MissionSite top unreached locations

Hokes Bluff Highland Lake Horn Hill Carolina Taylor Ash BIRMINGHAM, AL eville Avon Rockford Leesburg Hazel Green Ok Multiply Tarant Lexington Lakeview For REGION: North Central Region leadland Waldo Waverly Newville Sanford Jemison North Johns Oneonta Union HaleyvilleDISTRICT: 11: Birmingham Metro Districtove Silver

CENSUS TRACT: 01073005702 TUSC ASSOCIATION: Birmingham^o City Mean partnership with the: Brockton Alexandria Union Springs COUNTY: Jefferson liff Kinston Intercultural Institute Riverview Autauga DENSITY PATTERN: K Georgiana Gilbertown W

Gardendal

for Contextual Ministry entre Warrior Eufaula Zapas Alabama Baptist Convention New Market Ch Orange Beach Albertville Mooresville Monroeville Opp ©Copyright 2013; Intercultural Institute for Contextual Ministryater Troy Black Odenville Moores Mill Toxey Anderson

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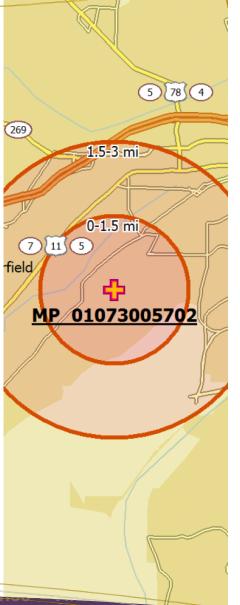
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Site Location Summary

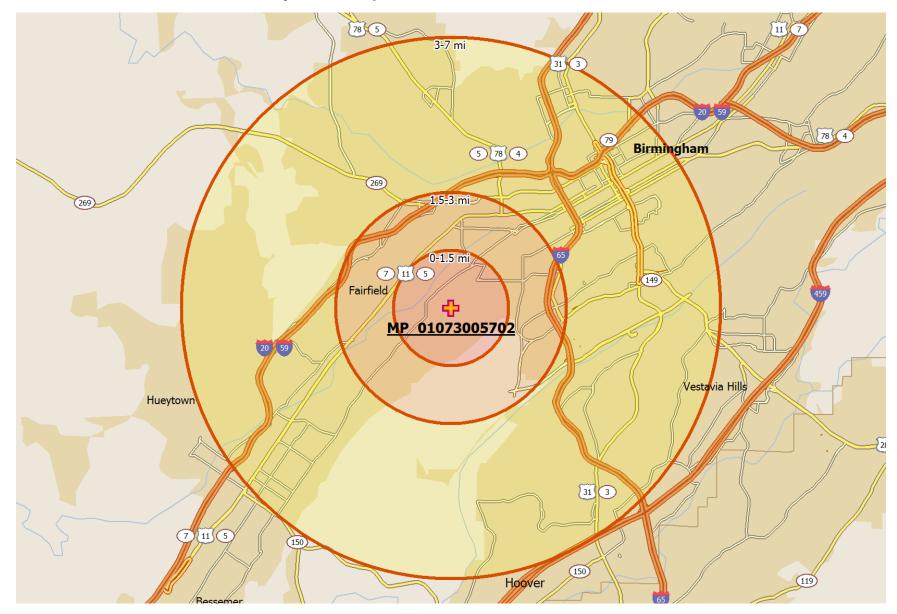
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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



nb Clayhatchee Vestavia Hills Lowndesboro Gu-Win Fairhope Excel Millry Huntsville Sipsey Stevense Pleasant Groves Northport Orange Beach Brilliant Smiths Station Eper Intercultural Institute Waldo Winfield Moody Locust Fork Jasper Harvest Sylvan Springs Intercultural Institute Confectual Ministry Weaver Ozark Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry West Point Selma Havden Centre Irondale Camden P

Site Location Summary - Map of the Site Location



Clayhatchee Ragland Lineville Meridianville Cleveland Edwardsville Robertsdale Brantley Mulga Ge Talladega Collinsville Dothan Lanett Elmore Jemison Glen Allen Horrig Intercultural Institute Mullen Kennedy Flomaton Lake View Woodstock Cullman Mount Olive Intercultural Institute Scourte dual 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

Deatsville Blue Springs Union Split

Ethelsville Madrid Addison Wilsonville Priceville Berry Fruithurst Global City Grange Beach Wilry Sardis Ethelsville Madrid Addison Wilsonville Priceville Berry Fruithurst Global 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	20,908	58,514	196,728
2010 Households	7,934	24,131	82,184
2010 Group Quarters Population	97	1,097	10,250

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	64	60	56
Language Diversity National Index	19	30	28
Foreign Born Diversity National Index	34	77	46
Ancestry Diversity National Index	2	19	34
Racial Diversity National Index	31	70	60

and Coosada Ladonia Saraland Dadeville Clay Rutledge Dothan Haleyville Winfield Pell City Midfield Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercontextual

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

Iman Clay Wilsonville Mignon Double Springs Lester Millbrook Kinsey Phil Campbell Needham Colu ed Prichard Brundidge McDonald Chapel Ider Thomaston Gilbertown Intercultural Institute Edwardsville Forestdale McMullen Ariton Fairfield Coffee Springs Boundary Toy Coffeeville Hodges S7 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	147	1.85%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	540	6.81%
Urban Communities	High Density, Inner-city Neighborhoods	7,245	91.32%

Vexandria Pleasant Grove Tillmans Corner Blue Ridge Meridianville Bon Air Red Level Onycha Linden Daviston Moundville Livingston Camp Hill Sanford Elkmont Anderson Ethelsville Hamilton Napier Field Cusseta Eldridge Hartford Leeds Boligee Russellville Boo Air Contextual Institute Copyright 2013, Intercultural Institute for Contextual 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.

ghton Jasper Excel Hidfield Taylor Flomaton Hurtsboro Leighton Abbeville Malvern Summerdale De Opp Detroit Oxford Andalusia Gurley Alexandria Blue Ridge Grove Magnolia Springs Anderson Underwood-Petersville Castleberry Redstone Arsenal Leesburg Thoma for Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Viscon Vincent Woodstock Bridgeport White Hall Troy Ethe

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?

evallo Ozark <u>Springville</u> Goldville Leighton Fort Deposit <u>Odenville</u> Fairview Elmore Billingsley Irondal Rainsville Blountsville Courtland Margaret Littleville Grimes Pinsore Intercultural Institute asville Greenville Pike Road Hartselle Fruithurst Dutton Faunsdale <u>Goldville Ministry</u> gaville Smoke Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	5,585	2.96%
Unreached %	70.04%	70.39%	100.5
Religious But NOT Evangelical HH	59,062	2,475	4.19%
Religious But NOT Evangelical %	21.91%	31.19%	142.39
Spiritual But NOT Relig or Evang HH	23,159	197	0.85%
Spiritual But NOT Relig or Evang %	8.59%	2.49%	28.95
Not Evangelical, Not Interested HH	108,094	2,991	2.77%
Not Evangelical, Not Interested %	40.09%	37.7%	94.02





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	4,750	9.97%
Active Evangelical Households	60,770	7,084	11.66%
Active Evangelical Percent	22.54%	22.09%	98.01
Inactive Evangelical Households	20,000	2,331	11.66%
Inactive Evangelical Percent	7.42%	7.27%	98
# New Churches Needed	0	4	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	South Park	0.78 mi	69	Growing	I	16	Dawson Memorial	3.65 mi	2,245	Plateauin
2	New Hope	0.81 mi	1,431	Growing		17	New Covenant	3.75 mi	0	Plateauin
3	Green Acres	1.27 mi	42	Declining		18	Mt. Zion	3.90 mi	100	Plateauin
4	Cathedral of Faith	1.67 mi	0	NoData		19	Berney Points	4.07 mi	180	Declining
5	Central Park	1.84 mi	118	Plateauing		20	Iglesia Cristiana Agape	4.10 mi	61	Growing
6	Sixth Avenue	2.00 mi	1,615	Growing		21	Grace Covenant	4.11 mi	0	Plateauin
7	Fairview	2.20 mi	54	Plateauing		22	Shades Mountain	4.11 mi	2,096	Growing
8	New Beginnings Family Church	2.30 mi	180	Growing		23	Bluff Park	4.15 mi	105	Declining
9	Sardis	2.66 mi	1,100	Plateauing		24	Fairfield Highlands	4.17 mi	252	Declining
10	New Birth Missionary	2.70 mi	0	Plateauing		25	Thomas First	4.24 mi	38	Growing
11	New Birth Christian	2.75 mi	0	Plateauing		26	Richmond Street	4.41 mi	16	Plateauin
12	Raleigh Avenue	2.81 mi	141	Growing		27	Pine Haven	4.41 mi	46	Declining
13	Judah Family	3.22 mi	0	Plateauing		28	Shannon Fist	4.41 mi	89	Declining
14	Pleasant Valley	3.54 mi	76	Declining		29	Westside	4.49 mi	18	Declining
15	Wilkes	3.58 mi	68	Plateauing		30	Rehoboth Christian Community Church	4.50 mi	0	Plateauin g

d Millry Springville Goldville Notasulga Wedowee Indian Springs Village Minor Union Springs New Mar Loachapoka Loxley Mulga Waterloo Sylacauga Cedar Bluff Hueytown Intercultural Institute Odenville Hayneville Aliceville Coffee Springs Belk Mignon Benton Goldenville La Fayette Clice Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry 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.



Residential Non-Apt.

Residential Apt.

Residential

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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF 0
1990 Population	651,526	25,364	3.89%	1990 Households	251,478	8,635	3.43%
2000 Population	662,047	22,206	3.35%	2000 Households	263,265	8,253	3.13%
2010 Population	666,792	20,908	3.14%	2010 Households	269,609	7,934	2.94%
	Location Ty	/pe	0-1.5mi Ba				
🗖 0-1.5mi Band 📕 1.5-3mi Band 📕 3-7mi Band 📕 County					Residential		7,698
400,000					Residential A	Apt.	893
300,000					Residential	Non-Apt.	6,805
					Business		256
200,000							0
					USPS Resid	dential	7,395
100,000					USPS Busin	ness	279

tsboro Ashland West Jefferson Demopolis Helena Mignon Fayette Clio Clanton Warrior Albertville Millry Selma Cullman Myrtlewood Gordonville Lineville Goshen City Florala Atmore Hoc Camden Falkville Bayou La Batre Cuba Leeds Mentone Huguley for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

USPS Residential

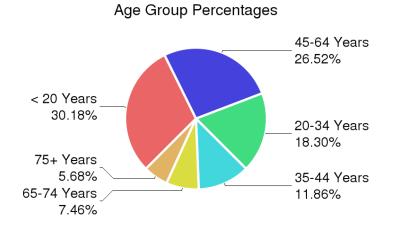
Seasonal

Business

USPS Business

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

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

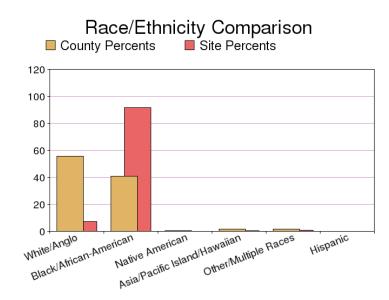


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.18%	108.8
4-5 Years	2.7%	3.05%	112.96
6-8 Years	3.98%	4.66%	117.09
9-11 Years	3.86%	4.53%	117.36
12-13 Years	2.52%	2.95%	117.06
14-17 Years	5.08%	5.86%	115.35
18-19 Years	2.53%	2.93%	115.81
0-5 Years	8.38%	9.23%	110.14
6-12 Years	9.1%	10.67%	117.25
13-19 Years	8.87%	10.27%	115.78
< 20 Years	26.35%	30.17%	114.5
20-34 Years	20.74%	18.3%	88.24
35-44 Years	12.98%	11.86%	91.37
45-64 Years	25.86%	26.51%	102.51
65-74 Years	7.12%	7.46%	104.78
75+ Years	6.94%	5.68%	81.84
Median Age	37	36	98.01
Median Age (Male)	35	33	94.84
Median Age (Female)	39	39	99.2

Columbiana Ardmore Bayou La Batre Smiths Station Camden Pennington Homewood Wetumpka Ragia Russellville Pollard Brantley Valley Head Elberta Livingston Fort Rucker Sites Sheffield Midfield Late Sylvan Springs Wadley Vincent Rehobeth Millry Oxford Dadeville For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Vina Hodges Valley Grande Banks Trussville Rept 16

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%	7.22%	12.97
Black, African-American	40.69%	91.52%	224.92
Native American	0.36%	0.17%	47.64
Asian	1.49%	0.18%	12.17
Pacific Island, Hawaiian	0.08%	0.06%	69.08
Other/Multiple Races	1.74%	0.85%	49.01
Hispanic	0%	1.36%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	13,283	
Less than 9th Grade	3.46%	4.35%	79.54
No High School Diploma	8.86%	11.29%	78.45
High School Graduate	28.96%	33.19%	87.25

22.64%

7.22%

17.82%

11.04%

26.84%

8.76%

9.99%

5.59%

84.35

82.46

178.42

197.65

Rosa Millry Cealing Colony Hollywood Repton Hodges New Site Ariton Petrey Southside Trafford ekside Grand Bay Fairhope Skyline Banks Minor Geraldine Columbia Intercultural Institute enville Deatsville Creola Forkland Lynn Wilton Fyffe Rockford Ider To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Some College, no degree

Associate Degree

Graduate/Prof. degree

College Degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.23%	13.39%	208.19
\$10,000 to \$19,999	13.29%	19.03%	143.16
\$20,000 to \$29,999	12.05%	16.65%	138.2
\$30,000 to \$49,999	20.54%	23.71%	115.4
\$50,000 to \$59,999	8.47%	8.36%	98.62
\$60,000 to \$69,999	6.88%	5.53%	80.45
\$70,000 to \$79,999	5.9%	3.79%	64.27
\$80,000 to \$89,999	4.74%	2.36%	49.74
\$90,000 to \$99,999	3.22%	1.49%	46.24
\$100,000 to \$124,999	6.59%	2.53%	38.46
\$125,000 to \$149,999	3.44%	1.46%	42.49
\$150,000 to \$199,999	3.44%	1%	28.94
\$200,000 to \$249,999	1.12%	0.09%	7.85
\$250,000 or more	2.08%	0.6%	29.02
Median Household	45,427	30,786	67.77
Average Household	68,011	42,969	63.18
Per Capita Household	28,213	16,337	57.91
Family/Non-Family Household			
Income			
Median Family Income	58,390	37,513	64.25
Average Family Income	83,931	50,239	59.86
Median Non-Family Income	28,382	18,995	66.93
Average Non-Family Income	39,159	25,945	66.26

Nauvoo Woodville Center Point Emelle Montevallo Abbeville Attalia Butier Papine Sand Rock Hamilton Carbon Hill Hobson City River Falls Silverhill Pelham Pisgab <u>Intercultural Institute</u> White Hall Oxfor Owens Cross Roads Eutaw Midland City Sipsey Piedmont Coker Love <u>Intercultural Institute</u> Clayton Rock ©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%	69.83%	108.35
Families with Children	32.53%	39.99%	122.93
Families without Children	31.91%	29.83%	93.5
Non-Family Households			
% Non-Family Households	35.56%	30.17%	84.86
Non-Families with Children	0.19	0.24	124.88
Non-Families without Children	35.37	29.93	84.64
Housing Units			Index
Total Housing Units	313,876	9,336	
Vacant percent	14.1%	15.02%	106.48
Owned percent	58.37%	57.63%	98.72%
Rented Percent	27.52%	27.36%	99.4
Households by Size			Index
Avg household size	2.41	2.62	108.71
Avg family hh size	3.12	3.27	104.81
Avg non-family hh size	1.13	1.13	100
Households By Count of Persons			Percent
One	84,836	2,203	2.6%
Тwo	81,467	2,192	2.69%
Three or Four	80,946	2,639	3.26%
Five+	22,360	899	4.02%

Pine Ridge Minor Double Springs Coffee Springs Talladega Springs Priceville Boligee Havneville Hugh ston Sheffield Parrish Fulton Union Grove Pleasant Grove Creola West Leobh Town Beatrice South burn Trussville Southside Luverne Gainesville Avon Phil Campbell Work for Contestual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Barry Citron

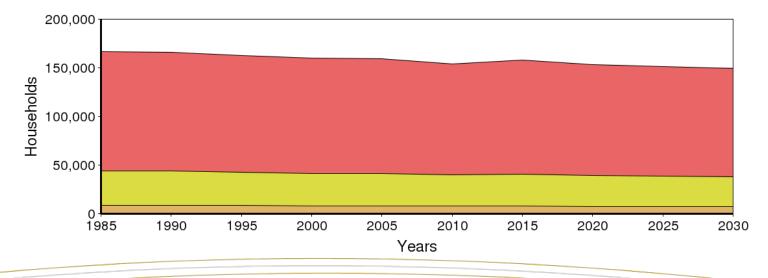
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	25,364	3.89%
2000 Population	662,047	22,206	3.35%
2010 Population	666,792	20,908	3.14%
2015 Population	675,554	20,403	3.02%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 📃 0-3mi Ring

📕 0-7mi Ring

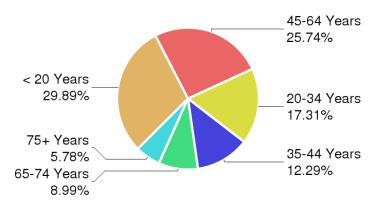


Carroliton Heftin Harpersville Trafford West Point Gainesville Headland Camp Hill Mount Olive Ste Leeds Jasper Akron Libertyville Minor Cherokee Camden Fort Payne Intercultural Institute urley Ashville Winfield Fairview Hueytown Sylvan Springs Dothan Governant Governant Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Confectual 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

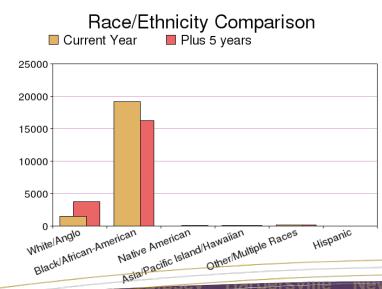


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.18%	6.07%	98.22
4-5 Years	3.05%	3.08%	100.98
6-8 Years	4.66%	4.76%	102.15
9-11 Years	4.53%	4.6%	101.55
12-13 Years	2.95%	3%	101.69
14-17 Years	5.86%	5.66%	96.59
18-19 Years	2.93%	2.73%	93.17
0-5 Years	9.23%	9.16%	99.24
6-12 Years	10.67%	10.86%	101.78
13-19 Years	10.27%	9.88%	96.2
< 20 Years	30.17%	29.9%	99.11
20-34 Years	18.3%	17.31%	94.59
35-44 Years	11.86%	12.29%	103.63
45-64 Years	26.51%	25.75%	97.13
65-74 Years	7.46%	8.99%	120.51
75+ Years	5.68%	5.78%	101.76
Median Age	37	37	100.48
Median Age (Male)	35	35	98.16
Median Age (Female)	39	39	101.05

Hover Leighton Montevallo Creola Pike Road Loachapoka Daviston Demopolis Belk Phenix City Autaugaville Section Alexander City Libertyville Billingsley Grant Repton Intercultural Institute Napier Field Pine Apple Dodge City Detroit Littleville Hammondville for Confectual 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	7.22%	18.47%	255.95
Black, African-American	91.52%	79.8%	87.19
Native American	0.17%	0.26%	153.71
Asian	0.18%	0.53%	293.94
Pacific Island, Hawaiian	0.06%	0.07%	119.55
Other/Multiple Races	0.85%	0.86%	101.32
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,283	13,064	
Less than 9th Grade	4.35%	3.32%	76.35
No High School Diploma	11.29%	9.01%	79.78
High School Graduate	33.19%	33.65%	101.4
Some College, no degree	26.84%	26.67%	99.37
Associate Degree	8.76%	9.61%	109.72
College Degree	9.99%	11.18%	111.94
Graduate/Prof. degree	5.59%	6.56%	117.43

ew Market County Line Steele Ranburne Jasper Moores Mill Fulton Pine Apple Red Level Dadeville E Excel Myrtlewood Addison Baileyton Saks Haleyville Selmont-West Intercultural Institute Intercultural Institute Fruithurst Berry Ider Maytown Tallassee Moores Mill Intercultural Institute for Contextual Ministry Ashland Brookwood Samson Goshen Birmingh 22 Copyright 2013, Intercultural Institute for Contextual Ministry Santord Elmore Jemison Pine Hill Uniontown

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	13.39%	11.73%	87.66
\$10,000 to \$19,999	19.03%	18.9%	99.3
\$20,000 to \$29,999	16.65%	16.16%	97.07
\$30,000 to \$49,999	23.71%	23.34%	98.44
\$50,000 to \$59,999	8.36%	8.78%	105.08
\$60,000 to \$69,999	5.53%	5.71%	103.27
\$70,000 to \$79,999	3.79%	4.12%	101.64
\$80,000 to \$89,999	2.36%	2.72%	108.53
\$90,000 to \$99,999	1.49%	1.57%	105.25
\$100,000 to \$249,999	2.53%	2.94%	116.04
\$125,000 to \$149,999	1.46%	1.78%	121.86
\$150,000 to \$199,999	1%	1.26%	126.53
\$200,000 to \$249,999	0.09%	0.11%	129.81
\$250,000 or more	0.6%	0.69%	113.59
Median Household	30,786	32,480	105.5
Average Household	42,969	47,131	109.69
Per Capita Household	16,337	18,187	111.32
Family/Non-Family Household			
Income			
Median Family Income	37,513	40,031	106.71
Average Family Income	50,239	56,321	112.11
Median Non-Family Income	18,995	19,685	103.63
Average Non-Family Income	25,945	26,888	103.63

Baileyton Providence Castleborry Guntersville Anderson Mentone Sulligent Lisman Moundville Ora Huguley Headland Centre Smiths Station Newton Holt Wetumpka Sign <u>Intercultural Institute</u> Trussville G Boaz Kinston Silas Arley Indian Springs Village Moulton Valley Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bon Air Second Article For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bon Air Second Article For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	69.83%	68.47%	98.05
Families with Children	39.99	39	97.53
Families without Children	29.83	28.09	94.14
Non-Family Households			
% Non-Family Households	30.17%	31.53%	104.51
Non-Families with Children	0.24	0.23	104.51
Non-Families without	29.93	31.31	104.58
Children			
Housing Units			
Total Housing Units	9,336	9,262	99.21%
Vacant percent	15.02%	15.16%	100.94
Owned percent	57.63%	57.43%	99.66
Rented Percent	27.36%	27.41%	100.21
Households by Size			
Avg household size	2.62	2.58	98.47%
Avg family hh size	3.27	3.28	100.31%
Avg non-family hh size	1.13	1.06	93.81%
Households By Count of			
Persons			
One	2,203	2,286	103.77%
Two	2,192	2,166	98.81%
Three or Four	2,639	2,554	96.78%
Five+	899	852	94.77%

ersville Blue Ridge Boaz Edwardsville Loxley Cleveland Ariton Crossville Springville Faunsdale Elbe Ven Jackson Nectar Smiths Station Sand Rock Columbia Demopolis Hytop Douglas Orrville Wetumpka Hamilton Sanford Toxey Lyn Vol Confertual Ministry Conference Contextual Ministry Confe

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	61	1,089	6,717	Eastern Africa	Eastern Africa 4	Eastern Africa 4 34
Northern Europe	5	24	338	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	15	57	325	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	27	118	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	6	361	Western Africa	Western Africa 9	Western Africa 9 70
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 12
Eastern Asia	8	71	1,213	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	45	751	Caribbean	Caribbean 14	Caribbean 14 69
SE Asia	0	64	447	Central Amer.	Central Amer. 6	Central Amer. 6 557
Western Asia	0	43	185	South America	South America 0	South America 0 0
Other Asia	0	9	56	North America	North America 0	North America 0 1
				Born at sea	Born at sea 0	Born at sea 0 0

ry Malvern Columbia Arley Waldo Sulligent Minor Demopolis Opelika Gilbertown Camp Hill Geiger Hontgomery Beaverton Valley McIntosh Brookwood Walnut Grove Intercultural Institute Intercultural Institute for Conferville Alabaster Foley Brantley for Conferval Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
nglish only	18,650	55,883	177,757
Spanish	367	1,640	4,942
Other Indo-Euro	131	566	3,232
anguage			
French (incl. Patois,	92	305	1,034
Cajun)			
French Creole	0	0	19
talian	2	65	189
Portuguese	0	0	59
German	37	124	515
Yiddish	0	0	13
Other West Germanic	0	10	24
A Scandinavian	0	10	6
_anguage			
Greek	0	16	258
Russian	0	1	190
Polish	0	0	6
Serbo-Croatian	0	0	18
Other Slavic Language	0	0	63
Armenian	0	0	10
Persian	0	1	219
Gujarathi	0	0	153
Hindi	0	0	201
Urdu	0	18	30

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Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7		ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	17,133	50,590	152,421		Irish	Irish 68	Irish 68 596
Arab	6	172	766		Italian	Italian 12	Italian 12 391
Armenian	0	0	27		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	126		Norwegian	Norwegian 0	Norwegian 0 14
British	0	33	1,192		Polish	Polish 0	Polish 0 25
Canadian	0	23	164		Portuguese	Portuguese 0	Portuguese 0 3
Croatian	0	6	35		Romanian	Romanian 0	Romanian 0 16
Czech	0	0	117		Russian	Russian 0	Russian 0 7
Czechoslovak	0	0	27		Scandinavian	Scandinavian 0	Scandinavian 0 20
Danish	0	13	77		Scotch-Irish	Scotch-Irish 20	Scotch-Irish 20 339
Dutch	30	114	998		Scottish	Scottish 16	Scottish 16 150
English	83	834	14,469		Slovak	Slovak 0	Slovak 0 0
European	36	109	1,456		Subsaharan African	Subsaharan African 425	Subsaharan African 425 623
Finnish	0	9	114		Swedish	Swedish 6	Swedish 6 17
French (not Basque)	5	223	1,941		Swiss	Swiss 0	Swiss 0 0
French Canadian	0	21	236		Ukrainian	Ukrainian 0	Ukrainian 0 0
German	23	532	7,351		US/American	US/American 465	US/American 465 1,080
Greek	11	39	619		Welsh	Welsh 16	Welsh 16 30
Hungarian	0	10	174		West Indian	West Indian 10	West Indian 10 39
Iranian	0	2	133		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				_	Other	Other 15,902	Other 15,902 45,098

den City Pine Apple Kennedy Lar

Cleveland Fultondale Ladonia Pell City Lanett Carolina Moores Mill Point Clear Rutledge Coker Sylvania Concord Lakeview Tuscumbia Phil Campbell Butler Hackleburg <u>Intercultural Institute</u> Ialeburg Thomasville Holt Headland Wadley Gilbertown Jasper Union *Los Contextual Ministry* ©Copyright 2013, Intercultural Institute for Contextual Ministry Sylvania Concessible New Site Riverside Rainsv27

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?

rd Needham Stevenson West Jefferson Twin Newton Riverside Atmore Clayhatchee Robertsdale Heff Coshen Auburn Russellville New Hope Clio Highland Lake Jackson <u>Intercultural Institute</u> Bridgeport Garden City Geiger Taylor Chelsea Birmingham Gadsden *for Confectual Ministry* ki Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

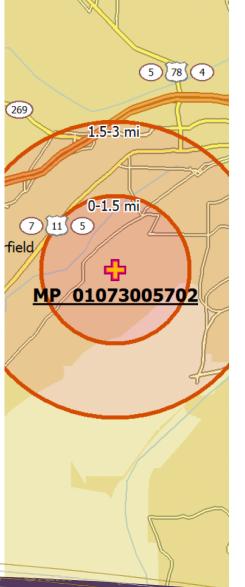
Issues for Your Consideration - continued

- 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?

Viewn Daleville Gardendale Louisville Lipscomb Lester Rainbow City Fort Deposit Headland Columbia Orange Beach Linden Newton Summerdale Kimberly Pelham Move Intercultural Institute es Chickasaw Elberta Vredenburgh Pine Hill Oxford Franklin Creola Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



Oak Hill Gilbertown Mosses Ashville Union Springs Fort Deposit Hurtsboro Yellow Bluff Powell He Hinette Woodland Pine Apple Akron Hayneville Dodge City Clayton Intercultural Institute Dertsdale Brilliant Goodwater Maytown Mountain Brook Littleville Oxfo Jor Confectual Ministry desboro Babbi Copyright 2013, Intercultural Institute for Contextual Ministry Defroying 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,934	100%	5,584	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%

Midland City Twin Hueytown Mount Olive Myrtlewood Alexandria Pike Road Heover Demopolis B Tuscumbia Roanoke Center Point Mosses Gu-Win Coffeeville Ruter Intercultural Institute Dora Mignon Nectar Talladega Springs Wetumpka Snead Epes Detro for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,934	100%	5,584	100%
BLUE COLLAR BACKBONE	46	0.58%	31	0.56%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	46	0.58%	31	0.56%
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	101	1.27%	69	1.24%
Steadfast Conservative	88	1.11%	60	1.07%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	4	0.05%	3	0.05%
Grass-Roots Living	9	0.11%	6	0.11%

North Johns Leesburg Rutledge Dadeville Florence Vina Black Fultondale Goshen Priceville Talla Hitleid Colony Birmingham Blountsville Onycha Harpersville Forestda <u>Intercultural Institute</u> Phenix City Lisman St. Florian Munford Silas Billingsley Hazel Gr Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,934	100%	5,584	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	540	6.81%	400	7.16%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	540	6.81%	400	7.16%
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%

vingston La Favette Southside Brantley Carbon Hill Aliceville Minor Napier Field Frisco City Holt Per ter Belk Good Hope West Jefferson Sardis City Munford Fort Deposit City Glencoe Hazel Green Gu-Win Jemison Greenville Sumiton Red 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	7,934	100%	5,584	100%
STRUGGLING SOCIETIES	1,590	20.04%	1,107	19.82%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,397	17.61%	947	16.96%
College Town Communities	193	2.43%	160	2.87%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	5,655	71.28%	3,977	71.22%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	5,255	66.23%	3,675	65.81%
Urban Diversity	0	0%	0	0%
New Generation Activists	32	0.4%	22	0.39%
Getting By	368	4.64%	280	5.01%
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%

Newbern Gaylesville Alabaster County Line Hartselle Emelle Toxey Childersburg Weaver New Market Pinckard Waterloo Lineville Courtland Glenwood West Jefferson Creating Intercultural Institute ylacauga Brantley Highland Lake Moundville Twin Detroit Hollywood for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Alabase Havneville Riverside Vincent Memphis Waverly

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?

Meridianville River Falls Creola Brookwood Demopolis Pinson Aliceville North Courtland Bear Cree Blue Springs Muscle Shoals Vance Clayhatchee Woodville Coosade Intercultural Institute ide Bakerhill La Fayette McIntosh Forkland Midway Billingsley Mulga Confectual Ministry Condova Alexar ©Copyright 2013, Intercultural Institute for Contextual Ministry Springwillo Walput Grove Cuba Wilton Halowvillo

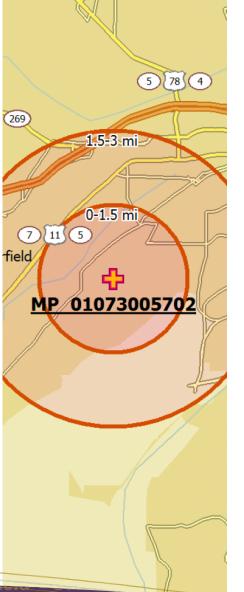
Potential Cultural Bridges

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).



South Vinemont Eutaw River Falls Mulga Grove Hill Walnut Grove Jacksonville Montevalle Weaver Birmingham Priceville Mount Olive Notasulga Geraldine New Brocktor Intercultural Institute Toover Sylvan Springs Lynn Moores Mill Thomasville Excel Fruithurst for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

0-1.5	1.5-3	3-7
MILES	MILES	MILES
53%	57%	68%
33%	36%	49%
28%	31%	43%
23%	25%	29%
22%	25%	32%
18%	21%	27%
18%	19%	27%
17%	20%	32%
17%	18%	27%
16%	18%	29%
	MILES 53% 33% 28% 23% 22% 18% 18% 17% 17%	MILES MILES 53% 57% 33% 36% 28% 31% 23% 25% 22% 25% 18% 21% 17% 20% 17% 18%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Use Comp. for News/Info./Data	14%	14%	21%
Service			
Internet Use: Banking	14%	16%	23%
Internet Use: News/ Weather	13%	15%	24%
PC-Network-HH Has One	12%	13%	17%
Use Comp. for Filing/DB Mngmnt	9%	10%	12%
Internet Use: Play/ Download	8%	8%	8%
Online Games			
Use Comp. for	8%	7%	9%
Graphics/Presentation			
Internet Use: Shopping: Gathered	7%	9%	13%
Info. for Shopping			
Internet Use: Research/ Education	7%	8%	11%
Use Comp. for Accounting	7%	8%	12%

Edgewater Florala Grant Saraland Hazel Green Headland Clay Pennington West Jefferson Bessemer Garden City Center Point Elba Chatom Mount Vernon Arley Sheffield Intercultural Institute Columbia Carolina Muscle Shoals Hammondville Creola Rainsville Confectual 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 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%	41%	50%
Cooking for Fun	32%	32%	35%
Card Games	31%	33%	37%
Go To A Beach/Lake	22%	24%	32%
Board Games	21%	22%	27%
Gardening	17%	18%	25%
Going To	17%	16%	19%
Bars/Nightclubs/Dancing			
Photography	14%	14%	17%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	61%	62%	65%
Gen./Fam. Practitioner	29%	30%	34%
Backache	20%	21%	21%
Dentist	20%	20%	26%
Hypertension/High Blood	19%	20%	19%
Pressure			
None Of These	18%	19%	20%
Eye Dr.	17%	17%	20%
High Cholesterol	14%	15%	17%
Acid Reflux Disease	13%	13%	13%
(GERD)			
Any Arthritis	13%	13%	13%

a Muscle Shoals Owens Cross Roads Daphne Blue Ridge McIntosh East Brewton Red Bay Rock Creek Hond Hurtsboro Priceville Fort Deposit Grayson Valley Providence April Intercultural Institute Hollywood Hazel Green Bear Creek Midway Courtland Kinston Sum For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	24.74%	24.79%	28.98%
Live Theater	18.67%	18.41%	22.42%
Live Theater Most Often	14.38%	13.87%	17.52%
Rock/Pop Concerts Most	12.6%	12.88%	15.41%
Often			
Dance Performance	12.49%	12.3%	11.92%
Comedy Club	11.12%	11.38%	11%
Movies: Comedy	40.15%	41.15%	41.83%
Movies: Action/Adventure	35.76%	37.96%	39.82%
Movies: Drama	25.71%	26.11%	25.85%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	23.26%	22.55%	22.69%
Movies: Fam.	20.85%	21.24%	20.91%
Movies: Horror	19.81%	19.43%	15.75%
MLB Baseball Reg.	4.62%	4.84%	7.57%
Season			
College Basketball Reg.	3.39%	3.31%	4.46%
Season			
College Football Reg.	3.17%	3.6%	5.72%
Season			
NFL Football Reg. Season	2.79%	3.65%	5.82%
Bowling	1.84%	1.57%	1.44%
Boxing	1.58%	1.46%	1.23%



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
	MILES	MILES	MILES
Walking for Exercise	32.66%	33.25%	38.26%
Bowling	20.74%	19.82%	20.18%
Swimming	18.59%	19.29%	26.39%
Basketball	17.97%	17.62%	16.28%
Jogging/Running	17.85%	17.47%	17.71%
Billiards/Pool	16.62%	16.31%	17.48%
Football	15.17%	14.07%	11.69%
Baseball	13.41%	12.52%	11.12%
Freshwater Fishing	12.08%	11.99%	12.61%
Aerobics	11.56%	11.48%	11.64%
Weight Training	11.3%	11.94%	15.51%
Stationary Cycling	8.99%	9.4%	11.62%
Volleyball	8.06%	8.13%	7.95%
Softball	7.81%	7.62%	7.42%

ur Harpersville La Fayette Redstone Arsenal Warrior Munford Deatsville Autaugaville Tarrant Jasper Ridgeville West End-Cobb Town Dauphin Island Hazel Green Stevenson Intercultural Institute dale Midway Cuba Castleberry Napier Field Vincent Blue Ridge Leed for Confectual 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
Archery	3.24%	3.01%	3.06%
Power Boating	3.16%	3.43%	5.68%
Hockey	3.11%	3.2%	3.32%
Horseback Riding	3.05%	3.16%	4.03%
Motorcycling	2.94%	3.27%	4.09%
Rock Climbing	2.82%	2.84%	3.26%
Snowboarding	2.76%	2.82%	3.18%
Skateboarding	2.75%	3.09%	3.04%
Jet Skiing	2.74%	3.15%	4.04%
Snorkeling	2.41%	3.1%	4.49%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hunting	2.38%	3.02%	4.55%
Downhill & X-Country	2.33%	2.59%	4.29%
Skiing			
Water Skiing	2.31%	2.5%	3.39%
Snowmobiling	2.24%	2.48%	2.83%
Auto Racing	1.93%	2.24%	2.5%
Canoeing/Kayaking	1.75%	2.42%	4.68%
Martial Arts	1.72%	2.21%	2.97%
Surfing & Windsurfing	1.54%	2%	2.5%
Sailing	1.52%	1.91%	2.88%
Rowing	1.31%	1.57%	2.14%

y Grande New Hope Abbeville La Fayette Lake Purdy Sweet Water Heath Summerdale Wedowee Bayet Columbiana Gu-Win Phenix City Kellyton Bridgeport Gantt Weaver Montgomery Andalusia Carbon Hill Rutledge Edwardsville Eclectic Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Point Clear Fort Payne Rehobeth Ashland Petrey V41

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.

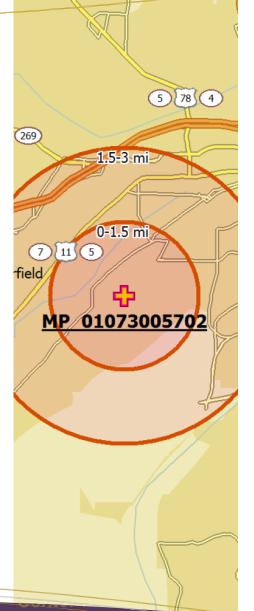
BIBLICAL BARRIERS

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.



asper Bay Minette Cleveland Warrior Fyffe Columbiana Alexander City Lockhart Sipsey Jemison Coll Jacksonville Wetumpka Saraland Greenville Autaugaville Florence Intercultural Institute Head Benton Bessemer Millport Gaylesville Sumiton North Courtland Information Ridge Needhar Copyright 2013, Intercultural Institute for 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

Selmont-West Selmont

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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.

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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.

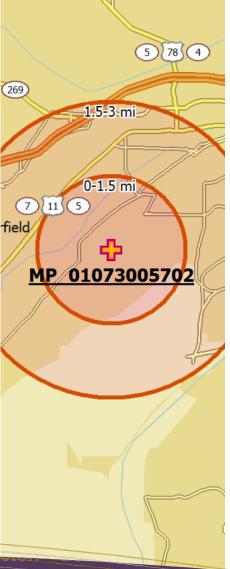
BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES		0-1.5 MILES	1.5-3 MILES	3-7 MIL
Important Continue Learning New Things	54%	54%	53%		21%	22%	26%
Like Control Over People And Resources	42%	41%	37%	5	21%	21%	18%
Speak My Mind Even If It Upsets People Don't Judge People/Way They	37% 34%	39% 34%	37% 32%	, 0	21% 20%	21% 20%	21% 24%
Live Life Woman's Place Is In The Home	33%	33%	32%		19%	18%	19%
Too Much Sponsorship In Arts/Sports	32%	32%	27%		19%	18%	16%
I Am A Workaholic Find It Difficult To Say No To	32% 30%	30% 31%	25% 34%	5	16%	14%	13%
My Kids Prefer To Have Few	27%	26%	33%	Very Happy With My Life As It Is	15%	15%	11%
Possessions As Possible Like to Stand Out In A Crowd	24%	23%	22%	Happy With My Standard Of Living	14%	14%	15%
Like To Do Unconventional Things	23%	24%	25%	Rarely Sit Down to a Meal Together At Home	13%	14%	15%
Money Is Best Measure Of Success	23%	23%	24%	More Important Do Duty Than Enjoy Life	13%	12%	9%
				I Am A Perfectionist	13%	13%	10%

Bessemer Coodwater Colony Lipscomb Cusseta Heath Fultondale Vina Alexander City Goldville H Hobite McMullen Snead Sipsey Headland Addison Edwardsville Red Intercultural Institute Eldridge Guntersville Tarrant Brookwood Mignon Mentone Bayou Log Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Beaverton Gravsville Reece City Rockford Vernon Hurtsboro Saraland Guntersville Newville Atmore Hatchee Odenville Douglas Montgomery Lexington Childersburg McMus Intercultural Institute in Vance Spanish Fort Walnut Grove Auburn Trussville Crossville How for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Brantley Edwardsville Sylvania Gulf Shores Faverte

Potential Cultural Themes:

They Find Me

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

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	56%	56%	57%	Looking for New Ideas To Improve Home	20%	21%	18%
Important To Respect Customs	49%	50%	57%	Like To Just Enjoy Life	20%	19%	22%
And Beliefs				Try Not To Worry About The	19%	19%	17%
Like To Understand About	42%	41%	40%	Future			
Nature				Is An Important Part Of Who I Am	18%	17%	16%
Prefer Work Part Of Team Than Alone	40%	39%	36%	Worried About Pollution Caused By Cars	16%	16%	19%
Important To Juggle Various	37%	36%	33%	Real Men Don't Cry	16%	16%	17%
Tasks				Enjoy Spending Time With My	11%	12%	12%
Good At Fixing Things	35%	34%	31%	Fam.			
Important Feel Respected By My Peers	33%	34%	34%	Children Should Be Allowed To Express Themselves	8%	8%	7%
Have Keen Sense Of Adventure	31%	30%	29%	Feel Very Alone In The World	8%	8%	7%
Provide My Kids With The Little Extras	27%	25%	19%	Like Spending Most Time With Fam.	6%	6%	5%
Prefer To Have Few Possessions As Possible	27%	26%	33%	Would Like To Set Up Own Business	6%	6%	5%
Consider Myself Interested In The Arts	23%	24%	22%	Decor Particular Interest To Me	4%	4%	4%
People Have To Take Me As	21%	22%	24%				

Dadeville Brewton Dutton Brookwood Cherokee Coaling Hanceville Vincent Sweet Water Holly Pone Bayou La Batre Rainbow City Boaz Madrid Clay Aliceville Margaret Intercultural Institute Lincoln Vina Montgomery Ridgeville Point Clear Roanoke Newbern For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

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Potential Shared Places:

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

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	79.77%	81.5%	82.44%
Restaurant-Visit Any			
Fam. Restaurants/Steak	66.15%	67.82%	74.11%
Houses-Visit Any			
McDonald's	50.03%	51.57%	53.08%
Burger King	38.46%	39.21%	37.15%
Kentucky Fried Chicken (KFC)	33.74%	34.98%	31.09%
Wendy's	30.1%	30.04%	29.74%
Subway	24.19%	25.73%	27.63%
Pizza Hut	21.48%	22.51%	21.16%
Taco Bell	20.62%	22.17%	24.32%
Popeyes	19.94%	19.48%	14.53%
Applebee's	18.73%	20.33%	24.32%
Olive Garden	17.28%	17.76%	19.49%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Domino's Pizza	16.41%	16.56%	15.32%
Church's Fried Chicken	16.38%	15.58%	10.91%
Red Lobster	16.09%	17.19%	17.04%
Dunkin' Donuts	15.58%	15.23%	13.91%
Golden Corral	14.98%	14.87%	12.19%
Arby's	14.45%	16.46%	18.54%
IHOP (International House Of	14.23%	14.97%	15.09%
Pancakes)			
TGI Friday's	13.22%	14.25%	14.63%
Sonic	12.55%	12.96%	12.29%
White Castle	12.49%	11.38%	8.57%
Chick-Fil-A	12.06%	12.88%	13.44%
Starbucks	11.51%	11.47%	13.93%

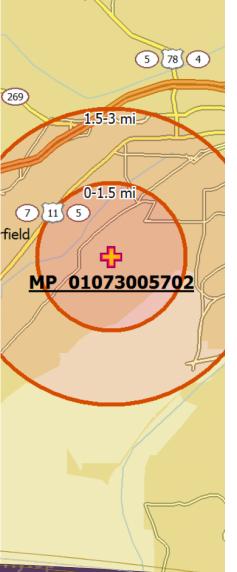
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Potential Shared Projects

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!



Tuscaloosa Kimberly Boligee Gadsden Kansas Elmore Sulligent West Point Pisgah Creela Grimes Frafford Melntosh Daviston South Vinemont Moody Uniontown Moure Intercultural Institute Florala Ranburne Valley Grande Rock Creek Red Bay Camp Hill Monte 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	36.45%	36.64%	42.74%
Recycled products	16.3%	17.74%	27.88%
Engaged in fund raising	12.87%	11.64%	11.59%
Worked as volunteer (non political)	8.99%	9.58%	14.18%
Religious club member	6.82%	7.08%	7.44%
Church Board	6.27%	6.23%	5.57%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	4.75%	4.74%	5.29%
Charitable Organization	4.46%	4.21%	5.14%
Wrote to elected offcl about publ bus	4.39%	4.27%	5.58%
Fraternal order member	4.13%	3.95%	4.16%
Wrote to editor of mag or newspaper	3.84%	3.99%	5.15%
Union member	3.6%	3.59%	4.27%

Kinston Odenville Pine Apple Kellyton Tarrant Opelika York Bon Air Alexandria Ozark Nectar We Garden City Rehobeth Waldo Vernon Baileyton Moores Mill Memphier Intercultural Institute Woodville Leeds Mentone Beatrice Babbie Georgiana Douglas Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



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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	12.9%	12.56%	13.21%
Novel	11.58%	11.86%	15.88%
Religious (not Bibles)	10.21%	10.02%	9.37%
Romance	8.9%	8.24%	7.43%
Mystery	8.51%	8.44%	10.77%
Mail order	6.77%	6.3%	5.38%
Cookbooks	6.25%	7.06%	9.26%
Biography	5.62%	5.54%	6.73%
Personal/Business Self-help	5.32%	5.42%	6.72%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	65.13%	64.83%	67.95%
Gen. Editorial	50.01%	50.77%	51.03%
Womens	43.01%	44.17%	44.3%
Service	24.96%	26.16%	31.25%
Music	21.82%	21.51%	17.34%
Mens	17.41%	17.67%	18.76%
Business/Finance	15.91%	16.87%	19.99%
Parenthood	13.44%	14.21%	14.06%
Sports	12.74%	13.09%	15.14%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	44.59%	44.65%	50.03%
Classified	35.11%	34.48%	32.35%
Sport	29.52%	28.94%	30.95%
Movie Listings & Reviews	23.18%	22.8%	25.2%
Business/Finance	21.12%	21.27%	27.03%
Editorial Page	20.53%	21.26%	25.9%
Comics	20.03%	20.61%	23.72%
TV/Radio Listings	19.32%	19.88%	22.13%
Food/Cooking	17.77%	18.87%	22.73%
Fashion	17.47%	16.95%	16.26%
Home/Gardening	15.03%	15.46%	18.8%
Travel	14.35%	14.48%	18.3%
Science/Technology	10.28%	10.86%	15.1%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	49.13%	47.82%	33.42%
CHR Contemp Hit Radio	16.79%	16.91%	17.32%
Variety	10.88%	10.47%	9.84%
Gospel	8.78%	8.7%	6.06%
Oldies	8.45%	8.55%	10.02%
Jazz	8.43%	9.08%	8.19%
All News	7.57%	6.9%	7.31%
Adult Contemporary	7.02%	8.4%	13.32%
Country	6.14%	7.13%	11.03%
Rock	4.86%	4.83%	7.96%
Religious	4.42%	4.5%	5.22%
All Talk	4.3%	3.79%	4.38%
Soft Contemporary	4.29%	4.46%	5.77%
News/Talk	3.68%	4.18%	9.39%
Sports	2.76%	2.74%	3.96%
Classic Rock	2.66%	2.96%	6.34%
Alternative	2.52%	3.19%	7.27%
Hispanic	1.98%	2.31%	2.79%

Underwood-Petersville Satsuma Lynn Adamsville County Line Morris Akron Gibertown Hytop Edw Summerdale Repton Centre Gordo Maplesville Talladega Springs Suit Ardmore Butler Margare Woodland Leighton Pike Road Harvest Fultondale Kellyton New Ho For Confectual 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

IULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	54.65%	54.99%	59.63%
Soapnet	46.73%	47.21%	49.59%
Satellite Dish	41.96%	42.93%	47.15%
Other Video-On-Demand	35.77%	40.16%	42.18%
Subscribe Digital Cable	33.58%	34.24%	32.41%
MSNBC	28.83%	29.37%	31.34%
Sci-Fi Channel	28.55%	29.19%	32.55%
TV Info From Sunday TV	25.82%	25.66%	27.42%
Magazine			
TV Info From Newspapers	24.01%	24.2%	25.13%
ESPN2	22.87%	23.46%	25.4%
TV Info From Other	22.8%	22.3%	21.59%
BET (Black Entertainment	22.57%	22.62%	24.8%
TV)			

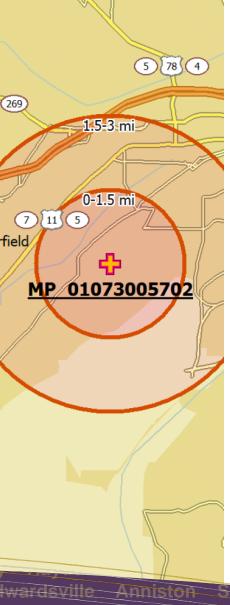
New Site Fruithurst Pollard Ariton Bessemer Walnut Grove Union Springs Tallassee Gurley Pelham Flomaton Somerville Alabaster Harvest Springville Mobile Boaz Intercultural Institute Clay Fairhope Red Level Gilbertown Hoover Bridgeport Pike Road for Contextual Ministry Contextual Ministry Gantt McKenzie Guntersville Dutton Orrville Sat54

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.



everten Daleville Sanferd Gordonville Rock Mills Hytop Gainesville Kansas Edwardsville Anniston Sil nerdale Headland Nauvoo Trafford Newton Brighton Camden Arley Intercultural Institute Vest Irondale Providence Abbeville Roanoke Detroit Millbrook Coffee for Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Comparison Carbon Hill Toxey Jackson Wadley

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+)	13.48%	13.9%	18.16%
Medium Users (4-6)	6.39%	6.87%	9.12%
Light Users (1-3)	21.13%	19.98%	19.93%
Quintiles (20%)			
Newspaper I (Heavy)	0.49%	0.77%	1.01%
Newspaper II	1.87%	2%	1.75%
Newspaper III	4.42%	3.56%	2.81%
Newspaper IV	0.19%	0.25%	0.31%
Newspaper V (Light)	1.05%	0.97%	0.99%

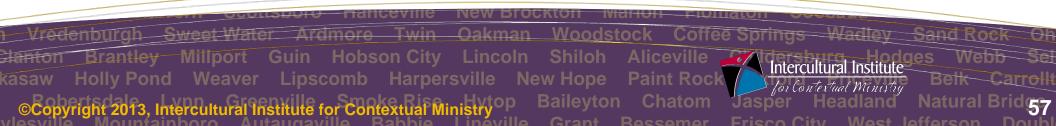
MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	28.4%	26.25%	22.65%
Magazines II	12.66%	12.03%	10.3%
Magazines III	14.61%	13.22%	11.15%
Magazines IV	18.67%	17.07%	14.11%
Magazines V (Light)	0.99%	0.96%	0.84%
Outdoor I (Heavy)	8.64%	9.01%	8.64%
Outdoor II	5.58%	5.5%	4.41%
Outdoor III	7.43%	7.04%	5.46%
Outdoor IV	16.12%	16.44%	16.1%
Outdoor V (Light)	20.2%	21.86%	23.61%
Yellow Pages I	17.31%	16.94%	15.49%
(Heavy)			
Yellow Pages II	9.62%	9.38%	8.19%
Yellow Pages III	11.56%	11.39%	9.28%
Yellow Pages IV	25.34%	24.78%	23.02%
Yellow Pages V (Light)	6.69%	6.39%	5.04%

Ridge Hamilton <u>Crossville</u> Hillsboro Ranburne Cuba Greensboro Leeds Sulligent Skyline Oxford Me kensville Notasulga Vredenburgh Taylor Reece City Cleveland Brookside <u>Intercultural Institute</u> Sheffield Hartford Waldo Thomasville Douglas Fayette Cherokee On <u>Intercultural Institute</u> th Vincement He or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

EDIUM 0-1.5 1.5-3 3-7	MEDIUM	MEDIUM 0-1.5	MEDIUM 0-1.5 1.5-3
MILES MILES MILES		MILES	MILES MILES
dio Drive Time Quntiles T	V Prime Time Quntiles (fifth:	V Prime Time Quntiles (fifths	V Prime Time Quntiles (fifths
hs / 20%) / 2	20%)	20%)	20%)
ve Time I & II (Heavy) 6.42% 5.08% 3.87% Pri	ime Time I & II (Heavy)	me Time I & II (Heavy) 6.86%	me Time I & II (Heavy) 6.86% 5.67%
ve Time III (Medium) 2.25% 1.85% 1.22% Prime	e Time III (Medium)	e Time III (Medium) 1.04%	e Time III (Medium) 1.04% 1.02%
dio IV & V (Light) 5.4% 4.68% 3.45% Prime T	Time IV & V (Light)	Time IV & V (Light) 13.6%	Fime IV & V (Light) 13.6% 13.44%
dio Media Quntiles (fifths / TV Early/	Late Fringe Quntiles	Late Fringe Quntiles	Late Fringe Quntiles
%) (fifths / 20%	%)	%)	%)
dio I & II (Heavy) 14.41% 13.69% 11.48% Fringe I & II (Heavy)	Heavy) 41.42%	Heavy) 41.42% 40.16%
dio III (Medium) 4.94% 4.47% 4.39% Fringe III (Mediu	um)	um) 55.48%	um) 55.48% 54.47%
dio IV & V (Light) 5.43% 5.26% 4.3% Fringe IV (Light)		56.12%	56.12% 55.07%
ble TV Quntiles (fifths / TV All Day Quntiles	s (fifths /	s (fifths /	s (fifths /
%) 20%)			
ble I & II (Heavy) 8.24% 9.21% 12.39% All Day I & II (Heavy	y)	y) 23.34%	y) 23.34% 21.84%
ble III (Medium) 6.4% 6.23% 5.57% All Day III (Medium)		25.26%	25.26% 25.16%
ble IV & V (Light) 35.42% 37.08% 36.36% All Day IV (Light)		27.85%	27.85% 25.79%



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]	10.05%	10.52%	11.71%
6:00am - 10:00am	18.08%	17.57%	19.37%
10:00am - 3:00pm	17.64%	17.88%	14.36%
3:00pm - 7:00pm	19.21%	19.29%	17%
7:00pm - Midnight	10.46%	11.07%	13.41%
Midnight - 6:00am	7.98%	9.13%	8.6%
Weekend Radio			
Listeners			
Dayparts [summary]	12.78%	14.07%	14.42%
6:00am - 10:00am	2.88%	3.03%	4.12%
10:00am-3:00pm	7.18%	6.84%	7.43%
3:00pm - 7:00pm	8.23%	9.54%	8.93%
7:00pm - Midnight	12.17%	11.81%	11.03%
Midnight - 6:00am	14.58%	15.83%	15.21%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.06%	5.31%	7.25%
Saturday:	10.52%	10.06%	9.1%
8:00-11:00pm			
Sunday: 7:00-11:00pm	7.26%	7.74%	9.38%
9:00am-1:00pm	18.31%	19.45%	22.18%
9:00am-4:00pm	21.62%	23.17%	26.04%
4:00pm-7:00pm	29.93%	29.44%	30.38%
11:00pm-1:00am	37.64%	38.64%	40.28%
AVG Prime time	5.71%	6%	5.09%
Mon-Sun			

Cedar Bluff New Breekton Somerville Haleburg Tillmans Corner Jemison Munford Mulga Fulton Collector Marion Pisgah Fairhope Cullman McKenzie Atmore Yellow Bluff Intercultural Institute Version St. Florian Slocomb Babbie Chelsea Albertville McIntosh Elmore Luverne Litter Contextual Ministry Warrior Fort-Copyright 2013, Intercultural Institute for Contextual Ministry Rutledge Dadeville Courtland Epes Lexington Rog58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-1.5	1.5-3	3-7		TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	15.57%	16.43%	18.17%		Sat: 7-10am	Sat: 7-10am 16.66%	Sat: 7-10am 16.66% 16.7%
7-9am	22.87%	23.46%	25.4%		Sat: 10am-1pm	Sat: 10am-1pm 13.68%	Sat: 10am-1pm 13.68% 12.7%
9am-12noon	11.85%	12.28%	15.86%		Sat: 1-4pm	Sat: 1-4pm 19.91%	Sat: 1-4pm 19.91% 20.96%
12noon-4pm	9.78%	10.88%	10.18%		Sat: 4-6pm	Sat: 4-6pm 9.19%	Sat: 4-6pm 9.19% 8.84%
4-6pm	42.57%	43.72%	48.8%		Sat: 6-7pm	Sat: 6-7pm 1.67%	Sat: 6-7pm 1.67% 1.53%
6-7pm	14.29%	15.02%	16.52%		Sat: 7-8pm	Sat: 7-8pm 1.62%	Sat: 7-8pm 1.62% 1.38%
7-7:30pm	1.82%	1.76%	1.76%		Sat: 8-11pm	Sat: 8-11pm 10.52%	Sat: 8-11pm 10.52% 10.06%
7:30-8pm	8.87%	9.58%	10.2%		Sat: 11pm-1am	Sat: 11pm-1am 9.51%	Sat: 11pm-1am 9.51% 8.67%
8-11pm	5.06%	5.31%	7.25%		Sat: 1am-7pm	Sat: 1am-7pm 18.14%	Sat: 1am-7pm 18.14% 18.8%
11pm-12am	28.83%	29.37%	31.34%		Sun: 7-10am	Sun: 7-10am 2.09%	Sun: 7-10am 2.09% 2.12%
11pm-1am	37.64%	38.64%	40.28%		Sun: 10am-1pm	Sun: 10am-1pm 4.38%	Sun: 10am-1pm 4.38% 4.37%
1-6am	24.89%	27.09%	31.44%		Sun: 1-4pm	Sun: 1-4pm 3.97%	Sun: 1-4pm 3.97% 4.18%
					Sun: 4-7pm	Sun: 4-7pm 10.78%	Sun: 4-7pm 10.78% 10.93%
					Sun: 7-11pm	Sun: 7-11pm 7.26%	Sun: 7-11pm 7.26% 7.74%
					Sun: 11pm-1am	Sun: 11pm-1am 5.78%	Sun: 11pm-1am 5.78% 5.85%
					Sun: 1-7am	Sun: 1-7am 16.87%	Sun: 1-7am 16.87% 17.53%

eyville Akron Silverhill Needham Jackson Fairhope Talladega Wetumpka Epes Livingston Guntersville Jacksonville New Market Rehobeth West Blocton Orrville Center Port Intercultural Institute horter Oxford Westover Memphis Spanish Fort Avon Gardendale Fruit Contextual Ministry Courtiand Pow Copyright 2013, Intercultural Institute for Contextual Ministry Courties Hall Garden City Mount Vernon Jacksons' Gan Gravson Valley

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

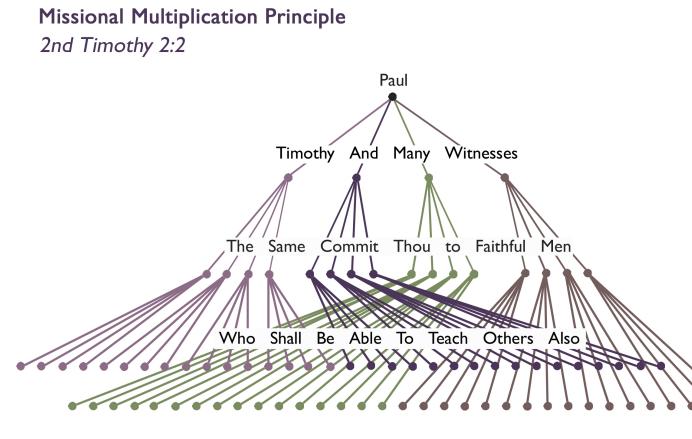
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Gulf Shores Billingsley Snead North Courtland Lipscomb Hodges Redstone Arsenal Robertsdale Hac Milling Somerville Henagar Hamilton Holly Pond Sylvania Brilliant Intercultural Institute Lowndesboro Priceville Trinity Wedowee Black New Hope Hartford Intercultural Institute Confectual Ministry Midland City Elberta Mountainboro Pine Apple Tusc 61

Biblical Missional Multiplication

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

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



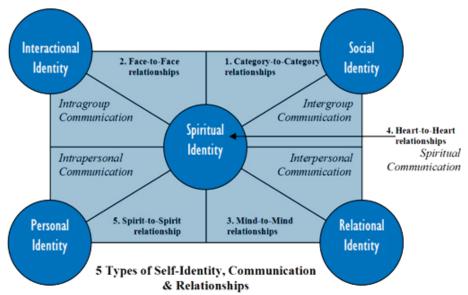
Toxey Weaver <u>Courtland</u> Arley Theodore Babbie Cherokee Waverly Daphne Lanett Rock Mills Hyter Union Hartford Leesburg Grimes Rockford Rutledge La Fayette Intercultural Institute Luverne Meridianville Gurley Adamsville Boaz Selma County Line Intercultural Institute for Contextual Ministry Montevallo Spanish Fort Gamesville Pike Road Pine 162

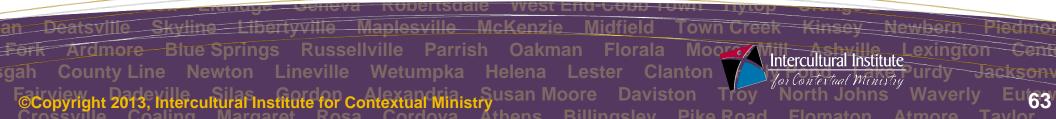
Establishing Redemptive Relationships

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.



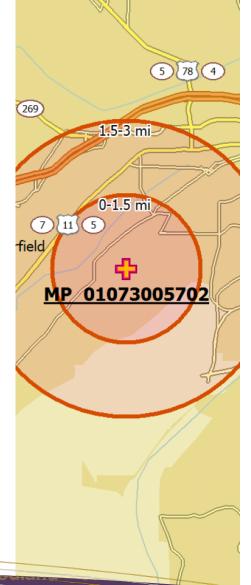


Your MissionSite and the Missional Suite

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:

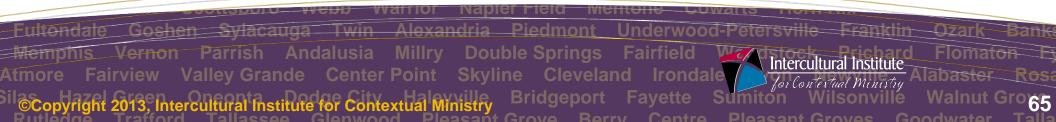
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



estleberry Notasulga Florence Powell Grant Loachapoka Roanoke Blountsville Gordo Bay Minette De Guba Parrish Oakman Harvest Spanish Fort Edgewater Onycha Chiles Intercultural Institute Ashland Midfield Huntsville Pelham Rehobeth Myrtlewood Lexingto For Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry

Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	South Park	2341 Pearson Ave SW Birmingham, AL 35211	0.78 mi	69	Growing
2	New Hope	1740 Cleburn Ave SW Birmingham, AL 35211	0.81 mi	1,431	Growing
3	Green Acres	6505 Avenue O Birmingham, AL 35228	1.27 mi	42	Declining
4	Cathedral of Faith	4720 Court V Birmingham, AL 35208	1.67 mi	0	NoData
5	Central Park	1900 43rd Street Ensley Birmingham, AL 35208	1.84 mi	118	Plateauing
6	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	2.00 mi	1,615	Growing
7	Fairview	2501 29th Place Ensley Birmingham, AL 35208	2.20 mi	54	Plateauing
8	New Beginnings Family Church	500 B Y Williams Sr Dr Birmingham, AL 35228	2.30 mi	180	Growing
9	Sardis	1615 4th Ct W Birmingham, AL 35208	2.66 mi	1,100	Plateauing
10	New Birth Missionary	2200 Pike Rd Birmingham, AL 35208	2.70 mi	0	Plateauing
11	New Birth Christian	19 Ragland Drive Odenville, AL 35120	2.75 mi	0	Plateauing
12	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	2.81 mi	141	Growing
13	Judah Family	2912 Avenue D Birmingham, AL 35218	3.22 mi	0	Plateauing
14	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	3.54 mi	76	Declining
15	Wilkes	1023 Woodward Rd Midfield, AL 35228	3.58 mi	68	Plateauing

Huguley Newbern Ariton Orrville Hollywood Wedowee Sumiton Hartselle Maytown Beaverton Ariton Ethelsville Centreville Valley Head Piedmont Gordo Wilsonville Helen Intercultural Institute Vernon Grand Bay Graysville Fort Deposit Eutaw Demopolis Mob for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	3.65 mi	2,245	Plateauing
17	New Covenant	4121 7th Ave Wylam, AL 35224	3.75 mi	0	Plateauing
18	Mt. Zion	715 12th Ave W Birmingham, AL 35204	3.90 mi	100	Plateauing
19	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	4.07 mi	180	Declining
20	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	4.10 mi	61	Growing
21	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	4.11 mi	0	Plateauing
22	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	4.11 mi	2,096	Growing
23	Bluff Park	2211 McGwier Dr Hoover, AL 35226	4.15 mi	105	Declining
24	Fairfield Highlands	910 9th St Midfield, AL 35228	4.17 mi	252	Declining
25	Thomas First	153 1st Street Thomas Birmingham, AL 35214	4.24 mi	38	Growing
26	Richmond Street	5212 9th Ave Birmingham, AL 35224	4.41 mi	16	Plateauing
27	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	4.41 mi	46	Declining
28	Shannon Fist	PO Box 238 Shannon, AL 35142	4.41 mi	89	Declining
29	Westside	329 Oregon St Birmingham, AL 35224	4.49 mi	18	Declining
30	Rehoboth Christian Community Church	306 Avenue U Birmingham, AL 35214	4.50 mi	0	Plateauing

Ceiger Gardendale Talladega Springs Fultondale Greensboro Hodges Carbon Hill Holly Pond Nector East Brewton Malvern Myrtlewood Calera Cedar Bluff Douglas Intercultural Institute A Mountainboro Guntersville New Market Fruithurst Notasulga Carrol (Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
24		2575 Columbiana Rd			
31	Fullness Christian Fellowship	Birmingham, AL 35216	4.54 mi	215	Growing
32	Southside	PO Box 55058 Birmingham, AL 35255	4.67 mi	163	Declining
33	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	4.67 mi	0	Plateauing
34	Shades Crest	452 Park Ave Hoover, AL 35226	4.67 mi	484	Plateauing
35	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	4.80 mi	419	Declining
36	Christian Walk	PO Box 427 Bessemer, AL 35021	4.98 mi	70	Growing
37	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	5.01 mi	176	Growing
38	Union	5187 Avenue K Lipscomb, AL 35020	5.02 mi	65	Declining
39	Katherwood	600 Roanoke St Birmingham, AL 35224	5.06 mi	59	Declining
40	Brighton	PO Box 3586 Hueytown, AL 35023	5.08 mi	23	Declining
41	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	5.19 mi	0	Plateauing
42	Dolomite	PO Box 188 Dolomite, AL 35061	5.24 mi	35	Plateauing
43	Cottage Hill	PO Box 515 Pleasant Grove, AL 35127	5.32 mi	142	Plateauing
44	Garywood	917 Old Warrior River Rd Hueytown, AL 35023	5.60 mi	27	Plateauing
45	Sandusky Fist	1125 Haven Dr Birmingham, AL 35214	5.64 mi	98	Plateauing

Springville Hazel Green Collinsville Fort Rucker Rutledge Brilliant Triana Parrish Woodville Tillmans Con giften Hammondville Edgewater Gaylesville Crossville Irondale Bon Air Intercultural Institute rtford West Blocton Coffeeville Hurtsboro Woodland Double Springs River Contextual Ministry ¹ Copyright 2013, Intercultural Institute for Contextual Ministry ² Copyright 2013, Intercultural Institute for Contextual Ministry



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