MissionSite top unreached locations

BESSEMER, AL Valley Head Sipsey Gardendale

HalebCENSUS TRACT: 01073014104 Hammondville Smiths Station Kennedy Locu Multiply r Trafford Mobile Midway Rogers REGION: North Central Region Hollywood Hount V Centre Congregational Vision Brundidge Berry Grand BASSOCIATION: Birmingham Section Alexander C Union Ariton Marion Trinity Edgewater Malvern Lockh DISTRICT: 11: Birmingham Metro Districtens Cross R In partnership with the: Town Luverne Elba Vredenburgh COUNTY: Jefferson ile Sanford Greenville McD Intercultural Institute Nontgomery Redstone SITESCAPE: Townscape stleberry Colony Brillian for Contextual Ministryeiger Somerville Horn Hill Henaga Pinson Assa IAlabama Baptist Conventiones Bluff Dozi Clay Oak Hill State Board of Missions on Henagar Fairfield w@Copyright 2011;sintercultural institute for Contextual MinistrySummerdale Shiloh Ladonia Mosses Addison Point Cle

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MissionSite (TM) Table of Contents

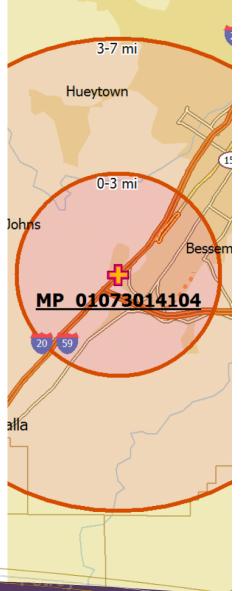
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Lake Purdy Tillmans Corner Ragland Parrish Riverview Carbon Hill Livingston Point Clear Frisco C Elba Fairview Loxley Valley Head Morris Napier Field Florala Correction Intercultural Institute ort Deposit Vina Huguley Southside Banks Natural Bridge Woodland for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Min

Site Location Summary

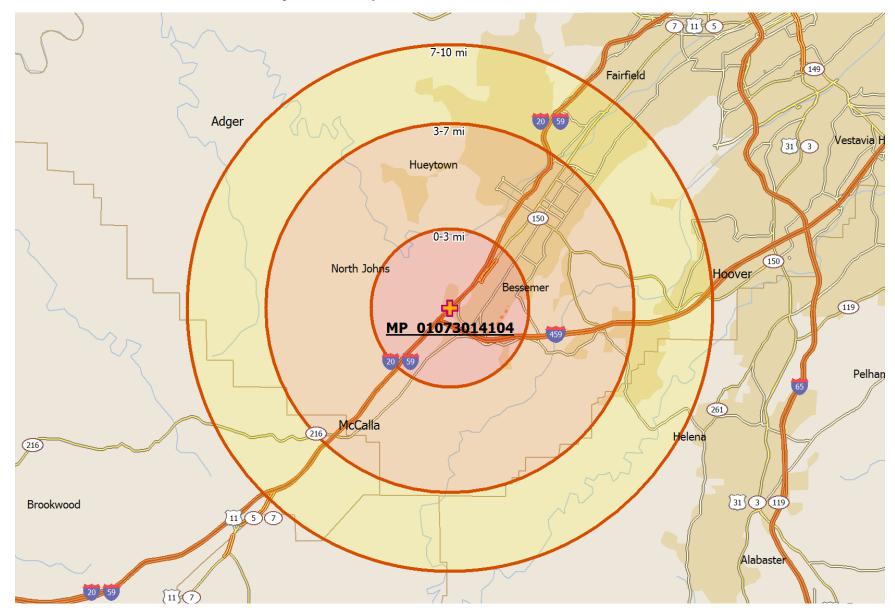
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	35022	Jefferson
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	E1	10000-50000-100000



Southside Paint Rock Fratford Elmore Gaylesville Guin Maytown Gadsden Hiner Trussville Collins Hazel Green Waldo Gantt Emelle Jackson Haleburg Fort Rucker Intercultural Institute Vina Epes Indian Springs Village Talladega Hayneville Loachapoka Goodertual Ministry © Copyright 2011, Intercultural Institute for Contextual Ministry Bolt Piver Falls Locust Fork Atmore Kellyton Mathematica

Site Location Summary - Map of the Site Location



Chatom Brookside Gulf Shores Foley Courtland Bridgeport Magnolia Springs Fort Payne Adams in the Harpersville Geneva Selma Pine Ridge Linden Flomaton Dauphin in Vina Rehobeth Coker in Intercultural Institute Vina Rehobeth Coker in Intercultural Institute Pickensville Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker in Intercultural Institute for Contextual Ministry Vina Rehobeth Coker

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	COD	EXPLANATION
		Ε	
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 Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
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

lore Elmore Owens Cross Roads Eldridge Franklin New Site Carrollton Orville Columbiana Rutledge Brent Jacksonville Elba Pinson Sweet Water Roanoke Fort Deposite Intercultural Institute Littleville Avon Gadsden Cleveland Heflin Hodges Fruithurst Helena for Contextual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry Cocopyright 2011, Intercultural Institute for Contextual Ministry Brock 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	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	24,380	67,196	96,423
2010 Households	9,672	25,903	36,533
2010 Group Quarters Population	518	732	1,220

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	20	34	39
Language Diversity National Index	8	5	16
Foreign Born Diversity National Index	30	52	69
Ancestry Diversity National Index	11	14	16
Racial Diversity National Index	65	62	63

Hanceville Cusseta Gordo Daleville Boligee Woodland Oneonta Bessemer Guin Daviston Dozier Hanceville Opp Huguley Priceville Malvern Fruithurst Columbra Intercultural Institute Mountain Brook Talladega Adamsville Haleburg Littleville Autaugaville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Spanish Fort Valley Head Geraldine Pine Hill Beatrice Samson Holly Pond Courtiand Coffee Spring Hermpka Onycha Pennington Coosada St. Florian Somerville Brilliant Intercultural Institute isgah Woodstock Pike Road Livingston Autaugaville Ider Berry Mulo hermite Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Minis

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 0-3 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	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	88	0.91%
Mainstay Communities	Established, Diverse Households	151	1.56%
Working Communities	Blue-collar, Working Families	1,456	15.05%
Country Communities	Rural, Agri. & Mining Families	134	1.39%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,529	26.15%
Urban Communities	High Density, Inner-city Neighborhoods	5,314	54.94%

Spanish Fort Edwardsville Paint Rock Ranburne Winfield Lakeview Childersburg Ridgeville Notasulge Bayou La Batre Level Plains Northport Kennedy Glenwood Florala Goodwater Babbie Cordova Huguley Rutledge Locust Fork Ashford Intercultural Institute for Contextual Ministry Copyright 2011, 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.

akeview Jacksonville Hodges Epes Tillmans Corner Russellville Parrish Wilsonville Horn Hill Roanoke Hora Guin Midway Alabaster Pickensville Camden Forestdale Saralar <u>Intercultural Institute</u> n Berry Taylor Tuskegee Minor Arley McMullen Detroit Westover Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

- 3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices compare this site to other site locations across the country. Values over 50 in each of these indicates a higher level of diversity or density than most other locations.
- 4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may affect the environment of this site location. The type of economic dependence of a county may shape the background of a church planter that will be needed for this particular site.
- 5. The dominant social environments in this particular site noted on page 8 create specific cultural practices and values that will need to be taken into consideration when starting a new ministry or new congregation. Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments. What implications do you see based on the dominant social environments in this location?

oxley East Brewton Redistone Arsenal Henagar Wilsonville Orrville Lynn Elberta Opp Sumiton Bright arten Theodore Tuscaloosa Ohatchee Mentone Blue Springs Birminghar Intercultural Institute on Dora Level Plains Phenix City Attalla Brilliant Forestdale Riverviev Atmore Heath Huntsville Harto Copyright 2011, Intercultural Institute for Contextual Ministry Fairbone Lake Purdy Carolina Clip Hurtsboro Notasulga Valley Lexington Pinckard Ider Beatrice

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 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 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	0-3 MILE BAND	% INDEX
Unreached Households	188,839	6,779	3.59%
Unreached %	70.04%	70.09%	100.07
Religious But NOT Evangelical HH	59,062	2,682	4.54%
Religious But NOT Evangelical %	21.91%	27.73%	126.59
Spiritual But NOT Relig or Evang HH	23,159	419	1.81%
Spiritual But NOT Relig or Evang %	8.59%	4.33%	50.45
Not Evangelical, Not Interested HH	108,094	3,829	3.54%
Not Evangelical, Not Interested %	40.09%	39.59%	98.73



Fork Wadley Elberta Forestdale Silverhill Lanett Tallassee Midfield Leesburg Waterloo Double Spring Clanton Mooresville Henagar Excel Livingston Columbia Florence Intercultural Institute In Lockhart Saraland Addison Brookside Elba Goodwater Needham Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	258	17	6.59%
Active ALSBOM Attenders	47,650	2,144	4.5%
Active Evangelical Households	60,770	2,177	3.58%
Active Evangelical Percent	22.54%	22.50%	99.84
Inactive Evangelical Households	20,000	716	3.58%
Inactive Evangelical Percent	7.42%	7.41%	99.84
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Crossway	0.62 mi	44	Growing	16	Crossroad	2.94 mi	306	Growing
2	Grant Street	1.65 mi	64	Declining	17	South Highland	3.00 mi	167	Declining
3	Sparks Gap	1.67 mi	92	Plateauing	18	Hopewell First	3.01 mi	34	Growing
4	Calvary	1.85 mi	17	Plateauing	19	Hueytown	3.56 mi	261	Growing
5	McNeil	1.88 mi	22	Plateauing	20	McCalla First	3.65 mi	66	Growing
6	Seventh Street	1.94 mi	67	Declining	21	Vineland Park	3.84 mi	62	Plateauing
7	Eastern Valley	2.09 mi	192	Plateauing	22	Pleasant Ridge	4.03 mi	460	Declining
8	West Highland	2.28 mi	147	Declining	23	The Baptist Church at McAdory	4.03 mi	210	Growing
9	Cornerstone	2.47 mi	10	Declining	24	Industrial City	4.06 mi	58	Growing
10	Raimund Hgts.	2.50 mi	96	Plateauing	25	Loveless Park	4.11 mi	324	Growing
11	West Side	2.63 mi	99	Declining	26	Valley Creek	4.19 mi	169	Growing
12	Bessemer First	2.64 mi	89	Declining	27	Shady Grove	4.38 mi	54	Declining
13	Muscoda	2.74 mi	36	Plateauing	28	Christian Walk	4.45 mi	70	Growing
14	North Highlands	2.76 mi	571	Plateauing	29	Brighton	4.50 mi	23	Declining
15	The Church at Ross Station	2.81 mi	125	Plateauing	30	Union	4.54 mi	65	Declining

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Using the Spirituality Indicators

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

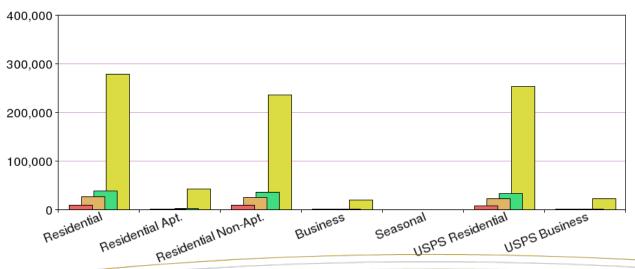
Issues for Your Consideration

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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 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 C
1990 Population	651,526	24,619	3.78%		1990 Households	251,478	9,511	3.78%
2000 Population	662,047	24,669	3.73%		2000 Households	263,265	9,613	3.65%
2010 Population	666,792	24,380	3.66%		2010 Households	269,609	9,672	3.59%
Location Types in this MissionSite						Location Ty	pe	0-3mi Band
🔲 0-3mi Banc	d 🔲 3-7mi Band 🔲 7-10mi Band 🔲 Co		🗖 Cou	nty	Residential		9,627	

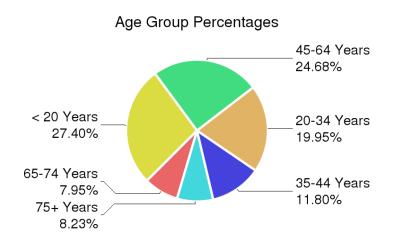


Location Type	0-3mi Band
Residential	9,627
Residential Apt.	737
Residential Non-Apt.	8,890
Business	1,046
Seasonal	0
USPS Residential	8,430
USPS Business	1,189

ton Sylacauga Greensboro Tallassee Russellville Steele Montgomery Lester Maplesville Hytop Shilof Lexicy Webb Altoona Oak Grove Autaugaville Alexander City Flomatory Intercultural Institute Woodland Kinsey Lisman Reform Providence Prattville Troy Abbe for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

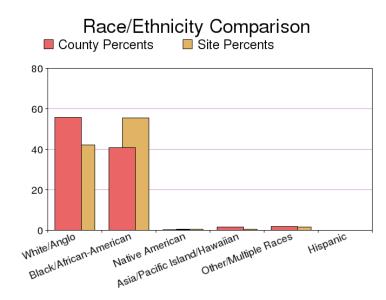


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.87%	120.95
4-5 Years	2.7%	2.74%	101.48
6-8 Years	3.98%	4.02%	101.01
9-11 Years	3.86%	3.8%	98.45
12-13 Years	2.52%	2.46%	97.62
14-17 Years	5.08%	4.98%	98.03
18-19 Years	2.53%	2.53%	100
0-5 Years	8.38%	9.61%	114.68
6-12 Years	9.1%	9.06%	99.56
13-19 Years	8.87%	8.73%	98.42
< 20 Years	26.35%	27.4%	103.98
20-34 Years	20.74%	19.95%	96.19
35-44 Years	12.98%	11.8%	90.91
45-64 Years	25.86%	24.68%	95.44
65-74 Years	7.12%	7.95%	111.66
75+ Years	6.94%	8.23%	118.59
Median Age	37	39	105.06
Median Age (Male)	35	36	102.86
Median Age (Female)	39	41	105.91

Heflin Oxford Smiths Station Thomaston Wedowee Florala Talladega Locust Fork Bessemer Leighte Conta Coaling Yellow Bluff Carolina Red Bay Alexandria Waldo Kimberia Killen Saraland Oak Hill Se Clayhatchee Grimes Gordo Gilbertown Baileyton Avon Blue Ridge For Contextual Institute Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	42.18%	75.82
Black, African-American	40.69%	55.34%	136
Native American	0.36%	0.48%	131.64
Asian	1.49%	0.48%	31.87
Pacific Island, Hawaiian	0.08%	0.03%	39.49
Other/Multiple Races	1.74%	1.49%	85.95
Hispanic	0%	3.05%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	16,131	
Less than 9th Grade	3.46%	5.54%	62.45

Total Adults over age 25 years.	447,863	16,131	
Less than 9th Grade	3.46%	5.54%	62.45
No High School Diploma	8.86%	13.28%	66.72
High School Graduate	28.96%	35.04%	82.64
Some College, no degree	22.64%	22.31%	101.47
Associate Degree	7.22%	8.51%	84.83
College Degree	17.82%	9.68%	184.19
Graduate/Prof. degree	11.04%	5.64%	195.71

Prattville Level Plains Neodham Gardendale Coker Greensboro Henagar Hartford Fairview Gulf S Geven Morris Harpersville Dothan Colony Camden Pickensville Mount Intercultural Institute West Point Fyffe Bay Minette Wilsonville Hobson City Bridgeport Northe for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	8.23%	11.09%	172.55
\$10,000 to \$19,999	13.29%	19.44%	146.21
\$20,000 to \$29,999	12.05%	14.91%	123.75
\$30,000 to \$49,999	20.54%	22.92%	111.57
\$50,000 to \$59,999	8.47%	7.85%	92.61
\$60,000 to \$69,999	6.88%	6.05%	87.95
\$70,000 to \$79,999	5.9%	5.27%	89.33
\$80,000 to \$89,999	4.74%	3.95%	83.35
\$90,000 to \$99,999	3.22%	2.3%	71.37
\$100,000 to \$124,999	6.59%	3.29%	49.92
\$125,000 to \$149,999	3.44%	0.66%	19.23
\$150,000 to \$199,999	3.44%	1.49%	43.27
\$200,000 to \$249,999	1.12%	0.28%	24.84
\$250,000 or more	2.08%	0.52%	24.8
Median Household	45,427	34,351	75.62
Average Household	68,011	47,221	69.43
Per Capita Household	28,213	18,756	66.48
Family/Non-Family Household			
Income			
Median Family Income	58,390	42,319	72.48
Average Family Income	83,931	54,952	65.47
Median Non-Family Income	28,382	20,948	73.81
Average Non-Family Income	39,159	29,862	76.26

Freen Florence Horn Hill Red Level Eclectic North Courtland Andalusia West End-Coub Town Gayles Fort Deposit Moulton Muscle Shoals Albertville Cowarts La Fayette Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.44%	66.66%	103.44
Families with Children	32.53%	35.13%	107.99
Families without Children	31.91%	31.52%	98.79
Non-Family Households			
% Non-Family Households	35.56%	33.34%	93.77
Non-Families with Children	0.19	0.17	86.27
Non-Families without Children	35.37	33.18	93.81
Housing Units			Index
Total Housing Units	313,876	11,270	
Vacant percent	14.1%	14.17%	100.48
Owned percent	58.37%	57.36%	98.26%
Rented Percent	27.52%	28.46%	103.42
Households by Size			Index
Avg household size	2.41	2.47	102.49
Avg family hh size	3.12	3.14	100.64
Avg non-family hh size	1.13	1.12	99.12
Households By Count of Persons			Percent
One	84,836	2,953	3.48%
Two	81,467	2,842	3.49%
Three or Four			
	80,946	3,000	3.71%

Madison Coffeeville Oak Grove Marion Attalla Woodville Grimes Morris Glencoe Guntersville Ja Rebertsdale Rosa McDonald Chapel Pennington Pine Apple Silas Union Intercultural Institute Shores Repton Powell Pinckard Demopolis Beatrice Mulga Meridianv Anniston Pine Hill Rogersville e Copyright 2011, Intercultural Institute for Contextual Ministry

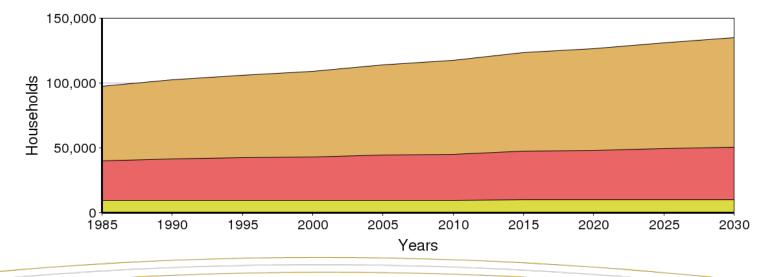
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 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	24,619	3.78%
2000 Population	662,047	24,669	3.73%
2010 Population	666,792	24,380	3.66%
2015 Population	675,554	25,011	3.7%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

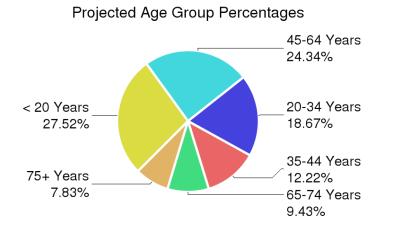
🔲 0-10mi Ring



Haleburg Ethelsville Camp Hill Enterprise Moores Mill Avon Ashville Horn Hill Lipscomb Hanceville Eutaula Magnolia Springs Weaver Faunsdale Millport Centreville Mean Intercultural Institute Fultondale Grand Bay Luverne Newbern New Brockton Hobson City for Contestinal Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

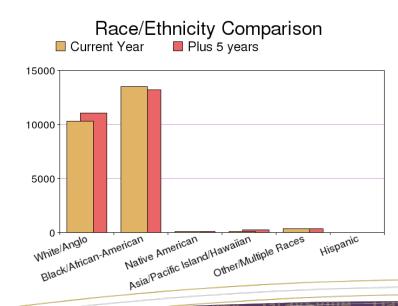


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.87%	6.87%	100
4-5 Years	2.74%	2.85%	104.01
6-8 Years	4.02%	4.22%	104.98
9-11 Years	3.8%	3.96%	104.21
12-13 Years	2.46%	2.5%	101.63
14-17 Years	4.98%	4.84%	97.19
18-19 Years	2.53%	2.28%	90.12
0-5 Years	9.61%	9.72%	101.14
6-12 Years	9.06%	9.44%	104.19
13-19 Years	8.73%	8.37%	95.88
< 20 Years	27.4%	27.53%	100.47
20-34 Years	19.95%	18.67%	93.58
35-44 Years	11.8%	12.22%	103.56
45-64 Years	24.68%	24.34%	98.62
65-74 Years	7.95%	9.43%	118.62
75+ Years	8.23%	7.83%	95.14
Median Age	37	40	107.34
Median Age (Male)	35	37	105.81
Median Age (Female)	39	42	106.94

Montgemery Needham Epes Millbrook Aliceville Glenwood Onycha Cusseta Belk Locust Fork Pine Ap the Twin Tuscaloosa Saks Douglas Nauvoo Louisville Leighton Gult Antonia Intercultural Institute Vest Jefferson Sanford St. Florian Gordon Hazel Green Gainesville Fair for Contextual Ministry Coopyright 2011, 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 0-3 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	42.18%	44.28%	104.97
Black, African-American	55.34%	52.85%	95.5
Native American	0.48%	0.5%	104.2
Asian	0.48%	0.88%	184.87
Pacific Island, Hawaiian	0.03%	0.06%	194.95
Other/Multiple Races	1.49%	1.44%	96.14
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	16,131	16,591	
Less than 9th Grade	5.54%	4.16%	75.04
No High School Diploma	13.28%	10.41%	78.39
High School Graduate	35.04%	35.33%	100.82
Some College, no degree	22.31%	22.72%	101.82
Associate Degree	8.51%	9.66%	113.51
College Degree	9.68%	11.01%	113.73
Graduate/Prof. degree	5.64%	6.72%	119.13

Daphne Libertyville Glencoe Rockford Greensboro Millbrook Talladega Springs Canden Boligee Cen Anniston Red Level Daleville Brilliant Silas River Falls Maplesville Intercultural Institute Issville Waterloo Gantt Munford Gardendale Belk Pelham Vestavia Hive Los Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-3 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 0-3 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 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	11.09%	9.76%	88.02
\$10,000 to \$19,999	19.44%	19.12%	98.37
\$20,000 to \$29,999	14.91%	14.18%	95.1
\$30,000 to \$49,999	22.92%	22.23%	97
\$50,000 to \$59,999	7.85%	7.97%	101.62
\$60,000 to \$69,999	6.05%	6.33%	104.72
\$70,000 to \$79,999	5.27%	5.88%	100.13
\$80,000 to \$89,999	3.95%	4.59%	106.49
\$90,000 to \$99,999	2.3%	2.45%	106.57
\$100,000 to \$249,999	3.29%	3.76%	114.32
\$125,000 to \$149,999	0.66%	0.85%	127.73
\$150,000 to \$199,999	1.49%	1.68%	112.87
\$200,000 to \$249,999	0.28%	0.36%	128.23
\$250,000 or more	0.52%	0.69%	132.72
Median Household	34,351	36,567	106.45
Average Household	47,221	51,722	109.53
Per Capita Household	18,756	20,821	111.01
Family/Non-Family Household			
Income			
Median Family Income	42,319	46,653	110.24
Average Family Income	54,952	61,478	111.88
Median Non-Family Income	20,948	22,055	105.28
Average Non-Family Income	29,862	31,342	104.96

Heyton Warrior White Half Herlin Vincent Coffeeville Lanett Coosada Waldo Loechapoka Centre Pin deville Reece City Winfield Forkland Level Plains Clanton Newbern Contentinal Institute Florian Huguley Oakman Tuskegee Alabaster Albertville Aliceville David for Contential Ministry ^{So} Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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 0-3 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 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	66.66%	65.76%	98.65
Families with Children	35.13	34.77	98.97
Families without Children	31.52	31.97	101.41
Non-Family Households			
% Non-Family Households	33.34%	34.24%	102.7
Non-Families with Children	0.17	0.16	102.7
Non-Families without	33.18	34.09	102.74
Children			
Housing Units			
Total Housing Units	11,270	11,710	103.9%
Vacant percent	14.17%	14.12%	99.62
Owned percent	57.36%	57.17%	99.68
Rented Percent	28.46%	28.71%	100.86
Households by Size			
Avg household size	2.47	2.43	98.38%
Avg family hh size	3.14	3.14	100%
Avg non-family hh size	1.12	1.08	96.43%
Households By Count of			
Persons			
One	2,953	3,173	107.45%
Two	2,842	2,948	103.73%
Three or Four	3,000	3,060	102%
Five+	877	875	99.77%

Russellville Wedowee Ohatchee Childersburg Kellyton Geiger Notasulga Fort Deposit Brookside Ope Birmingham Walnut Grove Town Creek Oak Grove Providence Roberts Angleston Fulton Carrella ople New Brockton Rock Mills Meridianville Geraldine Vernon West Jeff (a: Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Carden for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	224	441	1,429	Eastern Africa	Eastern Africa 0	Eastern Africa 0 12
Northern Europe	16	27	73	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	14	17	145	Northern Africa	Northern Africa 0	Northern Africa 0 8
Southern Europe	0	10	0	Southern Africa	Southern Africa 0	Southern Africa 0 5
Eastern Europe	0	0	61	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	27	69	230	Oceania	Oceania 0	Oceania 0 21
So. Central Asia	0	51	297	Caribbean	Caribbean 20	Caribbean 20 63
SE Asia	5	14	88	Central Amer.	Central Amer. 87	Central Amer. 87 68
Western Asia	9	15	51	South America	South America 9	South America 9 14
Other Asia	0	0	0	North America	North America 37	North America 37 47
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-1
	MILES	MILES	MILES		MILES	MILES	MIL
English only	21,020	65,400	72,279	Other Indo-Euro	7	9	4
Spanish	238	979	1,371	Asian/PI languages	0	0	0
Other Indo-Euro	218	501	1,062	Chinese	19	74	168
language				Japanese	0	4	29
French (incl. Patois,	118	186	307	Korean	0	97	27
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	18	102	91	Miao, Hmong	0	0	0
Portuguese	0	14	11	Thai	0	0	29
German	59	121	235	Laotian	0	0	0
Yiddish	0	2	14	Vietnamese	0	29	86
Other West Germanic	0	0	2	Other Asian	0	15	26
A Scandinavian	0	0	0	Tagalog	0	0	8
Language				Other Pacific Is	0	12	8
Greek	6	0	46	Other languages	83	89	199
Russian	5	2	50	Navajo	0	0	0
Polish	0	4	7	Other Native N.	6	0	27
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	10	9	Hungarian	0	7	5
Armenian	0	0	0	Arabic	29	43	113
Persian	0	0	47	Hebrew	42	8	24
Gujarathi	0	26	159	African languages	6	31	30
Hindi	5	0	58	Other unspecified	0	0	0
Urdu	0	25	0				

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Dadevil Columbia Meadowbro <u>Ashford</u> Intercultura nstitute **Brookwood** Favette Clavton Hanceville los Contestua Ministry Huntsville Sylvania right 2011, Intercultural Institute for Contextual Mini Homewood 26

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	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	16,648	50,962	62,210	Irish	Irish 716	Irish 716 2,863
Arab	32	137	141	Italian	Italian 250	Italian 250 942
Armenian	8	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	3	15	13	Norwegian	Norwegian 20	Norwegian 20 71
British	57	173	308	Polish	Polish 36	Polish 36 211
Canadian	10	46	41	Portuguese	Portuguese 0	Portuguese 0 9
Croatian	0	3	3	Romanian	Romanian 0	Romanian 0 17
Czech	9	6	17	Russian	Russian 0	Russian 0 25
Czechoslovak	0	7	6	Scandinavian	Scandinavian 2	Scandinavian 2 21
Danish	17	32	9	Scotch-Irish	Scotch-Irish 199	Scotch-Irish 199 1,012
Dutch	89	329	465	Scottish	Scottish 78	Scottish 78 861
English	789	3,886	4,216	Slovak	Slovak 0	Slovak 0 0
European	98	481	470	Subsaharan African	Subsaharan African 215	Subsaharan African 215 478
Finnish	0	0	19	Swedish	Swedish 13	Swedish 13 38
French (not Basque)	88	457	626	Swiss	Swiss 20	Swiss 20 33
French Canadian	21	52	116	Ukrainian	Ukrainian 0	Ukrainian 0 8
German	529	2,033	2,303	US/American	US/American 2,450	US/American 2,450 9,094
Greek	18	49	131	Welsh	Welsh 35	Welsh 35 136
Hungarian	10	15	75	West Indian	West Indian 45	West Indian 45 25
Iranian	0	0	42	Yugoslavian	Yugoslavian 0	Yugoslavian 0 14
				Other	Other 10,791	Other 10,791 27,384

Mount Vernon Mobile Elberta Blue Ridge Lincoln Luverne Mosses Brantley Scottsboro St. Florian Edwardsville Talladega Springs Spanish Fort Flomaton Camden Intercultural Institute ingville Birmingham Ohatchee Gantt Stevenson Elkmont Forestdale Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Margaret Mig 27

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

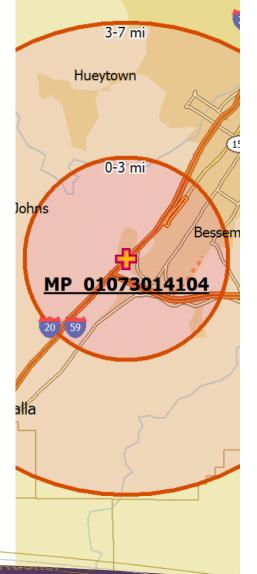
Issues for Your Consideration - continued

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

Evergreen Bakerhill Tillmans Corner Vincent Loachapoka Rainsville Rogersville Meridianville North C Guin Forkland Rockford Ozark Natural Bridge Brighton Mount Olive Intercultural Institute Heath Clanton Allgood Brookwood Geiger Lowndesboro Red Bay Sol Confectual Ministry Walnut Grove Copyright 2011, Intercultural Institute for Contextual Ministry Priceville Brilliant Lipscomb Vredenburgh Brantle 29

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.



Pine Hill Vestavia Hills Smoke Rise Grant Columbia Scottsboro Line House Lynn Waverly House Hill Vestavia Hills Smoke Rise Grant Columbia Scottsboro Line Intercultural Institute Tuscaloosa Talladega Springs Cowarts Moores Mill Chatom Citronel Confextual Ministry Glenwood Florence Woodville Silas Gadsden Exc 30 Copyright 2011, 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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	9,672	100%	6,777	100%
AFFLUENT SUBURBIA	3	0.03%	2	0.03%
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	3	0.03%	2	0.03%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	85	0.88%	57	0.84%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	85	0.88%	57	0.84%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	88	0.91%	56	0.83%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	45	0.47%	29	0.43%
Urban Optimists	0	0%	0	0%
Family Convenience	43	0.44%	27	0.4%
Mid-Market Enterprise	0	0%	0	0%



The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	9,672	100%	6,777	100%
BLUE COLLAR BACKBONE	39	0.4%	26	0.38%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	14	0.14%	9	0.13%
Small Town Endeavors	25	0.26%	17	0.25%
AMER. DIVERSITY	63	0.65%	42	0.62%
Ethnic Urban Mix	20	0.21%	14	0.21%
Urban Blues	43	0.44%	28	0.41%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,417	14.65%	971	14.33%
Steadfast Conservative	1,346	13.92%	922	13.6%
Moderate Conventionalists	15	0.16%	10	0.15%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	56	0.58%	39	0.58%

anburne Elba Onycha Repton Fayette McDonald Chapel Grand Bay Talladega Springs Russellville Pre-Hayden Littleville Hillsboro Black Kansas Henagar Emelle North Intercultural Institute Clio Wadley Cuba Douglas Coaling Jackson Spanish Fort Ragla For Confectual Ministry 9©Copyright 2011, Intercultural Institute for Contextual Ministry Convertion 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 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	9,672	100%	6,777	100%
REMOTE AMERICA	124	1.28%	74	1.09%
Hardy Rural Fam.	53	0.55%	32	0.47%
Rural Southern Living	49	0.51%	29	0.43%
Coal & Crops	22	0.23%	13	0.19%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,529	26.15%	1,873	27.64%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	2,529	26.15%	1,873	27.64%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	10	0.1%	5	0.07%
Industrious Country Living	5	0.05%	3	0.04%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	2	0.02%	1	0.01%
Hinterland Fam.	3	0.03%	1	0.01%

e Arsenal Madrid Hunford Talladega Springs Madison Southside Triana Riverview Havneville Boligee Hill Vance Skyline Notasulga Yellow Bluff Robertsdale Chatom Intercultural Institute Littleville Malvern Hartford Cordova Petrey Babbie Scottsboro Ra ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	0-3 HH & Percent		Unreached HH & Percent	
Total	9,672	100%	6,777	100%
STRUGGLING SOCIETIES	2,702	27.94%	1,833	27.05%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,689	27.8%	1,823	26.9%
College Town Communities	0	0%	0	0%
New Beginnings	13	0.13%	10	0.15%
URBAN ESSENCE	2,612	27.01%	1,838	27.12%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2,414	24.96%	1,688	24.91%
Urban Diversity	0	0%	0	0%
New Generation Activists	16	0.17%	11	0.16%
Getting By	182	1.88%	139	2.05%
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%

Loughapona Autaugaville Coker Babble Avon Wouldville

kington Hokes Bluff Unlontown Grove Hill Hodges Lake Purdy Pine Hill Grimes Rockford Collinsville F Hauta Billingsley Tillmans Corner Maytown Mount Olive Jemison Elmore Intercultural Institute skegee Goldville Woodstock McDonald Chapel Black Killen Fairview for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Ocopyright 2011, Intercultural Institute for Contextual Ministry August Andrew Hartford Huntsville Lowed

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 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?

od Hope Repton Lockhart La Fayette Crimes Brookwood Mentone Yellow Bluff Fayette Hodges Jacks Hackleburg Minor Tillmans Corner Athens Talladega Millport Springville Intercultural Institute Cardiff Section Heath Sumiton Jemison Gainesville Maytown Brent for Contextual Ministry Di Copyright 2011, Intercultural Institute for Contextual Ministry Boligee New Market Phil Campbell Chatom Hartf 35

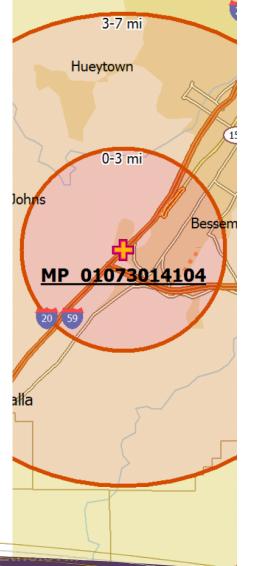
Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



Winfield Geraldine Rockford Moody Blue Springs Gordo New Site Pleasant Grove Skyline Akron Der Kinsey Saks Dutton North Johns Centre Coaling Theodore Trafford Intercultural Institute of Locust Fork Thomasville Colony Yellow Bluff Piedmont Powell Pit Intercultural Institute Science Linco Confectual Ministry River Factorial Ministry Anderson Auburn Florala Pike Road Trinity River Factorial

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	64%	68%	70%
Use Comp. for Internet/E-mail	42%	49%	52%
Internet Use: E-Mail	34%	41%	44%
Use Comp. for Comp. Games	31%	34%	35%
Use Comp. for Education	27%	30%	31%
HH Owns DVD Player	23%	25%	27%
Use Comp. for Word Processing	22%	30%	33%
Use Comp. for Shopping	21%	28%	30%
Use Comp. for Digital Camera	20%	26%	29%
Photo Editing			
Use Comp. for Banking	20%	25%	28%

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

Maytown Hueytown Needham Millry Fayette Dozier Rainbow City Jacksonville Garden City Brilliant Texey Vance Graysville Kimberly Riverview Eva Waldo Hayden Core Intercultural Institute Childersburg Powell Elberta Ethelsville Homewood Millport Cuba Pins for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Description of 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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
Listening To Music	67%	67%	68%	Any Ailment
Reading Books	49%	50%	52%	Gen./Fam. P
Dining Out (Not Fast Food)	43%	48%	51%	Backache
Card Games	35%	38%	38%	Hypertension
Cooking for Fun	33%	33%	34%	Pressure
Go To A Beach/Lake	26%	30%	32%	Dentist
Board Games	25%	28%	29%	Eye Dr.
Gardening	24%	27%	29%	None Of The
Going To	16%	18%	18%	High Cholest
Bars/Nightclubs/Dancing				Any Arthritis
Visit Museum	14%	16%	18%	Acid Reflux E

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	66%	66%	66%
Gen./Fam. Practitioner	33%	36%	36%
Backache	22%	22%	21%
Hypertension/High Blood	22%	20%	19%
Pressure			
Dentist	22%	24%	26%
Eye Dr.	19%	19%	20%
None Of These	18%	19%	19%
High Cholesterol	17%	17%	17%
Any Arthritis	15%	15%	14%
Acid Reflux Disease (GERD)	15%	14%	14%

Jorence Camden Wadley Haloburg Haleyville Eufaula Pollard Cottonwood Midfield Hayden Tallassee Faunsdale Leesburg Hurtsboro Cordova Clio Beaverton Center Point Condenville Brilliant Geneva Mignon Forkland Notasulga Wetumpka Jemison Phil Campbell How for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mignon Forkland Notasulga Wetumpka Jemison Phil Campbell How for Contextual Ministry Second Street and Ministry Ministry Ministry Headland Hazel Green Adamsville Ashford V38

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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	24.29%	25.5%	27.47%
Live Theater	16.87%	18.29%	20.85%
Live Theater Most Often	13.22%	14.45%	16.62%
Rock/Pop Concerts Most	13.21%	13.74%	14.78%
Often			
Dance Performance	10.6%	10.07%	10.36%
Comedy Club	9.92%	10.31%	10.61%
Movies: Comedy	40.85%	40.85%	41.61%
Movies: Action/Adventure	37.67%	38.7%	38.93%
Movies: Drama	24.53%	22.99%	23.65%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	22.37%	21.9%	22.05%
Movies: Romantic Comedy	21.27%	21.23%	22.42%
Movies: Mystery	18.44%	17.93%	17.66%
MLB Baseball Reg. Season	4.01%	5.88%	7.18%
College Football Reg.	3.97%	4.9%	5.99%
Season			
NFL Football Reg. Season	3.88%	5.18%	6.02%
College Basketball Reg.	3.39%	3.72%	4.49%
Season			
NBA Basketball Reg.	2.41%	2.95%	3.37%
Season			
College Basketball	1.51%	1.37%	1.51%
Post-Season			

Petrey Stevenson Sylvan Springs Athens Leeds Crossville Pisgah Baileyton Belk Tallassee Rocking Steven Cherokee Walnut Grove Leesburg Bear Creek Holt Albertville Intercultural Institute Wilton Rogersville Courtland Mountain Brook Bay Minette Harvest As for Confertual Ministry by Sylacauga Copyright 2011, Intercultural Institute for Contextual Ministry Chatom Pleasant Groves Sheffield Tillmans Corner 39

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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

wimming22.18%26.54%28.45%owling19.66%21.09%21.85%asketball17.66%16.9%16.89%illiards/Pool16.61%17.67%17.78%ogging/Running15.96%16.01%16.71%reshwater Fishing13.29%15.49%15.07%ootball13.22%12%11.91%/eight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.5%11.3%sing Cardio Machine9.05%11.04%12.15%	BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
wimming22.18%26.54%28.45%owling19.66%21.09%21.85%asketball17.66%16.9%16.89%illiards/Pool16.61%17.67%17.78%ogging/Running15.96%16.01%16.71%reshwater Fishing13.29%15.49%15.07%ootball13.22%12%11.91%/eight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.5%11.3%sing Cardio Machine9.05%11.04%12.15%		MILES	MILES	MILES		MILES	MILES MILES
owling19.66%21.09%21.85%asketball17.66%16.9%16.89%illiards/Pool16.61%17.67%17.78%ogging/Running15.96%16.01%16.71%reshwater Fishing13.29%15.49%15.07%ootball13.22%12%11.91%reight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	Valking for Exercise	35.11%	37.14%	38.53%	Golf	Golf 7.89%	Golf 7.89% 10.16%
asketball17.66%16.9%16.89%illiards/Pool16.61%17.67%17.78%ogging/Running15.96%16.01%16.71%reshwater Fishing13.29%15.49%15.07%ootball13.22%12%11.91%/eight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.5%11.1%tationary Cycling9.84%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	Swimming	22.18%	26.54%	28.45%	Mountain/Road Bikin	Mountain/Road Biking 7.83%	Mountain/Road Biking 7.83% 9.93%
illiards/Pool16.61%17.67%17.78%ogging/Running15.96%16.01%16.71%reshwater Fishing13.29%15.49%15.07%ootball13.22%12%11.91%/eight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.5%11.3%sing Cardio Machine9.05%11.04%12.15%	Bowling	19.66%	21.09%	21.85%	Softball	Softball 7.39%	Softball 7.39% 7.88%
ogging/Running15.96%16.01%16.71%reshwater Fishing13.29%15.49%15.07%ootball13.22%12%11.91%/eight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.55%11.1%tationary Cycling9.84%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	Basketball	17.66%	16.9%	16.89%	Camping Trips	Camping Trips 6.91%	Camping Trips 6.91% 10.55%
reshwater Fishing13.29%15.49%15.07%botball13.22%12%11.91%/eight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.5%11.1%tationary Cycling9.84%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	Billiards/Pool	16.61%	17.67%	17.78%	Roller Skating	Roller Skating 6.25%	Roller Skating 6.25% 6.16%
Dotball13.22%12%11.91%/eight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.5%11.1%tationary Cycling9.84%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	ogging/Running	15.96%	16.01%	16.71%	Yoga	Yoga 6.15%	Yoga 6.15% 6.39%
Veight Training12.29%13.92%15.01%aseball11.43%11.65%11.72%erobics10.98%10.5%11.1%tationary Cycling9.84%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	reshwater Fishing	13.29%	15.49%	15.07%	Soccer	Soccer 6.05%	Soccer 6.05% 6.3%
aseball11.43%11.65%11.72%erobics10.98%10.5%11.1%tationary Cycling9.84%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	ootball	13.22%	12%	11.91%	Tennis	Tennis 5.95%	Tennis 5.95% 6.31%
erobics10.98%10.5%11.1%tationary Cycling9.84%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	Veight Training	12.29%	13.92%	15.01%	Target Shooting	Target Shooting 5.53%	Target Shooting 5.53% 7.32%
tationary Cycling9.84%10.53%11.3%sing Cardio Machine9.05%11.04%12.15%	Baseball	11.43%	11.65%	11.72%	Saltwater Fishing	Saltwater Fishing 5.46%	Saltwater Fishing 5.46% 6.5%
sing Cardio Machine 9.05% 11.04% 12.15%	verobics	10.98%	10.5%	11.1%	Ice Skating	Ice Skating 5.2%	Ice Skating 5.2% 5.12%
0	Stationary Cycling	9.84%	10.53%	11.3%	Hunting	Hunting 4.96%	Hunting 4.96% 6.94%
olleyball 8.58% 8.69% 8.5%	Jsing Cardio Machine	9.05%	11.04%	12.15%	Backpacking/Hiking	Backpacking/Hiking 4.93%	Backpacking/Hiking 4.93% 6.83%
	/olleyball	8.58%	8.69%	8.5%	Power Boating	Power Boating 4.47%	Power Boating4.47%6.04%

Iton Jacksons' Gap Edwardsville Frisco City La Fayette Kimberly Louisville Coker Millbrook Clio The Smiths Station Clanton Brent Slocomb Eva Birmingham Epes Verney Vellow Buff Citronelle Faire Newbern Monroeville Haleburg Leighton Babbie Gaylesville Chelse for Contextual Ministry Viccopyright 2011, 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 - 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	
	MILES	MILES	MILES	
Racquetball	4.35%	4.32%	4.43%	
Motorcycling	3.89%	4.89%	4.98%	
Fly Fishing	3.87%	4.15%	4.11%	
Canoeing/Kayaking	3.85%	5%	5.18%	
Horseback Riding	3.66%	4.53%	4.54%	
Jet Skiing	3.57%	4.01%	4.12%	
Hockey	3.56%	3.43%	3.42%	
Snorkeling	3.54%	4.04%	4.19%	
Skateboarding	3.34%	3.29%	3.09%	
Downhill & X-Country	3.09%	3.7%	4.11%	
Skiing				

0-3	3-7	7-10
MILES	MILES	MILES
3.01%	3.57%	3.66%
3%	3.27%	3.15%
2.97%	3.8%	3.73%
2.94%	3.1%	3.14%
2.64%	3.1%	3.21%
2.27%	2.53%	2.66%
2.26%	2.72%	2.72%
2.15%	2.78%	2.61%
2.07%	2.31%	2.27%
1.86%	2.25%	2.27%
	MILES 3.01% 3% 2.97% 2.94% 2.64% 2.27% 2.26% 2.15% 2.07%	MILESMILES3.01%3.57%3%3.27%2.97%3.8%2.94%3.1%2.64%3.1%2.27%2.53%2.26%2.72%2.15%2.78%2.07%2.31%

and Lake South Vinement Nectar Attalla Satsuma Huguley Bay Minette Foley Hammondville Mount Ver Petrey Babbie Mountainboro Millry Maplesville Memphis New Site Intercultural Institute ffeeville Pinson Leighton Waverly Coaling Monroeville Marion Garden for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

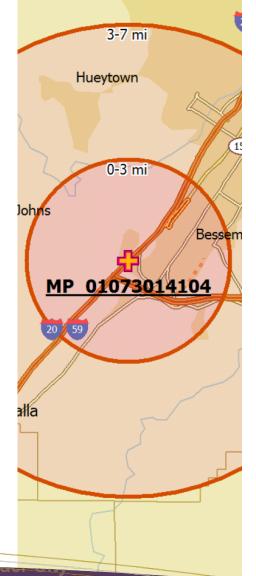
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Mountain Brook Fairfield Fairhope Ragland Dayton Ohatchee Mosses Collinsville Harpersville Living Fairview Baileyton Orrville Susan Moore Winfield McIntosh Fort Contextual Institute on Glen Allen Leesburg Belk Centre Samson Level Plains Sumiton Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

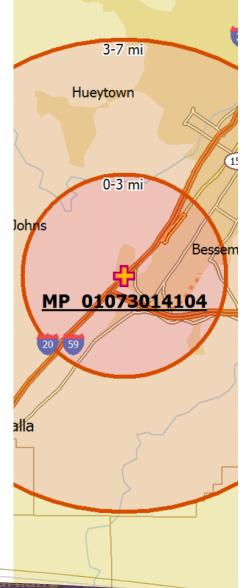
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Ido Mountain Brook Woodland Millry Gainesville Excel Pleasant Grove Sardis City Opp Union Grove Field Rosa Alexander City Elkmont Somerville Coosada Shiloh Ozark <u>Intercultural Institute</u> Grove Brewton Guntersville Center Point Emelle Talladega New Brockton Butler Kit for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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.

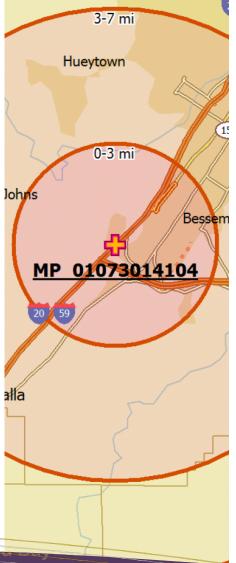
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	54%	52%	52%	Money Is Best Measure Of Success	23%	24%	24%
Like Control Over People And Resources	41%	38%	37%	Marijuana Should Be Legalized Friends More Important Than	20% 20%	20% 22%	21% 23%
Speak My Mind Even If It Upsets	40%	38%	37%	My Fam.			
People Find It Difficult To Say No To My	35%	36%	36%	We Should Strive for Equality for All	19%	17%	17%
Kids Woman's Place Is In The Home	35%	34%	34%	Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Don't Judge People/Way They Live Life	33%	31%	31%	Only Work Current Job for The Money	17%	16%	15%
Too Much Sponsorship In Arts/Sports	32%	29%	27%	Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Prefer To Have Few Possessions As Possible	27%	29%	31%	Happy With My Standard Of Living	12%	12%	13%
Like To Do Unconventional Things	27%	28%	27%	On Whole People Get What They Deserve	12%	12%	12%
I Am A Workaholic	27%	24%	23%	Very Happy With My Life As It Is	12%	10%	10%
If Won Lottery Would Never Work Again	24%	25%	26%	More Important Do Duty Than Enjoy Life	10%	9%	8%
Like to Stand Out In A Crowd	24%	22%	22%	I Am A Perfectionist	10%	9%	9%

Creola Calera Ozark Mobile McIntosh Maplesville Butler Red Level Eclectic Minor Deatsville Camp Carolina Tuscumbia East Brewton Kimberly Oxford Rainsville Pell City Powell Killen Prichard non Geiger Thomaston Hamilton Falkville River Falls Lowndesboro Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Recomprised Brookside Florala Forkland Alexander City Riverside

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.



Trinity Guntersville Demopolis Pinckard Hayneville Helena Level Plains Clay Excel New Site Brooksie The Sulligent Theodore Bakerhill Midland City Eldridge Vincent Wark McDonald Chapel Chickesaw Mount Olive Blountsville Brookwood Westover Rainsville Fyffe Coffee Confectual Ministry (Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Mini

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 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.

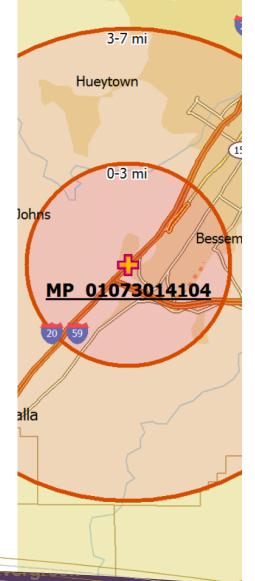
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	57%	Looking for New Ideas To Improve Home	22%	20%	19%
Important To Respect Customs	54%	57%	59%	Like To Just Enjoy Life	20%	20%	21%
And Beliefs	100/	000/	070/	Try Not To Worry About The	18%	17%	17%
Prefer Work Part Of Team Than Alone	40%	38%	37%	Future Real Men Don't Cry	17%	17%	16%
Like To Understand About Nature	39%	39%	39%	Worried About Pollution Caused By Cars	16%	17%	18%
Important To Juggle Various	36%	34%	33%	Is An Important Part Of Who I Am	15%	16%	16%
Tasks Important Feel Respected By My	33%	33%	33%	Enjoy Spending Time With My Fam.	14%	13%	12%
Peers Good At Fixing Things	32%	31%	30%	Children Should Be Allowed To Express Themselves	9%	8%	7%
Have Keen Sense Of Adventure	30%	28%	29%	Feel Very Alone In The World	7%	6%	6%
Prefer To Have Few Possessions As Possible	27%	29%	31%	Like Spending Most Time With Fam.	6%	6%	6%
Provide My Kids With The Little Extras	24%	20%	18%	Would Like To Set Up Own Business	5%	5%	4%
Consider Myself Interested In The Arts	23%	22%	21%	Decor Particular Interest To Me	4%	4%	4%
People Have To Take Me As They Find Me	22%	22%	23%				

Tallassee Shiloh Gilbertown Mountain Brook Moody Moulton Sumiton Henagar Fairfield Rock Mills E Uniontown Millry Forestdale Jemison Carrollton Calera Haleburg Intercultural Institute Ladonia Chickasaw Arab Brundidge Crossville Geiger Hamilton Dal Gordeviat Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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.



Loxley Cleveland Hodges Center Point Orange Beach Ethelsville Mountainboro Boaz Sanford Los Biountsville Munford Rogersville Brookwood Hokes Bluff Fort Ruck Intercultural Institute Mount Olive Millbrook Brewton Jacksonville Dauphin Island Leight Fort Confectual Ministry to Copyright 2011, Intercultural Institute for Contextual Ministry Brockton Hurtsboro Clanton Kinsey Brighton Carol 7

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 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.

0-3

MILES

18.96%

18.03%

17.91%

16.34%

16.3%

14.64%

14.43%

14.32%

13.51%

12.39%

13%

Of 15.33%

3-7

MILES

14.8%

19.25%

16.01%

16.5%

14.41%

14.68%

11.23%

14.53%

14.48%

13.13%

12.38%

13.36%

7-10

MILES

13.88%

20.17%

15.6%

15.77%

13.29%

14.91%

10.43%

14.89%

13.93%

13.67%

13.01%

14.44%

PLACE	0-3	3-7	7-10	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	85.46%	85.32%	84.78%	Popeyes
Restaurant-Visit Any				Olive Garden
Fam. Restaurants/Steak	74.08%	76.56%	77.53%	Domino's Pizza
Houses-Visit Any				Dairy Queen
McDonald's	54.84%	55.58%	55.45%	Golden Corral
Burger King	39.91%	39.16%	38.15%	IHOP (International House
Kentucky Fried Chicken (KFC)	37.46%	33.79%	32.03%	Pancakes)
Wendy's	33.3%	31.94%	32.12%	Church's Fried Chicken
Subway	29.36%	30.1%	29.98%	Chick-Fil-A
Pizza Hut	25.44%	23.89%	22.58%	Sonic
Taco Bell	25.36%	26.61%	26.09%	TGI Friday's
Applebee's	24.66%	26.14%	26.87%	Dunkin' Donuts
Arby's	20.12%	21.36%	20.95%	Outback Steakhouse
Red Lobster	18.96%	17.92%	17.62%	

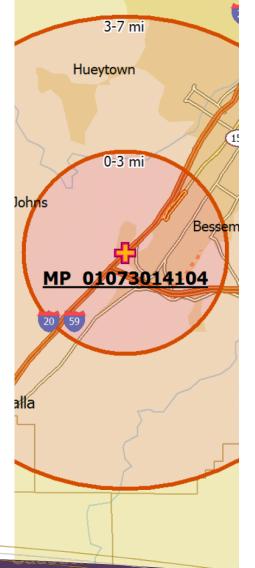
	Upp Hanceville Drewton		
Fairhope Hamilton Shiloh Livingston Grant	Steele Evergreen Brar	itley Ashford Be	rry Dayton C
Heath Northport Glenwood Brookside Argo	Addison Horn Hill Lee	Intercultural Institute	prestdale Eva
ake View Black Midland City Geneva Coffee Sprin	gs Kimberly Lynn 1	Los Contextual Ministru	Ope lika Hart i
Heath Northport Glenwood Brookside Argo ake View Black Midland City Geneva Coffee Sprin Winfield Crand Bay Florala Brighton Tuscaloosa Copyright 2011, Intercultural Institute for Contextual Ministry	Fayette Muscle Shoals	Daleville Silas	New Site M48
La Favette McMullen Concord Irondale Cusseta	Oneonta Brundidae G	urley Pennington	Fulton Midw

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!



erton Concord West Jefferson Oak Grove Tillmans Corner Hurtsboro Yellow Bluff Camp Hill Epes Road Cordova Graysville Florence Carrollton La Fayette Smiths Station Gleve Intercultural Institute lacksonville White Hall Sumiton Akron Citronelle Mulga South Vinemon Failer Contextual Ministry Contextual Ministry Calera Bear 49 Copyright 2011, 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-- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	40.7%	43.12%	44.82%
Recycled products	22.61%	26.95%	29.09%
Engaged in fund raising	11.34%	11.52%	12.37%
Worked as volunteer (non political)	11.06%	13.37%	14.73%
Religious club member	7.65%	7.64%	7.79%
Church Board	6.91%	6.1%	6.03%

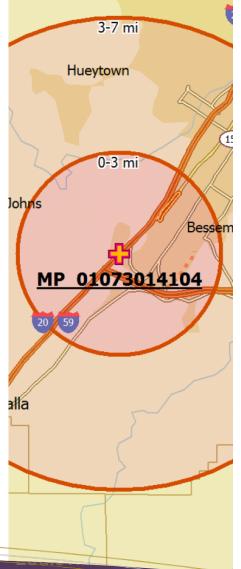
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Took active part in local civic	4.7%	4.96%	5.16%
issue			
Union member	4.46%	4.71%	4.83%
Wrote to editor of mag or	4.29%	4.89%	5.23%
newspaper			
Wrote to elected offcl about	4.19%	5.13%	5.7%
publ bus			
Charitable Organization	4.19%	4.66%	5.08%
Fraternal order member	4.02%	4.32%	4.45%

on Regersville Hunford Napler Field Belk Hoover Addison Northport Altoona Tuscaloosa Weaver R Lassee Hueytown Coaling Gainesville Forkland Samson Flomaton Saker Intercultural Institute Vestavia Hills Dodge City Moulton Section Twin Elba Boligee Picker for Contextual Ministry Coopyright 2011, 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.



neva Blue Springs Ariton Courtland Morris Haleburg Powell Millry Loxley Alexander City Camden H neille Dutton Valley Sardis City Oak Hill St. Florian Billingsley Reece Intercultural Institute New Brockton Gadsden Clio Kansas Vina Concord Ardmore Napio for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mage Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry New Brock Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Children's Books	12.46%	12.93%	13.58%
Novel	12.25%	14.17%	15.6%
Religious (not Bibles)	10.03%	9.9%	9.85%
Cookbooks	7.78%	8.73%	9.08%
Mystery	7.71%	9.55%	10.4%
Romance	7.02%	7.36%	7.67%
Personal/Business	5.45%	6.08%	6.62%
Self-help			
Biography	5.43%	5.94%	6.47%
Mail order	5.37%	5.21%	5.2%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.52%	67.25%	68.52%
Gen. Editorial	53.16%	49.98%	49.9%
Womens	46.2%	44.23%	44.03%
Service	28.03%	31.03%	32.24%
Music	20.73%	17.09%	16.18%
Mens	19.46%	18.8%	18.74%
Business/Finance	19.35%	18.09%	19.42%
Parenthood	14.52%	14.37%	14.14%
Sports	13.81%	14.29%	14.83%

gewater Newville Myrtlewood Georgiana Grayson Valley Oakman Allgood Gantt Bridgeport Alabaster relina Cusseta Boligee Avon Point Clear Parrish Napier Field Malvern Intercultural Institute Red Bay Hartford Ariton Twin Needham Selmont-West Selmont Sof for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Red Bay Hartford Contextual Ministry

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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	46.7%	50.15%	51.53%
Classified	32.57%	33.88%	33.25%
Sport	29.31%	30.73%	31.53%
Editorial Page	23.59%	26.27%	27.05%
Movie Listings & Reviews	22.91%	24.17%	25.05%
Business/Finance	22.53%	25.1%	27.2%
TV/Radio Listings	21.48%	22.25%	22.51%
Comics	21.45%	23.82%	24.15%
Food/Cooking	20.42%	22.1%	22.85%
Home/Gardening	17.09%	18.83%	19.79%
Fashion	16.33%	15.75%	16.26%
Travel	15.63%	17.11%	18.45%
Science/Technology	12.81%	14.56%	15.52%

S MILES % 33.05% % 17.11%	
	6 30.84%
% 17 11%	
/0 17.11/0	6 17.11%
% 8.45%	8.08%
% 9.3%	9.6%
5 12.7%	13.39%
5 14.69%	6 14.18%
9.83%	10.3%
6.45%	5.9%
6.13%	7.01%
8.56%	9.15%
5 7.94%	9.56%
5.56%	5.83%
5.54%	6.21%
6.27%	7.08%
6.16%	6.98%
3.78%	4.29%
3.22%	3.86%
2.46%	2.38%
	% 9.3% % 12.7% % 12.7% % 14.69% % 9.83% % 6.45% % 6.13% % 6.13% % 5.56% % 5.56% % 5.54% % 6.27% % 3.78% % 3.22%

Autaugaville Dutton Dayton Eufaula Enterprise Newville Mosses Good Hope Calera Huntsville A Educa Florence Pickensville Myrtlewood Luverne Odenville Sweet Water Intercultural Institute oodland Columbia Butler Huguley Frisco City Bessemer Fultondale Por Confectual Ministry Coopyright 2011, 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	59.39%	60.9%	61.85%		Comedy Central	Comedy Central 23.24%	Comedy Central 23.24% 25.94%
Soapnet	49.09%	49.29%	50.3%		Nick At Nite	Nick At Nite 23.04%	Nick At Nite 23.04% 23.61%
Satellite Dish	47.09%	50.41%	52.37%		BET (Black Entertainment	BET (Black Entertainment 22.79%	BET (Black Entertainment 22.79% 23.42%
Other Video-On-Demand	45.31%	43.66%	41.98%		TV)	TV)	TV)
Sci-Fi Channel	33.36%	34.34%	34.6%		Hallmark Channel	Hallmark Channel 21.88%	Hallmark Channel 21.88% 22.96%
Subscribe Digital Cable	32.61%	31.88%	32.44%		TV Info From Other	TV Info From Other 21.53%	TV Info From Other 21.53% 21.39%
MSNBC	32.54%	32.75%	32.99%		TV Info From Monthly Cable	TV Info From Monthly Cable 21.5%	TV Info From Monthly Cable 21.5% 22.71%
Adult Pay Per View TV	29%	30.23%	30.65%		Guide	Guide	Guide
TV Info From Sunday TV	26.45%	27.19%	28.42%		Lifetime	Lifetime 21.46%	Lifetime 21.46% 21.32%
Magazine					ESPN2	ESPN2 20.79%	ESPN2 20.79% 22.06%
Nickelodeon	25.44%	26.91%	27.03%		USA Network	USA Network 20.37%	USA Network 20.37% 21.68%
TV Info From Newspapers	25.03%	25.69%	26.29%		ABC Fam.	ABC Fam. 20.3%	ABC Fam. 20.3% 21.45%
TCM (Turner Classic	23.38%	23.32%	24.13%		The Golf Channel	The Golf Channel 19.58%	The Golf Channel 19.58% 20.67%
Movies)					HGTV (and Garden	HGTV (and Garden 19.5%	HGTV (and Garden 19.5% 18.7%
					Television)	Television)	Television)

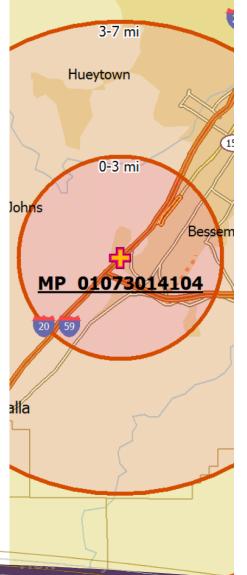
Kinston Geneva Excel Brilliant Carbon Hill Waterloo Underwood-Petersville Fort Deposit Wilton Tusca Hellin Aliceville Red Level Cowarts Cordova Pinson Kimberly Ling of McMullen Adamsville Wadley Sardis City Prichard Thomaston Magnolia Springs Odenvill Tor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



Moody Leesburg Evergreen Gadsden Silverhill Grayson Valley Minor Dayton Netasulge Heath Fig Cuba Stevenson Langston York Deatsville Midland City Hanceville Intercultural Institute Geneva Castleberry Ohatchee Lineville Courtland Sweet Water Beaverto for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	14.76%	16.71%	18%
Medium Users (4-6)	7.36%	8.7%	9.23%
Light Users (1-3)	18.82%	19.91%	20.51%
Quintiles (20%)			
Newspaper I (Heavy)	0.95%	1.12%	0.99%
Newspaper II	1.7%	1.66%	1.63%
Newspaper III	2.7%	2.71%	2.86%
Newspaper IV	0.46%	0.53%	0.44%
Newspaper V (Light)	1.01%	1.06%	1.01%

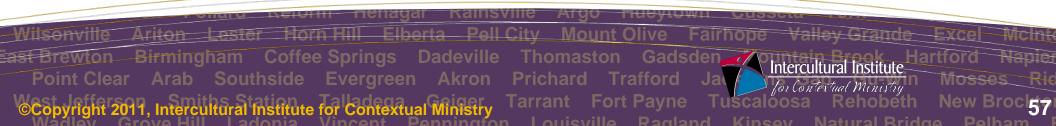
MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	23.69%	22.82%	22.92%
Magazines II	10.81%	10.48%	10.34%
Magazines III	11.51%	11.2%	11.37%
Magazines IV	15.83%	14.59%	14.49%
Magazines V (Light)	1.08%	0.81%	0.85%
Outdoor I (Heavy)	9.19%	8.06%	7.89%
Outdoor II	5.67%	4.45%	4.2%
Outdoor III	6.36%	5.36%	5.2%
Outdoor IV	16.67%	16.4%	15.88%
Outdoor V (Light)	23.55%	23.88%	23.6%
Yellow Pages I	17.01%	16.21%	15.79%
(Heavy)			
Yellow Pages II	9%	7.56%	7.55%
Yellow Pages III	11.04%	8.83%	8.42%
Yellow Pages IV	25.42%	24.17%	23.14%
Yellow Pages V (Light)	5.86%	4.91%	4.67%

Lester Franklin York Talladega Centre Langston Homewood Section Douglas Carbon Hill Southside gton Heath Newville Killen Slocomb Hoover Helena Valley Hanceville Setton Intercultural Institute Cowarts Summerdale Geiger Clayton Fyffe Bridgeport Mooresville Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, 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 -- 0-3 miles, 3-7 miles, 7-10 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 0-3 3-7 7-10 MEDIUM	
MILES MILES MILES	
dio Drive Time Quntiles TV Prime Time Qu	untiles (fifths
rhs / 20%) 20%)	
ve Time I & II (Heavy) 3.57% 3.72% 3.81% Prime Time I & II (Hea	vy)
ve Time III (Medium) 1.48% 1.31% 1.31% Prime Time III (Medium))
dio IV & V (Light) 3.67% 3.45% 3.42% Prime Time IV & V (Light)	t)
dio Media Quntiles (fifths / TV Early/Late Fringe Qui	ntiles
%) (fifths / 20%)	
dio I & II (Heavy) 12.88% 11.77% 11.69% Fringe I & II (Heavy)	
dio III (Medium) 4.14% 4.59% 4.79% Fringe III (Medium)	
dio IV & V (Light) 4.63% 4.3% 4.27% Fringe IV (Light)	
ble TV Quntiles (fifths / TV All Day Quntiles (fifths	/
%) 20%)	
ble I & II (Heavy) 10.38% 11.51% 12.31% All Day I & II (Heavy)	
ble III (Medium) 5.7% 5.31% 5.14% All Day III (Medium)	
ble IV & V (Light) 39.43% 36.62% 35.38% All Day IV (Light)	



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 -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.69%	11.34%	11.59%
6:00am - 10:00am	16.01%	16.02%	17.53%
10:00am - 3:00pm	14.15%	12.13%	11.85%
3:00pm - 7:00pm	17.67%	16.67%	16.57%
7:00pm - Midnight	11.42%	11.79%	12.75%
Midnight - 6:00am	8.64%	7.48%	7.17%
Weekend Radio			
Listeners			
Dayparts [summary]	14.19%	14.58%	14.67%
6:00am - 10:00am	2.54%	3.04%	3.4%
10:00am-3:00pm	5.59%	5.65%	6.21%
3:00pm - 7:00pm	7.79%	8.09%	7.95%
7:00pm - Midnight	11.15%	10.5%	10.83%
Midnight - 6:00am	14.59%	13.25%	13.36%

USAGE	0-3	3-7	7-10		
	MILES	MILES	MILES		
Prime Time TV Viewers					
8:00-11:00pm	5.47%	6.82%	7.65%		
Saturday: 8:00-11:00pm	8.97%	8.56%	8.98%		
Sunday: 7:00-11:00pm	8.71%	9.19%	9.49%		
9:00am-1:00pm	23.04%	23.61%	23.49%		
9:00am-4:00pm	26.9%	27.34%	27.14%		
4:00pm-7:00pm	31.55%	30.46%	31.29%		
11:00pm-1:00am	42.99%	41.85%	41.63%		
AVG Prime time	5.9%	4.82%	4.62%		
Mon-Sun					

Section Fort Payne Ardmore Opelika Theodore Cottonwood Steele Thomaston Sylven Springs E Sanford Hillsboro Natural Bridge Gulf Shores Bridgeport Millbrook Mald Chapel Leighton Dozier Margaret Bessemer Malvern Kimberly Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 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	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	15.55%	16.23%	16.92%	Sat: 7-10am	Sat: 7-10am 16.31%	Sat: 7-10am 16.31% 17.16%
7-9am	20.79%	22.06%	23.42%	Sat: 10am-1pm	Sat: 10am-1pm 10.1%	Sat: 10am-1pm 10.1% 9.77%
9am-12noon	16.65%	17.91%	18.06%	Sat: 1-4pm	Sat: 1-4pm 23.33%	Sat: 1-4pm 23.33% 23.63%
12noon-4pm	10.25%	9.43%	9.08%	Sat: 4-6pm	Sat: 4-6pm 7.91%	Sat: 4-6pm 7.91% 7.81%
4-6pm	46.52%	46.67%	49.06%	Sat: 6-7pm	Sat: 6-7pm 1.67%	Sat: 6-7pm 1.67% 1.74%
6-7pm	16.75%	17.59%	17.43%	Sat: 7-8pm	Sat: 7-8pm 1.12%	Sat: 7-8pm 1.12% 1.1%
7-7:30pm	1.81%	1.66%	1.68%	Sat: 8-11pm	Sat: 8-11pm 8.97%	Sat: 8-11pm 8.97% 8.56%
7:30-8pm	11.14%	11%	10.55%	Sat: 11pm-1am	Sat: 11pm-1am 7.67%	Sat: 11pm-1am 7.67% 6.76%
8-11pm	5.47%	6.82%	7.65%	Sat: 1am-7pm	Sat: 1am-7pm 20.37%	Sat: 1am-7pm 20.37% 21.68%
11pm-12am	32.54%	32.75%	32.99%	Sun: 7-10am	Sun: 7-10am 2.26%	Sun: 7-10am 2.26% 2.17%
11pm-1am	42.99%	41.85%	41.63%	Sun: 10am-1pm	Sun: 10am-1pm 5.07%	Sun: 10am-1pm 5.07% 5.64%
1-6am	30.2%	29.87%	30.98%	Sun: 1-4pm	Sun: 1-4pm 4.36%	Sun: 1-4pm 4.36% 5.07%
				Sun: 4-7pm	Sun: 4-7pm 11.03%	Sun: 4-7pm 11.03% 12.43%
				Sun: 7-11pm	Sun: 7-11pm 8.71%	Sun: 7-11pm 8.71% 9.19%
				Sun: 11pm-1am	Sun: 11pm-1am 5.61%	Sun: 11pm-1am 5.61% 5.6%
				Sun: 1-7am	Sun: 1-7am 18.86%	Sun: 1-7am 18.86% 20.02%

Lakeview Hartselle Elmore Mountain Brook Oak Hill Dothan Taylor Camden Gainesville Haleburg Creek County Line Pinckard Kellyton Coosada Gulf Shores Henagar Intercultural Institute Goldville Forkland Eva Madrid Winfield Greenville Sand Rock Collection (ontextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Munistry Munistr

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.

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Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

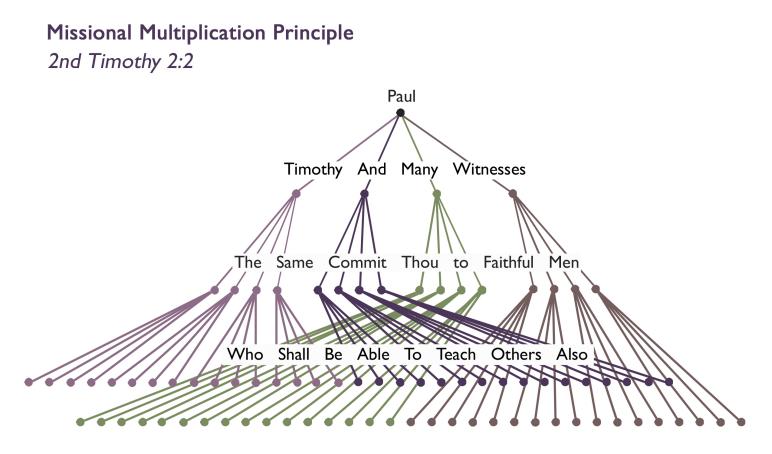
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



Biblical Missional Multiplication

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

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



Wewton Satsuma Riverside Smiths Station Allgood Hackleburg Dayton Castleberry McIntosh Brighton Humord Hoover Wetumpka Oak Hill Highland Lake Alabaster Red Levenshere Cottonwood G Clay Belk Graysville Tallassee Anderson Saraland Luverne Rock Mi Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 62

Establishing Redemptive Relationships

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

Communication Steps

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



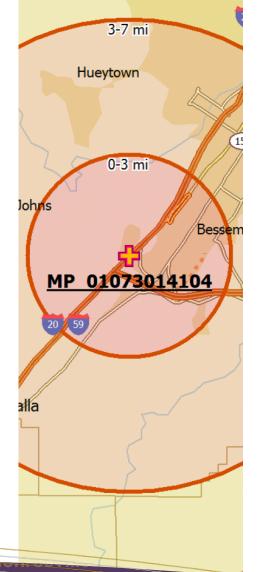


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Crossway	1080 9th Ave SW Bessemer, AL 35022	0.62 mi	44	Growing
2	Grant Street	724 Grant St Bessemer, AL 35020	1.65 mi	64	Declining
3	Sparks Gap	1301 Sparks Gap Rd Bessemer, AL 35020	1.67 mi	92	Plateauing
4	Calvary	1031 11th St N Bessemer, AL 35020	1.85 mi	17	Plateauing
5	McNeil	1720 13th St N Bessemer, AL 35020	1.88 mi	22	Plateauing
6	Seventh Street	513 7th St S Bessemer, AL 35020	1.94 mi	67	Declining
7	Eastern Valley	1216 Potter Ave Bessemer, AL 35020	2.09 mi	192	Plateauing
8	West Highland	4839 W Highlands Church Rd Bessemer, AL 35023	2.28 mi	147	Declining
9	Cornerstone	1031 11th St N Bessemer, AL 35020	2.47 mi	10	Declining
10	Raimund Hgts.	233 Elrie Blvd Bessemer, AL 35020	2.50 mi	96	Plateauing
11	West Side	1801 5th Ave N Bessemer, AL 35020	2.63 mi	99	Declining
12	Bessemer First	1801 5th Ave N Bessemer, AL 35020	2.64 mi	89	Declining
13	Muscoda	1131 Avenue I Bessemer, AL 35020	2.74 mi	36	Plateauing
14	North Highlands	4851 15th Street Rd Hueytown, AL 35023	2.76 mi	571	Plateauing
15	The Church at Ross Station		2.81 mi	125	Plateauing

Demopolis <u>Camden Madrid Pennington Powell</u> Albertville Sylvania Bear Greek Gu-Win Goodwater blie Monroeville Madison Vestavia Hills Union East Brewton Faunsdard <u>Intercultural Institute</u> gston Bridgeport Eufaula McDonald Chapel Union Springs Woodland ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Crossroad	744 Dee Hendrix Rd Hueytown, AL 35023	2.94 mi	306	Growing
17	South Highland	410 19th St S Bessemer, AL 35020	3.00 mi	167	Declining
18	Hopewell First	2033 Sadlertown Rd Bessemer, AL 35022	3.01 mi	34	Growing
19	Hueytown	3000 Dwaine Ave Hueytown, AL 35023	3.56 mi	261	Growing
20	McCalla First	P.O. Box 268 Mc Calla, AL 35111	3.65 mi	66	Growing
21	Vineland Park	151 20th St Hueytown, AL 35023	3.84 mi	62	Plateauing
22	Pleasant Ridge	1343 Hueytown Rd Hueytown, AL 35023	4.03 mi	460	Declining
23	The Baptist Church at McAdory	4954 Eastern Valley Road McCalla, AL 35111	4.03 mi	210	Growing
24	Industrial City	121 Ivy Ave Hueytown, AL 35023	4.06 mi	58	Growing
25	Loveless Park	6200 Lou George Loop Bessemer, AL 35022	4.11 mi	324	Growing
26	Valley Creek	3253 Virginia Dr Hueytown, AL 35023	4.19 mi	169	Growing
27	Shady Grove	4644 Laceys Chapel Loop Rd Bessemer, AL 35022	4.38 mi	54	Declining
28	Christian Walk	PO Box 427 Bessemer, AL 35021	4.45 mi	70	Growing
29	Brighton	PO Box 3586 Hueytown, AL 35023	4.50 mi	23	Declining
30	Union	5187 Avenue K Lipscomb, AL 35020	4.54 mi	65	Declining

e Mignon Ragland Edwardsville New Site Fyffe Collinsville Creola Odenville Rosa Fultendale Forkit Vance Midfield Selmont-West Selmont Weaver Holly Pond Autaugaville Intercultural Institute City Goldville Susan Moore Mobile Butler Hueytown Rock Creek Dou Joi Contextual Ministry Section Phenix City Libertyville Addison Daphne 67 Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Canaan	2543 Morgan Rd Bessemer, AL 35022	4.92 mi	369	Growing
32	First Missionary	3244 Allison Bonnett Memorial Hueytown, AL 35023	5.01 mi	0	Plateauing
33	River Road	3352 Warrior River Rd Hueytown, AL 35023	5.22 mi	76	Declining
34	Adger	4605 Adger Church Rd Adger, AL 35006	5.23 mi	44	Declining
35	Rock Mtn Lakes	6495 Rock Mountain Lake Rd Mc Calla, AL 35111	5.45 mi	108	Declining
36	Garywood	917 Old Warrior River Rd Hueytown, AL 35023	5.49 mi	27	Plateauing
37	Dolomite	PO Box 188 Dolomite, AL 35061	5.50 mi	35	Plateauing
38	Johns	PO Box 37 Adger, AL 35006	5.66 mi	46	Declining
39	Calvary	7570 15th Street Rd Concord, AL 35023	5.74 mi	0	Plateauing
40	Fairfield Highlands	910 9th St Midfield, AL 35228	5.80 mi	252	Declining
41	Old Blue Creek	5653 Blue Creek Rd Bessemer, AL 35023	5.87 mi	12	Declining
42	Wilkes	1023 Woodward Rd Midfield, AL 35228	6.10 mi	68	Plateauing
43	Concord Highland	100 Concord Highland Dr Hueytown, AL 35023	6.11 mi	140	Declining
44	Concord	5951 Warrior River Rd Bessemer, AL 35023	6.48 mi	199	Plateauing
45	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	6.52 mi	76	Declining

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