MissionSite top unreached locations

GREENVILLE, AL Brookside Lipscomb Davton odwater Frisco City Vredenburgh Point Clear Gayles CENSUS TRACT: 01013953100 Longregational Divergence Purely Henagar West End-Cobb Town ASSOCIATION: Butler Huntsville Kellyton Pine

Warrior Pleasant Groves Brookwood

Elba Hurtsboro Banks Marion Vestavia Hills Gainesville DISTRICT: 06: Central River Districtea Vernon Pine In partnership with the: PaCOUNTY: Butlereville Madrid Auburn Spanish F Intercultural Institutentain Brook West BIO DENSITY PATTERN: K stdale New Site Sylvan Spr Gardend Tus for Contextual Ministry Shoals Sulligent Classical Alabama Baptist Convention dand Hytop Evergreen Tuskegee Enterprise Fultondale Classical State Board of Missions Oakman Clio Oakman Clio Nauvoo Shorter Hueyt Copyright 2011; Intercultural Institute for Contextual Ministryberry Littleville County Line Parrish Cowarts Heath Li

Rainbow City So

MissionSite (TM) Table of Contents

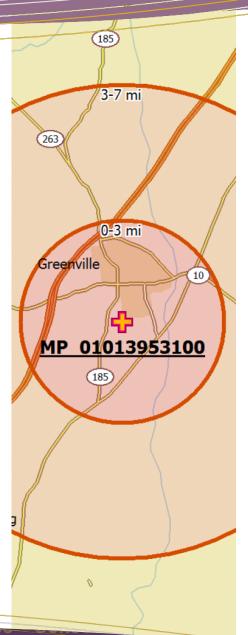
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Moulton Tarrant Orange Beach Vestavia Hills Moody Hobson City Slocomb Sulligent Union Springs Hingham Jacksons' Gap Saks Loxley Wadley Priceville Rainsville Month Intercultural Institute Silverhill Eldridge Pine Hill New Brockton Gulf Shores Riverview Owens for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary

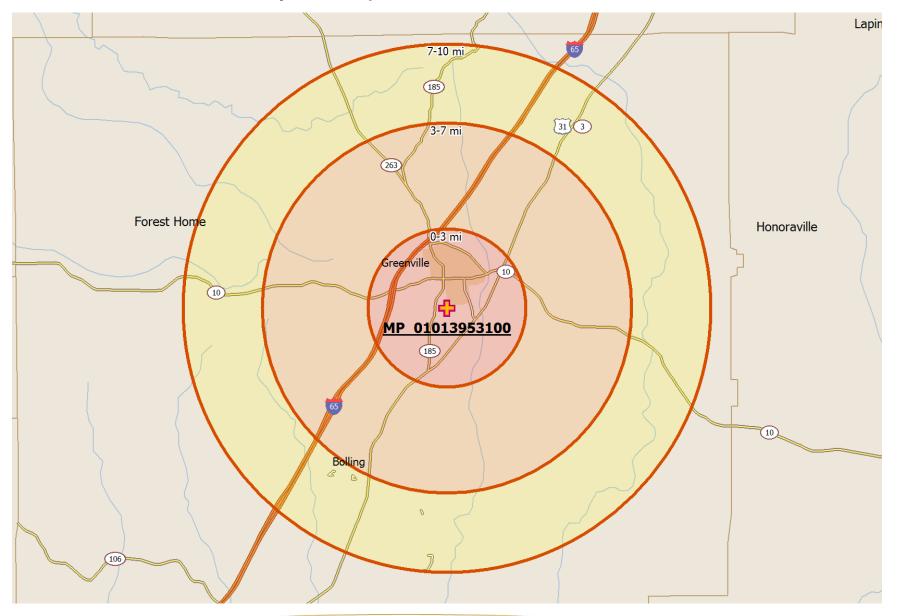
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	0104	Southeastern Region
2	Association	1117	Butler
3	District	06	Central River District
4	County Location	01013	Butler
5	Zipcode	36037	Butler
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.13	Small towns adjacent to a small town
9	Sitescape Density Pattern	К	10000-10000-2500



Meridianville Oharchee Point Clear West End-Cobb Town Adamsville Trussville Fondale Priceville S Webb Columbia Jemison Boaz Haleburg Demopolis Kennedy Intercultural Institute Nectar Southside Powell Union Springs Baileyton Argo Chatom Log Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Natural Bridge Lakeview Rainsville Beaverton Edwardsville Moulton Ethelsville Centreville Alabaster Lakeview Rainsville Beaverton Edwardsville Moulton Ethelsville Centreville Alabaster Lakeview Rainsville Beaverton Edwardsville Moulton River Cambon Black Jackson Fork Gantt Arab Fort Deposit Ozark Mount Olive New Brockton Aritor Intercultural Institute Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beatrice Lanett Brighton A

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban	6	Noncore - counties that are neither metropolitan or micropolitan
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	12	Percent commuting from non metro to metro areas
	Metro		

Rehobeth Elba Littleville East Brewton Elmore Hackleburg Vina Repton Kinsey Pelham Sulligent Level St. Florian Chelsea Section Leesburg Belk La Fayette Foley Intercultural Institute Alexander City Alex

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	6,962	4,433	1,693
2010 Households	2,890	1,725	690
2010 Group Quarters Population	173	11	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	17	10	3
Language Diversity National Index	4	6	10
Foreign Born Diversity National Index	57	32	5
Ancestry Diversity National Index	10	5	17
Racial Diversity National Index	65	59	43

Ladonia Butler Section Madison Reform Red Level Hillsboro Edgewater Yellow Bluff Franklin Level Ragiand Woodland Hollywood Demopolis Hokes Bluff Goshen Alexand Intercultural Institute Creek Riverside Double Springs Mount Vernon Silas Wilsonville Adam for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry 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	1	True
Persistent Poverty County	1	True
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	0	False
Nonspecialized-dependent county indicator	1	True

eville Satsuma Elberta Bayou La Batre Gainesville Bessemer Ridgeville McDonald Chapel Loachapoka Woodland Fort Payne Hytop Irondale Mountain Brook Crossville Intercultural Institute of County Line Waterloo Hamilton Chatom Rehobeth Talladega Alexa of Contextual Ministry Ste Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	145	5.02%
Mainstay Communities	Established, Diverse Households	120	4.15%
Working Communities	Blue-collar, Working Families	66	2.28%
Country Communities	Rural, Agri. & Mining Families	157	5.43%
Aspiring Communities	Young Singles / Aspiring-Multihousing	686	23.74%
Urban Communities	High Density, Inner-city Neighborhoods	1,716	59.38%

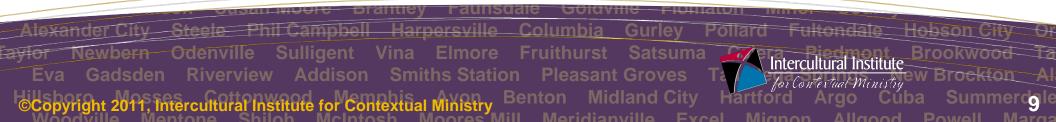
r Paint Rock Dera McKenzie Fruithurst Brighton Leesburg Pelham Boaz Phenix City Snead Lakevie Lockhart Sylacauga Owens Cross Roads Daviston Thomasville Gayles Intercultural Institute Imore Hurtsboro Silas Eutaw Greenville Hanceville Abbeville Maples for Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.



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?



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	5,448	1,990	36.52%
Unreached %	66.99%	68.85%	102.77
Religious But NOT Evangelical HH	1,903	752	39.51%
Religious But NOT Evangelical %	23.4%	26.02%	111.18
Spiritual But NOT Relig or Evang HH	422	113	26.78%
Spiritual But NOT Relig or Evang %	5.19%	3.91%	75.35
Not Evangelical, Not Interested HH	3,314	1,218	36.75%
Not Evangelical, Not Interested %	40.75%	42.14%	103.41



The Lakeview Hillsbore Slocomb Kimberly Mignon Tuscumbia Deatsville Silverhill Pine Apple New Site West Jefferson Weaver Oak Grove Dodge City Gainesville Marion <u>Intercultural Institute</u> Leesburg Box Montgomery Loxley Heath Cleveland Wedowee Lester Coker Marga for Confectual 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	31	5	16.13%
Active ALSBOM Attenders	1,996	718	35.97%
Active Evangelical Households	2,188	734	33.54%
Active Evangelical Percent	26.90%	25.39%	94.38
Inactive Evangelical Households	496	166	33.54%
Inactive Evangelical Percent	6.10%	5.76%	94.38
# New Churches Needed	0	0	0%



St. Florian Brockwood Waterloo Prichard Decatur Fruithurst West Blocton Killen Bakerhill Greoia Fincent Newville Moores Mill Talladega Springs Winfield Athens Angel Intercultural Institute of Plains Sipsey Springville Skyline Dadeville Kinsey Sand Rock Mid for Contextual Ministry et Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Southside	0.96 mi	363	Declining	16	Brushey Creek	10.39 mi	65	Plateauing
2	Greenville First	1.27 mi	252	Declining	17	Rock Hill	11.03 mi	35	Growing
3	East Greenville	1.63 mi	31	Declining	18	East Chapman	11.04 mi	35	Plateauing
4	Gravel Hill	2.16 mi	36	Growing	19	Shackleville	11.23 mi	32	Plateauing
5	Ebenezer East	2.40 mi	36	Plateauing	20	Sardis	11.68 mi	14	Growing
6	Liberty	4.55 mi	56	Declining	21	Mt. Pleasant	11.77 mi	98	Declining
7	Central	4.69 mi	20	Declining	22	Bethel	12.06 mi	112	Declining
8	Antioch East	5.46 mi	132	Growing	23	Forest Home	12.62 mi	32	Growing
9	Spring Hill	6.15 mi	50	Growing	24	Spring Creek	12.76 mi	72	Plateauing
10	Shiloh	6.48 mi	35	Growing	25	Union	13.24 mi	115	Growing
11	Mt. Olive East	8.03 mi	9	Growing	26	Calvary	13.65 mi	62	Plateauing
12	Damascus	8.22 mi	75	Declining	27	Georgiana First	13.68 mi	69	Growing
13	Hopewell	8.74 mi	44	Declining	28	Chapel Hill	14.54 mi	36	Growing
14	Antioch West	8.75 mi	91	Plateauing	29	Danielville	14.93 mi	90	Plateauing
15	Midway	9.64 mi	58	Growing	30	Mt. Pisgah	15.10 mi	49	Plateauing

man Rehobeth Bayou La Batre Leighton Rock Mills Fulton Lanett South Vinemont Slocomb Geiger G the Hall Henagar Vestavia Hills Riverside Midfield Satsuma Needham Intercultural Institute Dadeville Avon Alexander City Theodore Waldo Vredenburgh Gui (on Contextual Ministry Stecopyright 2011, Intercultural Institute for Contextual Ministry Benopolis Webb Hokes Bluff Tuscaloosa Ragland 13 Huevtown Emelle Alexandria Summerdale Smoke Rise

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.

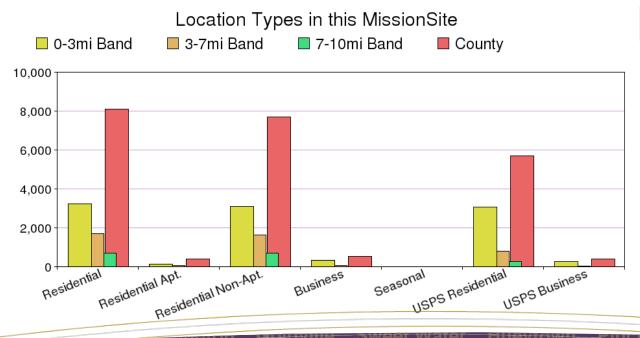
Issues for Your Consideration

- 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.

Valley Jasper Bon Air Fyffe Pickensville Coffee Springs Gadsden Rehobeth Goodwater Holt Hackley Ohatchee Hobson City Bayou La Batre Frisco City Greenville Pinckar Intercultural Institute pringville Eva Hueytown Helena Greensboro Arab Phenix City Eutaw Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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 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
1990 Population	21,892	8,488	38.77%
2000 Population	21,399	7,889	36.87%
2010 Population	19,826	6,962	35.12%



Location Type	0-3mi Band
Residential	3,233
Residential Apt.	119
Residential Non-Apt.	3,114
Business	329
Seasonal	0
USPS Residential	3,067
USPS Business	257

% OF CO

39.66%

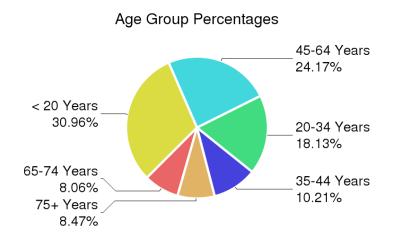
37.53%

35.54%

ewood Douglas <u>Hillport Brantley Moundville</u> <u>Pleasant Groves</u> <u>St. Florian</u> <u>Gurley Courtland</u> <u>Yellow Bluff</u> Coosada <u>Sumiton</u> Roanoke Anniston Edwardsville Ridgeville Benton <u>Intercultural Institute</u> Montevallo Westover Wadley Adamsville Linden Underwood-Peters <u>Jor Confectual Ministry</u> reenville <u>Davte</u> <u>Jor Confectual Ministry</u> reenville <u>Davte</u> <u>Jor Confectual Ministry</u> <u>Konsetta Samson</u> Lockhart Goodwater Winfield <u>15</u>

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.

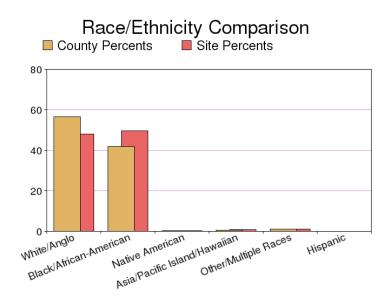


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	8.64%	9.85%	114
4-5 Years	2.94%	3.16%	107.48
6-8 Years	3.94%	4.08%	103.55
9-11 Years	3.86%	4.17%	108.03
12-13 Years	2.54%	2.67%	105.12
14-17 Years	5.09%	4.91%	96.46
18-19 Years	2.51%	2.13%	84.86
0-5 Years	11.57%	13.01%	112.45
6-12 Years	9.08%	9.71%	106.94
13-19 Years	8.87%	8.24%	92.9
< 20 Years	29.52%	30.96%	104.88
20-34 Years	17.67%	18.13%	102.6
35-44 Years	10.55%	10.21%	96.78
45-64 Years	26.05%	24.17%	92.78
65-74 Years	8.27%	8.06%	97.46
75+ Years	7.94%	8.47%	106.68
Median Age	38	36	96.58
Median Age (Male)	34	32	93.36
Median Age (Female)	41	39	96.67

incoln Meridianville McKenzie Pinckard Dadeville Loxley Warrior Nectar Thomasville Bon Air Henage Section Tillmans Corner Shiloh Pelham Columbiana Citronelle Paint Ministry Altoona Stevenson Winfield Pennington Pleasant Groves Forkland Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	56.42%	48.05%	85.17
Black, African-American	41.82%	49.73%	118.9
Native American	0.24%	0.29%	121.18
Asian	0.5%	0.88%	173.71
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.02%	1.06%	104.32
Hispanic	0%	1.25%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,778	4,371	
Less than 9th Grade	5.32%	5.19%	102.47
No High School Diploma	18.27%	20.86%	87.58
High School Graduate	40.08%	37.27%	107.56
Some College, no degree	16.13%	14.55%	110.85
Associate Degree	9.52%	9.72%	97.95
College Degree	7.83%	8.95%	87.49
Graduate/Prof. degree	2.84%	3.45%	82.23

Coe Moores Mill Bay Minette Wilton Gordon Hueytown Smiths Station Wetumpka Avon Susan Moore Napler Field Collinsville Oneonta New Brockton Coker Chickasaw Ville Pickensville Addison Wilsonville Oakman Lanett Leighton Deats Correctual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	13.19%	16.12%	148.67
\$10,000 to \$19,999	17.04%	18.37%	107.8
\$20,000 to \$29,999	16.53%	16.61%	100.49
\$30,000 to \$49,999	21.47%	21.42%	99.76
\$50,000 to \$59,999	5.53%	4.43%	80.04
\$60,000 to \$69,999	8.52%	6.99%	82.02
\$70,000 to \$79,999	5.13%	4.15%	80.97
\$80,000 to \$89,999	3.15%	2.63%	83.54
\$90,000 to \$99,999	1.98%	1.8%	90.88
\$100,000 to \$124,999	2.9%	4.05%	139.5
\$125,000 to \$149,999	3.57%	1.83%	51.43
\$150,000 to \$199,999	0.47%	0.73%	155.5
\$200,000 to \$249,999	0.1%	0.14%	140.69
\$250,000 or more	0.42%	0.62%	148.97
Median Household	31,894	29,389	92.15
Average Household	51,163	49,149	96.06
Per Capita Household	21,230	20,461	96.38
Family/Non-Family Household			
Income			
Median Family Income	42,447	40,206	94.72
Average Family Income	59,733	57,533	96.32
Median Non-Family Income	19,445	19,170	98.59
Average Non-Family Income	34,055	32,082	94.21

y Oxford Sheffield Jacksons' Gap Owens Cross Roads Onycha Bay Minette Cardiff Memphis Newville Ider Wadley Glen Allen Clio Allgood Phenix City Slocomb Chickas And Solven Springs Daviston The Steele Fort Deposit Rutledge Auburn Snead Nectar Creola Hoov For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	66.63%	63.36%	95.09
Families with Children	30.99%	31.28%	100.94
Families without Children	35.64%	32.08%	90.01
Non-Family Households			
% Non-Family Households	33.37%	36.64%	109.8
Non-Families with Children	1.99	2.21	111.16
Non-Families without Children	31.38	34.43	109.71
Housing Units			Index
Total Housing Units	10,419	3,528	
Vacant percent	21.95%	18.08%	82.39
Owned percent	52.99%	45.55%	85.96%
Rented Percent	25.06%	36.37%	145.12
Households by Size			Index
Avg household size	2.41	2.35	97.51
Avg family hh size	3.06	3.06	100
Avg non-family hh size	1.09	1.12	102.75
Households By Count of Persons			Percent
One	2,486	955	38.42%
Two	2,572	874	33.98%
Three or Four	2,410	821	34.07%
Five+	664	240	36.14%

Double Springs <u>New Site</u> Rockford Gulf Shores Lake Purdy Madrid Vincent Rock Mills Vestavia Hills Lateburg Centreville Springville Hamilton Florala Pinson Meadowbrook <u>Intercultural Institute</u> Boaz Wadley Powell Brookside Muscle Shoals Dozier Good Hope Bab For Confectual Ministry Shore Confectual Ministry Fort Deposit Oakman Coffee Springs Boligee Woo19

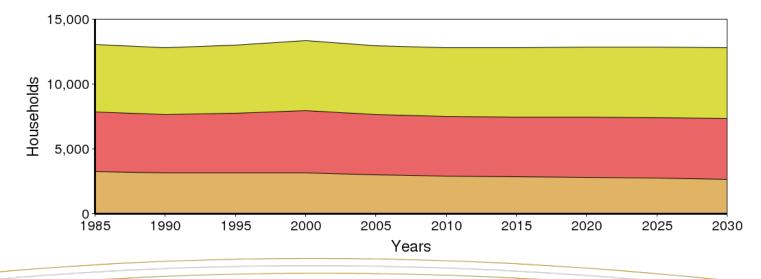
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	21,892	8,488	38.77%
2000 Population	21,399	7,889	36.87%
2010 Population	19,826	6,962	35.12%
2015 Population	19,147	6,632	34.64%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

📃 0-10mi Ring

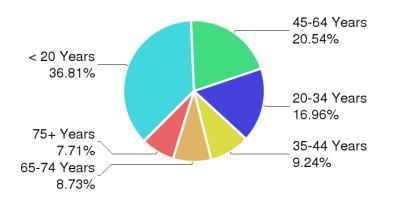


Goldville Hollywood Butler Jemison St. Florian Fayette Trussville Carayson Valley Loachapo Riverview West Point Bessemer Dothan Kinston Brundidge Ider Clave Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

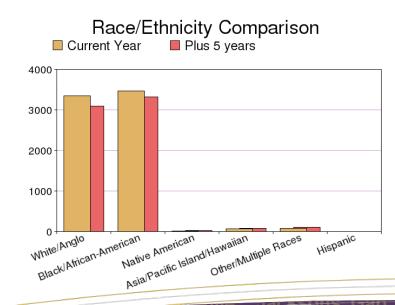


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	9.85%	13.65%	138.58
4-5 Years	3.16%	4.45%	140.82
6-8 Years	4.08%	5.76%	141.18
9-11 Years	4.17%	4.51%	108.15
12-13 Years	2.67%	2.19%	82.02
14-17 Years	4.91%	4.31%	87.78
18-19 Years	2.13%	1.96%	92.02
0-5 Years	13.01%	18.09%	139.05
6-12 Years	9.71%	11.47%	118.13
13-19 Years	8.24%	7.25%	87.99
< 20 Years	30.96%	36.81%	118.9
20-34 Years	18.13%	16.96%	93.55
35-44 Years	10.21%	9.24%	90.5
45-64 Years	24.17%	20.54%	84.98
65-74 Years	8.06%	8.73%	108.31
75+ Years	8.47%	7.71%	91.03
Median Age	38	33	86.87
Median Age (Male)	34	29	82.97
Median Age (Female)	41	36	88.98

bia Wilsonville New Site Grant Moores Mill Calera Fyffe Douglas Bear Creek Newville Webb Boaz Content of the second seco

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	48.05%	46.61%	97
Black, African-American	49.73%	50.14%	100.82
Native American	0.29%	0.33%	115.47
Asian	0.88%	1.25%	142.84
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.06%	1.69%	158.88
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,371	3,793	
Less than 9th Grade	5.19%	3.37%	64.98
No High School Diploma	20.86%	19.72%	94.52
High School Graduate	37.27%	39.34%	105.55
Some College, no degree	14.55%	13.31%	91.5
Associate Degree	9.72%	12%	123.37
College Degree	8.95%	9.07%	101.39
Graduate/Prof. degree	3.45%	3.19%	92.34

Slocomb Smoke Rise Foley Onycha Haleyville Silverhill McDonald Chapel Jasper Blue Ridge Demo er Orange Beach Mosses Heflin Fort Rucker Harpersville McIntosh Kansas Smiths Station Maplesville Union Garden City Helena Elba 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	16.12%	14.01%	86.89
\$10,000 to \$19,999	18.37%	17.58%	95.7
\$20,000 to \$29,999	16.61%	17.09%	102.91
\$30,000 to \$49,999	21.42%	21.09%	98.45
\$50,000 to \$59,999	4.43%	4.2%	94.9
\$60,000 to \$69,999	6.99%	8.13%	116.26
\$70,000 to \$79,999	4.15%	4.52%	107.13
\$80,000 to \$89,999	2.63%	3.22%	110.55
\$90,000 to \$99,999	1.8%	2.03%	112.91
\$100,000 to \$249,999	4.05%	4.73%	116.8
\$125,000 to \$149,999	1.83%	2.14%	116.51
\$150,000 to \$199,999	0.73%	0.56%	77.12
\$200,000 to \$249,999	0.14%	0.07%	50.61
\$250,000 or more	0.62%	0.42%	67.48
Median Household	29,389	31,221	106.23
Average Household	49,149	52,011	105.82
Per Capita Household	20,461	22,456	109.75
Family/Non-Family Household			
Income			
Median Family Income	40,206	43,427	108.01
Average Family Income	57,533	61,801	107.42
Median Non-Family Income	19,170	21,142	110.29
Average Non-Family Income	32,082	33,444	104.25

Irondale Talladega Springs Thomasville Guntersville Creola Gadsden Hartselle Columbia Geneva Valley Head Coker Ladonia Montgomery Butler Frisco City McKenzie Glenwood <u>Intercultural Institute</u> Gordon Evergreen Marion Crossville Dutton Prattville Excel Samso (*Intercultural Institute*) ertville Coali 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	63.36%	62.03%	97.91
Families with Children	31.28	29.39	93.95
Families without Children	32.08	30.37	94.67
Non-Family Households			
% Non-Family Households	36.64%	37.97%	103.62
Non-Families with Children	2.21	2.52	103.62
Non-Families without	34.43	35.45	102.96
Children			
Housing Units			
Total Housing Units	3,528	3,476	98.53%
Vacant percent	18.08%	17.87%	98.79
Owned percent	45.55%	45.66%	100.23
Rented Percent	36.37%	36.48%	100.31
Households by Size			
Avg household size	2.35	2.26	96.17%
Avg family hh size	3.06	2.99	97.71%
Avg non-family hh size	1.12	1.08	96.43%
Households By Count of			
Persons			
One	955	986	103.25%
Two	874	899	102.86%
Three or Four	821	773	94.15%
Five+	240	197	82.08%

Moores Mill Millry Calera Bridgeport Carrollton Camden Huntsville Vredenburgh West Blocton Ma Leesburg Tarrant Avon Baileyton Midland City Chickasaw Clayhater Intercultural Institute ittleville Oxford Eldridge Susan Moore Snead Foley Pleasant Groves Copyright 201 F, Intercultural Institute for Contextual Ministry Copyright 201 F, Intercultural Institute for Contextual Ministry Copyright 201 F, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	0	32	12	Eastern Africa	0	0	0
Northern Europe	0	0	3	Middle Africa	0	0	0
Western Europe	0	0	9	Northern Africa	0	0	0
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	0	0	0	Western Africa	0	6	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	7	0	Oceania	0	0	0
So. Central Asia	0	0	0	Caribbean	0	0	0
SE Asia	0	10	0	Central Amer.	0	0	0
Western Asia	0	0	0	South America	0	9	0
Other Asia	0	0	0	North America	0	0	0
				Born at sea	0	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 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,383	4,468	3,851	Other Indo-Euro	0	0	0
Spanish	91	41	44	Asian/PI languages	0	0	0
Other Indo-Euro	42	25	41	Chinese	0	27	0
language	12	20		Japanese	6	0	0
French (incl. Patois,	22	14	30	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	-	-	-
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	20	11	11	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	5
Greek	0	0	0	Other languages	0	19	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	13	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	6	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

La Fayette Lexington Somerville Yellow Bluff East Brewton Hayneville Georgiana Westover Harvest Shiloh Coosada Lowndesboro Chatom Loxley Berry Calera Gerein Intercultural Institute nton Florence Anderson Trafford Vredenburgh New Brockton Sulligen (on fextual Ministry for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANC	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	4,946	3,088	2,601	Irish	Irish	Irish 196	Irish 196 122
Arab	0	0	0	Italia	Italian	Italian 20	Italian 20 4
Armenian	0	0	0	Lithu	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norv	Norwegian	Norwegian 0	Norwegian 0 0
British	8	16	0	Polis	Polish	Polish 11	Polish 11 13
Canadian	0	0	0	Port	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Rom	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	4	Rus	Russian	Russian 9	Russian 9 0
Czechoslovak	0	0	0	Sca	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	0	Scot	Scotch-Irish	Scotch-Irish 153	Scotch-Irish 153 33
Dutch	44	26	13	Scot	Scottish	Scottish 37	Scottish 37 45
English	262	106	121	Slov	Slovak	Slovak 0	Slovak 0 0
European	55	22	22	Sub	Subsaharan African	Subsaharan African 28	Subsaharan African 28 51
Finnish	0	0	0	Swe	Swedish	Swedish 5	Swedish 5 0
French (not Basque)	16	22	2	Swis	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	0	0	Ukra	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	52	104	65	US/	US/American	US/American 1,075	US/American 1,075 585
Greek	0	0	0	Wels	Welsh	Welsh 8	Welsh 8 2
Hungarian	0	0	0	Wes	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yug	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Othe	Other	Other 2,968	Other 2,968 1,937

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Elberta Reece City Clio Montgomery Fort Deposit Jemison Birmingham Memphis Ashford Weaver Center Point Summerdale Haleyville Castleberry Littleville Sand Rock Intercultural Institute Hollywood Altoona Vredenburgh Locust Fork Jacksons' Gap Goshen Jor Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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?

Madison Tallassee Natural Bridge Hanceville Lexington Moulton Argo Valley Head McMullen Dozier M Priceville Mentone Coosada Cherokee Steele Madrid Fyffe Louis Intercultural Institute Sweet Water Beaverton Hueytown Gordo Sheffield Leeds Huntsvi Intercultural Institute ley Clayton R Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

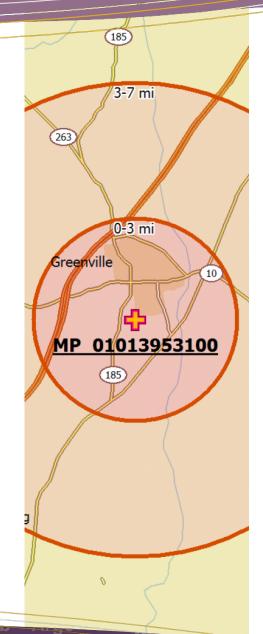
Issues for Your Consideration - continued

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



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

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



Uniontown Newbern Silverhill Orange Beach South Vinemont Grand Bay La Fayette Rock Mills Ced Montevallo Natural Bridge Geiger Columbia Lisman Gordonville Intercultural Institute Butler McMullen Moulton Fairfield Woodland Colony McDonald Chape of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	2,890	100%	1,989	100%
AFFLUENT SUBURBIA	85	2.94%	61	3.07%
America's Wealthiest	17	0.59%	14	0.7%
Dream Weavers	3	0.1%	2	0.1%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	65	2.25%	45	2.26%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	60	2.08%	40	2.01%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	60	2.08%	40	2.01%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	36	1.25%	23	1.16%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	36	1.25%	23	1.16%
Mid-Market Enterprise	0	0%	0	0%

Camden Hamilton Ider Fairfield Tuscumbia Carrollton Fultondale Alabaster Tailadega Alexandria Iena Moulton Myrtlewood Mount Olive Pine Apple Creola Twin Saralar Gainesville La Fayette Roar Ridgeville Nauvoo McIntosh Smiths Station Faunsdale Lake Purdy Confertual Institute Confertual Ministry PCopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 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	2,890	100%	1,989	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	84	2.91%	58	2.92%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	44	1.52%	32	1.61%
Urban Advancement	33	1.14%	22	1.11%
Amer. Great Outdoors	7	0.24%	4	0.2%
Mature America	0	0%	0	0%
METRO FRINGE	66	2.28%	45	2.26%
Steadfast Conservative	60	2.08%	41	2.06%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	6	0.21%	4	0.2%

Goodwater Kanses Andalusta Reform Edwardsville Woodstock Cullman Opp Saks Louisville White offee Springs Epes Hartford Kimberly Ozark Arley Pine Apple One Intercultural Institute ise Florala Sipsey Muscle Shoals Midway Allgood Hackleburg Troy for Confertual Ministry Copyright 2011, Intercultural Institute for 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	2,890	100%	1,989	100%
REMOTE AMERICA	22	0.76%	13	0.65%
Hardy Rural Fam.	5	0.17%	3	0.15%
Rural Southern Living	4	0.14%	2	0.1%
Coal & Crops	13	0.45%	8	0.4%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	686	23.74%	508	25.54%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	686	23.74%	508	25.54%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	135	4.67%	76	3.82%
Industrious Country Living	11	0.38%	7	0.35%
America's Farmland	0	0%	0	0%
Comfy Country Living	8	0.28%	5	0.25%
Small Town Connections	95	3.29%	55	2.77%
Hinterland Fam.	21	0.73%	9	0.45%

ea Belk Cusseta Creota Clayhatchee Redstone Arsenal Moores Mill Northport Vestavia Hills Gordonvill View Ladonia Sulligent Sardis City Prichard Town Creek Walnut Grover Inscumbia Pennington Good Wadley Hartselle Reece City Sylvania Uniontown Brewton Pisgah Confectual 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	2,890	100%	1,989	100%
STRUGGLING SOCIETIES	1,674	57.92%	1,134	57.01%
Rugged Southern Style	12	0.42%	7	0.35%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,662	57.51%	1,127	56.66%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	42	1.45%	31	1.56%
Unattached Multicultures	1	0.03%	1	0.05%
Academic Necessities	6	0.21%	4	0.2%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	13	0.45%	9	0.45%
New Generation Activists	0	0%	0	0%
Getting By	22	0.76%	17	0.85%
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%

Carolina Snead Beatrice Birmingham Ragland La Favette Onycha Indian Springs Village Clanton Brundidge McKenzie Yellow Bluff Gulf Shores Lexington Samson Clark Intercultural Institute Pine Ridge Oakman Louisville Glencoe Alexandria Falkville Billingsle Jor Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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?

Ranburne Roanoke Benton West Blocton Newton Berry Alexander City Crossville Brookwood Fruithurs Theodore West Point Foley Carbon Hill Pinckard Slocomb Spanish Final Intercultural Institute providence Argo Gulf Shores Gaylesville Boligee Valley Wilsonville Elkr Confectual Ministry Confectual Ministr

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).



Mountain Brook Shorter Pinckard Dauphin Island Columbia Greensboro Phil Campbell Woodland E Ridge Union Springs Moundville Littleville Muscle Shoals Libertyville Intercultural Institute Centre Red Level Andalusia Arley Pike Road Mooresville Aliceville Intercultural Institute Confectual Ministry Confectual Ministry Summerdale Eva Brewton Allgood Hodges Frisco 36 Copyright 2011, Intercultural Institute for Contextual Ministry Clenwood Red Bay Opp Somerville Huntsville Carf

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	65%	67%	67%
Use Comp. for Internet/E-mail	43%	45%	46%
Internet Use: E-Mail	36%	38%	38%
Use Comp. for Comp. Games	35%	36%	35%
Use Comp. for Education	30%	30%	30%
HH Owns DVD Player	24%	25%	25%
Use Comp. for Shopping	22%	24%	25%
Use Comp. for Word Processing	22%	24%	24%
Use Comp. for Digital Camera	21%	22%	22%
Photo Editing			
Internet Use: News/ Weather	20%	21%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	20%	21%	21%
Internet Use: Banking	18%	19%	19%
PC-Network-HH Has One	16%	17%	17%
Use Comp. for News/Info./Data	12%	13%	14%
Service			
Use Comp. for Filing/DB	11%	11%	11%
Mngmnt			
HH Owns Video/Webcam	8%	8%	8%
Internet Use: Research/	8%	8%	9%
Education			
Internet Use: Read Magazines/	8%	8%	8%
Newspapers			
Internet Use: Instant Messaging	8%	7%	7%
(Im)			
Use Comp. for Personal	7%	8%	9%
Financial Mngmnt			

y Nectar Sumiton Kennedy Russellville Woodland Midland City Maplesville Husytown Courtland Euter City Cullman Gaylesville North Courtland Ashland Skyline Montevallo Alusia Notasulga Satsuna Marion Calera Hamilton Anderson Edwardsville Goldville Hayneville Tor Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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
Listening To Music	64%	65%	65%
Reading Books	49%	49%	49%
ining Out (Not Fast Food)	42%	44%	44%
Card Games	34%	35%	35%
Cooking for Fun	31%	32%	32%
Go To A Beach/Lake	27%	28%	28%
Board Games	25%	26%	26%
Gardening	24%	26%	27%
Going To	14%	15%	15%
Bars/Nightclubs/Dancing			
Visit Zoo	13%	13%	14%

mont Munford <u>New Brockton</u> Vestavia Hills Hammondville <u>Sardis City</u> Samson Clio Twin Meadowbrook Geiger Talladega Carolina Goshen Cuba Shorter Southside Pinckard <u>Intercultural Institute</u> ersburg Thomaston Cleveland Attalla Lipscomb Double Springs Centre <u>Jor Confectual Ministry</u> st Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	23.08%	23.34%	23.39%
Live Theater	14.86%	15.42%	15.74%
Rock/Pop Concerts Most	12.77%	12.87%	12.79%
Often			
Live Theater Most Often	11.89%	12.36%	12.66%
Dance Performance	9.78%	9.3%	9.23%
Comedy Club	8.48%	8.26%	8.3%
Movies: Comedy	43.35%	42.21%	41.79%
Movies: Action/Adventure	40.01%	39.16%	38.84%
Movies: Drama	26.9%	25.46%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	24.43%	23.53%	23.17%
Movies: Romantic Comedy	21.3%	20.89%	20.72%
Movies: Horror	20.64%	19.05%	18.39%
College Football Reg.	4.33%	4.62%	4.7%
Season			
NFL Football Reg. Season	3.65%	3.89%	4%
College Basketball Reg.	3.63%	3.72%	3.73%
Season			
MLB Baseball Reg. Season	2.92%	3.33%	3.47%
NBA Basketball Reg.	2.72%	2.83%	2.83%
Season			
College Football	2.19%	2.22%	2.2%
Post-Season			

efferson Oneonta Rockford Kennedy Guntersville Black Onycha Harpersville Atmore Belk Goldville Fant Newbern Owens Cross Roads Horn Hill Malvern Moody Kimberly Intercultural Institute on Hill Carolina Epes Kinsey Hanceville Wilton McIntosh Brent New Jor Contextual Ministry Contextual Ministry Sands City S39

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	33.85%	34.72%	35.1%	Golf	Golf 7.7%	Golf 7.7% 8.57%
Swimming	21.32%	23.15%	23.61%	Mountain/Road Biking	Mountain/Road Biking 7.55%	Mountain/Road Biking 7.55% 8.29%
Basketball	17.07%	17.18%	17.17%	Camping Trips	Camping Trips 6.01%	Camping Trips 6.01% 8.19%
Billiards/Pool	16.34%	16.46%	16.41%	Yoga	Yoga 5.91%	Yoga 5.91% 5.93%
Bowling	15.93%	17%	17.37%	Ice Skating	Ice Skating 5.87%	Ice Skating 5.87% 5.77%
Jogging/Running	14.18%	14.19%	14.27%	Softball	Softball 5.61%	Softball 5.61% 5.95%
Football	12.44%	12.32%	12.25%	Tennis	Tennis 5.43%	Tennis 5.43% 5.8%
Weight Training	11.8%	12.33%	12.43%	Roller Skating	Roller Skating 5.28%	Roller Skating 5.28% 5.35%
Freshwater Fishing	11.36%	13.44%	13.94%	Soccer	Soccer 4.95%	Soccer 4.95% 5.27%
Stationary Cycling	9.82%	10.07%	10.15%	Hunting	Hunting 4.93%	Hunting 4.93% 6.75%
Aerobics	9.77%	9.8%	9.86%	Power Boating	Power Boating 4.85%	Power Boating 4.85% 5.4%
Baseball	8.85%	9.32%	9.51%	Saltwater Fishing	Saltwater Fishing 4.85%	Saltwater Fishing 4.85% 5.39%
Using Cardio Machine	7.91%	8.49%	8.71%	Snorkeling	Snorkeling 4.42%	Snorkeling 4.42% 4.63%
Volleyball	7.73%	7.93%	7.98%	Backpacking/Hiking	Backpacking/Hiking 4.18%	Backpacking/Hiking 4.18% 5.23%

Thill Springville Skyline Billingsley Vernon Section Newbern Trussville Rockford Helena Maytown H Wilton Brilliant Grant Pisgah Reece City Boaz Stevenson Sumiton Intercultural Institute ville Franklin Sulligent Brookside Margaret Myrtlewood Sweet Water for Contextual Ministry Locust Fork Sulligent Contextual Ministry Eldridge Twin Ethelsville Cullman Holly Pond Gado

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
Jet Skiing	4.13%	4.4%	4.39%
Canoeing/Kayaking	4.01%	4.51%	4.67%
Fly Fishing	3.94%	4.26%	4.3%
Target Shooting	3.77%	4.99%	5.3%
Motorcycling	3.52%	3.88%	4.01%
Skateboarding	3.4%	3.59%	3.61%
Snowmobiling	3.24%	3.4%	3.43%
Horseback Riding	3.11%	3.77%	3.97%
Racquetball	3.09%	3.19%	3.28%
Snowboarding	3.03%	3.07%	3.06%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Hockey	3.02%	3.18%	3.25%
Downhill & X-Country	3%	3.34%	3.44%
Skiing			
Water Skiing	2.95%	3.36%	3.45%
Sailing	2.73%	2.9%	2.93%
Rock Climbing	2.39%	2.55%	2.58%
Archery	2.38%	2.93%	3.06%
Surfing & Windsurfing	2.3%	2.4%	2.4%
Martial Arts	1.81%	2.23%	2.32%
Auto Racing	1.66%	1.94%	2%
Rowing	1.58%	1.85%	1.93%

Ville West Jefferson White Hall Goodwater Lexington Midfield Attalla Pickensville Hamilton Locust Fork agland Jacksonville Shiloh Newbern Needham Powell Boaz Wilsonv Levinston Garden City Broeks Huntsville Daviston Altoona Maytown Carbon Hill Forkland Sweet Way for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry New Market Brighton Madison Harpersville Millbrook

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.



le Owens Cross Roads Thomaston Providence Coffee Springs Anderson Fairview Valley Glencoe Edward Ranburne South Vinemont Fayette Bear Creek Franklin Hayden Deats Intercultural Institute edar Bluff Berry Cleveland Blue Springs Ider Blountsville Carolina Pipe Intercultural Institute for Contextual Ministry Contextual Ministry Bear Creek Franklin Hayden Deats Intercultural Institute Jacksons' Gar Copyright 2011, Intercultural Institute for Contextual Ministry Rennedy Trafford Skyline Jasper Leesburg Brantl 42

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.



Altoona Boaz Vincent Rainsville West End-Cobb Town Fairfield Homewood Talladega Springs Repton aper Haleburg Elberta Springville Moulton Midfield Newton Toxey Intercultural Institute Lincoln Demopolis Greenville Akron Grove Hill York Louisville King Contextual Ministry ©Copyright 2011, Intercultural Institute 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	3-7	7-10	BARRIERS		3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	57%	56%	56%	We Should Strive for Equality for All	22%	20%	20%
Speak My Mind Even If It Upsets People	44%	43%	42%	Money Is Best Measure Of Success	22%	22%	23%
Like Control Over People And	42%	41%	41%	Marijuana Should Be Legalized	20%	20%	20%
Resources				Rarely Sit Down to a Meal	19%	19%	19%
Find It Difficult To Say No To My	37%	38%	38%	Together At Home			
Kids				Friends More Important Than	18%	18%	18%
Woman's Place Is In The Home	36%	36%	36%	My Fam.			
Don't Judge People/Way They Live Life	35%	34%	34%	Like To Pursue Challenge/Novelty/Change	18%	17%	18%
Too Much Sponsorship In Arts/Sports	34%	33%	33%	Only Work Current Job for The Money	16%	16%	16%
I Am A Workaholic	28%	26%	26%	Happy With My Standard Of	12%	12%	12%
Like To Do Unconventional	28%	28%	28%	Living			
Things				Very Happy With My Life As It Is	11%	10%	10%
If Won Lottery Would Never	27%	27%	27%	On Whole People Get What	11%	11%	11%
Work Again				They Deserve			
Like to Stand Out In A Crowd	27%	26%	26%	More Important Do Duty Than	11%	10%	10%
Prefer To Have Few	26%	26%	26%	Enjoy Life			
Possessions As Possible				Little I Can Do To Change My Life	10%	10%	10%

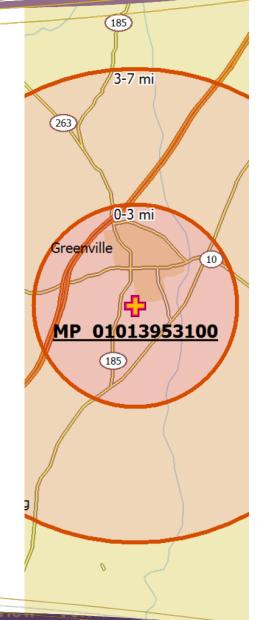
Jacksonville Bridgeport I will A

Uton County Line Auburn Lowndesboro Prattville Horn Hill West Point Gurrin Red Level Blue Ridge Phenix City Vincent Berry McIntosh Geiger Libertyville Summerdale pes Nauvoo Smoke Rise Pickensville Clanton Morris Thomaston Iron (onfertual Ministry Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



as Lincoln Marion Reece City Clencoe Mountainboro Kinston Magnolia Springs Leesburg Frisco City Snead Graysville Eldridge Flomaton Jackson Luverne Skyline Show Intercultural Institute Lockhart Hobson City Ethelsville Town Creek Daleville Pinckard Sullio (ontextual Ministry Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

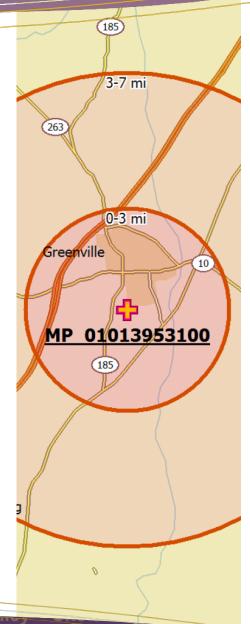
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	59%	58%	58%	People Have To Take Me As The Find Me		23%	23%
Important To Respect Customs And Beliefs	55%	56%	56%	Like To Just Enjoy Life Try Not To Worry About The	20% 19%	19% 18%	20% 18%
Like To Understand About	40%	39%	39%	Future			
Nature				Real Men Don't Cry	18%	18%	18%
Prefer Work Part Of Team Than Alone	39%	39%	39%	Enjoy Spending Time With My Fam.	15%	15%	15%
Important To Juggle Various Tasks	37%	36%	36%	Worried About Pollution Caused By Cars	15%	15%	15%
Good At Fixing Things	32%	31%	31%	Is An Important Part Of Who I An	14%	14%	14%
Important Feel Respected By My Peers	32%	32%	32%	Children Should Be Allowed To Express Themselves	9%	9%	9%
Have Keen Sense Of Adventure	30%	30%	30%	Feel Very Alone In The World	6%	6%	6%
Prefer To Have Few Possessions As Possible	26%	26%	26%	Like Spending Most Time With Fam.	5%	5%	5%
Consider Myself Interested In The Arts	25%	24%	24%	Would Like To Set Up Own Business	4%	5%	5%
Provide My Kids With The Little Extras	24%	23%	23%	Decor Particular Interest To Me	4%	3%	4%
Looking for New Ideas To Improve Home	24%	23%	23%				

Hollywood Taylor Wilsonville Redstone Arsenal Moores Mill Oneonta White Hall Billings Eclectic Pinson Beatrice Gordonville Natural Bridge Woodstock toona Reform Moundville Petrey Ariton Hillsboro Blue Ridge Waterl Intercultural Institute for Confectual 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.



ee Andalusia Bakerhill Lexington Vredenburgh Eva Dayton Union Springs Ashland Autaugaville Vina Ladonia Orange Beach New Site Mosses Ragland Madison Florala <u>Intercultural Institute</u> Fort Westove fills Susan Moore Woodland Arab Rockford Jacksons' Gap Ozark Hot for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Georgiana Goldville Eutaw Wadley

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.

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.22%	88.34%	88.29%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.59%	76.03%	76.44%
Houses-Visit Any			
McDonald's	57.26%	56.89%	56.86%
Kentucky Fried Chicken (KFC)	41.89%	40.66%	40.03%
Burger King	39.57%	39.44%	39.38%
Wendy's	35.82%	35.12%	34.82%
Subway	32.48%	32.45%	32.3%
Pizza Hut	28.03%	27.66%	27.45%
Taco Bell	26.79%	26.57%	26.43%
Applebee's	26.5%	26.68%	26.74%
Arby's	21.78%	21.71%	21.68%
Popeyes	21.78%	19.93%	19.36%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Red Lobster	20.41%	19.76%	19.66%
Dairy Queen	19.92%	19.76%	19.64%
Domino's Pizza	19.55%	18.61%	18.32%
Olive Garden	17.66%	17.74%	17.8%
Golden Corral	17.2%	16.66%	16.48%
Sonic	16.09%	16.48%	16.4%
Church's Fried Chicken	15.85%	14.63%	14.23%
IHOP (International House Of	15.45%	14.84%	14.79%
Pancakes)			
Hardee's	15.3%	15.23%	15.03%
Chick-Fil-A	14.02%	14.12%	14.18%
Outback Steakhouse	13.81%	13.6%	13.58%
TGI Friday's	13.64%	13.08%	12.94%

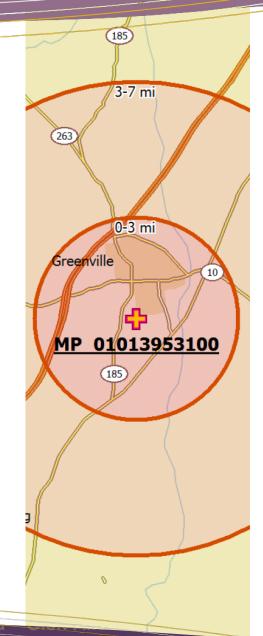


Potential Shared Projects

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!



Trafford Futon Gordonville Mobile Theodore Morris Pleasant Groves Thomaston Highland Lake G The Wilsonville Lipscomb Babbie Tallassee Prichard Creola Walnut Alabaster Holly Pond Pite ise Haleburg Lowndesboro Saks Childersburg White Hall Berry Parri Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Wilsonville Elmore Point Clear Roanoke Oneont 49

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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	39.07%	39.85%	40.33%
Recycled products	22.41%	23.35%	23.8%
Worked as volunteer (non political)	11.45%	12.01%	12.19%
Engaged in fund raising	9.5%	10.02%	10.18%
Religious club member	7.7%	7.93%	8.02%
Church Board	6.75%	6.85%	6.91%

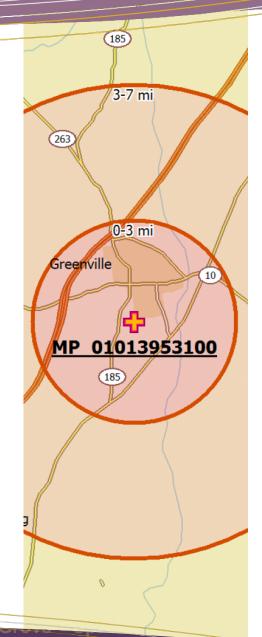
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	4.4%	4.47%	4.51%
newspaper			
Took active part in local civic	4.35%	4.38%	4.43%
issue			
Union member	3.68%	3.92%	4.05%
Wrote to elected offcl about	3.6%	3.88%	3.99%
publ bus			
Addressed a public meeting	3.53%	3.75%	3.81%
Charitable Organization	3.46%	3.73%	3.85%

nks Uniontown York White Hall Grayson Valley Midfield Goodwater Indian Springs Village Lineville Pier Smiths Station Gu-Win Theodore Millbrook Magnolia Springs Triana Marchael Contextual Hills Bear Cree Odenville Lester Brewton Sipsey Pisgah Kinston Guin Chelsea Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 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.



Jemison Headland Bear Creek New Site Meadowbrook Hobson City Opelika Hoover Skyline Rockie Attalla Valley Grande Mobile Rehobeth Midland City Sylvan Springer Intercultural Institute Riverview Cullman Sardis City Sweet Water Black Nauvoo Waverly for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Madrid Center Point Jynn Woodville Clip Allocation Allocation 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	12.1%	12.41%	12.47%
Novel	11.55%	12.14%	12.39%
Religious (not Bibles)	9.15%	9.37%	9.43%
Cookbooks	8.32%	8.5%	8.53%
Mystery	6.87%	7.31%	7.45%
Romance	6.14%	6.36%	6.4%
Personal/Business	4.82%	5.01%	5.1%
Self-help			
Biography	4.72%	4.93%	5.03%
Mail order	4.47%	4.47%	4.5%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	64.96%	64.23%	64.3%
Gen. Editorial	56.22%	54.84%	54.48%
Womens	47.88%	47.02%	46.88%
Service	29.42%	29.95%	30.11%
Business/Finance	21.85%	21.23%	21.12%
Music	21.82%	20.6%	20.27%
Mens	20.58%	19.91%	19.75%
Parenthood	16.44%	16.03%	15.83%
Health	14.22%	13.97%	13.96%

Section Wetumpka Oak Hill Alexander City Creola Gadsden Birmingham Clayhatchee Bessemer Smitch Moulton Dothan Carolina Wadley Ozark New Site Henagar Intercultural Institute Not Dozier Waldo Huguley Ladonia Hytop Munford Greenville West End-Coble Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for 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	45.25%	46.34%	46.79%
Classified	30.57%	31.09%	31.18%
Sport	27.66%	27.87%	28.09%
Editorial Page	23.05%	24.11%	24.42%
Business/Finance	21.52%	21.85%	22.13%
TV/Radio Listings	21.5%	21.31%	21.36%
Comics	21.38%	21.68%	21.84%
Movie Listings & Reviews	20.96%	20.89%	20.99%
Food/Cooking	20.19%	20.43%	20.63%
Home/Gardening	15.46%	16.04%	16.37%
Fashion	14.76%	14.83%	14.96%
Travel	14.33%	14.57%	14.81%
Science/Technology	11.84%	12.31%	12.58%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	46.29%	42.51%	41.48%
CHR Contemp Hit Radio	14.24%	14.35%	14.52%
Jazz	13.4%	12.56%	12.41%
Adult Contemporary	10.72%	11.14%	11.28%
Variety	10.32%	9.92%	9.91%
Country	9.64%	12.16%	12.66%
Gospel	9.42%	8.91%	8.7%
Oldies	9.15%	9.16%	9.17%
All News	5.63%	5.71%	5.89%
News/Talk	5.39%	5.78%	5.91%
Alternative	5.05%	5.08%	5.07%
Rock	4.98%	5.32%	5.46%
Religious	4.59%	5%	5.14%
Soft Contemporary	4.57%	4.65%	4.67%
Classic Rock	3.78%	4.45%	4.56%
Sports	2.45%	2.57%	2.63%
All Talk	2.37%	2.66%	2.81%
Classical	2.29%	2.38%	2.43%



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	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Fox News Channel	60.45%	61.3%	61.52%	-	Comedy Central	25.25%	24.69%	24.78%
Other Video-On-Demand	55.12%	53.92%	53.25%		BET (Black Entertainment	25.02%	24.31%	24.01%
Soapnet	51.11%	50.62%	50.52%		TV)			
Satellite Dish	49.11%	50.46%	50.51%		TV Info From Newspapers	24.96%	25.09%	25.1%
MSNBC	36.06%	35.88%	35.65%		Lifetime	23.97%	23.73%	23.54%
Sci-Fi Channel	34.56%	35.18%	35.33%		Hallmark Channel	23.49%	23.96%	23.97%
Adult Pay Per View TV	32.83%	33.69%	33.77%		TV Info From Monthly Cable	22.92%	22.87%	22.75%
Subscribe Digital Cable	30.54%	30.57%	30.75%		Guide			
Nickelodeon	26.99%	27.93%	27.95%		ABC Fam.	22.13%	21.44%	21.29%
TCM (Turner Classic	26.89%	26.48%	26.25%		TV Land	21.56%	20.45%	20.13%
Movies)					The Golf Channel	21.51%	21.63%	21.66%
TV Info From Sunday TV	26.85%	27.07%	27.2%		TV Info From Other	20.89%	20.77%	20.78%
Magazine					Travel Channel	20.85%	20.25%	20.05%
Nick At Nite	26.46%	26.41%	26.2%		USA Network	20.78%	21.02%	21.19%

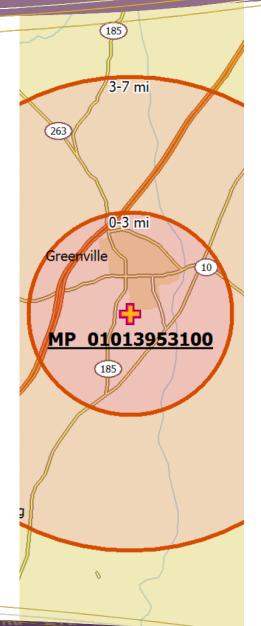
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Communication Media Usage

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.



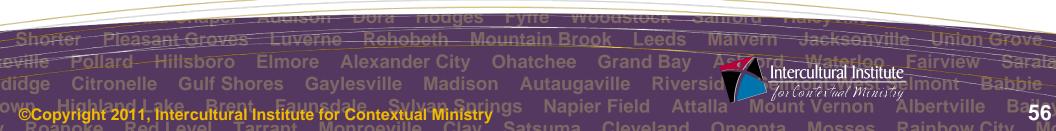
en Billingsley Franklin Gantt Edgewater Atmore Thorsby Calera Eutaw Marion Brighton Lexington Vance Hartselle Jackson Glen Allen Glenwood Memphis Boaz <u>Intercultural Institute</u> Dothan Butler Wilton Huguley Vestavia Hills Graysville Millport Oxfor <u>Intercultural Institute</u> Town Greek F ©Copyright 2011, Intercultural Institute for Contextual Ministry Bastar Destavia Gurley Rockford Sylacauga Moulton

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+)	14.96%	15.49%	15.65%
Medium Users (4-6)	7.46%	7.7%	7.79%
Light Users (1-3)	15.48%	16.15%	16.46%
Quintiles (20%)			
Newspaper I (Heavy)	1.32%	1.21%	1.16%
Newspaper II	1.33%	1.28%	1.3%
Newspaper III	1.39%	1.6%	1.66%
Newspaper IV	0.66%	0.58%	0.55%
Newspaper V (Light)	1.86%	1.62%	1.53%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.74%	22.03%	21.83%
Magazines II	9.75%	9.64%	9.58%
Magazines III	11.09%	10.89%	10.83%
Magazines IV	15.01%	14.4%	14.21%
Magazines V (Light)	1.1%	1.04%	1.03%
Outdoor I (Heavy)	9.99%	9.32%	9.22%
Outdoor II	6.76%	6.27%	6.06%
Outdoor III	6.22%	5.77%	5.66%
Outdoor IV	16.65%	17.04%	17.11%
Outdoor V (Light)	26.27%	25.88%	25.86%
Yellow Pages I	17.26%	16.72%	16.66%
(Heavy)			
Yellow Pages II	9.29%	8.76%	8.68%
Yellow Pages III	13.23%	12.11%	11.68%
Yellow Pages IV	27.1%	26.53%	26.34%
Yellow Pages V (Light)	6.04%	5.63%	5.5%



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.

MEDIUM 0-3	-3	3-7	7-10	MEDIUM		0-3	0-3 3-7
М	IILES	MILES	MILES		Ν	NILES	MILES MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy) 1.6	.63%	1.8%	1.92%	Prime Time I & II (Heavy)		3.87%	3.87% 3.84%
Drive Time III (Medium) 0.8	.89%	0.89%	0.91%	Prime Time III (Medium)		1.26%	1.26% 1.22%
Radio IV & V (Light) 2.3	.33%	2.4%	2.42%	Prime Time IV & V (Light)	1	3.13%	3.13% 12.21%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy) 13	3.85%	13.14%	12.84%	Fringe I & II (Heavy)	3	87.69%	37.69% 38.41%
Radio III (Medium) 3.4	.16%	3.33%	3.41%	Fringe III (Medium)	5	57.68%	57.68% 57.34%
Radio IV & V (Light) 3.9	.9%	3.79%	3.77%	Fringe IV (Light)	5	7.77%	7.77% 57.76%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy) 10	0.6%	11.31%	11.39%	All Day I & II (Heavy)	16.	41%	41% 16.12%
Cable III (Medium) 6.2	.23%	6.16%	6.03%	All Day III (Medium)	27.0	06%	06% 27.16%
Cable IV & V (Light) 43	3.88%	42.41%	41.95%	All Day IV (Light)	24.38	8%	3% 22.59%



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]	10.27%	10.22%	10.27%
6:00am - 10:00am	15.85%	15.18%	15.17%
10:00am - 3:00pm	14.9%	13.61%	13.2%
3:00pm - 7:00pm	19.34%	18.38%	17.96%
7:00pm - Midnight	13.43%	12.86%	12.71%
Midnight - 6:00am	11.05%	10.13%	9.85%
Weekend Radio			
Listeners			
Dayparts [summary]	15.71%	15.12%	14.85%
6:00am - 10:00am	2.33%	2.26%	2.28%
10:00am-3:00pm	4.32%	4.35%	4.45%
3:00pm - 7:00pm	8.49%	8.02%	7.85%
7:00pm - Midnight	12.24%	11.61%	11.35%
Midnight - 6:00am	17.77%	16.23%	15.76%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.09%	6.33%	6.36%
Saturday: 8:00-11:00pm	8.09%	8.12%	8.12%
Sunday: 7:00-11:00pm	10.76%	10.62%	10.43%
9:00am-1:00pm	26.46%	26.41%	26.2%
9:00am-4:00pm	30.2%	30.28%	30.12%
4:00pm-7:00pm	32.72%	32.23%	32.04%
11:00pm-1:00am	48.23%	47.25%	46.81%
AVG Prime time Mon-Sun	7.04%	6.47%	6.28%

Concora Uniontown Georgiana

Excel Daviston Artey Indian Springs Village East Brewton North Johns Lisman Providence Southsit Hyrtlewood Geiger Troy Mount Vernon Gainesville County Line Cullman Intercultural Institute McKenzie Rock Mills Bay Minette Franklin Vincent Holt Snead Rec 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	18.94%	17.85%	17.48%	Sat: 7-10am	Sat: 7-10am 16.46%	Sat: 7-10am 16.46% 16.21%
7-9am	20.63%	20.12%	20.15%	Sat: 10am-1pm	Sat: 10am-1pm 8.36%	Sat: 10am-1pm 8.36% 8.21%
9am-12noon	18.51%	18.79%	18.81%	Sat: 1-4pm	Sat: 1-4pm 25.81%	Sat: 1-4pm 25.81% 25.43%
12noon-4pm	11.68%	11.49%	11.31%	Sat: 4-6pm	Sat: 4-6pm 7%	Sat: 4-6pm 7% 6.93%
4-6pm	48.04%	48.43%	48.43%	Sat: 6-7pm	Sat: 6-7pm 1.38%	Sat: 6-7pm 1.38% 1.38%
6-7pm	17.34%	18.03%	18.1%	Sat: 7-8pm	Sat: 7-8pm 1%	Sat: 7-8pm 1% 1.06%
7-7:30pm	1.49%	1.52%	1.55%	Sat: 8-11pm	Sat: 8-11pm 8.09%	Sat: 8-11pm 8.09% 8.12%
7:30-8pm	12.09%	11.97%	11.97%	Sat: 11pm-1am	Sat: 11pm-1am 6.62%	Sat: 11pm-1am 6.62% 6.43%
8-11pm	6.09%	6.33%	6.36%	Sat: 1am-7pm	Sat: 1am-7pm 20.78%	Sat: 1am-7pm 20.78% 21.02%
11pm-12am	36.06%	35.88%	35.65%	Sun: 7-10am	Sun: 7-10am 2.2%	Sun: 7-10am 2.2% 2.35%
11pm-1am	48.23%	47.25%	46.81%	Sun: 10am-1pm	Sun: 10am-1pm 5.25%	Sun: 10am-1pm 5.25% 5.54%
1-6am	34.26%	33.46%	33.26%	Sun: 1-4pm	Sun: 1-4pm 4.18%	Sun: 1-4pm 4.18% 4.51%
				Sun: 4-7pm	Sun: 4-7pm 11.34%	Sun: 4-7pm 11.34% 11.48%
				Sun: 7-11pm	Sun: 7-11pm 10.76%	Sun: 7-11pm 10.76% 10.62%
				Sun: 11pm-1am	Sun: 11pm-1am 6.27%	Sun: 11pm-1am 6.27% 5.81%
				Sun: 1-7am	Sun: 1-7am 20.63%	Sun: 1-7am 20.63% 20.48%

Bessemer Argo Pickensville Fort Payne Faunsdale Irondale Lexington Opp Fort Rucker Maplesville Gordonville Smiths Station Tallassee Mignon Banks Elmore Coffee Mintercultural Institute Level Plains Huguley Avon Saraland Babbie Riverview Grimes Performation Annotation Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

m Weaver Pine Hill Natural Bridge Libertyville Enterprise Florala Hayneville Gainesville Brookwood G Berry West End-Cobb Town Woodland Glencoe Lynn Carbon Hill Woodland Intercultural Institute Maplesville Union Aliceville Union Grove Geraldine Brewton Coaling for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Sand Rock Gardendale Aspland Bridgeport Selma

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

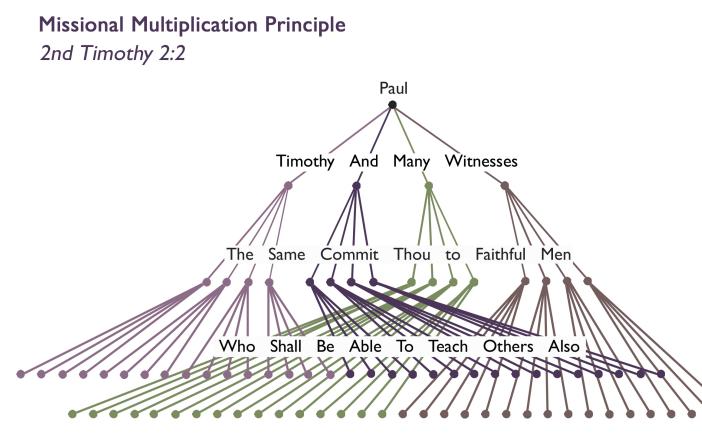
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Munford Hueytown Elkmont Rainbow City Hayden Livingston Lester Detroit Paint Rock Chickasa Wast Point Deposit Bayou La Batre Oakman Clanton Grover Intercultural Institute Via Hills Henagar Moulton Wilton Guntersville Brent Guin Satsuma Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.



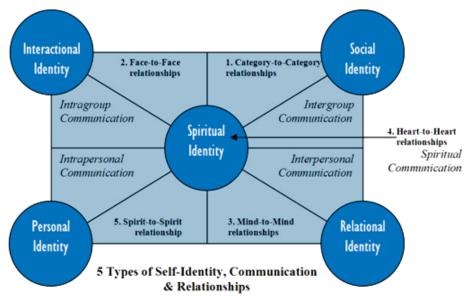
Le Springs Indian Springs Village Haleburg Selmont-West Selmont Linden Ariey Elkmont Heath Hammon Grand Bay Boligee West Jefferson Jacksonville Gurley Collinsville Intercultural Institute Sylacauga Leesburg Horn Hill Robertsdale Daviston Epes Hayden Stecopyright 2011, Intercultural Institute for Contextual Ministry Moorros Mill Trafford Eultondale Level Plains Wilton

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.



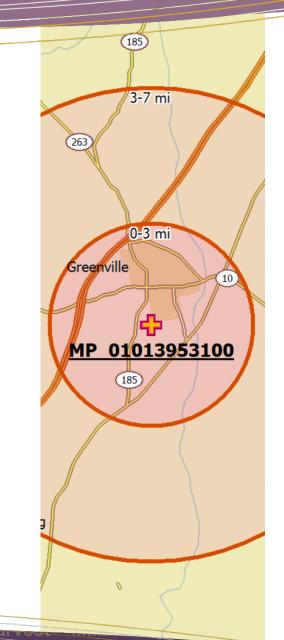


Your MissionSite and the Missional Suite

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





Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTAN	CE WRSHP AVG	IICM CGR
1	Southside	211 King St Greenville, AL 36037	0.96 mi	363	Declining
2	Greenville First	PO Box 426 Greenville, AL 36037	1.27 mi	252	Declining
3	East Greenville	209 2nd St Greenville, AL 36037	1.63 mi	31	Declining
4	Gravel Hill	PO Box 1137 Greenville, AL 36037	2.16 mi	36	Growing
5	Ebenezer East	2232 Halso Mill Rd Greenville, AL 36037	2.40 mi	36	Plateauing
6	Liberty	37 Liberty Church Rd Greenville, AL 36037	4.55 mi	56	Declining
7	Central	2357 Old Central Rd Greenville, AL 36037	4.69 mi	20	Declining
8	Antioch East	2303 Old Stage Rd Greenville, AL 36037	5.46 mi	132	Growing
9	Spring Hill	4946 S Mt Zion Rd Greenville, AL 36037	6.15 mi	50	Growing
10	Shiloh	5779 Ridge Rd Greenville, AL 36037	6.48 mi	35	Growing
11	Mt. Olive East	113 Manor Court Greenville, AL 36037	8.03 mi	9	Growing
12	Damascus	104 Damascus Rd Greenville, AL 36037	8.22 mi	75	Declining
13	Hopewell	251 Greenbriar Lane Greenville, AL 36037	8.74 mi	44	Declining
14	Antioch West	968 Sand Cut Rd Greenville, AL 36037	8.75 mi	91	Plateauing
15	Midway	1517 Canterbury Rd Honoraville, AL 36042	9.64 mi	58	Growing

Abbeville Petrey Millport Mountain Brook Tuscumbia Columbiana Coker Boligee Brookside Lexington Locust Fork Point Clear Concord Grand Bay Gordonville Lynn Meridia Intercultural Institute Win Dozier Eclectic Elmore Bay Minette Madrid Twin Jackson Fyffer For Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Brushey Creek	PO Box 27 Chapman, AL 36015	10.39 mi	65	Plateauing
17	Rock Hill	2466 N Mt Zion Rd Honoraville, AL 36042	11.03 mi	35	Growing
18	East Chapman	PO Box 56 Chapman, AL 36015	11.04 mi	35	Plateauing
19	Shackleville	4488 Murphy Rd Georgiana, AL 36033	11.23 mi	32	Plateauing
20	Sardis	223 Four Pines Rd Greenville, AL 36037	11.68 mi	14	Growing
21	Mt. Pleasant	10701 McKenzie Grade Rd Georgiana, AL 36033	11.77 mi	98	Declining
22	Bethel	PO Box 261 Fort Deposit, AL 36032	12.06 mi	112	Declining
23	Forest Home	PO Box 37 Forest Home, AL 36030	12.62 mi	32	Growing
24	Spring Creek	142 Ashmore Rd Honoraville, AL 36042	12.76 mi	72	Plateauing
25	Union	PO Box 158 Honoraville, AL 36042	13.24 mi	115	Growing
26	Calvary	PO Box 67 Georgiana, AL 36033	13.65 mi	62	Plateauing
27	Georgiana First	PO Box 516 Georgiana, AL 36033	13.68 mi	69	Growing
28	Chapel Hill	1394 Massey Rd Honoraville, AL 36042	14.54 mi	36	Growing
29	Danielville	91 Danielville Rd Honoraville, AL 36042	14.93 mi	90	Plateauing
30	Mt. Pisgah	7452 Pineapple Hwy Greenville, AL 36037	15.10 mi	49	Plateauing

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
21					
31	Bethel	13686 McKenzie Grade Georgiana, AL 36033	15.97 mi	38	Growing
32	Pleasant Home	81 Pleasant Home Rd. Brantley, AL 36009	16.09 mi	27	Growing
33	Siloam	308 Ivy Creek Rd Rutledge, AL 36071	16.77 mi	18	Growing
34	Welcome	2357 Welcome Church Rd Georgiana, AL 36033	17.77 mi	29	Declining
35	Panola	340 Ryals Rd Lapine, AL 36046	17.78 mi	13	Declining
36	New Ebenezer	360 Oliver Meyers Rd Highland Home, AL 36041	17.84 mi	80	Declining
37	Awin	106 Cleveland Rd Franklin, AL 36444	18.57 mi	26	Declining
38	New Bethel	15293 State Highway 21 Minter, AL 36761	19.19 mi	53	Plateauing
39	McKenzie	PO Box 62 Mc Kenzie, AL 36456	19.27 mi	64	Growing
40	Pleasant Hill West	365 Covan Road McKenzie, AL 36456	19.32 mi	13	Growing
41	Rutledge First	PO Box 200 Rutledge, AL 36071	19.72 mi	31	Declining
42	Mt. Olive West	8510 Hank Williams Rd Mc Kenzie, AL 36456	20.38 mi	11	Declining
43	Garland	PO Box 785 Georgiana, AL 36033	20.86 mi	45	Declining
44	Highland Home	PO Box 68 Highland Home, AL 36041	21.11 mi	48	Declining
45	Magnolia	150 Upper Bozeman Road Lapine, AL 36046	21.48 mi	42	Declining

odville Redstone Arsenal Elberta Good Hope Moores Mill Madrid Florence Reece City Dodge City Cher Helena Susan Moore Orrville Midway Pike Road Pinckard Sweet Water Intercultural Institute isgah Theodore Wadley Millport Hanceville Jemison Needham Gordo for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry



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

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