)		26.46%

Haleyville Loachapoka Maytown Harpersville Wadley Pinckard Yellow Bluff Snead Daphne Ranburne Hile Somerville Georgiana Lynn Moundville Daleville Ashville Bayou Intercultural Institute Luverne Livingston Graysville Lakeview Notasulga Atmore Lexington Geopyright 2013, Intercultural Institute for Contextual Ministry Bon Air Autaugaville New Market Clay Alexander 57

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.52%	10.66%	11.75%
6:00am - 10:00am	17.59%	17.67%	19.5%
10:00am - 3:00pm	20.08%	18.11%	14.41%
3:00pm - 7:00pm	20.22%	19.24%	16.98%
7:00pm - Midnight	10.73%	11.19%	13.47%
Midnight - 6:00am	9.93%	9.28%	8.69%
Weekend Radio			
Listeners			
Dayparts [summary]	14.67%	14.35%	14.45%
6:00am - 10:00am	3.26%	3.26%	4.13%
10:00am-3:00pm	7.2%	7.04%	7.49%
3:00pm - 7:00pm	11.1%	9.94%	8.97%
7:00pm - Midnight	12.17%	11.75%	11.09%
Midnight - 6:00am	16.78%	15.9%	15.33%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.52%	5.76%	7.28%
Saturday:	9.86%	9.81%	9.09%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.09%	8.24%	9.44%
9:00am-1:00pm	18.82%	19.9%	22.32%
9:00am-4:00pm	22.43%	23.64%	26.2%
4:00pm-7:00pm	27.89%	28.89%	30.56%
11:00pm-1:00am	37.54%	38.7%	40.46%
AVG Prime time	6.25%	5.94%	5.18%
Mon-Sun			

Elberta Banks West Blocton Vernon Anniston Gurley Valley Midfield Enterprise Andalusia Head Geo Kellyton Spanish Fort Montgomery Irondale Lanett Opp Water Intercultural Institute Mount Vernon Ider Alexander City Boaz Attalla Georgiana Dodge Cive Top Contextual Ministry 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	17.38%	17.06%	18.24%	Sat: 7-10am	Sat: 7-10am 16.75%	Sat: 7-10am 16.75% 16.99%
7-9am	24.87%	24.12%	25.49%	Sat: 10am-1pm	Sat: 10am-1pm 13.36%	Sat: 10am-1pm 13.36% 12.59%
9am-12noon	10.65%	12.52%	15.93%	Sat: 1-4pm	Sat: 1-4pm 20.05%	Sat: 1-4pm 20.05% 21.04%
12noon-4pm	11.78%	11.12%	10.27%	Sat: 4-6pm	Sat: 4-6pm 8.98%	Sat: 4-6pm 8.98% 8.81%
4-6pm	42.08%	43.8%	49.21%	Sat: 6-7pm	Sat: 6-7pm 1.38%	Sat: 6-7pm 1.38% 1.49%
6-7pm	14.64%	15.1%	16.59%	Sat: 7-8pm	Sat: 7-8pm 1.36%	Sat: 7-8pm 1.36% 1.32%
7-7:30pm	1.61%	1.72%	1.77%	Sat: 8-11pm	Sat: 8-11pm 9.86%	Sat: 8-11pm 9.86% 9.81%
7:30-8pm	9.43%	9.7%	10.27%	Sat: 11pm-1am	Sat: 11pm-1am 8.63%	Sat: 11pm-1am 8.63% 8.4%
8-11pm	5.52%	5.76%	7.28%	Sat: 1am-7pm	Sat: 1am-7pm 17.7%	Sat: 1am-7pm 17.7% 18.84%
11pm-12am	28.44%	29.5%	31.44%	Sun: 7-10am	Sun: 7-10am 2.07%	Sun: 7-10am 2.07% 2.11%
11pm-1am	37.54%	38.7%	40.46%	Sun: 10am-1pm	Sun: 10am-1pm 4.23%	Sun: 10am-1pm 4.23% 4.46%
1-6am	26.57%	27.48%	31.77%	Sun: 1-4pm	Sun: 1-4pm 4.08%	Sun: 1-4pm 4.08% 4.37%
				Sun: 4-7pm	Sun: 4-7pm 11.39%	Sun: 4-7pm 11.39% 11.38%
				Sun: 7-11pm	Sun: 7-11pm 8.09%	Sun: 7-11pm 8.09% 8.24%
				Sun: 11pm-1am	Sun: 11pm-1am 6.41%	Sun: 11pm-1am 6.41% 6.1%
				Sun: 1-7am	Sun: 1-7am 17.55%	Sun: 1-7am 17.55% 18.04%

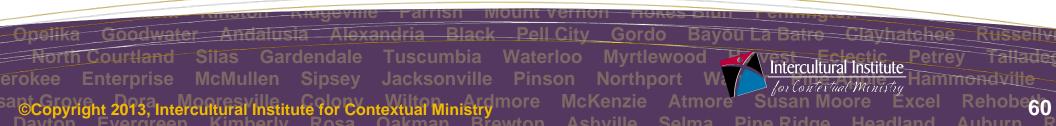
Goldville Orange Beach Smiths Station Huntsville Brilliant Centreville Ragland Phenix City Newville C Indian Springs Village Hytop Belk Franklin Guntersville Tallassee <u>Mest Point</u> Dayton Mos or Ozark Daleville McIntosh Union Webb Cusseta Loachapoka Clay for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

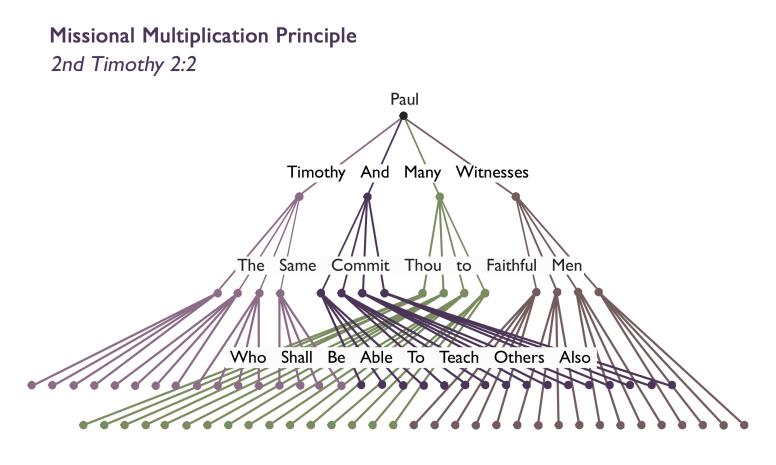
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



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.





Establishing Redemptive Relationships

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

Communication Steps

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





Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1		1740 Cleburn Ave SW			
I	New Hope		0.33 mi	1,431	Growing
2	South Park	Birmingham, AL 35211 2341 Pearson Ave SW	0.96 mi	69	Growing
Ζ	South Faik		0.90 mi	09	Growing
3	Sixth Avenue	Birmingham, AL 35211 1101 Martin Luther King Jr Dr	1.05 mi	1,615	Growing
3	Sixin Avenue	Birmingham, AL 35211	1.05 m	1,015	Growing
4	Cathedral of Faith	4720 Court V	1.27 mi	0	NoData
-		Birmingham, AL 35208	1.27 111	0	NoDala
5	Fairview	2501 29th Place Ensley	1.60 mi	54	Plateauing
0		Birmingham, AL 35208	1.00 m	04	riateaung
6	Central Park	1900 43rd Street Ensley	1.74 mi	118	Plateauing
Ū		Birmingham, AL 35208			, lateaung
7	Sardis	1615 4th Ct W	1.75 mi	1,100	Plateauing
		Birmingham, AL 35208		,	5
8	Green Acres	6505 Avenue O	2.10 mi	42	Declining
		Birmingham, AL 35228			C C
9	New Birth Missionary	2200 Pike Rd	2.12 mi	0	Plateauing
		Birmingham, AL 35208			
10	New Birth Christian	19 Ragland Drive	2.32 mi	0	Plateauing
		Odenville, AL 35120			
11	Raleigh Avenue	309 Raleigh Ave	2.63 mi	141	Growing
		Homewood, AL 35209			
12	Mt. Zion	715 12th Ave W	2.84 mi	100	Plateauing
		Birmingham, AL 35204			
13	Dawson Memorial	1114 Oxmoor Rd	3.01 mi	2,245	Plateauing
		Birmingham, AL 35209	0.4.4	0	
14	Judah Family	2912 Avenue D	3.14 mi	0	Plateauing
4.5		Birmingham, AL 35218	0.07	400	0
15	New Beginnings Family	500 B Y Williams Sr Dr	3.27 mi	180	Growing
	Church	Birmingham, AL 35228			

South Vinement Oakman Grove Hill Langston Sand Rock Grand Bay Mooresville Meridianville Map Priceville Pisgah East Brewton Silas Beatrice Ashville Weaver Collins Intercultural Institute Springs Summerdale McKenzie Blountsville Pleasant Grove Natural Brit Gottextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

			DIGTANOL		
10	CHURCH	ADDRESS		WRSHP AVG	
16	Thomas First	153 1st Street Thomas Birmingham, AL 35214	3.31 mi	38	Growing
17	Southside	PO Box 55058 Birmingham, AL 35255	3.69 mi	163	Declining
18	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	3.69 mi	0	Plateauing
19	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	3.77 mi	0	Plateauing
20	New Covenant	4121 7th Ave Wylam, AL 35224	3.81 mi	0	Plateauing
21	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	3.99 mi	176	Growing
22	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	4.08 mi	0	Plateauing
23	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	4.14 mi	61	Growing
24	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	4.15 mi	2,096	Growing
25	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	4.19 mi	0	Plateauing
26	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	4.26 mi	419	Declining
27	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	4.41 mi	180	Declining
28	Westside	329 Oregon St Birmingham, AL 35224	4.57 mi	18	Declining
29	Wilkes	1023 Woodward Rd Midfield, AL 35228	4.58 mi	68	Plateauing
30	Richmond Street	5212 9th Ave Birmingham, AL 35224	4.63 mi	16	Plateauing

er Kennedy Section Tillmans Corner Fort Rucker Castleberry Brookside Onycha Forestdale Favette Dothan Blountsville Rock Mills Sipsey Webb Luverne Morris Pell A Rehoberh Talladega Elberta arrish Winfield Clio Mountain Brook Coosada Needham Franklin Rob for Confectual Institute Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

			_	_	
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	4.66 mi	76	Declining
32	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	4.77 mi	215	Growing
33	Bluff Park	2211 McGwier Dr Hoover, AL 35226	4.84 mi	105	Declining
34	Katherwood	600 Roanoke St Birmingham, AL 35224	5.05 mi	59	Declining
35	Sandusky Fist	1125 Haven Dr Birmingham, AL 35214	5.06 mi	98	Plateauing
36	Fairfield Highlands	910 9th St Midfield, AL 35228	5.12 mi	252	Declining
37	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	5.32 mi	413	Plateauing
38	Good News	2023 37th Ave N Birmingham, AL 35207	5.34 mi	0	Plateauing
39	Shannon Fist	PO Box 238 Shannon, AL 35142	5.40 mi	89	Declining
40	True Life	275 Chickasaw Dr Birmingham, AL 35214	5.46 mi	109	Plateauing
41	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	5.48 mi	46	Declining
42	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	5.50 mi	75	Plateauing
43	Shades Crest	452 Park Ave Hoover, AL 35226	5.54 mi	484	Plateauing
44	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	5.57 mi	0	Plateauing
45	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	5.87 mi	529	Plateauing

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