# MissionSite top unreached locations

Chelsea Woodland Evergreen River Falls Talladega SMUSCLE SHOALS, AL

CENSUS TRACT: 01033020801 REGION: Northern Region ASSOCIATION: Colbert-Lauderdale DISTRICT: 10: Northwest Mountain District COUNTY: Colbert SITESCAPE: Townscape DENCITY PATTERN: II Mabama Baptist Convention State Board of Missions

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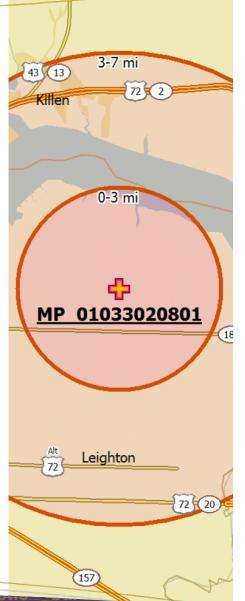
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ugaville Vance <u>Dothan Castleberry Concord Calera Fairfield</u> Evergreen Cottonwood Berry Silverhill Brue Ridge Pine Ridge Loxley Akron Brundidge Trafford Bay Minette <u>Intercultural Institute</u> Dad Uniontown Kellyton Goldville Moores Mill McMullen Elkmont Heat for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary

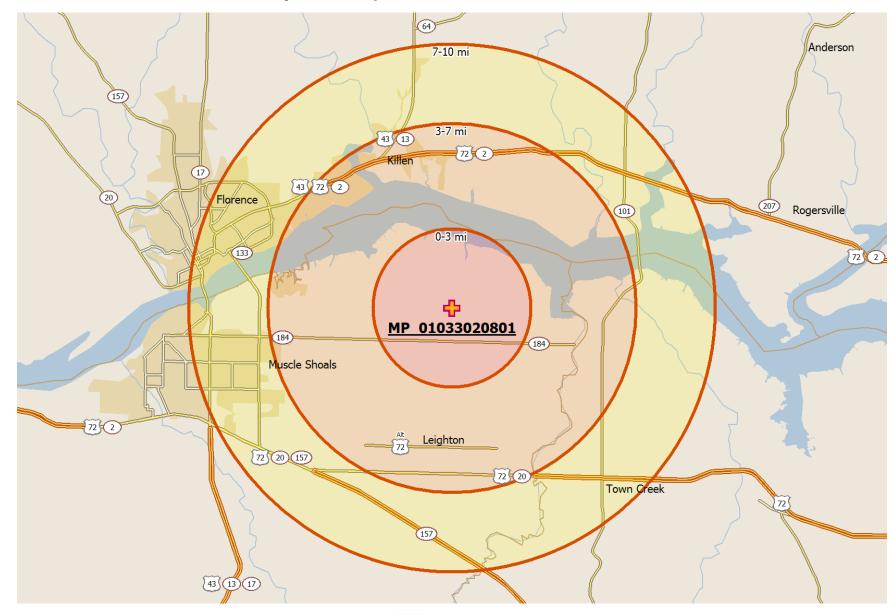
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

|   | Location Typography       | CODE  | LOCATION                              |
|---|---------------------------|-------|---------------------------------------|
| 1 | Region                    | 0101  | Northern Region                       |
| 2 | Association               | 1185  | Colbert-Lauderdale                    |
| 3 | District                  | 10    | Northwest Mountain District           |
| 4 | County Location           | 01033 | Colbert                               |
| 5 | Zipcode                   | 35661 | Colbert                               |
| 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 | 11    | 10000-50000-50000                     |



Mooresville Blountsville Beatrice Pike Road Heflin Blue Ridge Huguley Glencoe Alexander City Los Hater Irondale Decatur Coosada Ladonia Coker Wetumpka Uniontown Intercultural Institute Nauvoo Indian Springs Village Cardiff Red Bay New Hope Daphne Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



od Cowarts Reece City Good Hope Ashville Ethelsville Eutaw Valley Lakeview Anderson Hackleburg Hountain Brook Napier Field Altoona Millry Linden Level Plains Moules Intercultural Institute Troy Lineville Demopolis Rehobeth Clio Billingsley Paint Rock Louis (outertual Ministry Huguley Webb Contextual Ministry Madrid Ran Copyright 2011, Intercultural Institute for Contextual Ministry West Blocton, Cusseta, McMullen, Opp, Riverside, Elore

#### 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 /                                 | СО | EXPLANATION  |
|---|----|--|
| URBAN                                   | DE |  |
| 1 Metro or<br>Non-Metro                 | 1  | Metro  |
| 2 Urban Influence                       | 2  | Small-in a metro area with fewer than 1 million residents  |
| 3 Rural / Urban<br>Continuum            | 3  | County in metro area of fewer than 250,000 population  |
| 4 NCHS Rural<br>Urban Codes             | 4  | Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population  |
| 5 NCES Urban<br>Centric Locale<br>Codes | 42 | Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster. |
| 6 IICM RUCA<br>Values Index             | 91 | Metropolitan high commuting: No additional code  |
| 7 ERS RUCA<br>Commuting<br>Value        | 2  | Metropolitan area high commuting: primary flow 30% or more to a urbanized area   |
| 8 Percent<br>Commuting to<br>Metro      | 0  | Percent commuting from non metro to metro areas  |
| Metro                                   |    |  |

Dutton Pollard Oakman Jemison Tillmans Corner Coffeeville Carolina Point Clear Sumiton Hayder Kee Edwardsville Langston Livingston Aliceville Mignon Muscle Shoals Crand Bay Ranburne Forestda sville Adamsville Franklin West End-Cobb Town Clanton Alabaster Even Intercultural Institute (or Contextual Ministry Contextual Ministry Pennington Cottonwood Arab Grove Hill Rockford 5

### 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                | 2,672     | 17,732    | 45,865     |
| 2010 Households                | 1,079     | 6,967     | 19,385     |
| 2010 Group Quarters Population | 0         | 31        | 1,983      |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 12        | 16        | 34         |
| Language Diversity National Index     | 13        | 9         | 6          |
| Foreign Born Diversity National Index | 21        | 51        | 38         |
| Ancestry Diversity National Index     | 29        | 57        | 38         |
| Racial Diversity National Index       | 45        | 33        | 33         |

arolina Hobson City Susan Moore Munford Rehobeth Kimberly Waterloo Sylvania Pennington Adams Fillmans Corner Decatur Opelika Ranburne Ariton Sulligent Dadeviller Intercultural Institute Journe Columbia Hamilton Lynn Albertville Pine Hill Chickasaw For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

Chatom McDonald Chapel Graysville New Brockton Selma Lockhart Meridianville Forestdale Monte Tarts Langston Leeds Saraland Dora Level Plains Lake View Dayton Intercultural Institute Good Hope Creola Jacksons' Gap Attalla Orange Beach Clay Parris Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

| SOCIAL ENVIRONMENT   | 0-3 MI BAND                            | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities  | Affluent, White-collar Families        | 341   | 31.6%   |
| Mainstay Communities | Established, Diverse Households        | 297   | 27.53%  |
| Working Communities  | Blue-collar, Working Families          | 130   | 12.05%  |
| Country Communities  | Rural, Agri. & Mining Families         | 271   | 25.12%  |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 39    | 3.61%   |
| Urban Communities    | High Density, Inner-city Neighborhoods | 0     | 0%      |

ection Dothan Ashville McDonald Chapel Hartselle Demopolis Alexander City Citronelle Bessemer Bre Pollard Thorsby Rock Mills Loachapoka Lanett Blue Springs New Here Millbrook Tuskegee Eva Silas New Site Anderson Warrior Gordonville Reform Sylvania Kinst for Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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



# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Magnolia Springs Clayton Foley Russellville Elkmont Luverne Argo Hartford Sheffield Waldo Spanis Chelsea Fairview Summerdale Somerville Thomaston Millbrook Sanford Intercultural Institute ville Clay Huguley Blountsville East Brewton Daphne Cuba Valley He for Confectual Ministry Confectual Ministry Harvest Grand Bay Owens Cross Roads Gu-Win Jas10

# 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                | 14,918 | 694           | 4.65%   |
| Unreached %                         | 64.64% | 64.27%        | 99.43   |
| Religious But NOT Evangelical HH    | 3,721  | 160           | 4.31%   |
| Religious But NOT Evangelical %     | 16.12% | 14.85%        | 92.08   |
| Spiritual But NOT Relig or Evang HH | 2,158  | 104           | 4.82%   |
| Spiritual But NOT Relig or Evang %  | 9.35%  | 9.64%         | 103.1   |
| Not Evangelical, Not Interested HH  | 9,124  | 429           | 4.71%   |
| Not Evangelical, Not Interested %   | 39.54% | 39.79%        | 100.64  |



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# **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          | 39     | 1      | 2.56%   |
| Active ALSBOM Attenders         | 7,401  | 128    | 1.73%   |
| Active Evangelical Households   | 6,906  | 325    | 4.71%   |
| Active Evangelical Percent      | 29.93% | 30.16% | 100.78  |
| Inactive Evangelical Households | 1,253  | 59     | 4.74%   |
| Inactive Evangelical Percent    | 5.43%  | 5.50%  | 101.3   |
| # New Churches Needed           | 0      | 0      | 0%      |



Bear Creek <u>Cherokee Brookwood Coaling</u> Sulligent Birmingham White Hall Rainsville Toxey Ranbe Double Springs Madrid Dodge City Enterprise Midfield Hoover Annister Intercultural Institute brook Rainbow City Fairhope Grayson Valley Huguley Hollywood Han for Confertual Ministry Carollion Sa Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confertual Ministry Confertual Contextual Ministry Confertual Confertual Contextual Ministry Confertual Confertual Confertual Ministry Confertual Confertual Confertual Confertual Ministry Confertual Confertual Confertual Ministry Confertual Confertual Confertual Confertual Ministry Confertual Confertual Confertual Confertual Ministry Confertual Confertuation Conf

## 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<br>AVG | IICM<br>CGR |    | CHURCHES               | DIST.   | WRSHP<br>AVG | IICM<br>CGR |
|----|-------------------------|---------|--------------|-------------|----|------------------------|---------|--------------|-------------|
| 1  | Ford City               | 0.89 mi | 128          | Declining   | 16 | Grace                  | 7.50 mi | 41           | Plateauing  |
| 2  | Hatton                  | 3.15 mi | 116          | Declining   | 17 | Central                | 8.20 mi | 229          | Declining   |
| 3  | East Colbert            | 3.85 mi | 43           | Growing     | 18 | First Southern         | 8.56 mi | 76           | Growing     |
| 4  | Nitrate City            | 4.01 mi | 34           | Growing     | 19 | Woodmont               | 8.73 mi | 1,317        | Plateauing  |
| 5  | Killen First            | 4.64 mi | 350          | Growing     | 20 | New Beginning          | 8.77 mi | 0            | Plateauing  |
| 6  | Friendship              | 4.77 mi | 46           | Growing     | 21 | Grace Life<br>Church   | 8.80 mi | 1,064        | Declining   |
| 7  | Center Star First       | 5.22 mi | 448          | Declining   | 22 | Heritage<br>Fellowship | 8.83 mi | 0            | Plateauing  |
| 8  | Abbie                   | 5.72 mi | 24           | Declining   | 23 | Valley Grove           | 8.89 mi | 212          | Declining   |
| 9  | Christian<br>Fellowship | 5.88 mi | 78           | Declining   | 24 | New Sockwell           | 8.97 mi | 100          | Plateauing  |
| 10 | Muscle Shoals           | 6.29 mi | 197          | Plateauing  | 25 | Washington Park        | 9.02 mi | 136          | Plateauing  |
| 11 | Fairview                | 6.36 mi | 50           | Growing     | 26 | Crossroads             | 9.24 mi | 180          | Declining   |
| 12 | Leighton Baptist        | 6.88 mi | 264          | Plateauing  | 27 | Florence First         | 9.31 mi | 348          | Declining   |
| 13 | Lee Heights<br>Baptist  | 7.01 mi | 202          | Growing     | 28 | Woodward<br>Avenue     | 9.40 mi | 591          | Plateauing  |
| 14 | Happy Valley            | 7.30 mi | 64           | Declining   | 29 | Highland               | 9.68 mi | 789          | Plateauing  |
| 15 | Broadway                | 7.42 mi | 57           | Declining   | 30 | Three Forks            | 9.89 mi | 30           | Growing     |

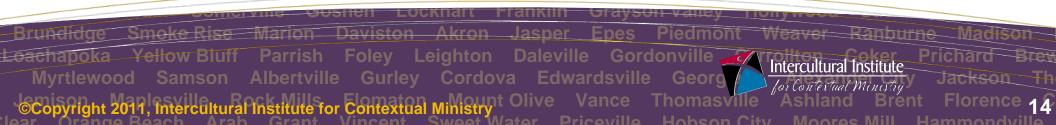
on Onycha Cowarts Garden City Colony Hamilton Providence Brookwood Boligee Prattville Hazel Gr Gun Shores Powell Calera Argo Red Level Napier Field Double Spring Intercultural Institute Midway Gu-Win Pickensville Margaret Warrior Indian Springs Village Contextual Ministry Contextual Ministry Gardendale Camp Hill Highland Lake Wilton Goshen 13 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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

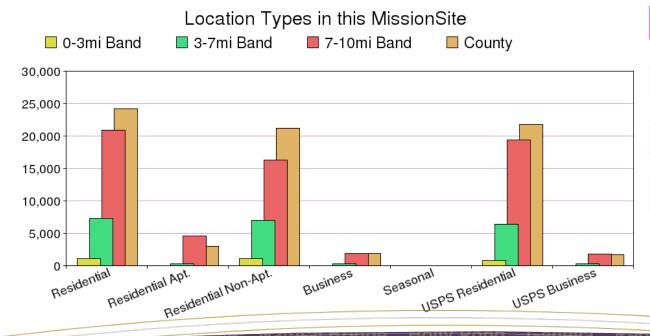
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 | 51,666 | 2,176 | 4.21%   |
| 2000 Population | 54,984 | 2,527 | 4.6%    |
| 2010 Population | 54,655 | 2,672 | 4.89%   |

| DEMOSCAPE       | COUNTY | BAND  | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Households | 20,096 | 823   | 4.1%    |
| 2000 Households | 22,461 | 994   | 4.43%   |
| 2010 Households | 23,078 | 1,079 | 4.68%   |

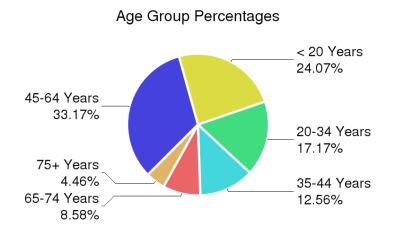


| Location Type        | 0-3mi Band |
|----------------------|------------|
| Residential          | 1,111      |
| Residential Apt.     | 2          |
| Residential Non-Apt. | 1,109      |
| Business             | 21         |
| Seasonal             | 0          |
| USPS Residential     | 849        |
| USPS Business        | 15         |

Springville Opp Camp Hill Fairview Moulton Dora Grand Bay Hodges Sanford Carolina Lincoln agente West Point Level Plains Alabaster Chelsea Horn Hill Gu-Win <u>Confectual Institute</u> rinity York Addison Henagar Petrey Valley Grande Coffee Springs Roy To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Arab Price And 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.

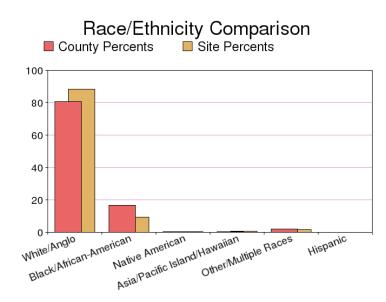


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 4.83%  | 4.57%  | 94.62  |
| 4-5 Years           | 2.33%  | 1.98%  | 84.98  |
| 6-8 Years           | 3.44%  | 3.67%  | 106.69 |
| 9-11 Years          | 3.56%  | 3.33%  | 93.54  |
| 12-13 Years         | 2.43%  | 2.17%  | 89.3   |
| 14-17 Years         | 5.06%  | 5.05%  | 99.8   |
| 18-19 Years         | 2.59%  | 3.26%  | 125.87 |
| 0-5 Years           | 7.16%  | 6.55%  | 91.48  |
| 6-12 Years          | 8.22%  | 8.05%  | 97.93  |
| 13-19 Years         | 8.86%  | 9.43%  | 106.43 |
| < 20 Years          | 24.24% | 24.03% | 99.13  |
| 20-34 Years         | 17.95% | 17.14% | 95.49  |
| 35-44 Years         | 12.34% | 12.54% | 101.62 |
| 45-64 Years         | 27.92% | 33.12% | 118.62 |
| 65-74 Years         | 9.51%  | 8.57%  | 90.12  |
| 75+ Years           | 8.03%  | 4.45%  | 55.42  |
| Median Age          | 41     | 42     | 101.76 |
| Median Age (Male)   | 40     | 41     | 103.5  |
| Median Age (Female) | 43     | 43     | 99.35  |

Parrish Silverhill Littleville Trussville Alabaster Rainbow City Orrville Greensboro Taylor Dora Wood thee Centre Valley West Jefferson Mentone Scottsboro Midland City Intercultural Institute Cowarts Owens Cross Roads Headland Carrollton Newville Alexandri for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Resement Addison Chickasaw Silas Mooresville

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                    | 80.78% | 88.21% | 109.2  |
| Black, African-American         | 16.51% | 9.24%  | 56.01  |
| Native American                 | 0.41%  | 0.34%  | 81.46  |
| Asian                           | 0.36%  | 0.56%  | 157.34 |
| Pacific Island, Hawaiian        | 0.03%  | 0%     | 0      |
| Other/Multiple Races            | 1.91%  | 1.65%  | 86.04  |
| Hispanic                        | 0%     | 1.16%  | 0      |
|                                 |        |        |        |
| Education of Adults (25 yrs+)   |        |        |        |
| Total Adults over age 25 years. | 38,156 | 1,886  |        |

| Total Adults over age 25 years. | 38,156 | 1,886  |        |
|---------------------------------|--------|--------|--------|
| Less than 9th Grade             | 5.61%  | 4.14%  | 135.55 |
| No High School Diploma          | 12.04% | 11.66% | 103.24 |
| High School Graduate            | 34.65% | 33.72% | 102.76 |
| Some College, no degree         | 22.2%  | 24.97% | 88.9   |
| Associate Degree                | 8.15%  | 5.3%   | 153.72 |
| College Degree                  | 11.27% | 14.48% | 77.89  |
| Graduate/Prof. degree           | 6.07%  | 5.73%  | 106.04 |
|                                 |        |        |        |

ton La Fayette <u>Cullman Recce City Gainesville</u> Waldo <u>Chickasaw</u> Warrior <del>Vance</del> Regersville Lakeview wille Pelham Harpersville Holly Pond Kinsey Sweet Water Eldridge Tring <u>Cherokee</u> Indian Springs Ville Pollard Moody Boligee Goldville Moundville Centre Ohatchee Flom <u>Intercultural Institute</u> Olive Atmore (or Contextual Ministry) k Copyright 2011, Intercultural Institute for Contextual Ministry Jefferson Snead Owens Cross Roads Sheffield Unior 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                  | 8.47%  | 4.45%  | 92.66  |
| \$10,000 to \$19,999        | 16.58% | 11.86% | 71.56  |
| \$20,000 to \$29,999        | 12.03% | 9.18%  | 76.28  |
| \$30,000 to \$49,999        | 21.38% | 23.26% | 108.78 |
| \$50,000 to \$59,999        | 9.46%  | 7.69%  | 81.28  |
| \$60,000 to \$69,999        | 7.82%  | 14.27% | 182.48 |
| \$70,000 to \$79,999        | 6.01%  | 8.62%  | 143.31 |
| \$80,000 to \$89,999        | 4.45%  | 5.38%  | 120.79 |
| \$90,000 to \$99,999        | 2.92%  | 3.52%  | 120.77 |
| \$100,000 to \$124,999      | 5.42%  | 3.8%   | 70.1   |
| \$125,000 to \$149,999      | 2.11%  | 2.78%  | 131.49 |
| \$150,000 to \$199,999      | 1.66%  | 1.58%  | 94.69  |
| \$200,000 to \$249,999      | 0.45%  | 0.46%  | 101.85 |
| \$250,000 or more           | 1.22%  | 2.78%  | 227.54 |
| Median Household            | 39,760 | 53,143 | 133.66 |
| Average Household           | 53,891 | 73,440 | 136.28 |
| Per Capita Household        | 22,999 | 29,656 | 128.94 |
| Family/Non-Family Household |        |        |        |
| Income                      |        |        |        |
| Median Family Income        | 52,410 | 62,711 | 119.65 |
| Average Family Income       | 65,626 | 86,600 | 131.96 |
| Median Non-Family Income    | 20,008 | 22,074 | 110.33 |
| Average Non-Family Income   | 26,710 | 22,536 | 84.37  |

e Castleberry Dayton Oakman Moundville Southside Wilton Grant Kinsey Hillsboro Phenix City Ga tha Excel Prattville Sylacauga Lisman Millport Blue Springs Sipsey <u>Mertlewood</u> Allgood Grine Odenville Dora Smiths Station Morris Thorsby Clayton Rosa Ashfo <u>Intercultural Institute</u> for Contextual Ministry Springs Oak Hill Montgomery Dozier Oak Grove Shi 8 Copyright 2011, Intercultural Institute for Contextual Ministry Pleasant Groves Wilsonville Obatchee Pelbam Clay

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            | 69.85% | 78.22% | 111.99  |
| Families with Children         | 28.55% | 29.29% | 102.58  |
| Families without Children      | 41.29% | 48.93% | 118.5   |
| Non-Family Households          |        |        |         |
| % Non-Family Households        | 30.15% | 21.78% | 72.23   |
| Non-Families with Children     | 0.1    | 0      | 0       |
| Non-Families without Children  | 30.05  | 21.78  | 72.47   |
| Housing Units                  |        |        | Index   |
| Total Housing Units            | 26,855 | 1,313  |         |
| Vacant percent                 | 14.06% | 17.82% | 126.72  |
| Owned percent                  | 62.87% | 71.67% | 113.99% |
| Rented Percent                 | 23.06% | 10.59% | 45.9    |
| Households by Size             |        |        | Index   |
| Avg household size             | 2.34   | 2.48   | 105.98  |
| Avg family hh size             | 2.90   | 2.86   | 98.62   |
| Avg non-family hh size         | 1.05   | 1.08   | 102.86  |
| Households By Count of Persons |        |        | Percent |
| One                            | 6,429  | 216    | 3.36%   |
| Two                            | 8,374  | 429    | 5.12%   |
| Three or Four                  | 6,885  | 374    | 5.43%   |
| Five+                          | 1,390  | 60     | 4.32%   |
|                                |        |        |         |

Wedewee Baileyton Shiloh Holt Elberta Cottonwood Vestavia Hills McIntosh Pleasant Groves Valley F Deatsville Loachapoka Saks Magnolia Springs Highland Lake Clanton Intercultural Institute Myrtlewood Sipsey Lockhart Thomaston Tallassee Odenville Lipscomb for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

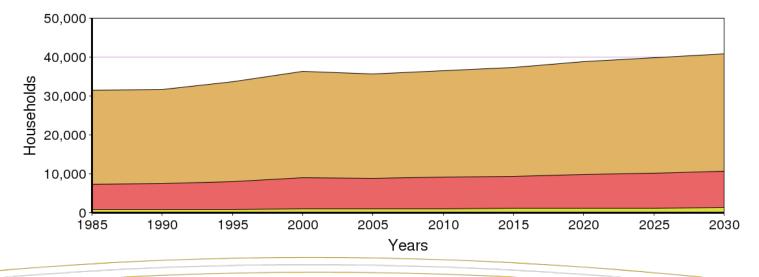
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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 | 51,666 | 2,176 | 4.21%   |
| 2000 Population | 54,984 | 2,527 | 4.6%    |
| 2010 Population | 54,655 | 2,672 | 4.89%   |
| 2015 Population | 54,728 | 2,690 | 4.92%   |

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 📕 0-7mi Ring

🔲 0-10mi Ring

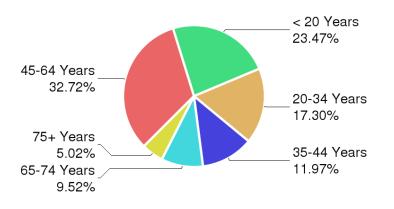


e Newbern Phenix City Birmingham Kinsey North Johns Decatur Memphis Piedmont Clanton Rains Amerville Wedowee Linden Shorter Point Clear Jacksons' Gap Opelika (Structural Institute Emelle Pinson Prattville Argo Valley Cleveland Summerdale Lincoln Goldentertual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry Moundville 20

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

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

Projected Age Group Percentages

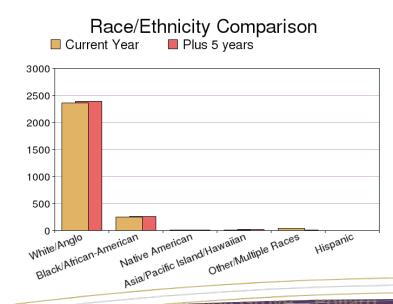


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 4.57%   | 5.17%        | 113.13 |
| 4-5 Years             | 1.98%   | 2.08%        | 105.05 |
| 6-8 Years             | 3.67%   | 3.49%        | 95.1   |
| 9-11 Years            | 3.33%   | 3.42%        | 102.7  |
| 12-13 Years           | 2.17%   | 2.04%        | 94.01  |
| 14-17 Years           | 5.05%   | 4.46%        | 88.32  |
| 18-19 Years           | 3.26%   | 2.79%        | 85.58  |
| 0-5 Years             | 6.55%   | 7.25%        | 110.69 |
| 6-12 Years            | 8.05%   | 7.88%        | 97.89  |
| 13-19 Years           | 9.43%   | 8.33%        | 88.34  |
| < 20 Years            | 24.03%  | 23.46%       | 97.63  |
| 20-34 Years           | 17.14%  | 17.29%       | 100.88 |
| 35-44 Years           | 12.54%  | 11.97%       | 95.45  |
| 45-64 Years           | 33.12%  | 32.71%       | 98.76  |
| 65-74 Years           | 8.57%   | 9.52%        | 111.09 |
| 75+ Years             | 4.45%   | 5.02%        | 112.81 |
| Median Age            | 41      | 44           | 106.37 |
| Median Age (Male)     | 40      | 44           | 110.93 |
| Median Age (Female)   | 43      | 43           | 99.19  |

Sumiton Coffeeville Hunford Columbia Lockhart Cuba Columbiana Woodville Daphne Cottonwood Int Rock Abbeville York Eva Fruithurst Warrior Hamilton Waldo Borg Intercultural Institute West Selmont Ranburne Wadley Talladega Riverside South Vinemont For Confectual Ministry Copyright 2011, Intercultural Institute for Confectual 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                    | 88.21%  | 88.77%     | 100.64 |
| Black, African-American         | 9.24%   | 9.85%      | 106.57 |
| Native American                 | 0.34%   | 0.33%      | 99.33  |
| Asian                           | 0.56%   | 0.59%      | 105.95 |
| Pacific Island, Hawaiian        | 0%      | 0%         | 0      |
| Other/Multiple Races            | 1.65%   | 0.48%      | 29.35  |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 1,886   | 1,912      |        |
| Less than 9th Grade             | 4.14%   | 3.61%      | 87.26  |
| No High School Diploma          | 11.66%  | 9%         | 77.12  |
| High School Graduate            | 33.72%  | 33.58%     | 99.57  |
| Some College, no degree         | 24.97%  | 25.58%     | 102.41 |
| Associate Degree                | 5.3%    | 6.38%      | 120.34 |
| College Degree                  | 14.48%  | 15.9%      | 109.84 |
| Graduate/Prof. degree           | 5.73%   | 5.96%      | 104.12 |
|                                 |         |            |        |

Indian Springs Village Kimberly Orange Beach Trafford Ashland Beaverton Tillmans Corner Sylvan Springs Mount Vernon Carbon Hill Emelle Stevenson Somerville Rainer Intercultural Institute New Hope Shorter Talladega Grand Bay Eva Selma Chatom One Contextual Ministry Phenix City L Contextual Ministry Rutledge Lynn Maplesville Vernon Athens Addison22

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                  | 4.45%   | 3.94%        | 88.55  |
| \$10,000 to \$19,999        | 11.86%  | 10.74%       | 90.56  |
| \$20,000 to \$29,999        | 9.18%   | 7.61%        | 82.94  |
| \$30,000 to \$49,999        | 23.26%  | 21.58%       | 92.75  |
| \$50,000 to \$59,999        | 7.69%   | 7.7%         | 100.09 |
| \$60,000 to \$69,999        | 14.27%  | 14.68%       | 102.87 |
| \$70,000 to \$79,999        | 8.62%   | 9.13%        | 99.71  |
| \$80,000 to \$89,999        | 5.38%   | 6.54%        | 114.92 |
| \$90,000 to \$99,999        | 3.52%   | 3.49%        | 99.14  |
| \$100,000 to \$249,999      | 3.8%    | 4.48%        | 117.8  |
| \$125,000 to \$149,999      | 2.78%   | 3.13%        | 112.7  |
| \$150,000 to \$199,999      | 1.58%   | 1.79%        | 113.64 |
| \$200,000 to \$249,999      | 0.46%   | 0.98%        | 212.52 |
| \$250,000 or more           | 2.78%   | 3.76%        | 135.24 |
| Median Household            | 53,143  | 57,711       | 108.6  |
| Average Household           | 73,440  | 79,170       | 107.8  |
| Per Capita Household        | 29,656  | 32,875       | 110.85 |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 62,711  | 65,261       | 104.07 |
| Average Family Income       | 86,600  | 94,585       | 109.22 |
| Median Non-Family Income    | 22,074  | 25,317       | 114.69 |
| Average Non-Family Income   | 22,536  | 24,296       | 107.81 |

Cleveland Locust Fork Helena Prince For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cleveland Locust Fork Helena Pinson Saraland Natural Bridge Piedmon Vincent Spanish Fort Cleveland Locust Fork Helena Pinson Saraland Natural Bridge Piedmon Vincent Spanish Fort Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-3 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

| CURRENT VS. PROJECTED      | CURRENT | PLUS 5 YEARS | INDEX   |
|----------------------------|---------|--------------|---------|
| Family Households          |         |              |         |
| % Family Households        | 78.22%  | 77.44%       | 99      |
| Families with Children     | 29.29   | 27.48        | 93.85   |
| Families without Children  | 48.93   | 49.15        | 100.44  |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 21.78%  | 22.56%       | 103.59  |
| Non-Families with Children | 0       | 0            | 103.59  |
| Non-Families without       | 21.78   | 22.56        | 103.59  |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 1,313   | 1,362        | 103.73% |
| Vacant percent             | 17.82%  | 17.91%       | 100.52  |
| Owned percent              | 71.67%  | 71.59%       | 99.89   |
| Rented Percent             | 10.59%  | 10.43%       | 98.48   |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.48    | 2.41         | 97.18%  |
| Avg family hh size         | 2.86    | 2.80         | 97.9%   |
| Avg non-family hh size     | 1.08    | 1.07         | 99.07%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 216     | 237          | 109.72% |
| Two                        | 429     | 451          | 105.13% |
| Three or Four              | 374     | 376          | 100.53% |
| Five+                      | 60      | 53           | 88.33%  |

If Shores Minor Hartselle Kellyton Sulligent Moores Mill Grand Bay Brent Fairhope Valley Theodo Hereille Town Creek Silas Holt Selma Millbrook Cordova Beatrice Weldow Intercultural Institute ake Purdy Douglas McMullen Bakerhill Maplesville Opelika Mooresville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, 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 | 0     | 256   | 607   |              | Eastern Africa | Eastern Africa 0 | Eastern Africa 0 12 |
| Northern Europe  | 0     | 41    | 22    | N            | liddle Africa  | liddle Africa 0  | 1iddle Africa 0 0   |
| Western Europe   | 0     | 14    | 51    | Nor          | thern Africa   | thern Africa 0   | thern Africa 0 8    |
| Southern Europe  | 0     | 11    | 0     | South        | ern Africa     | ern Africa 0     | ern Africa 0 0      |
| Eastern Europe   | 0     | 1     | 15    | Westerr      | n Africa       | n Africa 0       | n Africa 0 0        |
| Other Europe     | 0     | 6     | 5     | Other Afri   | са             | ca 0             | ca 0 0              |
| Eastern Asia     | 0     | 24    | 57    | Oceania      |                | 0                | 0 0                 |
| So. Central Asia | 0     | 16    | 54    | Caribbean    |                | 0                | 0 2                 |
| SE Asia          | 0     | 11    | 27    | Central Ame  | er.            | er. O            | er. 0 73            |
| Western Asia     | 0     | 5     | 43    | South Ameri  | ca             | ica 0            | ica 0 26            |
| Other Asia       | 0     | 0     | 0     | North Americ | a              | a 0              | ca 0 6              |
|                  |       |       |       | Born at sea  |                | 0                | 0 0                 |

Dozier Ariton <u>Killen Milliport</u> Coaling Ashville Cullman Calera Dauphin Island Owens Cross Roads Pisc Cock Mills Forkland West End-Cobb Town Bridgeport Opp Talladega Spring <u>Kansas</u> Moody Marion Cit ange Beach Eldridge Leesburg Pennington Lisman Oneonta Elkmont Scopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Language Summary

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

| SPOKEN AT HOME        | POKEN AT HOME 0-3 3-7 7-10 SPOKEN AT HOME |        | SPOKEN AT HOME | 0-3                | 3     |    |
|-----------------------|---|--------|----------------|--------------------|-------|----|
|                       | MILES                                     | MILES  | MILES          |                    | MILES | N  |
| English only          | 0   | 16,759 | 47,449         | Other Indo-Euro    | 0     | 0  |
| Spanish               | 0   | 225    | 747            | Asian/PI languages | 0     | 0  |
| Other Indo-Euro       | 0   | 189    | 334            | Chinese            | 0     | 31 |
| language              |   |        |                | Japanese           | 0     | 12 |
| French (incl. Patois, | 0   | 49     | 86             | Korean             | 0     | 4  |
| Cajun)                |   |        |                | Mon-Khmer,         | 0     | 0  |
| French Creole         | 0   | 9      | 7              | Cambodian          |       |    |
| talian                | 0   | 7      | 0              | Miao, Hmong        | 0     | 0  |
| Portuguese            | 0   | 16     | 14             | Thai               | 0     | 0  |
| German                | 0   | 83     | 120            | Laotian            | 0     | 0  |
| riddish               | 0   | 0      | 2              | Vietnamese         | 0     | 0  |
| Other West Germanic   | 0   | 0      | 14             | Other Asian        | 0     | 2  |
| A Scandinavian        | 0   | 0      | 0              | Tagalog            | 0     | 0  |
| anguage               |   |        |                | Other Pacific Is   | 0     | 0  |
| Greek                 | 0   | 2      | 23             | Other languages    | 0     | 3  |
| Russian               | 0   | 20     | 4              | Navajo             | 0     | 0  |
| Polish                | 0   | 0      | 12             | Other Native N.    | 0     | 0  |
| Serbo-Croatian        | 0   | 0      | 0              | American           |       |    |
| Other Slavic Language | 0   | 0      | 6              | Hungarian          | 0     | 0  |
| Armenian              | 0   | 0      | 0              | Arabic             | 0     | 3  |
| Persian               | 0   | 2      | 0              | Hebrew             | 0     | 0  |
| Gujarathi             | 0   | 0      | 2              | African languages  | 0     | 0  |
| Hindi                 | 0   | 1      | 11             | Other unspecified  | 0     | 0  |
| Urdu                  | 0   | 0      | 0              |                    |       |    |

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Bear Greek Horn Hill Countland Carrollton Daleville Saraland Sumiton Dutton Valley Head Brilliant Britter Brilliant Head Brilliant Head Brilliant Britter Brilliant Head Brilliant Head Brilliant Britter Britter Brilliant Britter Brit

# 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           | 0 |
|---------------------|-------|--------|--------|--------------------|---|
|                     | MILES | MILES  | MILES  |                    | Ν |
| Reporting ancestry  | 0     | 12,338 | 36,173 | Irish              | C |
| Arab                | 0     | 11     | 39     | Italian            | C |
| Armenian            | 0     | 0      | 3      | Lithuanian         | C |
| Austrian            | 0     | 12     | 12     | Norwegian          | C |
| British             | 0     | 49     | 156    | Polish             | С |
| Canadian            | 0     | 2      | 37     | Portuguese         | С |
| Croatian            | 0     | 0      | 0      | Romanian           | C |
| Czech               | 0     | 4      | 19     | Russian            | С |
| Czechoslovak        | 0     | 22     | 30     | Scandinavian       | C |
| Danish              | 0     | 4      | 19     | Scotch-Irish       | C |
| Dutch               | 0     | 71     | 169    | Scottish           | C |
| English             | 0     | 1,317  | 3,916  | Slovak             | С |
| European            | 0     | 90     | 436    | Subsaharan African | C |
| Finnish             | 0     | 2      | 38     | Swedish            | C |
| French (not Basque) | 0     | 125    | 437    | Swiss              | C |
| French Canadian     | 0     | 25     | 92     | Ukrainian          | C |
| German              | 0     | 921    | 2,306  | US/American        | C |
| Greek               | 0     | 9      | 103    | Welsh              | C |
| Hungarian           | 0     | 8      | 37     | West Indian        | C |
| Iranian             | 0     | 0      | 1      | Yugoslavian        | С |
|                     |       |        |        | Other              | C |

| ANCESTRY           | 0-3   | 3-7   | 7-10   |
|--------------------|-------|-------|--------|
|                    | MILES | MILES | MILES  |
| Irish              | 0     | 1,350 | 3,458  |
| Italian            | 0     | 173   | 365    |
| Lithuanian         | 0     | 13    | 11     |
| Norwegian          | 0     | 28    | 88     |
| Polish             | 0     | 52    | 274    |
| Portuguese         | 0     | 4     | 11     |
| Romanian           | 0     | 0     | 1      |
| Russian            | 0     | 17    | 22     |
| Scandinavian       | 0     | 0     | 3      |
| Scotch-Irish       | 0     | 360   | 936    |
| Scottish           | 0     | 253   | 510    |
| Slovak             | 0     | 11    | 12     |
| Subsaharan African | 0     | 54    | 184    |
| Swedish            | 0     | 22    | 67     |
| Swiss              | 0     | 0     | 15     |
| Ukrainian          | 0     | 10    | 6      |
| US/American        | 0     | 4,150 | 11,938 |
| Welsh              | 0     | 33    | 76     |
| West Indian        | 0     | 29    | 24     |
| Yugoslavian        | 0     | 0     | 3      |
| Other              | 0     | 3,105 | 10,319 |

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

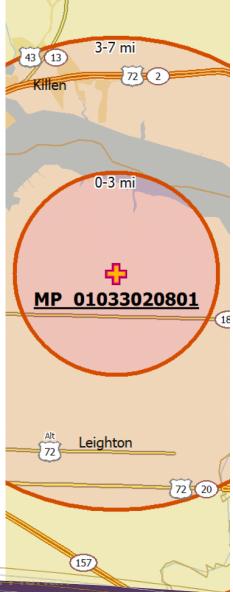
#### Issues for Your Consideration - continued

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



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.



City Elmore Fulton Walnut Grove Brantley Webb Gurley Benton Decatur Allgood Oneonta Arley SouthSide Hammondville McIntosh North Johns Gordonville Loxley Contextual Institute Baileyton Kellyton Arab Grayson Valley Camp Hill Indian Springs Ville Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds            | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|------------------------------|------------------|--------|------------------------|--------|
| Total                        | 1,079            | 100%   | 694                    | 100%   |
| AFFLUENT SUBURBIA            | 289              | 26.78% | 222                    | 31.99% |
| America's Wealthiest         | 195              | 18.07% | 156                    | 22.48% |
| Dream Weavers                | 18               | 1.67%  | 13                     | 1.87%  |
| White Collar Suburbia        | 0                | 0%     | 0                      | 0%     |
| Upscale Suburbia             | 0                | 0%     | 0                      | 0%     |
| Enterprising Couples         | 0                | 0%     | 0                      | 0%     |
| Small Town Success           | 76               | 7.04%  | 53                     | 7.64%  |
| New Suburbia Fam.            | 0                | 0%     | 0                      | 0%     |
| UPSCALE AMERICA              | 52               | 4.82%  | 35                     | 5.04%  |
| Status Conscious Consumers   | 0                | 0%     | 0                      | 0%     |
| Affluent Urban Professionals | 0                | 0%     | 0                      | 0%     |
| Urban Commuter Fam.          | 52               | 4.82%  | 35                     | 5.04%  |
| Solid Suburban Mix           | 0                | 0%     | 0                      | 0%     |
| 2nd Generation Success       | 0                | 0%     | 0                      | 0%     |
| Successful Urban Sprawl      | 0                | 0%     | 0                      | 0%     |
| SM TWN SUCCESS               | 268              | 24.84% | 173                    | 24.93% |
| 2nd City Homebodies          | 32               | 2.97%  | 23                     | 3.31%  |
| Prime Middle America         | 0                | 0%     | 0                      | 0%     |
| Urban Optimists              | 0                | 0%     | 0                      | 0%     |
| Family Convenience           | 236              | 21.87% | 150                    | 21.61% |
| Mid-Market Enterprise        | 0                | 0%     | 0                      | 0%     |
|                              |                  |        |                        |        |

Natural Bridge Brookwood Hoover Riverview Brewton Clay Courtland Madison Midland City Listik teville Margaret Good Hope West Blocton Stevenson Leesburg Wedow Intercultural Institute epton Troy Childersburg Gilbertown Fulton Locust Fork Edwardsville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Sumiton Millbrook Collinsville Jacksons' Gap Flogr

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                     | 1,079            | 100%   | 694                    | 100%   |
| BLUE COLLAR BACKBONE      | 0                | 0%     | 0                      | 0%     |
| Nuevo Hispanic Fam.       | 0                | 0%     | 0                      | 0%     |
| Working Rural Suburbia    | 0                | 0%     | 0                      | 0%     |
| Lower Income Essentials   | 0                | 0%     | 0                      | 0%     |
| Small Town Endeavors      | 0                | 0%     | 0                      | 0%     |
| AMER. DIVERSITY           | 29               | 2.69%  | 21                     | 3.03%  |
| Ethnic Urban Mix          | 0                | 0%     | 0                      | 0%     |
| Urban Blues               | 0                | 0%     | 0                      | 0%     |
| Professional Urbanites    | 29               | 2.69%  | 21                     | 3.03%  |
| Urban Advancement         | 0                | 0%     | 0                      | 0%     |
| Amer. Great Outdoors      | 0                | 0%     | 0                      | 0%     |
| Mature America            | 0                | 0%     | 0                      | 0%     |
| METRO FRINGE              | 130              | 12.05% | 89                     | 12.82% |
| Steadfast Conservative    | 130              | 12.05% | 89                     | 12.82% |
| Moderate Conventionalists | 0                | 0%     | 0                      | 0%     |
| Southern Blues            | 0                | 0%     | 0                      | 0%     |
| Urban Grit                | 0                | 0%     | 0                      | 0%     |
| Grass-Roots Living        | 0                | 0%     | 0                      | 0%     |

Copyright 2011, Intercultural Institute for Contextual Ministry Bord Recented Hendgar Minor Madrid Underwood Ariton Pratty Intercultural Institute for Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute for Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute for Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute for Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute for Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute for Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute For Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute for Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute For Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute For Contextual Ministry Fort Rucker Madrid Underwood Ariton Pratty Intercultural Institute For Contextual Ministry Fort Rucker Madrid Underwood Preference Fort Pratty Intercultural Institute For Contextual Ministry Fort Rucker Madrid Underwood Preference Fort Pratty Intercultural Institute For Contextual Ministry Fort Rucker Madrid Underwood Preference Fort Pratty Intercultural Institute Fort

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                      | 1,079            | 100%   | 694                    | 100%   |
| REMOTE AMERICA             | 19               | 1.76%  | 12                     | 1.73%  |
| Hardy Rural Fam.           | 19               | 1.76%  | 12                     | 1.73%  |
| Rural Southern Living      | 0                | 0%     | 0                      | 0%     |
| Coal & Crops               | 0                | 0%     | 0                      | 0%     |
| Native America             | 0                | 0%     | 0                      | 0%     |
| ASPIRING CONTEMP'S         | 39               | 3.61%  | 29                     | 4.18%  |
| Young Cosmopolitans        | 0                | 0%     | 0                      | 0%     |
| Minority Metro Communities | 39               | 3.61%  | 29                     | 4.18%  |
| Stable Careers             | 0                | 0%     | 0                      | 0%     |
| Aspiring Hispania          | 0                | 0%     | 0                      | 0%     |
| RURAL VILLAGES & FARMS     | 252              | 23.35% | 113                    | 16.28% |
| Industrious Country Living | 32               | 2.97%  | 22                     | 3.17%  |
| America's Farmland         | 0                | 0%     | 0                      | 0%     |
| Comfy Country Living       | 4                | 0.37%  | 2                      | 0.29%  |
| Small Town Connections     | 0                | 0%     | 0                      | 0%     |
| Hinterland Fam.            | 216              | 20.02% | 89                     | 12.82% |

entone Sipsey Gantt Florence Level Plains Morris McKenzie New Hope White Hall Oakman McMullen sen Midway Chickasaw Elmore Mulga Alexandria Clayton Town Creek Intercultural Institute Eutaw Millport Magnolia Springs Athens Spanish Fort Adamsville for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds        | 0-3 HH & Percent |      | Unreached HH & Percent |      |
|--------------------------|------------------|------|------------------------|------|
| Total                    | 1,079            | 100% | 694                    | 100% |
| STRUGGLING SOCIETIES     | 0                | 0%   | 0                      | 0%   |
| Rugged Southern Style    | 0                | 0%   | 0                      | 0%   |
| Latino Nuevo             | 0                | 0%   | 0                      | 0%   |
| Struggling city Centers  | 0                | 0%   | 0                      | 0%   |
| College Town Communities | 0                | 0%   | 0                      | 0%   |
| New Beginnings           | 0                | 0%   | 0                      | 0%   |
| URBAN ESSENCE            | 0                | 0%   | 0                      | 0%   |
| Unattached Multicultures | 0                | 0%   | 0                      | 0%   |
| Academic Necessities     | 0                | 0%   | 0                      | 0%   |
| Af. Amer. Neighborhoods  | 0                | 0%   | 0                      | 0%   |
| Urban Diversity          | 0                | 0%   | 0                      | 0%   |
| New Generation Activists | 0                | 0%   | 0                      | 0%   |
| Getting By               | 0                | 0%   | 0                      | 0%   |
| 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%   |

an Opp Wetumpka Section Reform Scottsboro Bridgeport Colony Alexander City Cordon Mount Olive Douglas Aliceville Lipscomb Sylvania Pine Apple Union Grove Moore Intercultural Institute Napier Field Benton Level Plains Billingsley Waverly Brilliant Sylvar Confectual Ministry Dadeville Lange Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

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

McMullen North Courtland Redstone Arsenal Pleasant Grove Smiths Station Banks Babbie West Blog Priceville Napier Field Lake View Attalla Brewton Sylvania Piedmore Redenation Piecetual Institute Holt Gordon Vincent Cowarts Tarrant Rehobeth Tuskegee Red Bay for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

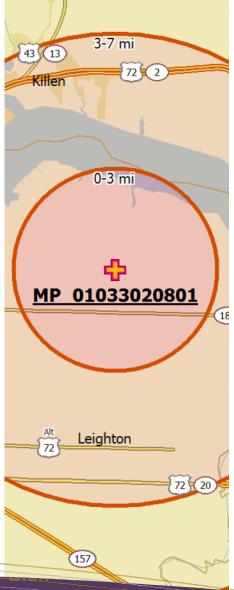
#### **Potential Cultural Bridges**

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).

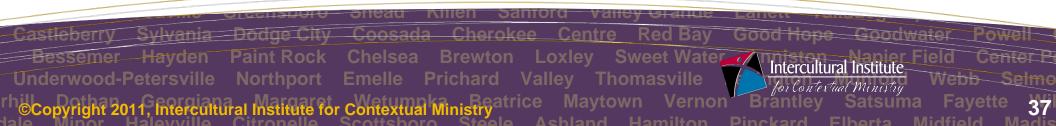


Alexandria Dutton Millbrook Goshen Florala Pleasant Groves Woodstock Underwood-Petersville Russe als Pelham Sulligent Lakeview Vredenburgh Providence Gardendale <u>Intercultural Institute</u> erokee Prichard Geneva Sipsey Rutledge Orrville Morris Walnut Grov *Intercultural Institute* for Contextual Ministry <sup>e</sup> Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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                     | 83%   | 81%   | 78%   |
| Use Comp. for Internet/E-mail | 67%   | 65%   | 61%   |
| Internet Use: E-Mail          | 56%   | 54%   | 51%   |
| Use Comp. for Word Processing | 44%   | 44%   | 40%   |
| Use Comp. for Shopping        | 44%   | 41%   | 36%   |
| Use Comp. for Comp. Games     | 42%   | 42%   | 40%   |
| Use Comp. for Digital Camera  | 38%   | 37%   | 33%   |
| Photo Editing                 |       |       |       |
| Use Comp. for Banking         | 36%   | 35%   | 31%   |
| Use Comp. for Education       | 35%   | 34%   | 33%   |
| HH Owns DVD Player            | 32%   | 31%   | 29%   |

| BRIDGES                           | 0-3   | 3-7   | 7-10  |
|-----------------------------------|-------|-------|-------|
|                                   | MILES | MILES | MILES |
| Internet Use: News/ Weather       | 31%   | 30%   | 29%   |
| Internet Use: Banking             | 29%   | 28%   | 25%   |
| Use Comp. for News/Info./Data     | 28%   | 26%   | 23%   |
| Service                           |       |       |       |
| PC-Network-HH Has One             | 25%   | 22%   | 19%   |
| Use Comp. for Accounting          | 20%   | 17%   | 14%   |
| Use Comp. for Filing/DB Mngmnt    | 17%   | 15%   | 13%   |
| Use Comp. for Personal Financial  | 17%   | 16%   | 14%   |
| Mngmnt                            |       |       |       |
| Internet Use: Shopping: Made A    | 16%   | 13%   | 12%   |
| Purchase                          |       |       |       |
| Internet Use: Shopping: Gathered  | 15%   | 14%   | 13%   |
| Info. for Shopping                |       |       |       |
| Internet Use: Research/ Education | 14%   | 13%   | 13%   |



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                             | 69%               | 68%               | 68%               |
| Dining Out (Not Fast                           | 63%               | 61%               | 59%               |
| Food)  |                   |                   |                   |
| Reading Books                                  | 57%               | 56%               | 55%               |
| Card Games                                     | 44%               | 44%               | 42%               |
| Gardening                                      | 42%               | 40%               | 36%               |
| Go To A Beach/Lake                             | 41%               | 40%               | 36%               |
| Cooking for Fun                                | 37%               | 37%               | 36%               |
| Board Games                                    | 36%               | 35%               | 33%               |
| Visit Museum                                   | 24%               | 22%               | 21%               |
| Photography                                    | 21%               | 20%               | 19%               |
| Cooking for Fun<br>Board Games<br>Visit Museum | 37%<br>36%<br>24% | 37%<br>35%<br>22% | 36%<br>33%<br>21% |

| BRIDGES                  | 0-3   | 3-7   | 7-10  |
|--------------------------|-------|-------|-------|
|                          | MILES | MILES | MILES |
| Any Ailment              | 66%   | 68%   | 68%   |
| Gen./Fam. Practitioner   | 41%   | 41%   | 41%   |
| Dentist                  | 30%   | 30%   | 29%   |
| None Of These            | 22%   | 20%   | 20%   |
| Backache                 | 22%   | 22%   | 22%   |
| Eye Dr.                  | 21%   | 22%   | 22%   |
| Hypertension/High Blood  | 18%   | 19%   | 20%   |
| Pressure                 |       |       |       |
| High Cholesterol         | 18%   | 19%   | 18%   |
| Any Arthritis            | 16%   | 16%   | 16%   |
| Overweight (30 Pounds Or | 15%   | 15%   | 14%   |
| More)                    |       |       |       |

Ien Gaylesville Shorter Aliceville Somerville Scottsboro Collinsville Bayou La Batre Garden City Please deville Clayton Babbie McDonald Chapel Akron Frisco City Bon Air Guid Intercultural Institute Sylacauga Hytop Samson Underwood-Petersville Graysville Dothan Goldville Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bertiville Meadowbrook Camp Hill Carolina Evite Hamilton Falkville Elberta Walput Grove Goldville

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                  | 29.01% | 28.23% | 27.29% |
| Live Theater             | 24.36% | 23.12% | 21.47% |
| Live Theater Most Often  | 20.33% | 19.26% | 17.83% |
| Rock/Pop Concerts Most   | 14.05% | 14.4%  | 14.39% |
| Often                    |        |        |        |
| Dance Performance        | 8.43%  | 8.41%  | 8.43%  |
| Comedy Club              | 7.58%  | 8.66%  | 8.57%  |
| Movies: Comedy           | 39.13% | 39.5%  | 38.86% |
| Movies: Action/Adventure | 38.67% | 38.73% | 37.7%  |
| Movies: Romantic Comedy  | 21.48% | 20.91% | 20.31% |

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Drama            | 19.41% | 19.73% | 19.56% |
| Movies: Fam.             | 18.34% | 20.03% | 20.31% |
| Movies: Mystery          | 15.19% | 15.78% | 16.11% |
| MLB Baseball Reg. Season | 8.55%  | 8.45%  | 7.45%  |
| College Football Reg.    | 8.42%  | 7.63%  | 6.71%  |
| Season                   |        |        |        |
| NFL Football Reg. Season | 6.63%  | 7.1%   | 6.31%  |
| College Basketball Reg.  | 5.35%  | 4.92%  | 4.43%  |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 4.41%  | 4.03%  | 3.51%  |
| Season                   |        |        |        |
| Auto Racing Events       | 3.19%  | 3.31%  | 2.82%  |



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   |
|----------------------|--------|--------|--------|
|                      | MILES  | MILES  | MILES  |
| Walking for Exercise | 43.04% | 42.77% | 40.99% |
| Swimming             | 38.31% | 36.41% | 34.67% |
| Freshwater Fishing   | 22.41% | 20.37% | 18.28% |
| Bowling              | 22.06% | 22.43% | 21.48% |
| Camping Trips        | 20.64% | 18.31% | 16.62% |
| Weight Training      | 19.96% | 17.78% | 15.84% |
| Billiards/Pool       | 18.4%  | 18.39% | 18.07% |
| Golf                 | 16.34% | 15.84% | 14.77% |
| Using Cardio Machine | 16%    | 14.84% | 13.76% |
| Hunting              | 15.99% | 12.98% | 10.8%  |
| Mountain/Road Biking | 15.4%  | 14.64% | 13.63% |
| Jogging/Running      | 15.25% | 15.2%  | 14.25% |
| Basketball           | 15.12% | 15.23% | 14.74% |
| Stationary Cycling   | 13.04% | 12.71% | 12.09% |
|                      |        |        |        |

| BRIDGES                        | 0-3    | 3-7    | 7-10   |
|--------------------------------|--------|--------|--------|
|                                | MILES  | MILES  | MILES  |
| Backpacking/Hiking             | 12.11% | 11.03% | 10.14% |
| Target Shooting                | 11.29% | 10.64% | 9.55%  |
| Aerobics                       | 10.75% | 10.23% | 9.84%  |
| Power Boating                  | 10.4%  | 9.9%   | 9%     |
| Baseball                       | 10.02% | 10.44% | 10.85% |
| Football                       | 9.11%  | 9.26%  | 9.26%  |
| Tennis                         | 8.87%  | 7.69%  | 7.26%  |
| Volleyball                     | 8.66%  | 8.68%  | 9.04%  |
| Saltwater Fishing              | 8.56%  | 8.28%  | 7.5%   |
| Canoeing/Kayaking              | 8.22%  | 8.15%  | 7.3%   |
| Archery                        | 7.52%  | 6.03%  | 4.96%  |
| Horseback Riding               | 7.49%  | 6.75%  | 5.93%  |
| Downhill & X-Country<br>Skiing | 7.14%  | 5.84%  | 5.67%  |
| Softball                       | 7.11%  | 8.03%  | 7.58%  |

Wewton Waterloo Kinston Jacksons' Gap Black Sipsey Double Springs Attalla Toxey Weaver Brighton Kinsey Coaling Eclectic Harvest Emelle Sardis City Guin Roberts Confermation McKenzie Shift Brewton Union Grove Satsuma Bay Minette Fruithurst Headland New Confermation Morris Mobile to Copyright 2017, Intercultural Institute for Confermal Ministry Confermation Morris Mobile Confermation Holly Pond Institute for Confermal Ministry

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

| BRIDGES        | 0-3   | 3-7   | 7-10  | BR  |
|----------------|-------|-------|-------|-----|
|                | MILES | MILES | MILES |     |
| Yoga           | 6.92% | 6.98% | 6.89% | Sno |
| Soccer         | 6.92% | 6.96% | 6.76% | Sai |
| Motorcycling   | 6.57% | 6.67% | 6.11% | Ska |
| Snorkeling     | 6.25% | 5.4%  | 5.34% | Sno |
| Water Skiing   | 5.64% | 5.21% | 4.74% | Ro  |
| Ice Skating    | 5.62% | 5.7%  | 5.56% | Ho  |
| Fly Fishing    | 5.39% | 4.84% | 4.51% | Ra  |
| Jet Skiing     | 5.14% | 4.83% | 4.71% | Ro  |
| Roller Skating | 5.07% | 5.35% | 5.34% | Aut |
| Martial Arts   | 4.63% | 3.65% | 3.33% | Su  |
|                |       |       |       |     |

| BRIDGES               | 0-3   | 3-7   | 7-10  |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Snowmobiling          | 4.35% | 4.29% | 3.98% |
| Sailing               | 3.96% | 3.59% | 3.49% |
| Skateboarding         | 3.82% | 3.5%  | 3.47% |
| Snowboarding          | 3.62% | 3.43% | 3.55% |
| Rock Climbing         | 3.47% | 3.49% | 3.47% |
| Hockey                | 3.41% | 3.49% | 3.63% |
| Racquetball           | 3.36% | 3.67% | 3.74% |
| Rowing                | 3.24% | 3.01% | 2.75% |
| Auto Racing           | 3.2%  | 3.49% | 3.51% |
| Surfing & Windsurfing | 2.8%  | 2.62% | 2.69% |

Odenville <u>Geneva</u> <u>Nooresville Margaret River Falls Beaverton</u> <u>Glenwood Lanett Castleberry</u> Grave Brookside Creola Mountainboro Susan Moore Needham Weaver Iden <u>Intercultural Institute</u> agland Ethelsville McKenzie Snead Boaz Cedar Bluff Libertyville Beau *Intercultural Institute* emison Lipsco for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Elberta Beau Thomaston Woodland Fort Buck

#### 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.

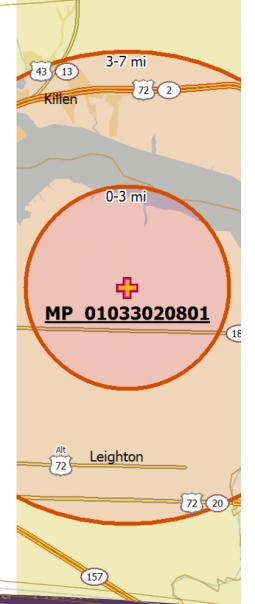
#### **BIBLICAL BARRIERS**

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.



Geiger Winfield York Deatsville Glencoe Southside River Falls Cleveland Kinsten Woodstock Clay Decatur Hartselle Pleasant Groves Montevallo McDonald Chapel Annister Intercultural Institute ville Ragland Grant Brantley Malvern Pinson Douglas Beaverton Sa Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

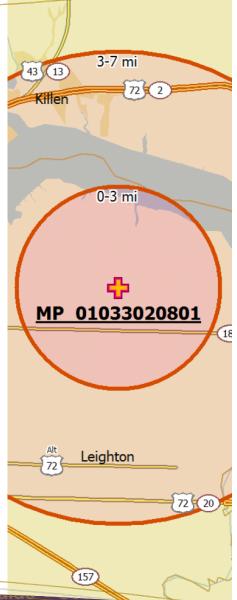
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Double Springs Gainesville Sylacauga Mount Olive Glencoe Abbeville Oak Grove Minor Sulligent Arle Bon Air Pleasant Grove Glen Allen Boaz Colony Kinsey Loachapoka in Oak Hill Chatom Pine Ridge Kansas Mount Vernon Warrior New Market Dadev Intercultural Institute Confectual Ministry North Court 43 ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

| BARRIERS                                      | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | BARRIERS                                      | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|---|--------------|--------------|---------------|---|--------------|--------------|---------------|
| Important Continue Learning<br>New Things     | 52%          | 50%          | 50%           | Too Much Sponsorship In<br>Arts/Sports        | 21%          | 22%          | 23%           |
| Find It Difficult To Say No To My             | 43%          | 41%          | 39%           | Marijuana Should Be Legalized                 | 20%          | 20%          | 19%           |
| Kids<br>Woman's Place Is In The Home          | 37%          | 36%          | 34%           | Rarely Sit Down to a Meal<br>Together At Home | 18%          | 18%          | 17%           |
| Prefer To Have Few<br>Possessions As Possible | 36%          | 35%          | 34%           | Like To Pursue<br>Challenge/Novelty/Change    | 18%          | 17%          | 17%           |
| Speak My Mind Even If It Upsets               | 34%          | 35%          | 35%           | I Am A Workaholic                             | 15%          | 16%          | 16%           |
| People<br>Like Control Over People And        | 32%          | 32%          | 33%           | Only Work Current Job for The<br>Money        | 15%          | 14%          | 14%           |
| Resources                                     | 200/         | 200/         | 200/          | Happy With My Standard Of                     | 14%          | 13%          | 13%           |
| If Won Lottery Would Never<br>Work Again      | 32%          | 30%          | 28%           | Living<br>We Should Strive for Equality       | 12%          | 12%          | 13%           |
| Like To Do Unconventional                     | 30%          | 30%          | 29%           | for All                                       |              |              |               |
| Things<br>Don't Judge People/Way They         | 28%          | 28%          | 29%           | On Whole People Get What<br>They Deserve      | 10%          | 10%          | 10%           |
| Live Life                                     | 2070         | 2070         | 2070          | Indulge My Kids With The Little               | 8%           | 9%           | 9%            |
| Friends More Important Than My                | 27%          | 26%          | 25%           | Extras  | 00/          | 00/          | 00/           |
| Fam.<br>Money Is Best Measure Of              | 27%          | 27%          | 26%           | Little I Can Do To Change My<br>Life          | 8%           | 8%           | 8%            |
| Success                                       | ,.           | /0           | _0,0          | I Am A Perfectionist                          | 5%           | 5%           | 6%            |
| Like to Stand Out In A Crowd                  | 22%          | 21%          | 21%           |   |              |              |               |

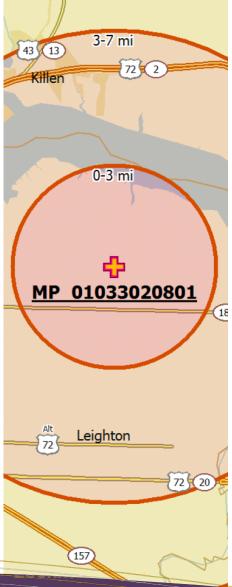
Underwood-Petersville Livingston

Parish Talladega springs Auburn Stevenson Pleasant Groves Argo Orivite Hendre New Hope He Redstone Arsenal Coffeeville Franklin Trussville Brookside Onych for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Fullondale Twin Leighton Elberta Asbyille Brighton

#### **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.



Jacksonville Sylvan Springs Guin Sipsey Lineville Faunsdale Union Loxiey Chatem Yellew Bluff Ber Fort Rucker York Grove Hill Mulga Notasulga Hartselle Lanett Area Sprachille Belk Jacksons F mpbell Coker Locust Fork Gantt Enterprise Valley Head Garden City For Confectual Ministry Confectual Ministry Andalusia Geneva Natural Bridge Citronelle Thomas 45

# **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.

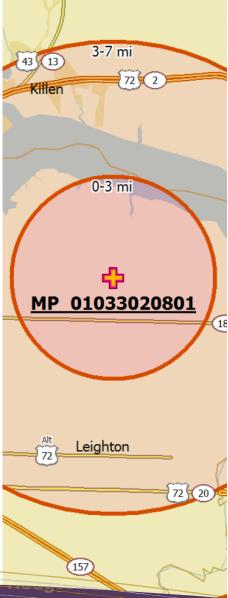
| THEMES   | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | THEMES  | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|--|--------------|--------------|---------------|---|--------------|--------------|---------------|
| Important To Respect Customs<br>And Beliefs              | 69%          | 66%          | 63%           | Is An Important Part Of Who I Am<br>Consider Myself Interested In The | 18%<br>17%   | 16%<br>18%   | 15%<br>19%    |
| You Should Seize Opportunities                           | 57%          | 57%          | 57%           | Arts  |              |              |               |
| In Life<br>Prefer To Have Few<br>Possessions As Possible | 36%          | 35%          | 34%           | Real Men Don't Cry<br>Looking for New Ideas To Improve<br>Home        | 16%<br>15%   | 16%<br>16%   | 16%<br>16%    |
| Like To Understand About<br>Nature                       | 36%          | 37%          | 37%           | Enjoy Spending Time With My Fam.                                      | 13%          | 12%          | 12%           |
| Important Feel Respected By My<br>Peers                  | 35%          | 34%          | 33%           | Try Not To Worry About The<br>Future                                  | 13%          | 13%          | 14%           |
| Prefer Work Part Of Team Than Alone                      | 34%          | 34%          | 34%           | Provide My Kids With The Little<br>Extras                             | 9%           | 11%          | 12%           |
| Important To Juggle Various<br>Tasks                     | 28%          | 29%          | 30%           | Children Should Be Allowed To<br>Express Themselves                   | 5%           | 5%           | 6%            |
| Have Keen Sense Of Adventure                             | 28%          | 27%          | 27%           | Feel Very Alone In The World  | 5%           | 5%           | 5%            |
| Good At Fixing Things                                    | 26%          | 27%          | 29%           | Like Spending Most Time With  | 4%           | 5%           | 5%            |
| People Have To Take Me As                                | 24%          | 24%          | 23%           | Fam.  |              |              |               |
| They Find Me   |              |              |               | Would Like To Set Up Own  | 4%           | 4%           | 4%            |
| Like To Just Enjoy Life                                  | 24%          | 23%          | 22%           | Business  |              |              |               |
| Worried About Pollution Caused<br>By Cars                | 21%          | 19%          | 19%           | Decor Particular Interest To Me                                       | 3%           | 4%           | 4%            |

Sylvan Springs Frisco

rdiff Madison Sheffield white Hall Guntersville Vincent Smiths Station Calera Lockhard Meridianville Hackleburg Cowarts Silas Onycha Russellville Elberta Birminghov Intercultural Institute ockton South Vinemont Repton Hazel Green Mountain Brook Morris Dur for Contextual Ministry a ©Copyright 2011, Intercultural Institute for Contextual Ministry occopyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



Lison Hoover <u>Needham Minor Creola Sanford Redstone Arsenal</u> Ridgeville Dayton Mountainboro Shi Differta Greensboro Cowarts Blue Ridge Hartford Fyffe Graysville (Intercultural Institute Point Clear Roanoke Lakeview West Jefferson Edgewater Pine Ridge Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry</u> Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Instit

### **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   | PLACE                 |
|------------------------------|--------|--------|--------|-----------------------|
|                              | MILES  | MILES  | MILES  |                       |
| Fast Food/Drive-In           | 85.63% | 86.47% | 85.71% | Dairy Queen           |
| Restaurant-Visit Any         |        |        |        | Cracker Barrel        |
| Fam. Restaurants/Steak       | 83.65% | 84.45% | 83.08% | Red Lobster           |
| Houses-Visit Any             |        |        |        | Outback Steakhouse    |
| McDonald's                   | 54.45% | 56.95% | 56.12% | Sonic                 |
| Burger King                  | 35.55% | 36.82% | 37.34% | Chick-Fil-A           |
| Subway                       | 31.59% | 32.1%  | 31.09% | Starbucks             |
| Wendy's                      | 28.82% | 30.66% | 30.24% | Hardee's              |
| Kentucky Fried Chicken (KFC) | 27.52% | 28.2%  | 28.59% | Chili's Grill and Bar |
| Applebee's                   | 27.36% | 29.76% | 29.69% | IHOP (International H |
| Taco Bell                    | 26.45% | 27.76% | 28.08% | Pancakes)             |
| Arby's                       | 22.18% | 23.87% | 22.94% | Golden Corral         |
| Pizza Hut                    | 21.34% | 22.01% | 22.32% | Domino's Pizza        |
| Olive Garden                 | 18.95% | 20.31% | 20.06% |                       |
|                              |        |        |        |                       |

| 0-3    | 3-7  | 7-10  |
|--------|--|---|
| MILES  | MILES  | MILES   |
| 18.26% | 18.67%   | 18.55%  |
| 16.2%  | 16.67%   | 15.85%  |
| 13.77% | 16.17%   | 16.84%  |
| 13.65% | 14.75%   | 14.4%   |
| 13.53% | 13.48%   | 14.06%  |
| 13.13% | 13.85%   | 13.01%  |
| 12.71% | 12.49%   | 11.46%  |
| 11.66% | 11.12%   | 10.9%   |
| 11.17% | 12.8%  | 12.64%  |
| 10.84% | 12.86%   | 13.34%  |
|        |  |   |
| 10.68% | 11.21%   | 11.19%  |
| 10.68% | 12.37%   | 13.41%  |
|        | MILES    18.26%    16.2%    13.77%    13.65%    13.53%    13.13%    12.71%    11.66%    10.84%    10.68% | MILES  MILES    18.26%  18.67%    16.2%  16.67%    13.77%  16.17%    13.65%  14.75%    13.65%  13.48%    13.13%  13.85%    12.71%  12.49%    11.66%  11.12%    10.84%  12.86%    10.68%  11.21% |

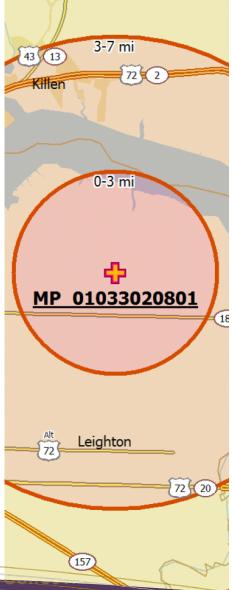
Lexington <u>Castleberry Eclectic Citronelle Slocomb Vredenburgh</u> Bon Air Creola Irondale Belk N Camp Hill Jackson Bear Creek Opp Eldridge Jacksonville Riverside <u>Intercultural Institute</u> Carbon Hill Lynn Gurley Munford Guntersville Grimes Bay Minette for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



Daphne Piedmont Cottonwood Weaver Ridgeville Creola River Falls Sweet Water Langston Open Elkmont Pine Ridge Moody Nauvoo Silverhill Cuba Good Hope Intercultural Institute Thope Littleville Pickensville Providence Heflin Berry Coker Summer And Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| PROJECTS                              | 0-3    | 3-7    | 7-10   |
|---------------------------------------|--------|--------|--------|
|                                       | MILES  | MILES  | MILES  |
| Voted in fed/state/local election     | 51.32% | 51.14% | 48.46% |
| Recycled products                     | 39.77% | 38.79% | 36.01% |
| Worked as volunteer (non political)   | 20.06% | 19.3%  | 17.9%  |
| Engaged in fund raising               | 13.72% | 12.79% | 11.77% |
| Religious club member                 | 8.64%  | 8.4%   | 7.96%  |
| Wrote to elected offcl about publ bus | 7.69%  | 7.06%  | 6.33%  |

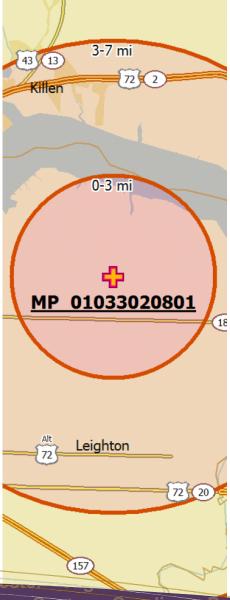
| PROJECTS                              | 0-3   | 3-7   | 7-10  |
|---------------------------------------|-------|-------|-------|
|                                       | MILES | MILES | MILES |
| Charitable Organization               | 7.34% | 6.39% | 5.75% |
| Addressed a public meeting            | 6.17% | 5.63% | 5.03% |
| Union member                          | 5.91% | 6.04% | 5.46% |
| Took active part in local civic issue | 5.86% | 5.59% | 5.25% |
| Wrote to editor of mag or newspaper   | 5.85% | 6.16% | 5.97% |
| Church Board                          | 5.55% | 5.64% | 5.23% |

eeds Millbrook Killen Malvern Bayou La Batre Brent Jacksons' Gap Fort Payne Owens Gross Roads G Margaret Creola Holly Pond Florence Robertsdale Satsuma Piedner Intercultural Institute evallo Fulton Pleasant Grove Myrtlewood Warrior Maplesville Ashland for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Livingston Pine Apple Woodstock Daphne Pollard Center Point Smiths Station Centre Garolina Pen Fordova Warrior Alexander City Faunsdale Trinity Brighton Summerdale Intercultural Institute Fort Payne Hoover Anniston Bakerhill Tallassee Babbie Hytop Arab Pocopyright 2011, Intercultural Institute for Contextual Ministry Babbie La Favette New Market Boaz Waverly Sulligent Vest

# **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                  | 19.32% | 18.61% | 17.32% |
| Children's Books       | 15.25% | 14.28% | 13.45% |
| Mystery                | 12.66% | 12.3%  | 12%    |
| Cookbooks              | 11.36% | 11.07% | 10.58% |
| Religious (not Bibles) | 9.28%  | 9.31%  | 9.03%  |
| History                | 8.06%  | 7.64%  | 7.13%  |
| Personal/Business      | 7.78%  | 7.53%  | 6.93%  |
| Self-help              |        |        |        |
| Biography              | 7.74%  | 7.25%  | 6.77%  |
| Romance                | 7.51%  | 7.26%  | 6.99%  |

| MAGAZINES               | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Newspaper Distributed   | 68.68% | 69.83% | 68.4%  |
| Gen. Editorial          | 47.86% | 47.83% | 47.61% |
| Womens                  | 40.96% | 41.99% | 41.81% |
| Service                 | 38.41% | 37.6%  | 35.86% |
| <b>Business/Finance</b> | 20.67% | 19.94% | 18.38% |
| Mens                    | 16.73% | 17.82% | 18.59% |
| Sports                  | 14.78% | 15.22% | 15.36% |
| Automotive              | 14.19% | 13.78% | 13.68% |
| Fishing/Hunting         | 13.99% | 13.42% | 12.92% |

Holly Pond Montgomery Avon Altoona Garden City Dauphin Island Taylor Thomasten Riverview Eura Brookside Scottsboro Cherokee McMullen Anniston Lynn Clayton Intercultural Institute Baileyton Forestdale Grove Hill Indian Springs Village White Hall Governer Ministry Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Print & 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                | 58.3%  | 57.91% | 56.29% |
| Editorial Page           | 34.14% | 33.07% | 31.69% |
| Sport                    | 33.48% | 33.64% | 32.79% |
| Classified               | 32.62% | 33.35% | 33.41% |
| Business/Finance         | 31.57% | 31.45% | 29.59% |
| Comics                   | 27.02% | 27.78% | 27.81% |
| Movie Listings & Reviews | 26.36% | 26.32% | 25.7%  |
| Food/Cooking             | 25.72% | 26.12% | 25.4%  |
| TV/Radio Listings        | 25.1%  | 24.94% | 24.43% |
| Home/Gardening           | 24.04% | 23.58% | 21.83% |
| Travel                   | 21.32% | 21.23% | 19.81% |
| Science/Technology       | 19.22% | 19.22% | 18.08% |
| Fashion                  | 15.37% | 14.9%  | 14.39% |

| RADIO                 | 0-3    | 3-7    | 7-10   |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Country               | 26.36% | 23.96% | 22.29% |
| Adult Contemporary    | 19.15% | 18.59% | 17.72% |
| CHR Contemp Hit Radio | 16.16% | 16.84% | 17.52% |
| News/Talk             | 14.45% | 13.75% | 12.32% |
| Oldies                | 11.95% | 11.82% | 11.29% |
| Classic Rock          | 11.82% | 11.14% | 10.44% |
| Rock                  | 11.8%  | 12.58% | 12.35% |
| Alternative           | 10.14% | 9.89%  | 9.29%  |
| Urban Contemporary    | 8.81%  | 11.92% | 13.92% |
| All News              | 8.68%  | 7.03%  | 5.76%  |
| Variety               | 7.6%   | 7.97%  | 7.8%   |
| Soft Contemporary     | 7.02%  | 6.86%  | 6.27%  |
| Religious             | 6.76%  | 6.85%  | 6.49%  |
| Classical             | 5.47%  | 4.32%  | 3.71%  |
| Sports                | 5.38%  | 4.64%  | 3.98%  |
| All Talk              | 4.93%  | 4.78%  | 4.4%   |
| Jazz                  | 4.9%   | 5.51%  | 5.33%  |
| Classic Hits          | 3.79%  | 4.05%  | 3.96%  |
|                       |        |        |        |

Riverside Babbie Miner Headland York Yellow Bluff Pine Apple Sylvan Springs Leighton Onycha New Donald Chapel New Hope Paint Rock Ragland Troy Marion Childersburg Hadley Abbeyille Weaver Ad Bridge Thomasville Pine Ridge Black Louisville Hartford Coaling Lat for Confectual Ministry reola Harvest - Copyright 2011, Intercultural Institute for Contextual Ministry - Point Wedge Black Brilliant Rosa Elba Vestavia Hills Winfield Reform Prichard

### **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   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Fox News Channel        | 68.04% | 67.41% | 64.41% |
| Satellite Dish          | 59.44% | 58.1%  | 55%    |
| Soapnet                 | 51.06% | 51.52% | 51.26% |
| Other Video-On-Demand   | 41.93% | 42.8%  | 43.09% |
| Sci-Fi Channel          | 39.61% | 39.05% | 36.68% |
| MSNBC                   | 36.28% | 35.61% | 33.76% |
| Adult Pay Per View TV   | 35.99% | 36.51% | 34.62% |
| Nickelodeon             | 33.64% | 31.39% | 29.21% |
| Comedy Central          | 31.43% | 32.35% | 31.37% |
| TV Info From Sunday TV  | 31.15% | 30.5%  | 29.36% |
| Magazine                |        |        |        |
| Subscribe Digital Cable | 29.36% | 29.96% | 28.78% |
| Adult Swim              | 28.88% | 28.44% | 26.15% |

| MULTIMEDIA: TV             | 0-3    | 3-7    | 7-10   |
|----------------------------|--------|--------|--------|
|                            | MILES  | MILES  | MILES  |
| Hallmark Channel           | 28.71% | 27.41% | 25.31% |
| Nick At Nite               | 27.7%  | 27.05% | 25.23% |
| TV Info From Newspapers    | 26.89% | 27.26% | 26.59% |
| USA Network                | 26.21% | 26.11% | 24.89% |
| TCM (Turner Classic        | 26.17% | 26.13% | 25.3%  |
| Movies)                    |        |        |        |
| The Golf Channel           | 25.9%  | 25.37% | 23.63% |
| Video-On-Demand Movies     | 24.84% | 23.5%  | 20.77% |
| BET (Black Entertainment   | 24.26% | 24.77% | 24.2%  |
| TV)                        |        |        |        |
| ABC Fam.                   | 23.75% | 24.26% | 23.1%  |
| TV Info From Monthly Cable | 23.31% | 24.14% | 23.62% |
| Guide                      |        |        |        |
| Encore                     | 22.55% | 21.5%  | 19.43% |
| ESPN2                      | 22.14% | 22.78% | 21.36% |

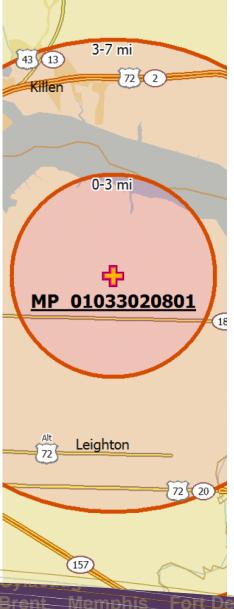
ville Locust Fork. Elmere Alabaster Adamsville Chelsea Rehobeth Opelika Bakerhill Scottsboro Orang Orrville Vance Madison Sardis City Section Fruithurst Woodville Intercultural Institute Forkland Westover Oakman Florence Owens Cross Roads Florala Confectual Ministry New Brockton Sulligent Mooresville Munford Monte 54 Saks Auburn Flomaton Midway Ranburne Parrish

#### **Communication Media Usage**

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

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

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



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# 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+)    | 22.62% | 21.51% | 20.14% |
| Medium Users (4-6)  | 12.15% | 11.48% | 10.84% |
| Light Users (1-3)   | 20.47% | 20.79% | 20.55% |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 0.76%  | 1.11%  | 1.25%  |
| Newspaper II        | 0.98%  | 1.27%  | 1.33%  |
| Newspaper III       | 2.65%  | 2.38%  | 2.26%  |
| Newspaper IV        | 0.4%   | 0.52%  | 0.53%  |
| Newspaper V (Light) | 1.41%  | 1.18%  | 1.28%  |

| MEDIUM                 | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Quintiles (20%)        |        |        |        |
| Magazines I (Heavy)    | 18.13% | 18.82% | 18.95% |
| Magazines II           | 8.35%  | 8.56%  | 8.51%  |
| Magazines III          | 9.82%  | 9.72%  | 9.72%  |
| Magazines IV           | 9.85%  | 10.67% | 11.14% |
| Magazines V (Light)    | 0.21%  | 0.43%  | 0.55%  |
| Outdoor I (Heavy)      | 5.55%  | 6.18%  | 6.54%  |
| Outdoor II             | 2.61%  | 2.64%  | 2.95%  |
| Outdoor III            | 2.43%  | 2.95%  | 3.27%  |
| Outdoor IV             | 17.62% | 16.52% | 16.73% |
| Outdoor V (Light)      | 26.63% | 26.13% | 25.97% |
| Yellow Pages I         | 13.88% | 14.24% | 14.55% |
| (Heavy)                |        |        |        |
| Yellow Pages II        | 6.14%  | 5.78%  | 5.78%  |
| Yellow Pages III       | 4.28%  | 4.87%  | 5.76%  |
| Yellow Pages IV        | 21.58% | 21.58% | 22.39% |
| Yellow Pages V (Light) | 2.58%  | 2.72%  | 3.33%  |
|                        |        |        |        |

Pennington Dethan Blountsville Childersburg Winfield Steele Leeds Mount Olive Geraldine Grant Geraldine Jacksons' Gap Grimes Rock Creek Robertsdale Woodland Fairbord Intercultural Institute Vestover Shorter Coosada Warrior Vance Greenville Malvern Alexand For Intercultural Institute Intercultural Institute for Contextual Ministry el Coopyright 2011, Intercultural Institute for Contextual Ministry Product Part of Contextual Ministry Brundidge Florala Wilton Moundville Edwardsville

# 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   | MEDIUM   | 0-3    | 3-7    | 7-10   | MEDIUM                           | 0-3    | 3-7    | 7-10   |
|---|--|--------|--------|--------|----------------------------------|--------|--------|--------|
| (fifths / 20%)  20%)    Drive Time I & II (Heavy)  3.13%  3.12%  3.05%    Drive Time III (Medium)  0.66%  0.77%  0.82%    Radio IV & V (Light)  2.35%  2.33%  2.36%    Radio Media Quntiles (fifths /  20%)  7.4%  7.8    20%)  7.98%  8.57%  8.77%    Radio I & II (Heavy)  7.98%  8.57%  8.77%    Radio I & II (Medium)  5.22%  5%  Fringe I & II (Heavy)  41.84%  40.95%  40    Radio I & V (Light)  5.22%  5%  Fringe I & II (Medium)  56.24%  56.27%  53    Radio IV & V (Light)  2.28%  2.97%  3.1%  Fringe IV (Light)  56.24%  56.27%  56    Cable TV Quntiles (fifths /  20%)  TV All Day Quntiles (fifths /  20%)  50.27%  56    Cable I & II (Heavy)  14.8%  14.12%  13.09%  All Day I & II (Heavy)  12.44%  12.55%  12 |  | MILES  | MILES  | MILES  |                                  | MILES  | MILES  | MILES  |
| Drive Time I & II (Heavy)  3.13%  3.12%  3.05%    Drive Time III (Medium)  0.66%  0.77%  0.82%    Radio IV & V (Light)  2.35%  2.33%  2.36%    Radio Media Quntiles (fifths /  2.35%  2.33%  2.36%    Radio I & II (Heavy)  7.98%  8.57%  8.77%    Radio I & II (Medium)  5.22%  5%  5%    Radio IV & V (Light)  2.28%  2.97%  3.1%    Cable TV Quntiles (fifths /  2.28%  2.97%  3.1%    Cable I & II (Heavy)  14.8%  14.12%  13.09%   | Radio Drive Time Quntiles                                    |        |        |        | TV Prime Time Quntiles (fifths / |        |        |        |
| Drive Time III (Medium)  0.66%  0.77%  0.82%    Radio IV & V (Light)  2.35%  2.33%  2.36%    Radio Media Quntiles (fifths /  2.35%  2.33%  2.36%    Prime Time III (Medium)  1.52%  1.8%  1.5    20%)  TV Early/Late Fringe Quntiles  7.4%  7.8    Radio I & II (Heavy)  7.98%  8.57%  8.77%  Fringe I & II (Heavy)  41.84%  40.95%  40    Radio III (Medium)  5.22%  5.22%  5%  Fringe I & II (Medium)  54.66%  53.67%  53    Radio IV & V (Light)  2.28%  2.97%  3.1%  Fringe IV (Light)  56.24%  56.27%  56    Cable TV Quntiles (fifths /  20%)  TV All Day Quntiles (fifths /  20%)  20%  All Day I & II (Heavy)  12.44%  12.55%  12   | (fifths / 20%)   |        |        |        | 20%)                             |        |        |        |
| Radio IV & V (Light)  2.35%  2.33%  2.36%  Prime Time IV & V (Light)  6.52%  7.4%  7.8%    Radio Media Quntiles (fifths / 20%)  TV Early/Late Fringe Quntiles (fifths / 20%)  TV Early/Late Fringe Quntiles (fifths / 20%)  11.84%  40.95%  40    Radio I & II (Medium)  5.22%  5%  5%  Fringe I & II (Heavy)  41.84%  40.95%  53    Radio IV & V (Light)  2.28%  2.97%  3.1%  Fringe IV (Light)  56.24%  56.27%  56    Cable I & II (Heavy)  14.8%  14.12%  13.09%  All Day I & II (Heavy)  12.44%  12.55%  12   | Drive Time I & II (Heavy)                                    | 3.13%  | 3.12%  | 3.05%  | Prime Time I & II (Heavy)        | 4.08%  | 3.74%  | 3.73%  |
| Radio Media Quntiles (fifths /  TV Early/Late Fringe Quntiles    20%)  Radio I & II (Heavy)  7.98%  8.57%  8.77%    Radio I & II (Medium)  5.22%  5%  Fringe I & II (Heavy)  41.84%  40.95%  40    Radio IV & V (Light)  2.28%  2.97%  3.1%  Fringe IV (Light)  56.24%  56.27%  56    Cable TV Quntiles (fifths /  7.98%  14.8%  14.12%  13.09%  All Day I & II (Heavy)  12.44%  12.55%  12   | Drive Time III (Medium)                                      | 0.66%  | 0.77%  | 0.82%  | Prime Time III (Medium)          | 1.52%  | 1.8%   | 1.91%  |
| 20%)  (fifths / 20%)    Radio I & II (Heavy)  7.98%  8.57%  8.77%    Radio III (Medium)  5.22%  5%  Fringe I & II (Heavy)  41.84%  40.95%  40    Radio IV & V (Light)  5.22%  5%  Fringe III (Medium)  54.66%  53.67%  53    Radio IV & V (Light)  2.28%  2.97%  3.1%  Fringe IV (Light)  56.24%  56.27%  56    Cable TV Quntiles (fifths /  7.98%  14.12%  13.09%  All Day I & II (Heavy)  12.44%  12.55%  12  | Radio IV & V (Light)   | 2.35%  | 2.33%  | 2.36%  | Prime Time IV & V (Light)        | 6.52%  | 7.4%   | 7.87%  |
| Radio I & II (Heavy)  7.98%  8.57%  8.77%  Fringe I & II (Heavy)  41.84%  40.95%  40    Radio III (Medium)  5.22%  5%  5%  Fringe I II (Medium)  54.66%  53.67%  53    Radio IV & V (Light)  2.28%  2.97%  3.1%  Fringe IV (Light)  56.24%  56.27%  56    Cable TV Quntiles (fifths /  20%)  TV All Day Quntiles (fifths /  20%)  20%)  All Day I & II (Heavy)  12.44%  12.55%  12  | Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles |        |        |        |                                  |        |        |        |
| Radio III (Medium)  5.22%  5%  Fringe III (Medium)  54.66%  53.67%  53    Radio IV & V (Light)  2.28%  2.97%  3.1%  Fringe IV (Light)  56.24%  56.27%  56    Cable TV Quntiles (fifths / 20%)  50  7V All Day Quntiles (fifths / 20%)  50%  14.8%  14.12%  13.09%   | 20%)   |        |        |        | (fifths / 20%)                   |        |        |        |
| Radio IV & V (Light)  2.28%  2.97%  3.1%  Fringe IV (Light)  56.24%  56.27%  56    Cable TV Quntiles (fifths / 20%)  TV All Day Quntiles (fifths / 20%)  20%)  14.8%  14.12%  13.09%  All Day I & II (Heavy)  12.44%  12.55%  12  | Radio I & II (Heavy)   | 7.98%  | 8.57%  | 8.77%  | Fringe I & II (Heavy)            | 41.84% | 40.95% | 40.22  |
| Cable TV Quntiles (fifths /  TV All Day Quntiles (fifths /    20%)  20%)    Cable I & II (Heavy)  14.8%  14.12%  13.09%    All Day I & II (Heavy)  12.44%  12.55%  12   | Radio III (Medium)   | 5.22%  | 5.22%  | 5%     | Fringe III (Medium)              | 54.66% | 53.67% | 53.929 |
| 20%)  20%)    Cable I & II (Heavy)  14.8%  14.12%  13.09%    All Day I & II (Heavy)  12.44%  12.55%  12   | Radio IV & V (Light)   | 2.28%  | 2.97%  | 3.1%   | Fringe IV (Light)                | 56.24% | 56.27% | 56.09  |
| Cable I & II (Heavy)    14.8%    14.12%    13.09%    All Day I & II (Heavy)    12.44%    12.55%    12   | Cable TV Quntiles (fifths /                                  |        |        |        | TV All Day Quntiles (fifths /    |        |        |        |
|   | 20%)   |        |        |        | 20%)                             |        |        |        |
|   | Cable I & II (Heavy)   | 14.8%  | 14.12% | 13.09% | All Day I & II (Heavy)           | 12.44% | 12.55% | 12.99  |
| Cable III (Medium) 5.19% 4.41% 4.6% All Day III (Medium) 26.04% 24.57% 24   | Cable III (Medium)   | 5.19%  | 4.41%  | 4.6%   | All Day III (Medium)             | 26.04% | 24.57% | 24.29  |
| Cable IV & V (Light)    29.37%    32.11%    33.29%    All Day IV (Light)    10.75%    11.99%    13  | Cable IV & V (Light)   | 29.37% | 32.11% | 33.29% | All Day IV (Light)               | 10.75% | 11.99% | 13.05  |

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# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| USAGE              | 0-3    | 3-7    | 7-10   |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Day-time Radio     |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 10.69% | 12.03% | 11.52% |
| 6:00am - 10:00am   | 15.26% | 16.05% | 15.59% |
| 10:00am - 3:00pm   | 4.62%  | 6.01%  | 6.81%  |
| 3:00pm - 7:00pm    | 12.68% | 13.68% | 14.13% |
| 7:00pm - Midnight  | 12.12% | 13.09% | 12.67% |
| Midnight - 6:00am  | 4.34%  | 5.26%  | 5.6%   |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 13.26% | 14.64% | 14.54% |
| 6:00am - 10:00am   | 3.8%   | 3.8%   | 3.6%   |
| 10:00am-3:00pm     | 5.87%  | 5.68%  | 5.66%  |
| 3:00pm - 7:00pm    | 6.01%  | 6.68%  | 6.82%  |
| 7:00pm - Midnight  | 9.66%  | 9.36%  | 8.91%  |
| Midnight - 6:00am  | 9.24%  | 10.52% | 10.71% |

| USAGE                  | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Prime Time TV Viewers  |        |        |        |
| 8:00-11:00pm           | 10.06% | 9.29%  | 8.52%  |
| Saturday: 8:00-11:00pm | 8.76%  | 8.28%  | 7.9%   |
| Sunday: 7:00-11:00pm   | 10.82% | 10.39% | 9.68%  |
| 9:00am-1:00pm          | 27.7%  | 27.05% | 25.23% |
| 9:00am-4:00pm          | 31.82% | 30.99% | 28.84% |
| 4:00pm-7:00pm          | 29.56% | 30.51% | 29.05% |
| 11:00pm-1:00am         | 42.86% | 43.07% | 41.52% |
| AVG Prime time         | 2.53%  | 2.93%  | 2.94%  |
| Mon-Sun                |        |        |        |

Glen Allen Saks Section Red Level Valley Head Sanford Millport Muscle Shoals Hartselle Union Grove Kinsey Autaugaville Coaling Jackson Magnolia Springs Ariton Midway Intercultural Institute Meadowbrook Attalla Eufaula Grove Hill Goshen Littleville Holly Por for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Claybatchee Albertville Mountainboro Clay Waldo

# 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      | 16.06% | 16.5%  | 16.34% | Sat: 7-10am       | Sat: 7-10am 18.58%  | Sat: 7-10am 18.58% 18.86%  |
| 7-9am      | 22.14% | 22.78% | 21.36% | Sat: 10am-1pm     | Sat: 10am-1pm 8.37% | Sat: 10am-1pm 8.37% 8.16%  |
| 9am-12noon | 23.57% | 23%    | 21.01% | Sat: 1-4pm        | Sat: 1-4pm 25.74%   | Sat: 1-4pm 25.74% 25.44%   |
| 12noon-4pm | 8.24%  | 7.99%  | 7.83%  | Sat: 4-6pm        | Sat: 4-6pm 6.61%    | Sat: 4-6pm 6.61% 6.96%     |
| 4-6pm      | 53.44% | 51.63% | 47.96% | Sat: 6-7pm        | Sat: 6-7pm 2.16%    | Sat: 6-7pm 2.16% 2.27%     |
| 6-7pm      | 21.14% | 20.55% | 19.32% | Sat: 7-8pm        | Sat: 7-8pm 1.26%    | Sat: 7-8pm 1.26% 1.21%     |
| 7-7:30pm   | 1.31%  | 1.51%  | 1.41%  | Sat: 8-11pm       | Sat: 8-11pm 8.76%   | Sat: 8-11pm 8.76% 8.28%    |
| 7:30-8pm   | 9.53%  | 10.71% | 10.66% | Sat: 11pm-1am     | Sat: 11pm-1am 4.73% | Sat: 11pm-1am 4.73% 4.95%  |
| 8-11pm     | 10.06% | 9.29%  | 8.52%  | Sat: 1am-7pm      | Sat: 1am-7pm 26.21% | Sat: 1am-7pm 26.21% 26.11% |
| 11pm-12am  | 36.28% | 35.61% | 33.76% | Sun: 7-10am       | Sun: 7-10am 2.92%   | Sun: 7-10am 2.92% 2.39%    |
| 11pm-1am   | 42.86% | 43.07% | 41.52% | Sun: 10am-1pm     | Sun: 10am-1pm 8.3%  | Sun: 10am-1pm 8.3% 7.45%   |
| 1-6am      | 29.87% | 32.2%  | 31.16% | Sun: 1-4pm        | Sun: 1-4pm 6.72%    | Sun: 1-4pm 6.72% 6.42%     |
|            |        |        |        | Sun: 4-7pm        | Sun: 4-7pm 14.46%   | Sun: 4-7pm 14.46% 14.15%   |
|            |        |        |        | Sun: 7-11pm       | Sun: 7-11pm 10.82%  | Sun: 7-11pm 10.82% 10.39%  |
|            |        |        |        | Sun: 11pm-1am     | Sun: 11pm-1am 4.2%  | Sun: 11pm-1am 4.2% 4.5%    |
|            |        |        |        | Sun: 1-7am        | Sun: 1-7am 22.54%   | Sun: 1-7am 22.54% 22.27%   |

thens Bayou La Batre Dora Opp Greensboro Snead Town Creek Allgood Jacksons Cap Deats Sheffield Ragland Kimberly Jasper Fort Payne Muscle Shoals New Char Creek Pickens Clayton Rainbow City Shiloh Gadsden Clayhatchee Brookwood Value (or Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Clayton Rainbow City Shiloh Gadsden Clayhatchee Brookwood Value (or Contextual Ministry Clayton Rainbow City Shiloh Gadsden Clayhatchee Brookwood Value (or Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

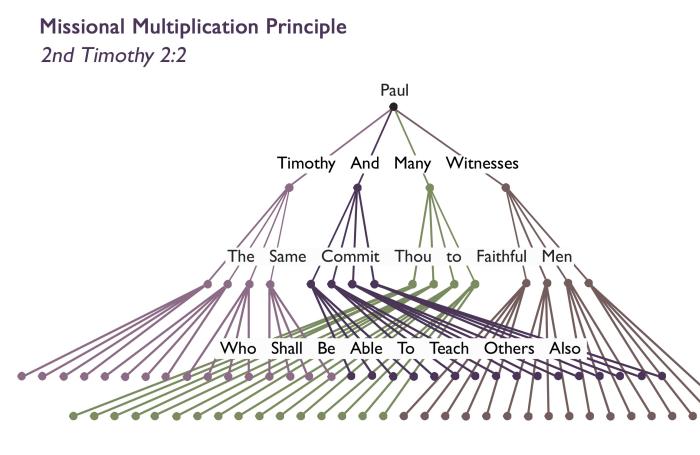
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Glencoe Babbie Douglas Chickasaw Millbrook Eufaula Level Plains Gordonville Shiloh Edgewater Shiloh E

# **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.



Jacksonville Glencoe Headowbrook Camp Hill Cuba Cottonwood Gadsden Harpersville Cordova Akre Ashford Helena Millbrook Allgood Avon Creola Calera Gardendale Intercultural Institute Banks Goldville Albertville Alexandria Horn Hill Edwardsville Tallade for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **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.



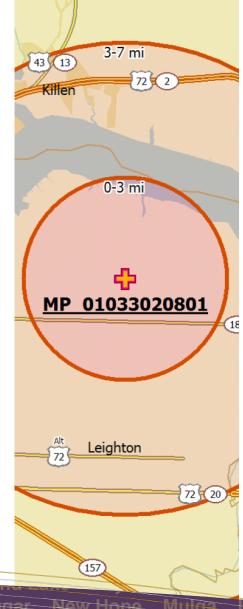


#### Your MissionSite and the Missional Suite

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



chard Uniontown Hayden Thomasville Jacksons' Gap Red Level Warrior Henagar New Hope Mulga Li Le Eldridge Alabaster Goodwater Margaret Nauvoo New Market Alberton Alberton Alberton Alberton Alberton Alberto Intercultural Institute Intercultural Institute for Contextual Ministry I

### Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
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- 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.

Clayhatchee Prattville Oakman Coker Loachapoka Newton Needham Maytown Tillmans Corner Se Bluff Double Springs Gordon Hodges East Brewton Grove Hill Red Bay of Intercultural Institute Comerville Silverhill Guntersville Nectar Tarrant Athens Rockford Show (Confectual Ministry Cale Rainbow (Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Reece City Waldo Oxford Carrollton Cordova Wil 65

# APPENDIX: ALSBOM Churches by Distance

|    | CHURCH               | ADDRESS                                       | DISTANCE | WRSHP AVG | IICM CGR   |
|----|----------------------|---|----------|-----------|------------|
| 1  |                      | 5890 River Rd                                 |          |           |            |
| 1  | Ford City            | Muscle Shoals, AL 35661                       | 0.89 mi  | 128       | Declining  |
| 2  | Hatton               | 2105 Hatton School Rd<br>Leighton, AL 35646   | 3.15 mi  | 116       | Declining  |
| 3  | East Colbert         | 6620 2nd St<br>Muscle Shoals, AL 35661        | 3.85 mi  | 43        | Growing    |
| 4  | Nitrate City         | 6175 Second Street<br>Muscle Shoals, AL 35661 | 4.01 mi  | 34        | Growing    |
| 5  | Killen First         | PO Box 236<br>Killen, AL 35645                | 4.64 mi  | 350       | Growing    |
| 6  | Friendship           | PO Box 3<br>Killen, AL 35645                  | 4.77 mi  | 46        | Growing    |
| 7  | Center Star First    | 6620 Highway 72<br>Killen, AL 35645           | 5.22 mi  | 448       | Declining  |
| 8  | Abbie                | PO Box 301<br>Leighton, AL 35646              | 5.72 mi  | 24        | Declining  |
| 9  | Christian Fellowship | 7150 Guston St<br>Florence, AL 35634          | 5.88 mi  | 78        | Declining  |
| 10 | Muscle Shoals        | 621 River Rd<br>Muscle Shoals, AL 35661       | 6.29 mi  | 197       | Plateauing |
| 11 | Fairview             | 151 Fairview Dr<br>Florence, AL 35630         | 6.36 mi  | 50        | Growing    |
| 12 | Leighton Baptist     | 2630 College St<br>Leighton, AL 35646         | 6.88 mi  | 264       | Plateauing |
| 13 | Lee Heights Baptist  | 35 Sevier Ave<br>Florence, AL 35630           | 7.01 mi  | 202       | Growing    |
| 14 | Happy Valley         | 1100 County Road 584<br>Rogersville, AL 35652 | 7.30 mi  | 64        | Declining  |
| 15 | Broadway             | 3215 Huntsville Rd<br>Florence, AL 35630      | 7.42 mi  | 57        | Declining  |

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

|    | CHURCH              | ADDRESS  | DISTANCE | WRSHP AVG | IICM CGR   |
|----|---------------------|--|----------|-----------|------------|
| 16 | Grace               | 2602 Cole Ave<br>Florence, AL 35630              | 7.50 mi  | 41        | Plateauing |
| 17 | Central             | 1600 Huntsville Rd<br>Florence, AL 35630         | 8.20 mi  | 229       | Declining  |
| 18 | First Southern      | 3806 S Wilson Dam Hwy<br>Muscle Shoals, AL 35661 | 8.56 mi  | 76        | Growing    |
| 19 | Woodmont            | 2001 Darby Dr<br>Florence, AL 35630              | 8.73 mi  | 1,317     | Plateauing |
| 20 | New Beginning       | 855 Florence Blvd<br>Florence, AL 35630          | 8.77 mi  | 0         | Plateauing |
| 21 | Grace Life Church   | 1915 E. Ávalon Ave<br>Muscle Shoals, AL 35661    | 8.80 mi  | 1,064     | Declining  |
| 22 | Heritage Fellowship | 113 Kingswood Dr<br>Florence, AL 35630           | 8.83 mi  | 0         | Plateauing |
| 23 | Valley Grove        | 3040 Old Highway 20<br>Tuscumbia, AL 35674       | 8.89 mi  | 212       | Declining  |
| 24 | New Sockwell        | 430 Sockwell Ln<br>Leighton, AL 35646            | 8.97 mi  | 100       | Plateauing |
| 25 | Washington Park     | 201 NE Broadway St<br>Muscle Shoals, AL 35661    | 9.02 mi  | 136       | Plateauing |
| 26 | Crossroads          | 10932 Highway 72<br>Rogersville, AL 35652        | 9.24 mi  | 180       | Declining  |
| 27 | Florence First      | PO Box 430<br>Florence, AL 35631                 | 9.31 mi  | 348       | Declining  |
| 28 | Woodward Avenue     | 801 Woodward Ave<br>Muscle Shoals, AL 35661      | 9.40 mi  | 591       | Plateauing |
| 29 | Highland            | 219 Simpson St<br>Florence, AL 35630             | 9.68 mi  | 789       | Plateauing |
| 30 | Three Forks         | 14176 County Road 8<br>Florence, AL 35633        | 9.89 mi  | 30        | Growing    |

Piedmont Lockhart Northport Red Bay Mentone Belk Goodwater Hurtsboro Repton Pennington New Helena Coffee Springs Red Level Selmont-West Selmont Ashland Selma Intercultural Institute In Springs Faunsdale Lipscomb Fort Payne Brundidge Tillmans Corner (Soute that Ministry) ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

|    | CHURCH            | ADDRESS                                      | DISTANCE | WRSHP AVG | IICM CGR   |
|----|-------------------|--|----------|-----------|------------|
| 31 | Springfield First | 135 Springfield Church Rd                    | 10.06 mi | 100       | Plateauing |
|    |                   | Rogersville, AL 35652                        |          |           | C C        |
| 32 | Highland Park     | 501 W 6th St<br>Muscle Shoals, AL 35661      | 10.14 mi | 702       | Growing    |
| 33 | Town Creek First  | PO Box 177<br>Town Creek, AL 35672           | 10.15 mi | 180       | Growing    |
| 34 | York Terrace      | 1401 E 30th St<br>Sheffield, AL 35660        | 10.20 mi | 247       | Declining  |
| 35 | Forest Hills      | 110 Stovall Dr<br>Florence, AL 35633         | 10.27 mi | 171       | Declining  |
| 36 | Sheffield First   | PO Box 716<br>Sheffield, AL 35660            | 10.61 mi | 316       | Declining  |
| 37 | New Hope          | PO Box 719<br>Rogersville, AL 35652          | 10.64 mi | 131       | Declining  |
| 38 | Parkview Baptist  | 1404 Hwy. 72 E<br>Tuscumbia, AL 35674        | 11.24 mi | 194       | Growing    |
| 39 | Donald            | 13851 Al Highway 101<br>Town Creek, AL 35672 | 11.31 mi | 81        | Declining  |
| 40 | Southside         | PO Box 879<br>Sheffield, AL 35660            | 11.37 mi | 82        | Declining  |
| 41 | Mt. Pleasant      | 8880 County Road 71<br>Lexington, AL 35648   | 11.37 mi | 171       | Plateauing |
| 42 | Spring Valley     | 1800 Spring Valley Rd<br>Tuscumbia, AL 35674 | 11.56 mi | 86        | Plateauing |
| 43 | Tuscumbia First   | 203 N Dickson St<br>Tuscumbia, AL 35674      | 11.72 mi | 126       | Plateauing |
| 44 | Calvary           | 601 N Main St<br>Tuscumbia, AL 35674         | 11.76 mi | 238       | Growing    |
| 45 | Hook Street       | 1021 N Hook St<br>Tuscumbia, AL 35674        | 11.97 mi | 149       | Plateauing |

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