# MissionSite top unreached locations

WEAVER, AL WEAVER, AL CENSUS TRACT: 01015001800 REGION: North Central Region ASSOCIATION: Calhoun DISTRICT: 03: East Central District COUNTY: Calhoun DISTRICT: 03: East Central District COUNTY: Calhoun DISTRICT: 03: East Central District COUNTY: Calhoun DISTRICT: 03: East Central District DISTRICT: 04: DISTRICT

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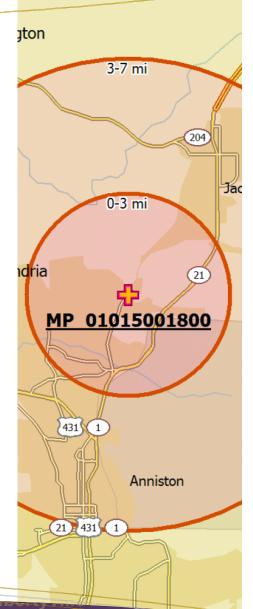
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#### Site Location Summary

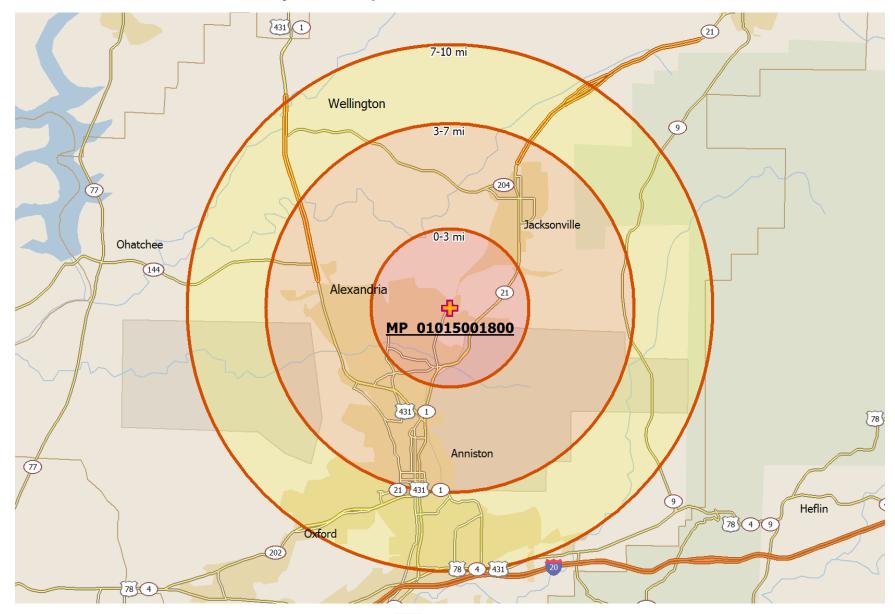
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1130	Calhoun
3	District	03	East Central District
4	County Location	01015	Calhoun
5	Zipcode	36277	Calhoun
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	Μ	10000-50000-50000



Ikmont Stevenson Webb Hodges Goshen Clayhatchee Tillmans Corner Boaz Daleville Robertsdale P posit Gadsden Skyline Fultondale Sulligent Jackson Gantt Graysville Intercultural Institute Susan Moore Woodville Walnut Grove Dayton Heath Hillsboro Monr [or Contextual Ministry] [Copyright 2013, Intercultural Institute for Contextual Ministry]

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



Vater Monroeville Pollard Hartselle Ariton Hamilton Grand Bay Albertville Providence Jemison Skylin Ladonia Anderson Twin Susan Moore Carbon Hill Anniston Springs Intercultural Institute Gurley Underwood-Petersville Point Clear Sand Rock Sylvan Springs Intercultural Institute Ston Winfield Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale	23	Suburb: Small: Territory outside a principal city and inside an urbanized area with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Sipsey Anderson Harion Auburn Hollywood Pine Apple Riverside Southside Douglas Edwardsville Failadega Springs Daphne Jackson St. Florian Harpersville Ariton Leesburg Hobson City River Falls Rock Creek Fairfield Westover Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	10,785	39,311	31,100
2010 Households	4,466	16,211	12,952
2010 Group Quarters Population	27	1,821	664

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	21	31	29
Language Diversity National Index	19	16	11
Foreign Born Diversity National Index	43	57	37
Ancestry Diversity National Index	40	24	32
Racial Diversity National Index	39	52	47

Walnut Grove Lester Crossville Gordonville Detroit Trussville Dora New Hope Brilliant Lisman Les Creola Webb Ardmore Midway Foley Margaret Heath McDonald Intercultural Institute Talladega Springs Double Springs Guin Tallassee Evergreen Winfield ForContextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	1	True
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	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

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Cordova Alabaster Newville Belk Centreville West End-Cobb Town Athens Gordonville Memphis Life Sect Water Newbern Horn Hill Sanford Elberta Gardendale Valley Intercultural Institute Daleville Russellville Chelsea Pike Road Saraland Babbie Tallassee Work Confectual Ministry ghton Thomas Copyright 2013, Intercultural Institute for Contextual Ministry Newton Epes Grand Bay Hillsboro Wetumpka E

## 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	224	5.02%
Mainstay Communities	Established, Diverse Households	658	14.73%
Working Communities	Blue-collar, Working Families	2,031	45.48%
Country Communities	Rural, Agri. & Mining Families	793	17.76%
Aspiring Communities	Young Singles / Aspiring-Multihousing	356	7.97%
Urban Communities	High Density, Inner-city Neighborhoods	404	9.05%

omewood Tarrant Lanett Onycha Brundidge Ardmore Spanish Fort West Blocton Kinston Level Plains Foley Glencoe Twin Camden Heath Natural Bridge Hobson City Hur Intercultural Institute Intercultural Institute for Contextual Winistry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Coosada Sweet Water Horn Hill Woodland Natural Bridge Huntsville Warrior Nectar Dozier Pratty Coffeeville Waterloo Greensboro Montevallo Scottsboro Clay Menton Intercultural Institute Unty Line Lockhart Flomaton Jemison Pinson Goshen Hobson City Docontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# 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	31,200	2,974	9.53%
Unreached %	66%	66.59%	100.89
Religious But NOT Evangelical HH	8,027	713	8.88%
Religious But NOT Evangelical %	16.98%	15.95%	93.96
Spiritual But NOT Relig or Evang HH	4,545	507	11.16%
Spiritual But NOT Relig or Evang %	9.61%	11.36%	118.15
Not Evangelical, Not Interested HH	18,903	1,758	9.3%
Not Evangelical, Not Interested %	39.98%	39.36%	98.44



Marion New Hope Wedowee Hayneville Cullman Ladonia Avon Collinsville Orrville Kimberly Odenville Town Creek Warrior McMullen Gordonville Fruithurst Holt Pleasan Intercultural Institute sville Pinckard Pisgah East Brewton Red Bay Coosada Monroeville Hor Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	93	6	6.45%
Active ALSBOM Attenders	14,040	601	4.28%
Active Evangelical Households	11,591	1,076	9.28%
Active Evangelical Percent	24.52%	24.09%	98.26
Inactive Evangelical Households	4,485	416	9.28%
Inactive Evangelical Percent	9.49%	9.32%	98.26
# New Churches Needed	0	0	0%





## Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Weaver First	0.92 mi	245	Plateauing	16	West Side	4.61 mi	109	Plateauing
2	Pelham	1.38 mi	28	Growing	17	Hatcher Avenue	4.66 mi	104	Plateauing
3	Bonny Brook	2.02 mi	94	Declining	18	Alexandria	5.01 mi	60	Declining
4	West Weaver	2.05 mi	77	Declining	19	Leatherwood	5.10 mi	355	Growing
5	Anniston First	2.51 mi	133	Growing	20	West Point	5.14 mi	72	Plateauing
6	Fellowship	2.57 mi	24	Declining	21	Jacksonville First	5.18 mi	581	Plateauing
7	Gladeview	3.19 mi	185	Declining	22	Blue Mountain	5.23 mi	61	Growing
8	Westwood	3.30 mi	374	Declining	23	Mt. Zion	5.43 mi	426	Growing
9	Whites Gap	3.74 mi	33	Growing	24	Friendship	5.74 mi	52	Plateauing
10	Saks First	4.08 mi	354	Plateauing	25	Oakridge	5.82 mi	128	Declining
11	Profile	4.17 mi	0	NoData	26	Noble Street	5.90 mi	41	Plateauing
12	Hill Crest	4.19 mi	1,600	Plateauing	27	United Fellowship	6.11 mi	138	Plateauing
13	Cedar Springs	4.49 mi	46	Plateauing	28	Pleasant Ridge	6.41 mi	78	Growing
14	Fairview Heights Northside	4.51 mi	124	Plateauing	29	Angel Grove	6.61 mi	189	Growing
15	Post Oak Springs	4.60 mi	104	Declining	30	Lloyds Chapel	6.72 mi	134	Plateauing

Ceraldine Leighton Ethelsville Dora Gulf Shores Brighton Lakeview Summerdale Priceville Provide Castleberry Silverhill Double Springs Courtland Winfield Sylacauga Intercultural Institute Contextual Price Reger Corrollton Anniston Fayette Centre Butler Ridgeville Selma Dot Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Spirituality Indicators

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

#### Issues for Your Consideration

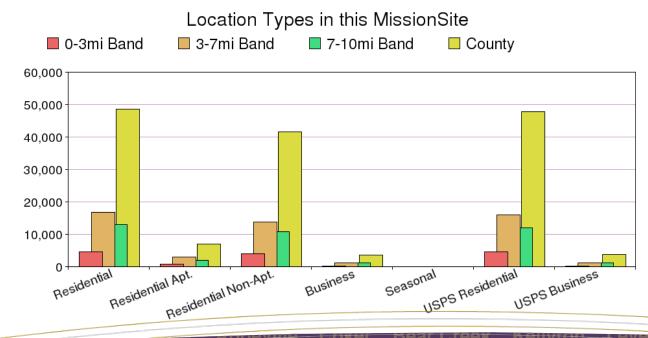
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	116,034	13,056	11.25%
2000 Population	112,249	10,249	9.13%
2010 Population	114,716	10,785	9.4%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	42,984	4,511	10.49%
2000 Households	45,307	4,149	9.16%
2010 Households	47,276	4,466	9.45%

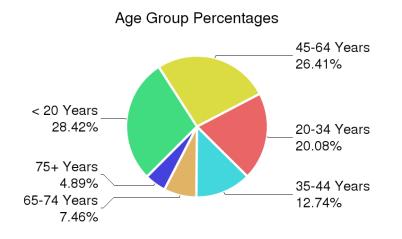


Location Type	0-3mi Band
Residential	4,684
Residential Apt.	775
Residential Non-Apt.	3,909
Business	160
Seasonal	0
USPS Residential	4,693
USPS Business	137

Citronelle Sylacauga Theodore West End-Cobb Town Webb Sweet Water Concord Boligee Grayson Val tern Brook Rogersville Avon Forestdale Muscle Shoals Hackleburg Borg Intercultural Institute dges Jacksons' Gap Westover Chelsea Tillmans Corner Forkland Loac (outertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 

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

For each category both county and 0-3 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.

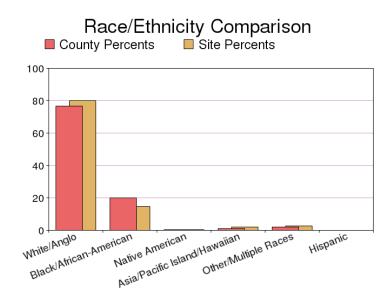


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.3%	7.24%	114.92
4-5 Years	2.7%	2.75%	101.85
6-8 Years	3.85%	3.77%	97.92
9-11 Years	3.79%	3.97%	104.75
12-13 Years	2.51%	2.87%	114.34
14-17 Years	5.08%	5.31%	104.53
18-19 Years	2.49%	2.47%	99.2
0-5 Years	9%	10%	111.11
6-12 Years	8.9%	9.19%	103.26
13-19 Years	8.82%	9.21%	104.42
< 20 Years	26.72%	28.4%	106.29
20-34 Years	19.72%	20.06%	101.72
35-44 Years	12.12%	12.73%	105.03
45-64 Years	25.83%	26.39%	102.17
65-74 Years	8.35%	7.45%	89.22
75+ Years	7.25%	4.89%	67.45
Median Age	38	35	93.54
Median Age (Male)	36	34	93.66
Median Age (Female)	40	35	88.05

Igaville Union Grove Leesburg Hamilton Edgewater Killen Blountsville Rock Mills Jemison Montgomer Conce Springs Gulf Shores West Point Arley Gardendale Piedmont Hammondville Black Spanish Fort Pine Apple Madison Concord Copyright 2013, Intercultural Institute for Contextual Ministry Cop

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	76.75%	80.07%	104.32
Black, African-American	19.9%	14.81%	74.39
Native American	0.41%	0.38%	92.59
Asian	0.83%	1.73%	209.37
Pacific Island, Hawaiian	0.08%	0.25%	330.1
Other/Multiple Races	2.03%	2.76%	136.39
Hispanic	0%	2.96%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	76,747	7,018	
Less than 9th Grade	5.91%	4.52%	130.79
No High School Diploma	13.72%	11.95%	114.72
High School Graduate	36.18%	37.06%	97.61
Some College, no degree	20.96%	23.34%	89.8
Associate Degree	6.73%	8.83%	76.15
College Degree	9.31%	8.59%	108.37
Graduate/Prof. degree	7.2%	5.7%	126.4

Id Ider Camden Carelina Dauphin Island Riverside St. Florian Centre Ardmore Attalla Carbon Hill Ne Nectar Killen Valley Grande Mentone Tallassee Blue Ridge Heflin Dor City Bon Air Gardendale Lin rthport Louisville Sylvania Colony East Brewton Bakerhill Allgood Gar Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Mulga Madrid Cottonwood Thorsby Calera Graysvi 17

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	11.17%	8.71%	99.32	
\$10,000 to \$19,999	15.24%	14.11%	92.54	
\$20,000 to \$29,999	13.25%	13.61%	102.76	
\$30,000 to \$49,999	20.37%	22.93%	112.54	
\$50,000 to \$59,999	8.97%	10.93%	121.84	
\$60,000 to \$69,999	7.13%	7.43%	104.23	
\$70,000 to \$79,999	6.06%	5.8%	95.7	
\$80,000 to \$89,999	4.55%	4.52%	99.5	
\$90,000 to \$99,999	2.86%	2.71%	94.88	
\$100,000 to \$124,999	5.16%	4.77%	92.41	
\$125,000 to \$149,999	2.66%	1.68%	63.11	
\$150,000 to \$199,999	1.89%	2.1%	111.18	
\$200,000 to \$249,999	0.3%	0.45%	148.05	
\$250,000 or more	0.38%	0.29%	76.03	
Median Household	38,666	40,228	104.04	
Average Household	52,564	50,400	95.88	
Per Capita Household	22,200	20,873	94.02	
Family/Non-Family Household				
Income				
Median Family Income	49,950	48,809	97.72	
Average Family Income	62,136	53,921	86.78	
Median Non-Family Income	22,044	23,806	107.99	
Average Non-Family Income	33,566	34,966	104.17	

Shorter North Johns Avon Gardendale Beatrice Orange Beach Maplesville Walnut Grove Glencoe Twin Lockhart Redstone Arsenal Babbie Ashville Libertyville McKenzier Intercultural Institute Targaret Valley Grande Pine Hill Phil Campbell Dozier Brighton Cowarts for Confectual Ministry for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	66.5%	68.7%	103.31
Families with Children	32.43%	34.77%	107.24
Families without Children	34.07%	33.92%	99.57
Non-Family Households			
% Non-Family Households	33.5%	31.3%	93.43
Non-Families with Children	0.37	0.47	127.76
Non-Families without Children	33.14	30.83	93.05
Housing Units			Index
Total Housing Units	54,164	5,572	
Vacant percent	12.72%	19.87%	156.23
Owned percent	63.02%	59.46%	94.35%
Rented Percent	24.27%	20.73%	85.42
Households by Size			Index
Avg household size	2.37	2.41	101.69
Avg family hh size	2.98	2.97	99.66
Avg non-family hh size	1.15	1.18	102.61
Households By Count of Persons			Percent
One	13,820	1,182	8.55%
Two	15,953	1,564	9.8%
Three or Four	14,356	1,422	9.91%
Five+	3,147	297	9.44%

Ashland Owens Cross Roads Fyffe Birmingham Meridianville Town Creek Boligee McKenzie Cleveland Lurg Riverview Shorter Daviston Riverside Enterprise North Johns Open Intercultural Institute inesville Brighton Union Springs Kennedy Coaling Holt Millbrook Sun for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Hanceville Huguley Rosa Hokes Bluff Banks Court 19 brond Contextual Ministry

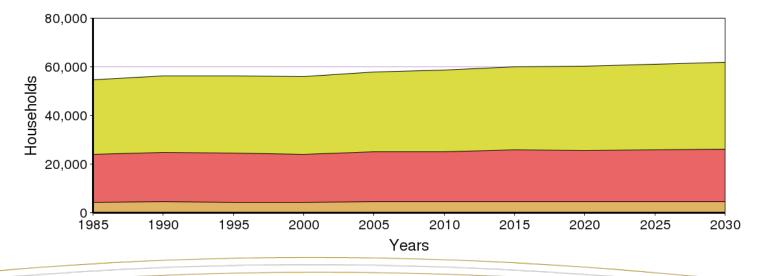
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	116,034	13,056	11.25%
2000 Population	112,249	10,249	9.13%
2010 Population	114,716	10,785	9.4%
2015 Population	117,879	11,268	9.56%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

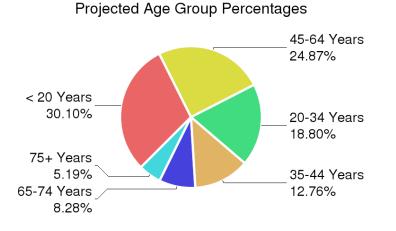
📃 0-10mi Ring



Moundville Beaverton Double Springs White Hall Littleville Cardiff Piedmont Oak Grove Avon Baker de Ashland Pine Hill Thomaston Riverview Addison Selmont-West Selmont Intercultural Institute olumbia Muscle Shoals Benton Woodstock Paint Rock Smiths Station ©Copyright 2013, Intercultural Institute for Contextual Ministry Backleburg Beform Jemison Hurtsboro Douglas Hackleburg Beform Jemison Hurtsboro Douglas Hackleburg

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

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

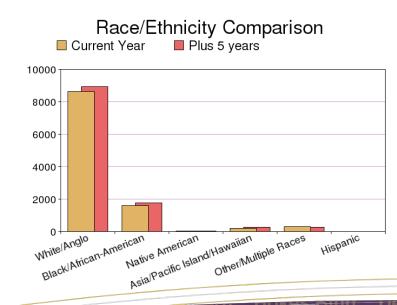


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.24%	8.35%	115.33
4-5 Years	2.75%	3.17%	115.27
6-8 Years	3.77%	4.46%	118.3
9-11 Years	3.97%	4.18%	105.29
12-13 Years	2.87%	2.7%	94.08
14-17 Years	5.31%	4.99%	93.97
18-19 Years	2.47%	2.24%	90.69
0-5 Years	10%	11.52%	115.2
6-12 Years	9.19%	10.01%	108.92
13-19 Years	9.21%	8.55%	92.83
< 20 Years	28.4%	30.08%	105.92
20-34 Years	20.06%	18.79%	93.67
35-44 Years	12.73%	12.75%	100.16
45-64 Years	26.39%	24.86%	94.2
65-74 Years	7.45%	8.28%	111.14
75+ Years	4.89%	5.19%	106.13
Median Age	38	35	92.93
Median Age (Male)	36	34	93.6
Median Age (Female)	40	35	88.63

es ada Rock Mills Indian Springs Village Faunsdale Troy Sumiton Huntsville Moulton Fayette Clio Fail Susan Moore Ohatchee Centreville Cherokee Highland Lake Selmer Intercultural Institute es Andalusia Brantley Clayton Frisco City Reform Clanton Creola Confectual Ministry Talladega 21 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	80.07%	79.19%	98.89
Black, African-American	14.81%	15.72%	106.14
Native American	0.38%	0.4%	105.05
Asian	1.73%	2.01%	116.19
Pacific Island, Hawaiian	0.25%	0.28%	113.44
Other/Multiple Races	2.76%	2.39%	86.4
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,018	7,183	
Less than 9th Grade	4.52%	3.65%	80.75
No High School Diploma	11.95%	10.47%	87.57
High School Graduate	37.06%	38.8%	104.69
Some College, no degree	23.34%	22.83%	97.82
Associate Degree	8.83%	9.84%	111.41
College Degree	8.59%	8.49%	98.84
Graduate/Prof. degree	5.7%	5.92%	103.81

Fairhope Deuglas Wilton Lockhart Tillmans Corner Gantt Toxey Collinsville Madrid Citronelle H Brighton Fyffe Ladonia Sipsey Summerdale Kennedy Valley Grand Ministry If Shores Clay Camp Hill Alabaster Pike Road Horn Hill Clanton Sweet Governat Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Becamden Woodland Newbern Leighton Kimberly

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	8.71%	7.78%	89.31
\$10,000 to \$19,999	14.11%	13.42%	95.12
\$20,000 to \$29,999	13.61%	12.88%	94.59
\$30,000 to \$49,999	22.93%	21.76%	94.9
\$50,000 to \$59,999	10.93%	11.08%	101.44
\$60,000 to \$69,999	7.43%	7.82%	105.22
\$70,000 to \$79,999	5.8%	6.37%	100.97
\$80,000 to \$89,999	4.52%	5.14%	107.01
\$90,000 to \$99,999	2.71%	2.9%	106.87
\$100,000 to \$249,999	4.77%	5.36%	112.36
\$125,000 to \$149,999	1.68%	2.03%	120.95
\$150,000 to \$199,999	2.1%	2.42%	114.98
\$200,000 to \$249,999	0.45%	0.45%	101.32
\$250,000 or more	0.29%	0.35%	118.77
Median Household	40,228	42,799	106.39
Average Household	50,400	55,138	109.4
Per Capita Household	20,873	22,649	108.51
Family/Non-Family Household			
Income			
Median Family Income	48,809	52,869	108.32
Average Family Income	53,921	60,335	111.9
Median Non-Family Income	23,806	25,971	109.09
Average Non-Family Income	34,966	36,715	105

Pine Ridge Ashford Faikville Troy Cordova Hytop Talladega Springs Meridianville Thomasville Green Selma Brewton Hamilton Wetumpka Bay Minette Moody Hackleburg Intercultural Institute Trussville Goldville Sardis City Arab Foley Louisville Pickensville King Confectual Ministry Ecopyright 2013, Intercultural Institute for Contextual Ministry Cordover Scot 23

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.

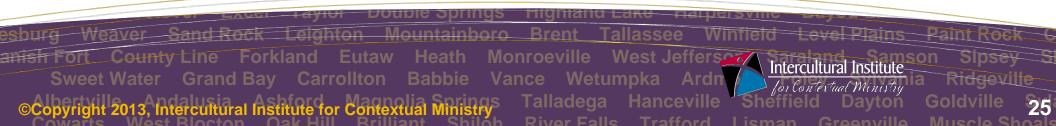
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	68.7%	67.44%	98.17
Families with Children	34.77	34.55	99.36
Families without Children	33.92	33.88	99.88
Non-Family Households			
% Non-Family Households	31.3%	32.56%	104.02
Non-Families with Children	0.47	0.5	104.02
Non-Families without	30.83	32.07	104
Children			
Housing Units			
Total Housing Units	5,572	5,718	102.62%
Vacant percent	19.87%	19.06%	95.95
Owned percent	59.46%	60.09%	101.06
Rented Percent	20.73%	20.85%	100.57
Households by Size			
Avg household size	2.41	2.43	100.83%
Avg family hh size	2.97	3.05	102.69%
Avg non-family hh size	1.18	1.14	96.61%
Households By Count of			
Persons			
One	1,182	1,275	107.87%
Two	1,564	1,538	98.34%
Three or Four	1,422	1,482	104.22%
Five+	297	333	112.12%

Goshen Lexington North Courtland Hollywood Grant Hazel Green Midway Andalusia Headland Sloco Franklin Banks Creola Maytown Sheffield Wedowee Napier Field Intercultural Institute Ien Tuscumbia Huntsville Smoke Rise Concord Dora Tuscaloosa Poir for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	200	713	638		Eastern Africa	Eastern Africa 0	Eastern Africa 0 5
Northern Europe	8	37	11	N	liddle Africa	1iddle Africa 0	1 ddle Africa 0 12
Western Europe	74	131	99	Nort	thern Africa	thern Africa 0	thern Africa 0 10
Southern Europe	2	26	6	South	ern Africa	ern Africa 0	ern Africa 0 0
Eastern Europe	0	6	2	Westerr	n Africa	n Africa 0	n Africa 0 18
Other Europe	0	0	0	Other Afri	ca	ica 0	ica 0 6
Eastern Asia	47	99	66	Oceania		0	0 0
So. Central Asia	0	25	61	Caribbean		0	0 0
SE Asia	26	62	30	Central Ame	r.	r. 15	r. 15 212
Western Asia	15	18	0	South Americ	a	a 13	a 13 30
Other Asia	0	0	0	North America		0	0 16
				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		35,344	28,516	Other Indo-Euro	0	0	
English only Spanish	8,380 126	633	705		0	0	0
Other Indo-Euro	120	466	267	Asian/PI languages Chinese	3	23	6
	150	400	207		0	23 61	9
language	21	150	04	Japanese			
French (incl. Patois,	21	159	84	Korean Mara Kharan	78	62	52
Cajun)	0	0	0	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	•		<u>^</u>
Italian	8	79	11	Miao, Hmong	0	0	0
Portuguese	0	5	0	Thai	8	28	0
German	109	203	85	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	33	15	19
Other West Germanic	0	0	1	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	15	10
Greek	11	4	7	Other languages	0	105	12
Russian	0	0	5	Navajo	0	0	0
Polish	1	3	10	Other Native N.	0	0	6
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	6	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	40	6
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	41	African languages	0	54	0
Hindi	0	0	23	Other unspecified	0	11	0
Urdu	0	0	0		-		•

Harvest Rock Creek Gu Win Mobile Glen Allen Brantley Clio North Johns Arab Moulton Pollard Eutaw Fairfield Babbie Daphne Brent Thomaston Emelle Leeds Intercultural Institute Selmont-West Selmont Aliceville Cowarts Oneonta Robertsdale Blue Sport (on Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	6,710	28,049	22,239		Irish	Irish 629	Irish 629 2,262
Arab	15	23	0		Italian	Italian 111	Italian 111 401
Armenian	3	8	0		Lithuanian	Lithuanian 0	Lithuanian 0 7
Austrian	4	13	20		Norwegian	Norwegian 25	Norwegian 25 104
British	32	73	76		Polish	Polish 42	Polish 42 151
Canadian	4	19	12		Portuguese	Portuguese 0	Portuguese 0 14
Croatian	4	16	1		Romanian	Romanian 0	Romanian 0 0
Czech	0	9	25		Russian	Russian 2	Russian 2 42
Czechoslovak	0	44	2		Scandinavian	Scandinavian 0	Scandinavian 0 7
Danish	2	4	18		Scotch-Irish	Scotch-Irish 137	Scotch-Irish 137 561
Dutch	103	280	161		Scottish	Scottish 101	Scottish 101 380
English	606	1,974	2,280		Slovak	Slovak 0	Slovak 0 0
European	50	242	180		Subsaharan African	Subsaharan African 17	Subsaharan African 17 219
Finnish	2	18	38		Swedish	Swedish 5	Swedish 5 43
French (not Basque)	68	259	274		Swiss	Swiss 8	Swiss 8 53
French Canadian	5	35	43		Ukrainian	Ukrainian 0	Ukrainian 0 18
German	462	1,403	1,189		US/American	US/American 2,218	US/American 2,218 7,646
Greek	13	28	45		Welsh	Welsh 21	Welsh 21 52
Hungarian	10	9	1		West Indian	West Indian 9	West Indian 9 43
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 7
				_	Other	Other 2,001	Other 2,001 11,581

m uniomown Eikmont Fairnope Rayiang

Clip Montevallo Millbrook Rogersville Valley Head Loachapoka Gler Intercultural Institute Odenville Additional Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

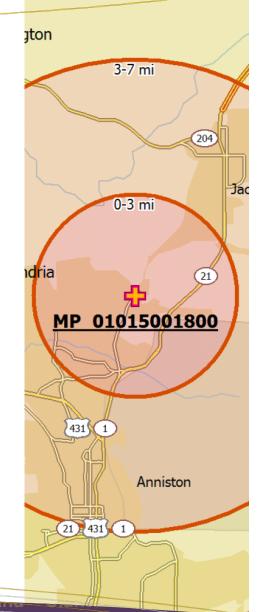
#### Issues for Your Consideration - continued

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

a Locust Fork Holt McDonald Chapel Phil Campbell Vernon Dadeville Boligee Lexington Oneonta Hel Eldridge Fruithurst Huntsville Rainbow City Roanoke Attalla Meridiary Intercultural Institute on Billingsley Marion West End-Cobb Town Paint Rock Slocomb Loxle for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

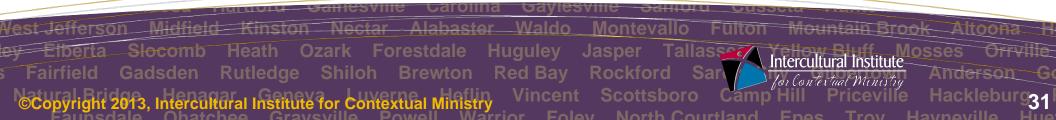
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of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



West Point Stevenson Pinson Loxley Montevallo Castleberry Reece City Chatches Gilbertown Art Libertyville Eutaw Grant Auburn Louisville Pleasant Groves Wadley Intercultural Institute offe Glen Allen Wilton Section Gu-Win Hayden Littleville Union Grove Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	4,466	100%	2,973	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	224	5.02%	151	5.08%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	218	4.88%	146	4.91%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	6	0.13%	5	0.17%
SM TWN SUCCESS	607	13.59%	392	13.19%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	322	7.21%	210	7.06%
Urban Optimists	0	0%	0	0%
Family Convenience	285	6.38%	182	6.12%
Mid-Market Enterprise	0	0%	0	0%



The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,466	100%	2,973	100%
BLUE COLLAR BACKBONE	136	3.05%	90	3.03%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	20	0.45%	12	0.4%
Lower Income Essentials	27	0.6%	18	0.61%
Small Town Endeavors	89	1.99%	60	2.02%
AMER. DIVERSITY	51	1.14%	36	1.21%
Ethnic Urban Mix	3	0.07%	2	0.07%
Urban Blues	12	0.27%	8	0.27%
Professional Urbanites	36	0.81%	26	0.87%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,895	42.43%	1,299	43.69%
Steadfast Conservative	1,511	33.83%	1,035	34.81%
Moderate Conventionalists	138	3.09%	93	3.13%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	246	5.51%	171	5.75%

Nauvoo Citronelle Dadeville Dora Highland Lake Valley Selmont-West Selmont Harvest Pelham Pollar Blue Ridge Somerville Andalusia Priceville Evergreen Magnolia Spring Intercultural Institute Notasulga Re ridge Saraland Georgiana Mount Vernon Samson Maplesville Webb Jos Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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	4,466	100%	2,973	100%
REMOTE AMERICA	628	14.06%	371	12.48%
Hardy Rural Fam.	113	2.53%	69	2.32%
Rural Southern Living	515	11.53%	302	10.16%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	356	7.97%	261	8.78%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	227	5.08%	168	5.65%
Stable Careers	129	2.89%	93	3.13%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	165	3.69%	97	3.26%
Industrious Country Living	24	0.54%	16	0.54%
America's Farmland	0	0%	0	0%
Comfy Country Living	49	1.1%	30	1.01%
Small Town Connections	79	1.77%	46	1.55%
Hinterland Fam.	13	0.29%	5	0.17%

Ridgeville Greensboro Monroeville Goshen Attalla Theodore Evergreen Selma Double Springs Gun Walnut Grove Phenix City West Blocton Cottonwood Sweet Water Midway Microully Mountainboro Sind Springs Piedmont Littleville Waverly Clayton Montgomery Brundidge foi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Camden Langston Riverside Mulga Satsuma Fauns 33

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	4,466	100%	2,973	100%
STRUGGLING SOCIETIES	144	3.22%	90	3.03%
Rugged Southern Style	77	1.72%	45	1.51%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	67	1.5%	45	1.51%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	260	5.82%	186	6.26%
Unattached Multicultures	22	0.49%	15	0.5%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	7	0.16%	5	0.17%
Urban Diversity	154	3.45%	111	3.73%
New Generation Activists	39	0.87%	26	0.87%
Getting By	38	0.85%	29	0.98%
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%

Moores Mill Nount Vernon Dadeville Mulga Natural Bridge Phenix City Vincent Castleberry Kimberly L West Point Abbeville Forestdale Powell Calera Millport Troy Pinckard <u>Intercultural Institute</u> a Fayette Midtleb oldville Redstone Arsenal Kinsey Citronelle Collinsville Tuscaloosa Ne for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Reece City Northport Grove Hill McIntosh Roanol 34

# 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?

Trafford Falkville Good Hope Baileyton Geneva Mulga Shorter Hollywood Oneonta Blountsville Ho Daphne Union Blue Springs Eclectic Altoona Edgewater Fyffe Intercultural Institute Goshen Chicka Magnolia Springs Brighton Fairfield Pinckard Trinity Muscle Shoals for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **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).

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egee Muscle Sheals Thomaston Brilliant Holly Pond Lineville Yellow Bluff South Vinemont Dadeville In Killen Montevallo Pine Apple Ladonia Fort Deposit Hayden Good Hope Intercultural Institute an Brookside Dodge City Babbie Thorsby Newville Leesburg Snead for Contextual Ministry Prativille Ele ©Copyright 2013, Intercultural Institute for Contextual Ministry Universide Bridgeport Reform

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	77%	73%	73%
Use Comp. for Internet/E-mail	59%	54%	54%
Internet Use: E-Mail	49%	45%	46%
Use Comp. for Comp. Games	40%	37%	37%
Use Comp. for Word Processing	37%	32%	34%
Use Comp. for Shopping	34%	31%	32%
Use Comp. for Education	32%	31%	31%
Use Comp. for Digital Camera	31%	28%	29%
Photo Editing			
Use Comp. for Banking	31%	27%	28%
HH Owns DVD Player	28%	26%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	27%	26%	26%
Internet Use: Banking	26%	24%	24%
Use Comp. for News/Info./Data	21%	20%	20%
Service			
PC-Network-HH Has One	17%	16%	18%
Use Comp. for Accounting	13%	11%	12%
Use Comp. for Personal Financial	12%	11%	12%
Mngmnt			
HH Owns Video/Webcam	12%	10%	10%
Internet Use: Research/ Education	12%	11%	11%
Internet Use: Shopping: Gathered	11%	10%	11%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	11%	10%	11%



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	67%	67%	66%
Dining Out (Not Fast Food)	56%	53%	54%
Reading Books	52%	52%	52%
Card Games	42%	39%	40%
Cooking for Fun	36%	36%	35%
Gardening	34%	31%	32%
Board Games	34%	31%	31%
Go To A Beach/Lake	34%	32%	33%
Visit Zoo	20%	17%	17%
Going To	19%	18%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	67%	67%
Gen./Fam. Practitioner	43%	39%	39%
Dentist	26%	25%	25%
Backache	23%	23%	22%
Eye Dr.	21%	20%	21%
None Of These	19%	19%	20%
Hypertension/High Blood	19%	20%	19%
Pressure			
High Cholesterol	17%	17%	17%
Any Arthritis	16%	16%	16%
Overweight (30 Pounds Or	14%	14%	13%
More)			

Coker Steele Montgomery Cedar Bluff Epes Pickensville Garden City Argo Hodges Camp Hill Sand Re Douglas Hayden West Blocton Lipscomb Mentone Hobson City Midfield Folgetic Adamsville Gurley Sipsey Red Bay Foley Carbon Hill Brantley Section Pleasant Groves A for Contextual Ministry ort Rock Cree and Copyright 2013, Intercultural Institute for Contextual Ministry Livingston Northport Daphne Dadeville New Hope Tal 38

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-3 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	25.68%	26.17%	26.15%
Live Theater	16.72%	18.28%	18.94%
Live Theater Most Often	13.86%	15.14%	15.53%
Rock/Pop Concerts Most	13.8%	14.42%	14.1%
Often			
Comedy Club	8.95%	8.69%	8.43%
Country Concerts Most	7.34%	5.65%	5.63%
Often			
Movies: Comedy	38.22%	38.63%	38.72%
Movies: Action/Adventure	37.94%	37.39%	37.75%
Movies: Fam.	20.16%	20.55%	20.58%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	18.67%	21.02%	21.08%
Movies: Romantic Comedy	18.22%	19.41%	19.68%
Movies: Mystery	15.89%	17.45%	17.61%
MLB Baseball Reg. Season	6.8%	5.71%	5.97%
NFL Football Reg. Season	5.77%	4.96%	5.18%
College Football Reg.	5.65%	5.55%	5.86%
Season			
College Basketball Reg.	3.67%	4.13%	4.11%
Season			
Auto Racing Events	2.91%	2.17%	2.36%
NBA Basketball Reg.	2.77%	2.62%	2.88%
Season			



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	1	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Valking for Exercise	38.08%	37.61%	38.18%	Stati	ionary Cycling	onary Cycling 10.74%	onary Cycling 10.74% 10.86%
Swimming	33.67%	30.55%	30.87%	Targe	et Shooting	et Shooting 10.13%	et Shooting 10.13% 8.18%
Bowling	21.76%	20.6%	20.61%	Foot	sall	ball 9.66%	ball 9.66% 11.48%
Freshwater Fishing	21.01%	16.98%	17.58%	Backpa	cking/Hiking	cking/Hiking 9.49%	cking/Hiking 9.49% 8.49%
Billiards/Pool	19.43%	19.44%	18.56%	Volleyball		8.54%	8.54% 8.53%
Camping Trips	17.35%	13.24%	14.33%	Aerobics		8.18%	8.18% 9.21%
Basketball	14.35%	16.02%	15.66%	Saltwater Fisl	hing	hing 8%	hing 8% 6.59%
Weight Training	14.24%	13.96%	14.25%	Power Boating		7.76%	7.76% 7.08%
Jogging/Running	12.83%	14.43%	14.15%	Softball		7.7%	7.7% 7.25%
Using Cardio Machine	12.39%	11.78%	11.9%	Canoeing/Kayaking	g	g 6.97%	g 6.97% 5.74%
Golf	11.86%	12.27%	12.6%	Motorcycling		6.61%	6.61% 5.33%
Mountain/Road Biking	11.77%	11.82%	11.91%	Soccer		6.44%	6.44% 6.65%
Baseball	11.44%	11.07%	10.7%	Horseback Riding		6.27%	6.27% 5.25%
Hunting	11.1%	8.73%	9.52%	Yoga		6.16%	6.16% 6.64%

orm Talladega Springs Gak Grove Mountain Brook Leighton Greensboro Brundidge Shiloh Lexington eed Goshen Lynn Hollywood Parrish Lanett Selma La Fayette Truss Intercultural Institute Libertyville Geiger Eufaula Attalla Dadeville Berry Gulf Shores Mo for Confectual Ministry Cosseta West End-Cobb Town Mooresville Ashland 40 Copyright 2013, Intercultural Institute for Contextual Ministry Beaverton Newville Headland Arab Mignon Childersb

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	BRI
	MILES	MILES	MILES	
Tennis	5.92%	6.77%	6.78%	Raco
Archery	4.99%	4.28%	4.47%	Snov
Roller Skating	4.89%	5.38%	5.12%	Rock
Fly Fishing	4.71%	4.3%	4.49%	Hock
Ice Skating	4.35%	5.48%	5.34%	Snov
Downhill & X-Country	4.23%	4.25%	4.31%	Skat
Skiing				Marti
Snorkeling	3.95%	4.5%	4.61%	Sailir
Water Skiing	3.91%	3.97%	4.04%	Rowi
Auto Racing	3.67%	3.21%	3.47%	Surfi
Jet Skiing	3.64%	4.2%	4.28%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.59%	3.63%	3.47%
Snowmobiling	3.49%	3.5%	3.43%
Rock Climbing	3.29%	3.38%	3.41%
Hockey	3.07%	3.3%	3.27%
Snowboarding	2.92%	3.36%	3.24%
Skateboarding	2.83%	3.08%	3.18%
Martial Arts	2.73%	2.74%	2.95%
Sailing	2.67%	2.86%	2.98%
Rowing	2.41%	2.19%	2.28%
Surfing & Windsurfing	2.3%	2.42%	2.4%

Center Point Jacksonville Rosa Foley Orrville Vestavia Hills Orange Beach Hamilton Bessemer Kinse Fride Concord Mooresville Louisville Prichard Clayhatchee Meridian Cainesville Allgood Elberta Henagar Talladega Odenville Midway Monroeville Hayden Grayson For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

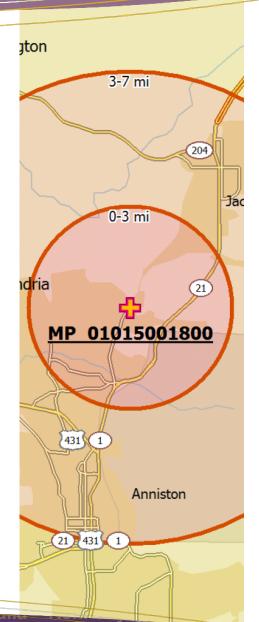
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Fort Rucker Union Springs Union Grove Trafford Woodville Napier Field Boligee Atmore Creola Hol Sweet Water Munford Childersburg Moundville Oakman Cullman Anderson Colony Red Level Vestavia Hills Ladonia Wilsonville Beat of Intercultural Institute for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

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

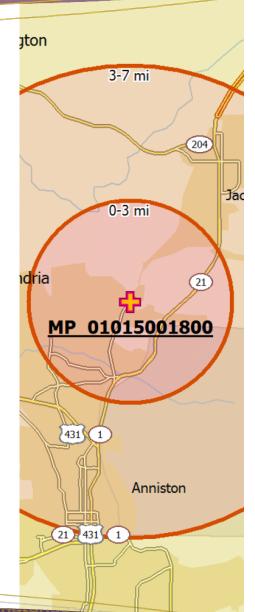
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Cusseta Culf Shores Fayette Clanton Margaret Moody Autaugaville Ariton Hanceville Epes Brewis Piedmont Glenwood Malvern Saraland Evergreen Jacksons' Gap For Intercultural Institute Forestdale Harvest Newville Pinckard Bay Minette Myrtlewood Rock Governant Ministry Copyright 2013, 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.

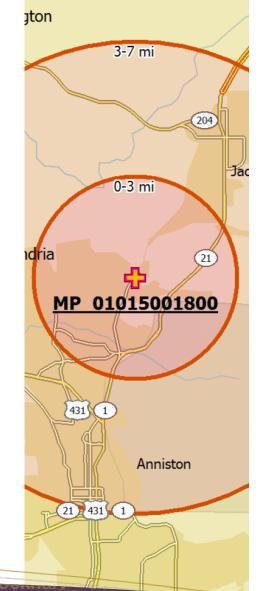
BARRIERS	0-3	3-7	7-10	E	BARRIERS	0-3	3-7	7-10
lease at a starting of the second starting	MILES	MILES	MILES		like to Otared Out to A Opposed	MILES	MILES	MILES
Important Continue Learning New Things	49%	51%	51%		Like to Stand Out In A Crowd Marijuana Should Be Legalized	21% 18%	22% 19%	22% 19%
Find It Difficult To Say No To My Kids	38%	38%	38%	F	Rarely Sit Down to a Meal Together At Home	18%	17%	17%
Woman's Place Is In The Home Speak My Mind Even If It Upsets	35% 35%	34% 37%	34% 37%		Like To Pursue Challenge/Novelty/Change	17%	17%	17%
People					Am A Workaholic	16%	20%	19%
Like Control Over People And Resources	33%	35%	35%		Only Work Current Job for The Money	14%	14%	14%
Like To Do Unconventional Things	31%	28%	29%		We Should Strive for Equality for All	13%	15%	15%
Prefer To Have Few Possessions As Possible	30%	31%	31%		Happy With My Standard Of Living	11%	13%	13%
Don't Judge People/Way They Live Life	28%	30%	30%		On Whole People Get What They Deserve	10%	11%	11%
Money Is Best Measure Of Success	25%	25%	25%		Indulge My Kids With The Little	9%	9%	8%
If Won Lottery Would Never Work Again	24%	26%	26%		Little I Can Do To Change My Life	8%	8%	8%
Friends More Important Than My Fam.	23%	23%	23%	I	Am A Perfectionist	6%	8%	7%
Too Much Sponsorship In Arts/Sports	23%	26%	25%					

urst Florala <u>Citronelle Gainesville Cordova Goldville Dauphin Island</u> Colony Hillsboro <u>New Market</u> B Alexandria Argo Selma Florence Jackson Moores Mill Oak Hill <u>Intercultural Institute</u> Intercultural Institute for Midway Coffeeville McKenzie Hazel (on Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Sylvania Brundidge Notasulga Rogersville Kimberly Providence Pickensville La Favette Allgood Be and the Gordo Powell Black Alabaster Carolina Gantt Headland Petro Intercultural Institute on Blue Springs Epes Greenville Cottonwood Gurley Millry Ashville Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Country Line Paint Rock McKenzie Sinsey Eultonda

## **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.

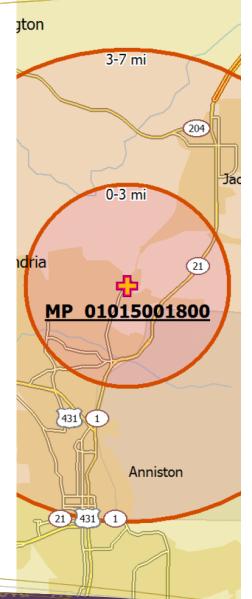
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	61%	58%	59%	Worried About Pollution Caused By Cars	18%	18%	18%
You Should Seize Opportunities In Life	57%	57%	57%	Looking for New Ideas To Improve Home	17%	18%	18%
Like To Understand About	37%	38%	38%	Real Men Don't Cry	16%	16%	16%
Nature				Is An Important Part Of Who I Am	16%	15%	15%
Prefer Work Part Of Team Than Alone	33%	35%	35%	Try Not To Worry About The Future	13%	15%	14%
Important Feel Respected By My Peers	33%	33%	33%	Enjoy Spending Time With My Fam.	12%	12%	13%
Important To Juggle Various Tasks	30%	32%	32%	Provide My Kids With The Little Extras	12%	16%	15%
Prefer To Have Few Possessions As Possible	30%	31%	31%	Children Should Be Allowed To Express Themselves	6%	7%	6%
Good At Fixing Things	27%	30%	29%	Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	25%	27%	27%	Fam.			
People Have To Take Me As	22%	22%	22%	Feel Very Alone In The World	5%	5%	5%
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	21%	21%	21%	Would Like To Set Up Own	3%	4%	4%
Consider Myself Interested In The Arts	19%	21%	20%	Business			

Phil Campbell Dora Excel Brighton Sanford Lake View Ashville Carbon Hill Homewood New Site J Hellin Abbeville Tuskegee Banks Brilliant Morris Heath Smoke Bit Intercultural Institute Rock Warrior Lipscomb Oak Hill Roanoke Goldville Ider Fayette De Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Nenne

### **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.



ackson Orrville <u>McMullen Taylor Bessemer Killen Edwardsville</u> North Johns Union Springs Demopolis <u>A Providence</u> Attalla Warrior Edgewater Coaling Dodge City Wadley <u>Intercultural Institute</u> Gap Emelle Ridgeville Birmingham St. Florian Gaylesville Hammondville Bloun <sup>Jar</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>Jar</sup>Copyright 2013, Intercultural Institute for Contextual Ministry

### **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	86.44%	85.67%	85.83%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.47%	79.47%	79.94%
Houses-Visit Any			
McDonald's	57.85%	56.24%	55.82%
Burger King	38.96%	37.8%	37.64%
Subway	31.89%	31.36%	31.1%
Taco Bell	30.94%	28.39%	27.81%
Applebee's	30.81%	29.57%	28.62%
Wendy's	30.13%	30.62%	30.51%
Kentucky Fried Chicken (KFC)	29.47%	31.8%	31.48%
Arby's	25.17%	22.68%	22.39%
Pizza Hut	23.87%	23.55%	23.76%
Dairy Queen	20%	19.07%	18.97%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.83%	18.97%	19.08%
Red Lobster	17.16%	17.55%	17.39%
Cracker Barrel	17.11%	15.16%	15.42%
Sonic	16.29%	15.01%	15.4%
Domino's Pizza	14.03%	15.64%	14.93%
Outback Steakhouse	13.82%	13.35%	13.65%
Chick-Fil-A	13.67%	12.98%	12.84%
IHOP (International House Of	13.45%	13.99%	13.67%
Pancakes)			
Hardee's	12.9%	12.16%	12.57%
Golden Corral	12.89%	13.68%	13.14%
Chili's Grill and Bar	12.58%	12.34%	12.32%
Denny's	11.94%	12.68%	12.15%

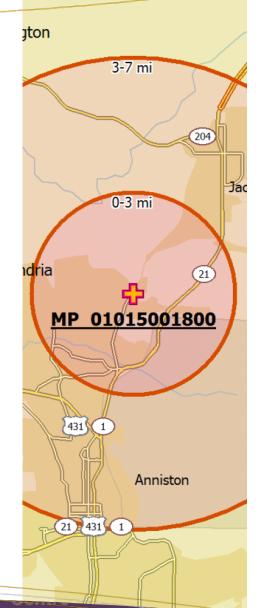
Cottonwood Garden City Waldo Needham Yellow Bluff Millport Hillsboro Ashville Dayton Eva Elmor Hills North Johns Anderson Waverly Geneva Henagar Pickensville Intercultural Institute Vestavia Hills Sardis City Harpersville North Courtland Chelsea Carolin for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Description Planabase Carolin Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

### **Potential Shared Projects**

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

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

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



er Point Argo Hammondville Florala Geiger Mountain Brook Ladonia Taylor Gu-Win Vance Blue Ridge Fairhope Boaz Ozark Heflin Louisville Holly Pond Franklin Section Intercultural Institute Teburg Rockford Union Grove Theodore Billingsley Town Creek Fruithu Town Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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	45.44%	42.92%	43.62%
Recycled products	33.05%	29.56%	30.33%
Worked as volunteer (non political)	15.9%	14.81%	15.44%
Engaged in fund raising	10.27%	10.4%	10.7%
Religious club member	7.26%	7.31%	7.53%
Wrote to editor of mag or newspaper	5.56%	5.34%	5.42%

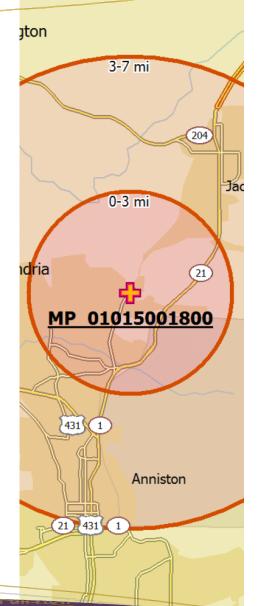
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.51%	5.03%	5.25%
Union member	5.29%	4.67%	4.68%
Charitable Organization	5.15%	4.85%	5.04%
Took active part in local civic issue	4.86%	4.82%	4.85%
Fraternal order member	4.71%	4.27%	4.2%
Church Board	4.61%	5.04%	5.14%

Luverne Attalla Newville South Vinemont Clayton Akron Homewood Cottonwood Favette Glencoe A Russellville Cherokee Millry Nectar Crossville Millport Pinckard Orange Intercultural Institute Midway Birmi Pond Hamilton Chelsea Onycha Myrtlewood Clayhatchee Florala Ection (ontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ashford Madison Northport Piedmont McKenzie

### **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.



ry Slocomb Brookwood Ardmore Decatur Cordova Carrollton Valley Head Bessemer Sweet Water Product and State Contextual Ministry Eufaula Nectar Childersburg Black Saks Cherokee 51

## **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
Novel	15.39%	14.61%	15.15%
Children's Books	12.19%	12.32%	12.77%
Mystery	11.64%	10.48%	10.9%
Cookbooks	10.17%	9.54%	9.71%
Religious (not Bibles)	8.94%	8.83%	8.93%
Romance	6.65%	6.62%	6.82%
History	6.64%	5.95%	6.24%
Personal/Business	5.96%	5.79%	6.05%
Self-help			
Biography	5.72%	5.68%	5.95%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.76%	65.73%	65.27%
Gen. Editorial	45.26%	48.25%	48.08%
Womens	40.27%	42.64%	42.28%
Service	35.25%	33.17%	33.95%
Mens	18.49%	19.18%	18.65%
Fishing/Hunting	14.46%	12.86%	12.9%
Automotive	14.44%	13.24%	13.29%
<b>Business/Finance</b>	14.43%	16.85%	17.26%
Sports	14.18%	14.87%	14.78%

wood Langston <u>Gilbertown Holly Pond Newville</u> Meridianville Rutledge Satsuma Waterloo Shorter Ef mewood Redstone Arsenal Fairview Theodore Red Bay Moody Newton <u>Intercultural Institute</u> Tuscaloosa Brighton Hokes Bluff Woodstock Ladonia Rock Mills W for Confectual Ministry <u>Copyright 2013, Intercultural Institute for Contextual Ministry</u> Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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	55.17%	52%	52.73%
Classified	36.11%	34.57%	34.25%
Sport	32.27%	30.83%	30.88%
Editorial Page	31.12%	28.15%	28.75%
Comics	29.02%	26.56%	26.62%
Business/Finance	26.63%	25.46%	26.01%
Food/Cooking	25.28%	23.28%	23.7%
Movie Listings & Reviews	24.75%	24.09%	23.95%
TV/Radio Listings	24.38%	22.84%	22.93%
Home/Gardening	21.08%	18.86%	19.37%
Travel	17.8%	16.78%	17.13%
Science/Technology	16.62%	15.28%	15.62%
Fashion	13.14%	13.72%	13.98%

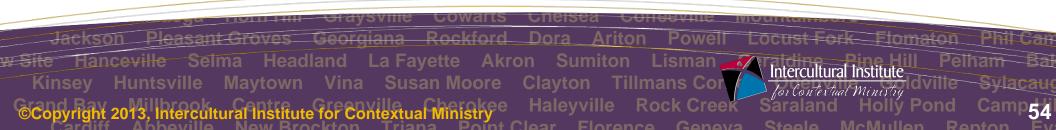
RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	26.18%	19.98%	20.74%
CHR Contemp Hit Radio	18.22%	17.54%	17.09%
Adult Contemporary	17.64%	15.5%	15.84%
Rock	13.14%	10.89%	10.52%
Urban Contemporary	12.02%	22.28%	20.64%
Oldies	10.83%	10.23%	10.39%
News/Talk	10.21%	8.95%	9.52%
Classic Rock	9.9%	8.49%	8.79%
Alternative	8.44%	7.62%	7.9%
Variety	6.74%	7.95%	7.58%
Religious	6.17%	5.51%	5.8%
Soft Contemporary	5.54%	5.33%	5.45%
Classic Hits	4.5%	3.34%	3.34%
All News	3.66%	4.48%	4.79%
Jazz	3.58%	6.14%	5.81%
Gospel	3.28%	4.9%	4.83%
All Talk	3.1%	3.23%	3.52%
Sports	2.88%	2.93%	3.17%

Argo Tillmans Corner Hobson City Haleburg Valley Grande Hueytown Littleville Summerdale Under Brookwood Hammondville Eldridge Foley Holt Faunsdale Union Grand Intercultural Institute Fayette Brent Hartselle Pleasant Grove Akron Gordon Indian Spring To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

### **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	62.46%	61.72%	61.9%		Adult Swim	Adult Swim 25.79%	Adult Swim 25.79% 24.99%
Satellite Dish	53.12%	50.45%	52.31%		Nick At Nite	Nick At Nite 25.06%	Nick At Nite 25.06% 25.08%
Soapnet	50.24%	49.92%	50.06%		TCM (Turner Classic	TCM (Turner Classic 24.23%	TCM (Turner Classic 24.23% 24.52%
Other Video-On-Demand	41.43%	44.97%	45.93%		Movies)	Movies)	Movies)
Sci-Fi Channel	36.37%	34.7%	34.95%		TV Info From Monthly Cable	TV Info From Monthly Cable 24.17%	TV Info From Monthly Cable 24.17% 23.54%
MSNBC	33.11%	33.57%	33.21%		Guide	Guide	Guide
Adult Pay Per View TV	31.91%	31.39%	32.7%		USA Network	USA Network 23.24%	USA Network 23.24% 22.19%
Nickelodeon	28.78%	27.43%	27.49%		BET (Black Entertainment	BET (Black Entertainment 22.87%	BET (Black Entertainment 22.87% 24.28%
TV Info From Sunday TV	28.29%	27.13%	27.72%		TV)	TV)	TV)
Magazine					Hallmark Channel	Hallmark Channel 22.6%	Hallmark Channel 22.6% 23.02%
Comedy Central	27.52%	28.13%	28.09%		The Golf Channel	The Golf Channel 20.84%	The Golf Channel    20.84%    21.24%
Subscribe Digital Cable	27.18%	27.62%	28.69%		ABC Fam.	ABC Fam. 20.78%	ABC Fam. 20.78% 22.23%
TV Info From Newspapers	26.06%	25.45%	25.38%		Lifetime	Lifetime 20.26%	Lifetime 20.26% 20.91%
					TV Info From Other	TV Info From Other 20.05%	TV Info From Other 20.05% 20.1%



ESPN2

20.72%

20.03%

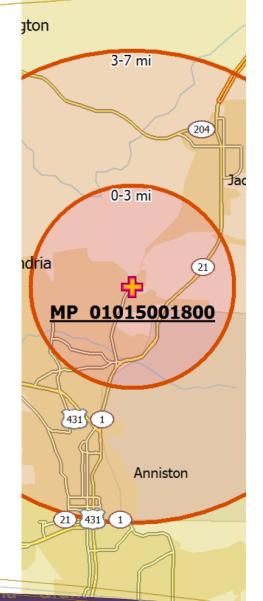
20.79%

### **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.



Cuba Auburn Mountainboro Prattville Gainesville Meadowbrook Maytown Forestdale Snead Fort Rucke Alen Courtland Cedar Bluff Georgiana Allgood Littleville Madison <u>Intercultural Institute</u> Devide Lownd ille Rockford Silas Aliceville Ranburne Rehobeth Vance Grimes Lin <u>For Contextual Ministry</u> beville Lownd Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 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+)	18.43%	17.85%	18.18%
Medium Users (4-6)	10%	9.32%	9.64%
Light Users (1-3)	19.97%	19.26%	19.41%
Quintiles (20%)			
Newspaper I (Heavy)	1.87%	1.39%	1.26%
Newspaper II	1.62%	1.43%	1.35%
Newspaper III	1.96%	2.15%	2.16%
Newspaper IV	0.79%	0.65%	0.57%
Newspaper V (Light)	1.45%	1.38%	1.37%

0-3	3-7	7-10
MILES	MILES	MILES
19.87%	21.08%	20.14%
9.15%	9.06%	8.9%
9.98%	10.99%	10.35%
12%	12.49%	12.02%
0.42%	0.57%	0.51%
6.39%	7.12%	6.92%
2.63%	3.81%	3.66%
3.48%	4.18%	3.98%
17.01%	16.41%	17.04%
25.39%	24.36%	24.96%
16.1%	15.5%	15.22%
5.81%	6.56%	6.38%
5.38%	8.26%	7.65%
24.16%	24.36%	24%
3.56%	4.21%	4.11%
	MILES    19.87%    9.15%    9.98%    12%    0.42%    6.39%    2.63%    3.48%    17.01%    25.39%    16.1%    5.81%    5.38%    24.16%	MILES  MILES    19.87%  21.08%    9.15%  9.06%    9.98%  10.99%    12%  12.49%    0.42%  0.57%    6.39%  7.12%    2.63%  3.81%    17.01%  16.41%    25.39%  24.36%    16.1%  5.5%    5.81%  6.56%    24.16%  24.36%

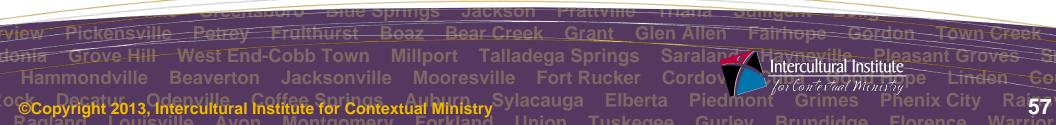
srundlage Hoover Elmore Alloon

Goshen Ragland Chickasaw Moundville Kansas Clanton Goodwater Keilyton Geneva Silverhill Bon Win Newville Indian Springs Village Forkland Monroeville Detroit Gaines Intercultural Institute Gu-Win Ethelsville Oak Grove Valley Grande Frisco City Kimberly Gei Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 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.

Radio Drive Time Quntiles  TV Prime Time Quntiles (fifths / 20%)    Drive Time I & II (Heavy)  3.46%  3.83%  3.4%    Drive Time III (Medium)  0.81%  0.9%  0.83%    Radio IV & V (Light)  2.57%  2.52%  2.54%    Radio Media Quntiles (fifths / 20%)  2.57%  2.52%  2.54%    Radio Media Quntiles (fifths / 20%)  9.1%  10.45%  9.7    Radio IV & V (Light)  9.15%  10.07%  9.82%  Fringe I & II (Heavy)  38.73%  38.93%  39    Radio IV & V (Light)  5.04%  4.41%  Fringe I & II (Heavy)  38.73%  38.93%  39    Radio IV & V (Light)  3.52%  3.57%  3.33%  Fringe I & II (Heavy)  38.73%  38.93%  39    Radio IV & V (Light)  3.52%  3.57%  3.33%  Fringe III (Medium)  54.77%  54.88%  55    Cable I & II (Heavy)  11.93%  11.43%  11.82%  All Day I & II (Heavy)  13.11%  13.89%  14    All Day III (Medium)  23.6%  24.26%  24	MEDIUM	0-3	3-7	7-10	M	IEDIUM	0-3	3-7	7-10
(fifths / 20%)  20%)    Drive Time I & II (Heavy)  3.46%  3.83%  3.4%    Drive Time III (Medium)  0.81%  0.9%  0.83%    Radio IV & V (Light)  2.57%  2.52%  2.54%    Radio Media Quntiles (fifths /  2.57%  2.52%  2.54%    Radio Media Quntiles (fifths /  2.57%  2.52%  2.54%    Radio Media Quntiles (fifths /  2.57%  2.52%  2.54%    Radio I & II (Heavy)  9.15%  10.07%  9.82%    Radio II (Medium)  5.04%  4.51%  4.41%    Radio IV & V (Light)  3.52%  3.57%  3.33%    Cable TV Quntiles (fifths /  20%)  56.97%  56.22%  56    Cable I & II (Heavy)  11.93%  11.43%  11.82%  All Day I & II (Heavy)  13.11%  13.89%  14    All Day I & II (Medium)  23.6%  24.26%  24  24		MILES	MILES	MILES			MILES	MILES	MILE
Drive Time I & II (Heavy)    3.46%    3.83%    3.4%      Drive Time III (Medium)    0.81%    0.9%    0.83%    Prime Time I & II (Heavy)    3.83%    4.7%    4.3      Radio IV & V (Light)    2.57%    2.52%    2.54%    Prime Time I W (Medium)    9.1%    10.45%    9.7      Radio Media Quntiles (fifths / 20%)	Radio Drive Time Quntiles				Т	V Prime Time Quntiles (fifths /	_		
Drive Time III (Medium)  0.81%  0.9%  0.83%    Radio IV & V (Light)  2.57%  2.52%  2.54%    Radio Media Quntiles (fifths / 20%)  2.57%  2.52%  2.54%    Radio I & II (Heavy)  9.15%  10.07%  9.82%    Radio I & II (Medium)  5.04%  4.41%  54.77%  54.88%  55    Radio IV & V (Light)  3.52%  3.57%  3.33%  Fringe I & II (Medium)  56.97%  56.22%  56    Cable I & II (Heavy)  11.93%  11.43%  11.82%  All Day I & II (Medium)  13.11%  13.89%  14    All Day III (Medium)  23.6%  24.26%  24	(fifths / 20%)				2	0%)			
Radio IV & V (Light)  2.57%  2.52%  2.54%    Radio Media Quntiles (fifths / 20%)	Drive Time I & II (Heavy)	3.46%	3.83%	3.4%	P	Prime Time I & II (Heavy)	3.83%	4.7%	4.33
Radio Media Quntiles (fifths /  V  TV Early/Late Fringe Quntiles    20%)  Radio I & II (Heavy)  9.15%  10.07%  9.82%    Radio I & II (Medium)  5.04%  4.51%  4.41%    Radio IV & V (Light)  3.52%  3.57%  3.33%    Cable TV Quntiles (fifths /  V All Day Quntiles (fifths /  56.97%  56.22%  56    Cable I & II (Heavy)  11.93%  11.43%  11.82%  All Day I & II (Heavy)  13.11%  13.89%  14    Cable III (Medium)  4.44%  5.33%  5.49%  All Day III (Medium)  23.6%  24.26%  24	Drive Time III (Medium)	0.81%	0.9%	0.83%	Р	Prime Time III (Medium)	2.37%	1.89%	1.85
20%)  (fifths / 20%)    Radio I & II (Heavy)  9.15%  10.07%  9.82%    Radio III (Medium)  5.04%  4.51%  4.41%    Radio IV & V (Light)  3.52%  3.57%  3.33%    Cable TV Quntiles (fifths /  56.97%  56.22%  56    20%)  TV All Day Quntiles (fifths /  56.97%  56.22%  56    Cable I & II (Heavy)  11.93%  11.43%  11.82%  All Day I & II (Heavy)  13.11%  13.89%  14    Cable III (Medium)  4.44%  5.33%  5.49%  All Day III (Medium)  23.6%  24.26%  24	Radio IV & V (Light)	2.57%	2.52%	2.54%	Р	Prime Time IV & V (Light)	9.1%	10.45%	9.77
Radio I & II (Heavy)  9.15%  10.07%  9.82%  Fringe I & II (Heavy)  38.73%  38.93%  39    Radio III (Medium)  5.04%  4.51%  4.41%  Fringe I & II (Heavy)  54.77%  54.88%  55    Radio IV & V (Light)  3.52%  3.57%  3.33%  Fringe IV (Light)  56.97%  56.22%  56    Cable TV Quntiles (fifths /  20%)  TV All Day Quntiles (fifths /  20%)  20%)  11.43%  11.82%  All Day I & II (Heavy)  13.11%  13.89%  14    Cable III (Medium)  4.44%  5.33%  5.49%  All Day III (Medium)  23.6%  24.26%  24	Radio Media Quntiles (fifths /				Т	V Early/Late Fringe Quntiles			
Radio III (Medium)  5.04%  4.51%  4.41%    Radio IV & V (Light)  3.52%  3.57%  3.33%    Cable TV Quntiles (fifths /  56.97%  56.22%  56    20%)  TV All Day Quntiles (fifths /  20%)  50.11%  11.43%  11.82%    Cable I & II (Heavy)  11.93%  11.43%  11.82%  All Day I & II (Heavy)  13.11%  13.89%  14    Cable III (Medium)  4.44%  5.33%  5.49%  All Day III (Medium)  23.6%  24.26%  24	20%)				(f	fifths / 20%)			
Radio IV & V (Light)  3.52%  3.57%  3.33%  Fringe IV (Light)  56.97%  56.22%  56    Cable TV Quntiles (fifths / 20%)	Radio I & II (Heavy)	9.15%	10.07%	9.82%	F	ringe I & II (Heavy)	38.73%	38.93%	39.4
Cable TV Quntiles (fifths /  TV All Day Quntiles (fifths /    20%)  20%)    Cable I & II (Heavy)  11.93%  11.82%    All Day I & II (Heavy)  13.11%  13.89%    Cable III (Medium)  4.44%  5.33%  5.49%	Radio III (Medium)	5.04%	4.51%	4.41%	F	ringe III (Medium)	54.77%	54.88%	55.1
20%)  20%)    Cable I & II (Heavy)  11.93%  11.43%  11.82%    Cable III (Medium)  4.44%  5.33%  5.49%	Radio IV & V (Light)	3.52%	3.57%	3.33%	F	ringe IV (Light)	56.97%	56.22%	56.0
Cable I & II (Heavy)    11.93%    11.43%    11.82%    All Day I & II (Heavy)    13.11%    13.89%    14      Cable III (Medium)    4.44%    5.33%    5.49%    All Day III (Medium)    23.6%    24.26%    24	Cable TV Quntiles (fifths /				Т	V All Day Quntiles (fifths /			
Cable III (Medium)    4.44%    5.33%    5.49%    All Day III (Medium)    23.6%    24.26%    24	20%)				20	0%)			
	Cable I & II (Heavy)	11.93%	11.43%	11.82%	A	ll Day I & II (Heavy)	13.11%	13.89%	14.2
	Cable III (Medium)	4.44%	5.33%	5.49%	A	II Day III (Medium)	23.6%	24.26%	24.7
Cable IV & V (Light) 33.03% 35.43% 35.46% All Day IV (Light) 12.39% 16.89% 15	Cable IV & V (Light)	33.03%	35.43%	35.46%	A	ll Day IV (Light)	12.39%	16.89%	15.6



# 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]	11.67%	10.71%	10.68%
6:00am - 10:00am	13.42%	14.42%	14.41%
10:00am - 3:00pm	5.44%	9.44%	9.11%
3:00pm - 7:00pm	13.35%	15.15%	15.08%
7:00pm - Midnight	11.53%	11.36%	11.7%
Midnight - 6:00am	4.71%	6.4%	6.38%
Weekend Radio			
Listeners			
Dayparts [summary]	14.96%	14.45%	14.1%
6:00am - 10:00am	3.69%	3.35%	3.39%
10:00am-3:00pm	4.19%	5.27%	5.19%
3:00pm - 7:00pm	6.71%	7.05%	7.19%
7:00pm - Midnight	8.53%	9.72%	9.46%
Midnight - 6:00am	10.2%	11.79%	11.67%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.19%	7.78%	7.5%
Saturday: 8:00-11:00pm	7.9%	7.76%	7.59%
Sunday: 7:00-11:00pm	9.02%	10.1%	9.9%
9:00am-1:00pm	25.06%	25.08%	24.58%
9:00am-4:00pm	28.63%	28.49%	27.98%
4:00pm-7:00pm	26.51%	28.29%	28.04%
11:00pm-1:00am	40.86%	42.77%	41.82%
AVG Prime time Mon-Sun	2.68%	3.75%	3.78%

xandria Lipscomb Heffin Altoona Demopolis North Courtland Russellville Geneva Belk Bessemer Line Hoody Bay Minette Union Grove Florence Livingston Grimes West Ender Intercultural Institute Pell City Sylacauga Madrid Columbia Arley Dutton Black Summerda Becopyright 2013, Intercultural Institute for Contextual Ministry Becopyright 2013, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 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		<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	16%	16.46%	16.38%		Sat: 7-10am	Sat: 7-10am 17.42%	Sat: 7-10am 17.42% 17.23%
7-9am	20.03%	20.79%	20.72%		Sat: 10am-1pm	Sat: 10am-1pm 7.16%	Sat: 10am-1pm 7.16% 8.08%
9am-12noon	21.43%	20.07%	19.53%		Sat: 1-4pm	Sat: 1-4pm 24.87%	Sat: 1-4pm 24.87% 24.15%
12noon-4pm	7.19%	8.43%	8.45%		Sat: 4-6pm	Sat: 4-6pm 6.61%	Sat: 4-6pm 6.61% 6.97%
4-6pm	42%	44.33%	44.86%		Sat: 6-7pm	Sat: 6-7pm 1.78%	Sat: 6-7pm 1.78% 1.64%
6-7pm	18.74%	18.03%	18.08%		Sat: 7-8pm	Sat: 7-8pm 0.68%	Sat: 7-8pm 0.68% 0.83%
7-7:30pm	1.39%	1.37%	1.3%		Sat: 8-11pm	Sat: 8-11pm 7.9%	Sat: 8-11pm 7.9% 7.76%
7:30-8pm	11.12%	11.17%	10.83%		Sat: 11pm-1am	Sat: 11pm-1am 4.42%	Sat: 11pm-1am 4.42% 5.26%
8-11pm	7.19%	7.78%	7.5%		Sat: 1am-7pm	Sat: 1am-7pm 23.24%	Sat: 1am-7pm 23.24% 22.19%
11pm-12am	33.11%	33.57%	33.21%		Sun: 7-10am	Sun: 7-10am 2.07%	Sun: 7-10am 2.07% 2.16%
11pm-1am	40.86%	42.77%	41.82%		Sun: 10am-1pm	Sun: 10am-1pm 6.81%	Sun: 10am-1pm 6.81% 6.34%
1-6am	27.46%	29.84%	29.67%		Sun: 1-4pm	Sun: 1-4pm 5.98%	Sun: 1-4pm 5.98% 5.31%
					Sun: 4-7pm	Sun: 4-7pm 13.38%	Sun: 4-7pm 13.38% 13.14%
					Sun: 7-11pm	Sun: 7-11pm 9.02%	Sun: 7-11pm 9.02% 10.1%
					Sun: 11pm-1am	Sun: 11pm-1am 4.97%	Sun: 11pm-1am 4.97% 5.38%
					Sun: 1-7am	Sun: 1-7am 20.94%	Sun: 1-7am 20.94% 20.8%

Shorter Bakerhill Wedowee Cordova Cusseta Avon Mignon Providence Creela Attalia Margaret Cander City Fulton Lake Purdy Brighton Beaverton Hillsboro Citronelle Intercultural Institute Eutaw Eclectic Auburn Fairhope Montgomery Talladega Phenix City for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, 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.

Midway Section Gaylesville Dozier Pinson Brighton Vernon Redstone Arsenal Sanford Hueytown As Jemison Vance Red Level Midland City Pine Hill Bayou La Batre Fort McDonald Chapel Collins Butler Kennedy Pine Ridge Colony Beatrice Vina Faunsdale Demo Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sinsey Leesburg Valley Head Rainbow City Toxey

# 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

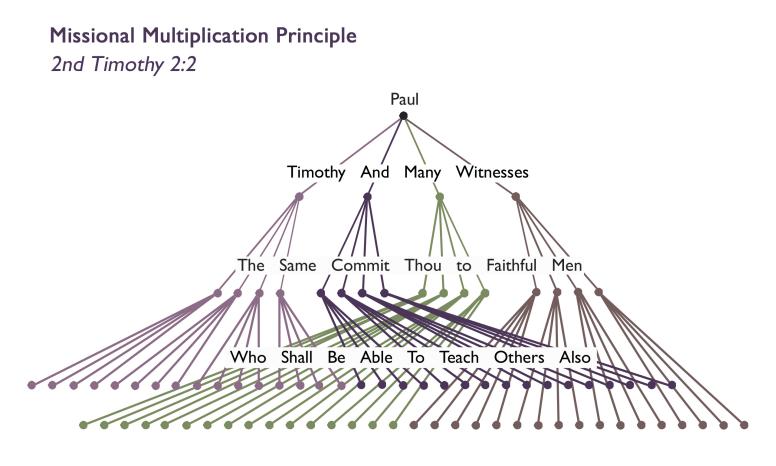
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

han Waverly Phil Campbell Goodwater Baileyton Evergreen Edgewater Sipsey Newville Pickensville a West Jefferson Moundville Gu-Win Columbiana Greensboro Eclectic Ministry Opelika Beaverton Rainbow City Paint Rock Oak Grove Linden Helen Jor Confertual Ministry <sup>ri</sup> Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Colony Midway Woodville Lake View Bakerbill, Holt

## **Biblical Missional Multiplication**

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

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





## **Establishing Redemptive Relationships**

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

### **Communication Steps**

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



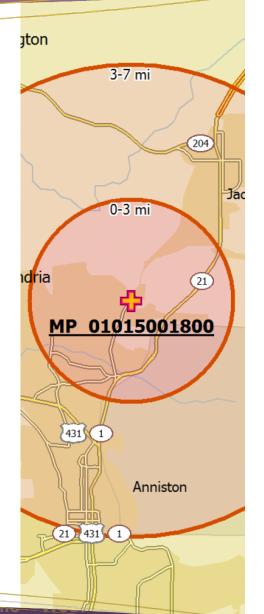


### Your MissionSite and the Missional Suite

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

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

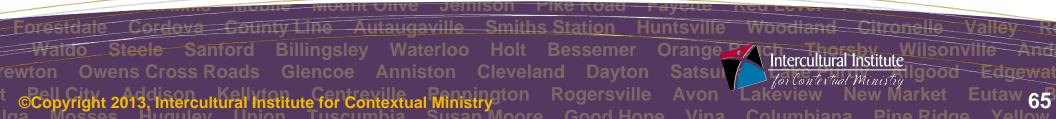
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



Le Boaz Shiloh Margaret Euraula Alabaster Rutledge White Hall Akron Fyrre Colony Pine Ridge For Fort Deposit Mignon Nauvoo Tillmans Corner Notasulga Citronelle Intercultural Institute Wadley Arab Point Clear McMullen Tuskegee Loxley York Stevenso Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ealkville Glenwood Kellyton Sinsey Valley Wastover

### Notes and Sources

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



### APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Weaver First	P O Box 310 Weaver, AL 36277	0.92 mi	245	Plateauing
2	Pelham	50 Cave Rd Anniston, AL 36206	1.38 mi	28	Growing
3	Bonny Brook	2303 Pelham Rd S Jacksonville, AL 36265	2.02 mi	94	Declining
4	West Weaver	PO Box 1046 Weaver, AL 36277	2.05 mi	77	Declining
5	Anniston First	851 Morton Rd Anniston, AL 36205	2.51 mi	133	Growing
6	Fellowship	1850 Pelham Rd S Jacksonville, AL 36265	2.57 mi	24	Declining
7	Gladeview	300 W Medders Dr Anniston, AL 36206	3.19 mi	185	Declining
8	Westwood	41 State Farm Rd Alexandria, AL 36250	3.30 mi	374	Declining
9	Whites Gap	2316 Whites Gap Road SE Jacksonville, AL 36265	3.74 mi	33	Growing
10	Saks First	4723 Saks Rd Anniston, AL 36206	4.08 mi	354	Plateauing
11	Profile	PO Box 193 Jacksonville, AL 36265	4.17 mi	0	NoData
12	Hill Crest	5117 Post Oak Rd Anniston, AL 36206	4.19 mi	1,600	Plateauing
13	Cedar Springs	785 Cedar Springs Dr Jacksonville, AL 36265	4.49 mi	46	Plateauing
14	Fairview Heights Northside		4.51 mi	124	Plateauing
15	Post Oak Springs	2427 Post Oak Rd Jacksonville, AL 36265	4.60 mi	104	Declining

Grayson Valley Hillsboro Meridianville Waverly Loachapoka Eutaw Collinsville Gardendale Rock Creek Sardis City Daviston Evergreen Rosa Needham Excel New Site Kinsty Intercultural Institute rsville Courtland Lineville Petrey Pelham Carolina Lipscomb Hurtsbor Confectual Ministry Bluff Taylor E viccopyright 2013, Intercultural Institute for Contextual Ministry Redstone Arsenal Red Bay Cardiff Coffeeville Tarrar66

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	West Side	PO Box 459 Jacksonville, AL 36265	4.61 mi	109	Plateauing
17	Hatcher Avenue	PO Box 447 Jacksonville, AL 36265	4.66 mi	104	Plateauing
18	Alexandria	PO Box 199 Alexandria, AL 36250	5.01 mi	60	Declining
19	Leatherwood	2709 Old Gadsden Hwy Anniston, AL 36206	5.10 mi	355	Growing
20	West Point	200 Saddle Club Rd Jacksonville, AL 36265	5.14 mi	72	Plateauing
21	Jacksonville First	PO Box 400 Jacksonville, AL 36265	5.18 mi	581	Plateauing
22	Blue Mountain	PO Box 4066 Anniston, AL 36204	5.23 mi	61	Growing
23	Mt. Zion	PO Box 357 Alexandria, AL 36250	5.43 mi	426	Growing
24	Friendship	1153 Nisbet Lake Rd Jacksonville, AL 36265	5.74 mi	52	Plateauing
25	Oakridge	3224 Oakridge Ave Anniston, AL 36201	5.82 mi	128	Declining
26	Noble Street	1923 Noble St Anniston, AL 36201	5.90 mi	41	Plateauing
27	United Fellowship	PO Box 194 Alexandria, AL 36250	6.11 mi	138	Plateauing
28	Pleasant Ridge	8794 Choccolocco Rd Anniston, AL 36207	6.41 mi	78	Growing
29	Angel Grove	4404 Al Highway 204 Jacksonville, AL 36265	6.61 mi	189	Growing
30	Lloyds Chapel	3066 Parkwood Dr Anniston, AL 36201	6.72 mi	134	Plateauing

Lexington Littleville Libertyville Cullman Roanoke West Jefferson Calera Walnut Grove Belk Geneva Daleville Jackson Clayton Harpersville Yellow Bluff Selma Eldridger Spanish Fort Providence Suff Horn Hill Pickensville Abbeville Valley Head Theodore Haleburg South for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
31	Parker Memorial	PO Box 2104	6.82 mi	590	Plateauing
32	Wellington First	Anniston, AL 36202 826 Wellington Rd Wellington, AL 36279	6.84 mi	119	Growing
33	Holley Cross Roads	274 Rabbittown Rd Piedmont, AL 36272	7.18 mi	59	Declining
34	Mountain View	1354 Mtn View Rd Alexandria, AL 36250	7.42 mi	96	Growing
35	West Anniston	901 Carter St Anniston, AL 36201	7.63 mi	53	Plateauing
36	Golden Springs	3 Robertson Rd Anniston, AL 36207	7.87 mi	488	Growing
37	Holley Springs	2010 Choccolocco Rd Anniston, AL 36207	7.88 mi	35	Growing
38	Ruhama	230 S Wilmer Ave Anniston, AL 36201	8.01 mi	31	Declining
39	Pleasant Valley	868 Old Field Rd Jacksonville, AL 36265	8.02 mi	40	Plateauing
40	Chosea Springs	4066 Al Highway 9 Anniston, AL 36207	8.23 mi	51	Declining
41	Woodland Park	PO Box 3309 OXFORD, AL 36203	8.44 mi	27	Growing
42	Emmanuel	2112 W C St Anniston, AL 36201	8.51 mi	16	Growing
43	New Oak Grove	2301 Chinch Creek Rd Piedmont, AL 36272	8.59 mi	51	Declining
44	Harmony	PO Box 210 Choccolocco, AL 36254	8.65 mi	109	Declining
45	Greenbrier Road	1235 Greenbrier Rd Anniston, AL 36207	8.71 mi	285	Plateauing

leville Thomasville Weaver Brent Piedmont Ardmore Detroit Garden City Anniston Repton Goldville La Rutledge Moundville Bon Air Russellville Indian Springs Village Natura Frideo Wilsonville Meridian Clanton Daviston Mountainboro Notasulga Pine Apple Ladonia Heflin (Scontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Determined Gurley Babbie Hoover Geiger Mountain Brook Dadeville



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