MissionSite top unreached locations



MissionSite (TM) Table of Contents

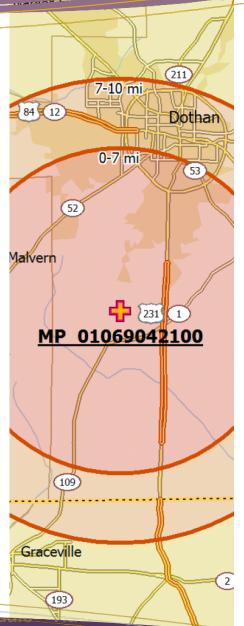
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Site Location Summary

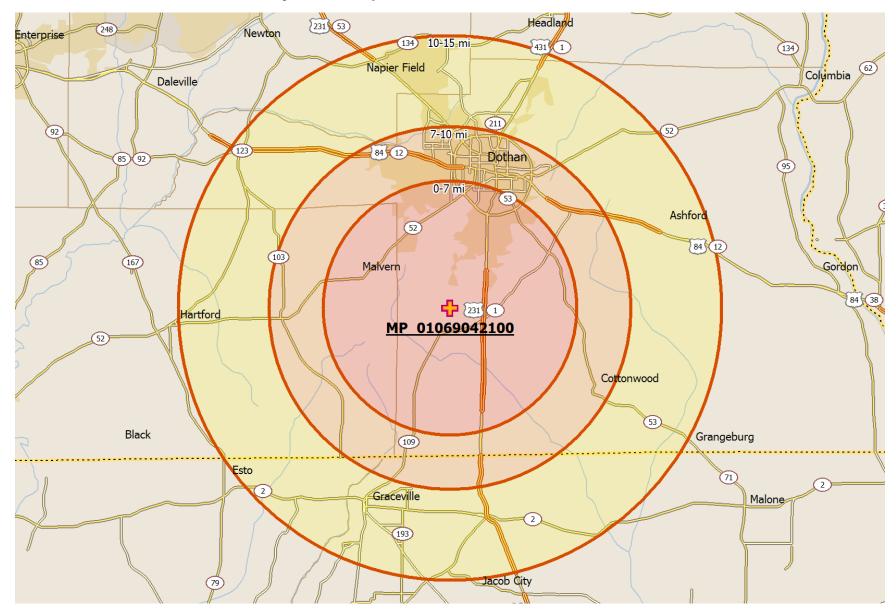
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0104	Southeastern Region
2	Association	1190	Columbia
3	District	05	Southeast River District
4	County Location	01069	Houston
5	Zipcode	36301	Houston
6	Sitescape Category	1	Countryscape
7	Sitescape Group	1.3	Fringe Settlements
8	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
9	Sitescape Density Pattern	С	2500-50000-50000



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Site Location Summary - Map of the Site Location



Marion Cowarts Munford McMullen Faunsdale Ider Priceville Mentone Autaugaville Coffeeville Na etien Valley Grande Auburn Luverne Banks Monroeville Pine Ridge Pero Intercultural Institute nead Chickasaw Alexander City Point Clear Haleburg Rainbow City Jave Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Brookwood Attalla 4

Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

en Oak Hill Fairview Hillsboro Fairfield Gilbertown Gu-Win Alexandria Huguley Munford Castleberry Livingston Grant Double Springs Tuskegee Grove Hill Ranburne Hale Intercultural Institute Berry Pike Road Courtland Argo Opp Emelle Clay Kansas Brighton (Soutestual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry Compright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	27,110	49,436	39,758
2010 Households	9,960	18,694	14,809
2010 Group Quarters Population	0	936	505

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	4	28	35
Language Diversity National Index	9	9	11
Foreign Born Diversity National Index	0	46	86
Ancestry Diversity National Index	56	41	27
Racial Diversity National Index	15	37	58



Site Location Summary - County Environment

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

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

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

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Mebile Cuba Sumiton Clanton Lineville Calera Ariton Midway Gardendale Georgiana Geneva We acksons' Gap Sand Rock Sardis City Huntsville Hobson City Pine Hill <u>Intercultural Institute</u> Carrollton Sin ony Castleberry Opelika Daviston Crossville Huguley Hurtsboro Enter Confectual Ministry Confectual Ministry Double Springs 7 For 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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,387	13.93%
Mainstay Communities	Established, Diverse Households	2,371	23.81%
Working Communities	Blue-collar, Working Families	2,454	24.64%
Country Communities	Rural, Agri. & Mining Families	1,942	19.5%
Aspiring Communities	Young Singles / Aspiring-Multihousing	636	6.39%
Urban Communities	High Density, Inner-city Neighborhoods	1,168	11.73%

Cuba Albertville <u>New Market Creola Carrollton Paint Rock</u> Tuskegee Gainesville Fairfield Dadeville Lake View Benton Hillsboro Pine Hill Needham Wilsonville Oak Gree <u>Intercultural Institute</u> Muscle Shoals oo Millry West End-Cobb Town Saraland McIntosh Silverhill Woodville *for Contextual Ministry* Muscle Shoals ©Copyright 2011, Intercultural Institute for Contextual Ministry Occopyright 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?

Fayette Northport Meridianville Bay Minette Sardis City Hillsboro Linden Hartford Millport Magnel Hapter Field Huntsville Luverne Alexandria Woodstock Glen Allen Shar Honagar Concord Double Selma Montevallo Hazel Green Steele Huguley Benton Eva Lipscomb Joc Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	25,086	6,489	25.87%
Unreached %	67.54%	65.15%	96.46
Religious But NOT Evangelical HH	7,069	1,456	20.6%
Religious But NOT Evangelical %	19.03%	14.62%	76.81
Spiritual But NOT Relig or Evang HH	3,394	1,095	32.28%
Spiritual But NOT Relig or Evang %	9.14%	11%	120.36
Not Evangelical, Not Interested HH	14,827	3,943	26.59%
Not Evangelical, Not Interested %	39.92%	39.58%	99.16



Sulligent Haleburg Killen Piedmont Kellyton Harpersville Mount Vernon Uniontown Valley Head Lake Found Olive Selma Fulton Benton Section Springville Woodville Mount Vernon Uniontown Meadowbrook A le Eutaw Weaver Smiths Station Redstone Arsenal Leeds Courtland for Contextual Ministry Sheffield Troy ©Copyright 2011, Intercultural Institute for Contextual Ministry Waterloop Redowee Lincoln Lanett Wilton Dutt 11

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	50	1	2%
Active ALSBOM Attenders	9,897	339	3.43%
Active Evangelical Households	9,069	302	3.33%
Active Evangelical Percent	24.42%	26.07%	106.77
Inactive Evangelical Households	2,985	100	3.35%
Inactive Evangelical Percent	8.04%	8.65%	107.61
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Rehobeth	0.70 mi	339	Plateauing	•	16	Bethel	6.88 mi	546	Plateauing
2	New Providence	3.32 mi	37	Growing		17	Mt. Calvary	7.29 mi	48	Declining
3	Mt. Enon	3.51 mi	112	Growing		18	Ridgecrest	7.38 mi	1,201	Plateauing
4	Taylor	3.77 mi	71	Declining		19	Southside	7.50 mi	600	Declining
5	Malvern	4.63 mi	212	Growing		20	Pathway	7.64 mi	136	Plateauing
6	Corinth	4.80 mi	27	Declining		21	South Lena	7.91 mi	40	Plateauing
7	Hodgesville	4.94 mi	95	Declining		22	St James	7.91 mi	78	Declining
8	Memphis	5.21 mi	359	Growing		23	Union Hill	8.20 mi	89	Declining
9	Selma	5.63 mi	255	Plateauing		24	Bay Springs	8.22 mi	208	Plateauing
10	Bethesda	5.83 mi	34	Declining		25	Dothan First	8.33 mi	1,026	Growing
11	Madrid	5.90 mi	80	Plateauing		26	Slocomb First	8.66 mi	272	Growing
12	New Hinson	5.91 mi	184	Growing		27	Calvary Cottonwood	8.70 mi	103	Declining
13	Mt. Gilead	6.37 mi	676	Declining		28	Calvary Dothan	8.86 mi	1,095	Growing
14	Cloverdale	6.45 mi	333	Growing		29	Grandview	8.94 mi	224	Declining
15	Christian Home	6.79 mi	28	Growing		30	Union	9.25 mi	56	Declining

Chickasaw Holt Minor Selma Hollywood Tillmans Corner Black Maplesville Sylvan Springs Grant Carolina Atmore Florence Gainesville Pelham Hytop Eufaula Dozie Intercultural Institute Lynn Tuskegee Frisco City Cuba Coaling West Jefferson Alexandri for Contextual Ministry Corrective Millry Altoon13 ©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.

Abbeville Daviston Gadsden Lowndesboro Lanett Onycha Cullman Lipscomb Priceville Mount Olive Prville Sanford West Point Myrtlewood Scottsboro Ashford Pine Apple Madrid Kellyton Beatric Smiths Station Gordonville Alexandria Mulga Brookwood La Fayette Contextual Ministry Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	81,331	20,221	24.86%
2000 Population	88,787	23,600	26.58%
2010 Population	101,431	27,110	26.73%

	Location Type	es in this MissionS	ite
🔲 0-7mi Band	🔲 7-10mi Band	📕 10-15mi Band	County
50,000			
40,000		1	
30,000			
20,000			
10,000			
0 Residential Reside	ntial Apt. Residential Non-Apt.	Business Seasonal	s Residential USPS Business
	1.		

	Location Ty	0-7mi Band	
) Households	37,140	9,960	26.82%
) Households	35,834	9,438	26.34%
) Households	30,843	7,634	24.75%

COUNTY

Location Type	0-7mi Band
Residential	11,599
Residential Apt.	2,256
Residential Non-Apt.	9,343
Business	654
Seasonal	0
USPS Residential	10,106
USPS Business	649

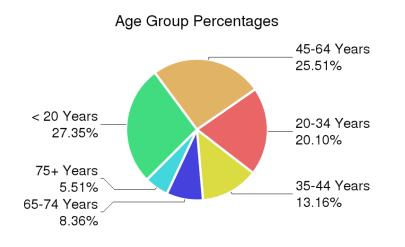
BAND

% OF CO

Cross Roads Spanish Fort Resce City New Brockton Stevenson Highland Lake Rock Mills Guntersville ipscomb Edgewater Rosa Abbeville Dayton Hoover Petrey Millbroom Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

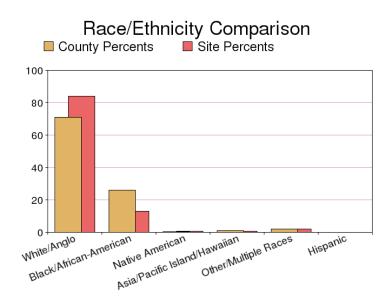


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.53%	5.92%	107.05
4-5 Years	2.75%	2.53%	92
6-8 Years	4.11%	3.94%	95.86
9-11 Years	4.04%	4.04%	100
12-13 Years	2.65%	2.8%	105.66
14-17 Years	5.2%	5.34%	102.69
18-19 Years	2.56%	2.76%	107.81
0-5 Years	8.28%	8.46%	102.17
6-12 Years	9.47%	9.38%	99.05
13-19 Years	9.08%	9.51%	104.74
< 20 Years	26.83%	27.35%	101.94
20-34 Years	18.53%	20.1%	108.47
35-44 Years	12.55%	13.16%	104.86
45-64 Years	25.7%	25.51%	99.26
65-74 Years	8.65%	8.36%	96.65
75+ Years	7.74%	5.51%	71.19
Median Age	39	37	95.61
Median Age (Male)	37	37	99.95
Median Age (Female)	40	39	95.46

Daleville Troy Auburn Pell City Columbia Talladega Centre Ashland Hazel Green Redstone Arsenal F Preve Natural Bridge Thomaston McIntosh Harvest Clayhatchee Orange Intercultural Institute Riverview Ash asville New Site Jackson Woodville Greenville Huntsville Gaylesville Converting Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Riverview Ash Copyright 2011, Intercultural Institute for Contextual Ministry Riverview Filedon Filedon Riverside Boaz Kimberly Colony

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	70.86%	83.9%	118.4
Black, African-American	25.92%	12.89%	49.72
Native American	0.36%	0.51%	140.43
Asian	0.88%	0.59%	67.26
Pacific Island, Hawaiian	0.02%	0.01%	66.03
Other/Multiple Races	1.97%	2.11%	107.22
Hispanic	0%	2.73%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	68,114	17,950	
Less than 9th Grade	5.69%	4.85%	117.36
No High School Diploma	11.78%	11.9%	99
High School Graduate	33.99%	36.27%	93.73
Some College, no degree	20.98%	23.58%	89
Associate Degree	8.11%	8.35%	97.17

12.47%

6.96%

10.09%

4.96%

123.62

140.28

Anderson Flomaton Mount Olive Napier Field Childersburg Eldridge Pine Hill Hartseile Millport Mide dowee Arley Roanoke Notasulga Beaverton Emelle Trafford Gordo wbern West Point Ashford Wadley La Fayette Smiths Station Killen Dauphin Island Maplesville Mulga R ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	8.94%	6.51%	88.97
\$10,000 to \$19,999	14.38%	14.01%	97.43
\$20,000 to \$29,999	13.66%	14.86%	108.74
\$30,000 to \$49,999	20.35%	22.27%	109.42
\$50,000 to \$59,999	8.41%	9.99%	118.73
\$60,000 to \$69,999	7.06%	8.37%	118.61
\$70,000 to \$79,999	5.69%	6.16%	108.36
\$80,000 to \$89,999	4.32%	4.19%	97
\$90,000 to \$99,999	2.94%	2.45%	83.32
\$100,000 to \$124,999	5.72%	5.32%	93
\$125,000 to \$149,999	3.32%	2.57%	77.42
\$150,000 to \$199,999	3.18%	2.09%	65.73
\$200,000 to \$249,999	0.93%	0.6%	64.85
\$250,000 or more	1.1%	0.59%	54.06
Median Household	41,437	44,335	106.99
Average Household	58,861	54,360	92.35
Per Capita Household	21,822	19,971	91.52
Family/Non-Family Household			
Income			
Median Family Income	53,750	54,812	101.98
Average Family Income	70,913	63,491	89.53
Median Non-Family Income	23,587	26,115	110.72
Average Non-Family Income	34,112	29,159	85.48

ard Hurtsboro Sanford Warrior Hackleburg Aliceville Dauphin Island Millbrook Maytown Indian Spring Clanton Hazel Green Town Creek County Line West Blocton Belk Intercultural Institute Natural Bridge Lisman Owens Cross Roads Rockford Madison Atmor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Blountsville Butler Ariton Haleburg Saraland Pelbarg

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	67.25%	69.53%	103.39
Families with Children	31.77%	32.59%	102.59
Families without Children	35.48%	36.94%	104.1
Non-Family Households			
% Non-Family Households	32.75%	30.47%	93.05
Non-Families with Children	0.18	0.22	122.44
Non-Families without Children	32.57	30.25	92.88
Housing Units			Index
Total Housing Units	44,283	11,792	
Vacant percent	16.13%	15.54%	96.32
Owned percent	58.66%	62.63%	106.77%
Rented Percent	25.21%	21.85%	86.68
Households by Size			Index
Avg household size	2.70	2.72	100.74
Avg family hh size	3.44	3.37	97.97
Avg non-family hh size	1.19	1.25	105.04
Households By Count of Persons			Percent
One	10,784	2,651	24.58%
Two	9,083	2,600	28.62%
Three or Four	12,911	3,627	28.09%
Five+	4,362	1,083	24.83%

Cleveland Section Lipscomb Thomaston Castleberry Fairfield Sheffield New Market Livingston Carbon Akron Silverhill Evergreen Taylor Samson Montgomery Newton Day Stevenson Baileyton Lynn ana Ranburne Pike Road McMullen Flomaton Ashford Minor Vance for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Benton Tuscaloosa Wes19

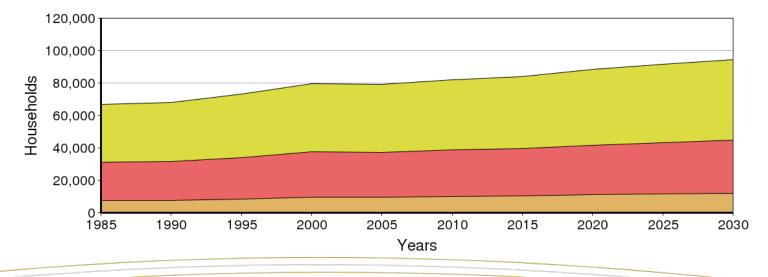
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

D	UNTY	RING	% OF CO		DEMOSCAPE	DEMOSCAPE COUNTY	DEMOSCAPE COUNTY RING
,33	331	20,221	24.86%		1990 Households	1990 Households 30,843	1990 Households 30,843 7,634
,78	787	23,600	26.58%		2000 Households	2000 Households 35,834	2000 Households 35,834 9,438
1,4	,431	27,110	26.73%		2010 Households	2010 Households 37,140	2010 Households 37,140 9,960
8,	,144	28,944	26.76%		2015 Households	2015 Households 38,227	2015 Households 38,227 10,329
'	,	,				2015 Households 38,227	2015 Households 38,227 10,329

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 🔲 0-10mi Ring

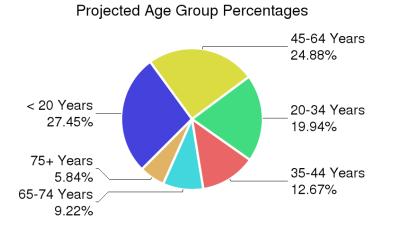
📃 0-15mi Ring



vania Daviston Woodville Section Gantt Holt Tarrant Vestavia Hills Repton Adamsville Kimberly Ha Iberta Gu-Win Calera Fort Rucker Ardmore Goshen Notasulga Souther <u>Intercultural Institute</u> rts West Blocton Coosada Hillsboro North Courtland Holly Pond Madri Courtestual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

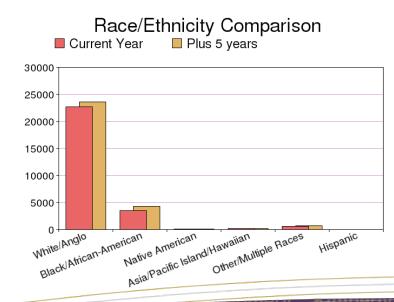


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.92%	5.93%	100.17
4-5 Years	2.53%	2.56%	101.19
6-8 Years	3.94%	4.03%	102.28
9-11 Years	4.04%	4.04%	100
12-13 Years	2.8%	2.85%	101.79
14-17 Years	5.34%	5.31%	99.44
18-19 Years	2.76%	2.73%	98.91
0-5 Years	8.46%	8.49%	100.35
6-12 Years	9.38%	9.49%	101.17
13-19 Years	9.51%	9.47%	99.58
< 20 Years	27.35%	27.45%	100.37
20-34 Years	20.1%	19.94%	99.2
35-44 Years	13.16%	12.67%	96.28
45-64 Years	25.51%	24.88%	97.53
65-74 Years	8.36%	9.22%	110.29
75+ Years	5.51%	5.84%	105.99
Median Age	39	37	96.57
Median Age (Male)	37	37	100.19
Median Age (Female)	40	39	95.79

The Camp Hill Clayton Taylor Goldville Ariton Valley Head Lowndesboro Colony Prichard Lakeview Balleyton McDonald Chapel Akron Courtland Woodstock Trafford Contextual Institute Riverview Oneonta Pickensville Jackson Locust Fork Saraland Monistry Jon Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Lanett Evergreen Rogersville Hurtsboro Hokes Blue

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 0-7 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	83.9%	81.57%	97.23
Black, African-American	12.89%	14.85%	115.22
Native American	0.51%	0.46%	90.93
Asian	0.59%	0.68%	114.74
Pacific Island, Hawaiian	0.01%	0.01%	93.66
Other/Multiple Races	2.11%	2.43%	115.28
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	17,950	19,037	
Less than 9th Grade	4.85%	4.01%	82.71
No High School Diploma	11.9%	10.53%	88.51
High School Graduate	36.27%	37.93%	104.59
Some College, no degree	23.58%	22.87%	97.01
Associate Degree	8.35%	9.15%	109.58
College Degree	10.09%	10.19%	101.01
Graduate/Prof. degree	4.96%	5.31%	106.99

Cellyton Ashford Waverty Gelger Elkmont Harpersville Bridgeport Cardin Banks Childersburg Hom Harpersville Underwood-Petersville Mentone Silas Berry Red Level Thorsby Berry Futarila Rainbow City Re ille Centreville Alabaster Troy Newville Morris Pickensville Margaret for Contextual Ministry Organ Dora Futarila ©Copyright 2011, Intercultural Institute for Contextual Ministry Springs Albertville Brookside Selma Glen Allen Margaret

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 0-7 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 0-7 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 0-7 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	6.51%	5.65%	86.9
\$10,000 to \$19,999	14.01%	13.04%	93.11
\$20,000 to \$29,999	14.86%	14.53%	97.8
\$30,000 to \$49,999	22.27%	21.11%	94.78
\$50,000 to \$59,999	9.99%	9.6%	96.14
\$60,000 to \$69,999	8.37%	8.53%	101.86
\$70,000 to \$79,999	6.16%	6.35%	99.1
\$80,000 to \$89,999	4.19%	4.54%	101.75
\$90,000 to \$99,999	2.45%	2.7%	110.26
\$100,000 to \$249,999	5.32%	6.17%	115.89
\$125,000 to \$149,999	2.57%	3.13%	121.66
\$150,000 to \$199,999	2.09%	2.93%	140.47
\$200,000 to \$249,999	0.6%	0.8%	133.39
\$250,000 or more	0.59%	0.74%	124.21
Median Household	44,335	47,843	107.91
Average Household	54,360	57,271	105.36
Per Capita Household	19,971	20,438	102.34
Family/Non-Family Household			
Income			
Median Family Income	54,812	60,165	109.77
Average Family Income	63,491	67,673	106.59
Median Non-Family Income	26,115	28,207	108.01
Average Non-Family Income	29,159	30,416	104.31

Auburn Leta Attalla Hamilton Edwardsville Morris Arab Sardis City Cleveland <u>Intercultural Institute</u> emer Butler Belk Rock Mills Munford Glenwood Meadowbrook Helen <u>Intercultural Institute</u> Socopyright 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 0-7 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 0-7 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 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	69.53%	67.47%	97.04
Families with Children	32.59	30.41	93.31
Families without Children	36.94	36.04	97.58
Non-Family Households			
% Non-Family Households	30.47%	32.53%	106.75
Non-Families with Children	0.22	0.3	106.75
Non-Families without	30.25	32.23	106.54
Children			
Housing Units			
Total Housing Units	11,792	12,259	103.96%
Vacant percent	15.54%	15.74%	101.34
Owned percent	62.63%	61.61%	98.38
Rented Percent	21.85%	22.66%	103.69
Households by Size			
Avg household size	2.72	2.80	102.94%
Avg family hh size	3.37	3.57	105.93%
Avg non-family hh size	1.25	1.21	96.8%
Households By Count of			
Persons			
One	2,651	2,902	109.47%
Two	2,600	2,287	87.96%
Three or Four	3,627	3,840	105.87%
Five+	1,083	1,300	120.04%

on Thomasville West Point Trussville Falkville La Fayette Sipsey Goldville Moody Northport Akron amewood Eufaula Evergreen Beatrice Collinsville Reece City Phil Campon Fast Brewton Excel Sheff ma Heath Centreville Eclectic Blue Ridge Grant Spanish Fort Walnut for Confectual Ministry ^mCopyright 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:	0-7	7-10	10-15	BORN IN:	BORN IN: 0-7	BORN IN: 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	219	847	500	Eastern Africa	Eastern Africa 0	Eastern Africa 0 12
Northern Europe	16	86	39	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	34	96	91	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	13	25	8	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	12	23	8	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 4	Other Africa 4 5
Eastern Asia	20	116	34	Oceania	Oceania 2	Oceania 2 13
So. Central Asia	0	89	22	Caribbean	Caribbean 0	Caribbean 0 59
SE Asia	24	77	75	Central Amer.	Central Amer. 71	Central Amer. 71 172
Western Asia	0	7	0	South America	South America 13	South America 13 20
Other Asia	0	0	0	North America	North America 10	North America 10 47
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only				Other Indo-Euro	0	0	9
English only Spanish	22,110 376	38,128 646	34,571 646	Asian/PI languages	0	0	9
Other Indo-Euro	166	461	189	Chinese	6	8	39
	100	401	109	Japanese	14	34	10
language French (incl. Patois,	87	129	50	Korean	5	34 46	10
Cajun)	07	129	50	Mon-Khmer,	0	40	2
French Creole	0	0	0	Cambodian	0	0	2
Italian	8	21	12	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	6	0	7
German	41	150	93	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	26	34	68
Other West Germanic	9	13	2	Other Asian	0	1	5
A Scandinavian	0	10	1	Tagalog	4	40	13
Language	0	10	I	Other Pacific Is	0	5	3
Greek	0	8	8	Other languages	19	23	24
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	12	0	11
Serbo-Croatian	0	0	0	American	. –	U	
Other Slavic Language	6	3	3	Hungarian	0	17	0
Armenian	0	0	0	Arabic	7	0	0
Persian	15	18	0	Hebrew	0	0	3
Gujarathi	0	64	11	African languages	0	6	10
Hindi	0	5	0	Other unspecified	0	0	0
Urdu	0	0	0		~	J	Ŭ

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A Saks Gilbertown Harpersville La Fayette Locust Fork Lynn Holly Pond Sumton Shorter Rainbow A Haleburg Childersburg Forestdale Coker Graysville Tuscaloosa Russe Intercultural Institute Black Bakerhill Boaz Priceville Thomaston Cottonwood Florala Converting Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15		ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	16,814	31,488	25,598		Irish	Irish 1,479	Irish 1,479 2,147
Arab	1	75	8		Italian	Italian 390	Italian 390 446
Armenian	2	10	0		Lithuanian	Lithuanian 0	Lithuanian 0 4
Austrian	51	2	11		Norwegian	Norwegian 20	Norwegian 20 116
British	151	147	68		Polish	Polish 104	Polish 104 161
Canadian	21	21	29		Portuguese	Portuguese 2	Portuguese 2 9
Croatian	0	58	4		Romanian	Romanian 0	Romanian 0 0
Czech	18	59	26		Russian	Russian 5	Russian 5 39
Czechoslovak	12	18	9		Scandinavian	Scandinavian 7	Scandinavian 7 14
Danish	4	54	38		Scotch-Irish	Scotch-Irish 374	Scotch-Irish 374 820
Dutch	125	227	235		Scottish	Scottish 166	Scottish 166 507
English	1,618	2,991	2,205		Slovak	Slovak 0	Slovak 0 0
European	130	420	244		Subsaharan African	Subsaharan African 63	Subsaharan African 63 395
Finnish	3	11	3		Swedish	Swedish 30	Swedish 30 105
French (not Basque)	260	364	258		Swiss	Swiss 6	Swiss 6 16
French Canadian	37	91	57		Ukrainian	Ukrainian 7	Ukrainian 7 0
German	799	1,679	1,285		US/American	US/American 6,645	US/American 6,645 7,744
Greek	25	23	14		Welsh	Welsh 42	Welsh 42 68
Hungarian	14	25	11		West Indian	West Indian 4	West Indian 4 39
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 4,199	Other 4,199 12,585

Lineville Faunsdale Morris Haleyville Fayette Kansas West Jefferson Woodland Pinckard Slocom Altoona Opp Wilton Lincoln Daviston Brent Shiloh Loxley Jack Intercultural Institute and Muscle Shoals Frisco City Rainbow City Holly Pond Geraldine Cuba For Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

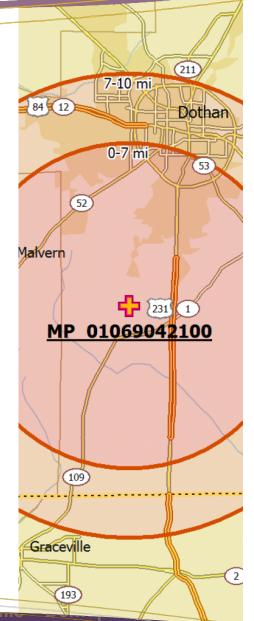
Issues for Your Consideration - continued

- 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.



Fruithurst Carrollton Cedar Bluff Trussville Anderson Eutaw South Vinemont Leighton McIntosh Wilsonville Dozier Millbrook Brilliant Castleberry Clayton Miner Intercultural Institute of Shores Florala Coaling Woodville Hayden Orange Beach Goodwater for 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	9,960	100%	6,488	100%
AFFLUENT SUBURBIA	366	3.67%	262	4.04%
America's Wealthiest	44	0.44%	35	0.54%
Dream Weavers	177	1.78%	127	1.96%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	145	1.46%	100	1.54%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,021	10.25%	686	10.57%
Status Conscious Consumers	3	0.03%	2	0.03%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,006	10.1%	675	10.4%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	5	0.05%	4	0.06%
Successful Urban Sprawl	7	0.07%	5	0.08%
SM TWN SUCCESS	2,032	20.4%	1,310	20.19%
2nd City Homebodies	31	0.31%	22	0.34%
Prime Middle America	830	8.33%	541	8.34%
Urban Optimists	0	0%	0	0%
Family Convenience	1,171	11.76%	747	11.51%
Mid-Market Enterprise	0	0%	0	0%

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	9,960	100%	6,488	100%
BLUE COLLAR BACKBONE	138	1.39%	88	1.36%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	70	0.7%	42	0.65%
Lower Income Essentials	20	0.2%	14	0.22%
Small Town Endeavors	48	0.48%	32	0.49%
AMER. DIVERSITY	339	3.4%	231	3.56%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	54	0.54%	35	0.54%
Professional Urbanites	111	1.11%	80	1.23%
Urban Advancement	138	1.39%	93	1.43%
Amer. Great Outdoors	36	0.36%	23	0.35%
Mature America	0	0%	0	0%
METRO FRINGE	2,316	23.25%	1,588	24.48%
Steadfast Conservative	2,073	20.81%	1,421	21.9%
Moderate Conventionalists	78	0.78%	52	0.8%
Southern Blues	16	0.16%	11	0.17%
Urban Grit	0	0%	0	0%
Grass-Roots Living	149	1.5%	104	1.6%

Detroit Springville Sipsey Pinckard Loachapoka Paint Rock Newton Bakerhill Rainbow City Minor G West Selmont Lanett Talladega Billingsley Piedmont Dayton Mentone Intercultural Institute rayson Valley Reece City Daphne Ashland Clanton Blue Springs Fairh Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Montevallo West Blocton Memphis South Vinemont

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	9,960	100%	6,488	100%
REMOTE AMERICA	739	7.42%	434	6.69%
Hardy Rural Fam.	43	0.43%	26	0.4%
Rural Southern Living	679	6.82%	398	6.13%
Coal & Crops	17	0.17%	10	0.15%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	636	6.39%	486	7.49%
Young Cosmopolitans	352	3.53%	276	4.25%
Minority Metro Communities	269	2.7%	199	3.07%
Stable Careers	8	0.08%	6	0.09%
Aspiring Hispania	7	0.07%	5	0.08%
RURAL VILLAGES & FARMS	1,203	12.08%	596	9.19%
Industrious Country Living	266	2.67%	181	2.79%
America's Farmland	0	0%	0	0%
Comfy Country Living	144	1.45%	88	1.36%
Small Town Connections	9	0.09%	5	0.08%
Hinterland Fam.	784	7.87%	322	4.96%

non Akron Waldo Wountain Brook Union S

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The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	9,960	100%	6,488	100%
STRUGGLING SOCIETIES	226	2.27%	140	2.16%
Rugged Southern Style	134	1.35%	78	1.2%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	92	0.92%	62	0.96%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	942	9.46%	667	10.28%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	476	4.78%	333	5.13%
Urban Diversity	438	4.4%	315	4.86%
New Generation Activists	28	0.28%	19	0.29%
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%

Henagar Moundville Nauvoo Attalla Level Plains Fultondale Geneva Brantley Northport Section Layhatchee Sardis City Westover Eufaula Waverly Robertsdale Russel intercultural Institute Releburg Gordonville Livingston Talladega Springs Triana Rock Creek Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry West Blocton Selma Slocomb Berry Moores Mill

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

Eva Guntersville Hodges Lynn Cleveland Tarrant Glenwood Jasper Providence Cuba Gantt Colling Moundville Madison Rockford Ranburne McKenzie Carrollton Vreder Intercultural Institute Iorence Vernon Fort Rucker Concord Myrtlewood Orange Beach Sylva Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

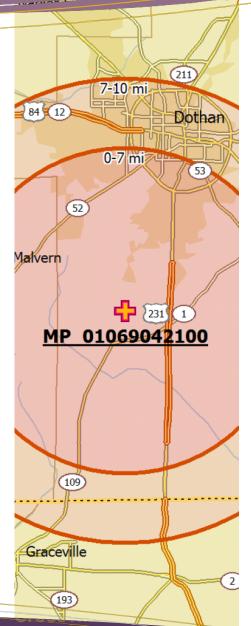
Potential Cultural Bridges

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).



Centreville Vestavia Hills Hanceville Lowndesboro Epes Somerville Citronelle Attalla Jacksons' Gap Se Centreville Vestavia Hills Hanceville Lowndesboro Epes Somerville Intercultural Institute Shores Margaret Sylvania Akron Autaugaville Columbia Pine Ridge Hong Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
PC-HH Own	77%	75%	75%
Use Comp. for Internet/E-mail	61%	58%	56%
Internet Use: E-Mail	50%	49%	47%
Use Comp. for Comp. Games	40%	39%	38%
Use Comp. for Word	39%	38%	36%
Processing			
Use Comp. for Shopping	36%	35%	33%
Use Comp. for Digital Camera	33%	31%	30%
Photo Editing			
Use Comp. for Banking	32%	30%	29%
Use Comp. for Education	31%	32%	31%
HH Owns DVD Player	28%	29%	28%

Shorter Woodland Sumiton Grant Kinston Saks East Brewton Mountainboro Calera Fairview For The Boligee Falkville Coaling Pinson Henagar Chickasaw Rehobeth Fultondale Union Springs Locust Fork York Kellyton Libertyville Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Internet Use: Research/ Education 11%

11%

12%

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	67%	68%	67%
Dining Out (Not Fast Food)	58%	56%	55%
Reading Books	52%	53%	52%
Card Games	41%	41%	41%
Go To A Beach/Lake	36%	36%	34%
Gardening	36%	33%	33%
Cooking for Fun	35%	35%	35%
Board Games	34%	32%	32%
Visit Zoo	20%	19%	18%
Going To	19%	19%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	42%	39%	39%
Dentist	27%	27%	26%
Backache	22%	22%	22%
Eye Dr.	20%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood	18%	20%	20%
Pressure			
High Cholesterol	17%	18%	18%
Any Arthritis	16%	15%	16%
Overweight (30 Pounds Or	15%	13%	14%
More)			



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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	26.3%	27.34%	26.44%
Live Theater	19.11%	20.65%	19.45%
Live Theater Most Often	15.84%	16.7%	15.77%
Rock/Pop Concerts Most	13.83%	14.64%	14.1%
Often			
Comedy Club	8.8%	9.46%	8.95%
Dance Performance	7.5%	8.98%	8.41%
Movies: Comedy	39.17%	40.57%	39.62%
Movies: Action/Adventure	37.58%	38.96%	38.01%
Movies: Romantic Comedy	19.1%	20.74%	19.99%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Fam.	19.09%	20.56%	20.18%
Movies: Drama	18.57%	21.97%	21.19%
Movies: Mystery	15.55%	18.2%	17.46%
MLB Baseball Reg.	8.06%	7.76%	7%
Season			
NFL Football Reg. Season	6.37%	6.68%	6.08%
College Football Reg.	6.36%	6.74%	6.32%
Season			
College Basketball Reg.	4.36%	4.6%	4.31%
Season			
NBA Basketball Reg.	3.16%	3.67%	3.33%
Season			
Auto Racing Events	3.13%	2.91%	2.79%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	39.77%	39.5%	38.65%		Stationary Cycling	Stationary Cycling 11.54%	Stationary Cycling 11.54% 11.88%
Swimming	34.17%	31.79%	31.51%		Target Shooting	Target Shooting 10.57%	Target Shooting 10.57% 8.33%
Bowling	21.94%	20.83%	20.95%		Football	Football 9.95%	Football 9.95% 10.2%
Freshwater Fishing	21.32%	17.64%	18.78%		Backpacking/Hiking	Backpacking/Hiking 9.71%	Backpacking/Hiking 9.71% 9.5%
Billiards/Pool	19.4%	18.29%	18.08%		Aerobics	Aerobics 8.97%	Aerobics 8.97% 9.96%
Camping Trips	17.8%	14.53%	15.28%		Volleyball	Volleyball 8.49%	Volleyball 8.49% 8.26%
Weight Training	15.5%	15.83%	14.98%		Saltwater Fishing	Saltwater Fishing 8.12%	Saltwater Fishing 8.12% 7.28%
Basketball	14.98%	15.33%	15.4%		Softball	Softball 7.95%	Softball 7.95% 7.35%
Jogging/Running	13.69%	14.97%	14.33%		Power Boating	Power Boating 7.94%	Power Boating 7.94% 7.61%
Golf	13.24%	13.46%	12.75%		Tennis	Tennis 6.77%	Tennis 6.77% 7.01%
Using Cardio Machine	13.05%	13.08%	12.32%		Canoeing/Kayaking	Canoeing/Kayaking 6.77%	Canoeing/Kayaking 6.77% 6.48%
Mountain/Road Biking	12.63%	12.32%	11.84%		Horseback Riding	Horseback Riding 6.61%	Horseback Riding 6.61% 5.56%
Hunting	12.52%	9.42%	10.23%		Motorcycling	Motorcycling 6.58%	Motorcycling 6.58% 5.81%
Baseball	11.55%	10.82%	10.93%		Soccer	Soccer 6.39%	Soccer 6.39% 6.49%

Hueytown Gaylesville Headland Hazel Green Needham Livingston Oak Hill Dora Calera Union Green Sylvania York Red Bay Mountain Brook Mount Vernon Ariton Mill Intercultural Institute Springville Ashland Union Springs Citronelle Argo Fairfield Lowndes Gayson Valley Shiloh Babbie 40 Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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

	10-15
MILES	MILES
6.73%	6.43%
4.39%	4.52%
5.24%	5.12%
4.37%	4.6%
4.9%	4.61%
5.27%	5.01%
4.16%	4.14%
4.61%	4.35%
4.54%	4.41%
3.59%	3.5%
	6.73% 4.39% 5.24% 4.37% 4.9% 5.27% 4.16% 4.61%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Racquetball	3.65%	3.6%	3.62%
Auto Racing	3.31%	3.11%	3.11%
Rock Climbing	3.29%	3.33%	3.24%
Martial Arts	3.18%	3.27%	3.19%
Hockey	3.17%	3.4%	3.36%
Snowboarding	3.03%	3.16%	3.05%
Skateboarding	2.98%	3.16%	3.19%
Sailing	2.86%	3.28%	3.12%
Rowing	2.5%	2.56%	2.5%
Surfing & Windsurfing	2.34%	2.5%	2.39%

Ladonia Dadeville Kinsey Autaugaville Rainbow City Mulga Harvest Avon Union Grove Lester R emaston Vina Ashford Graysville Deatsville Black Clio Trussville Dord Intercultural Institute imes Vredenburgh Pinckard Billingsley Fulton Clanton Oneonta Twin for Contextual Ministry Contextual Ministry New Site Triana Crossville Chickasaw Tuskegee Und

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.

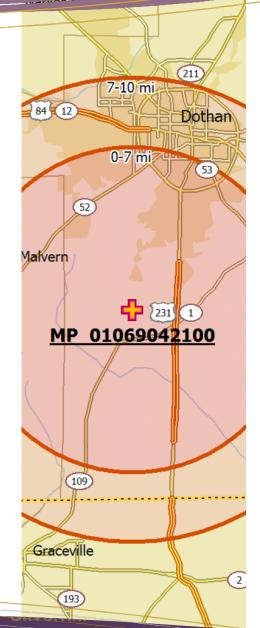
BIBLICAL BARRIERS

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.



Spanish Fort Coker Frinity Bear Creek Pickensville Madison Loachapoka Cuba Dothan Saraland For County Line Elkmont Red Level Grant Rockford Geneva Killen Intercultural Institute 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.

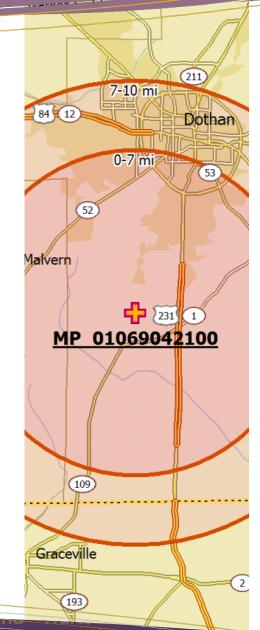
CULTURAL BARRIERS OF ACCEPTANCE

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.



Ekleburg Geiger Aliceville Fort Payne Odenville Selma Fairview Woodstock Lineville Florence Thorse Guntersville Killen McKenzie Deatsville West Point Spanish Fort Castler Intercultural Institute aton Albertville Atmore Dadeville Valley Head Highland Lake Oak Grover for Contextual Ministry For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning	49%	51%	51%	Like to Stand Out In A Crowd	21%	21%	22%
New Things		/ -		Marijuana Should Be Legalized	18%	20%	20%
Find It Difficult To Say No To My Kids	39%	38%	38%	Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Woman's Place Is In The Home	35%	34%	35%	Like To Pursue	17%	17%	18%
Speak My Mind Even If It	34%	36%	37%	Challenge/Novelty/Change			
Upsets People				I Am A Workaholic	17%	19%	19%
Like Control Over People And Resources	33%	34%	35%	Only Work Current Job for The Money	14%	14%	15%
Prefer To Have Few Possessions As Possible	31%	32%	31%	We Should Strive for Equality for All	12%	15%	14%
Like To Do Unconventional Things	30%	29%	29%	Happy With My Standard Of Living	11%	12%	12%
Don't Judge People/Way They Live Life	27%	29%	29%	On Whole People Get What They Deserve	10%	10%	10%
If Won Lottery Would Never Work Again	26%	27%	26%		9%	8%	9%
Money Is Best Measure Of Success	26%	25%	25%	Little I Can Do To Change My Life	8%	8%	8%
Friends More Important Than My Fam.	24%	24%	23%	Very Happy With My Life As It Is	6%	7%	7%
Too Much Sponsorship In Arts/Sports	22%	25%	25%				

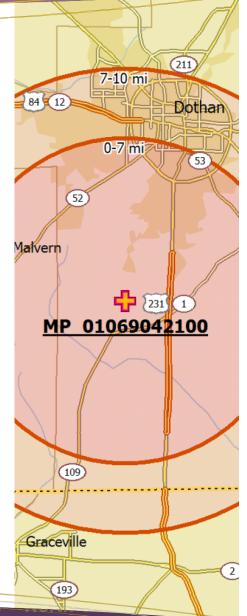
Shores Vincent Double Springs Priceville Jacksonville Sulligent Bakernill Fyffe Hazel Green Garden G Grove Grayson Valley Courtland Midfield Fort Payne Gurley Redstoned Intercultural Institute ance Brundidge Nectar Muscle Shoals Linden Camden Theodore Failed Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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.



Olive Double Springs Boaz Concord Jemison Montgomery Rosa Valley Grande Collinsville South-Vine The Hackleburg Cherokee Brent Meridianville Red Level Henagar ika Westover Oxford Athens Goldville Gilbertown Livingston Webb ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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.

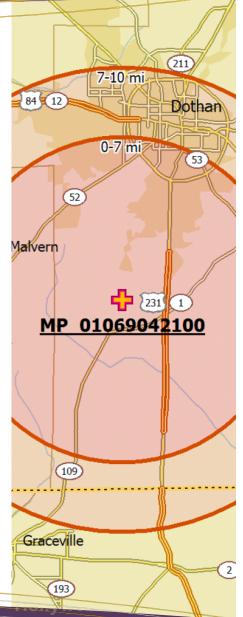
THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	63%	61%	61%	Consider Myself Interested In The Arts	18%	20%	20%
You Should Seize Opportunities	56%	57%	56%	Is An Important Part Of Who I Am	17%	16%	16%
In Life				Real Men Don't Cry	16%	16%	16%
Like To Understand About Nature	36%	38%	38%	Looking for New Ideas To Improve Home	16%	17%	17%
Prefer Work Part Of Team Than Alone	33%	34%	35%	Enjoy Spending Time With My Fam.	13%	13%	13%
Important Feel Respected By My Peers	32%	33%	33%	Try Not To Worry About The Future	13%	15%	14%
Prefer To Have Few Possessions As Possible	31%	32%	31%	Provide My Kids With The Little Extras	11%	14%	14%
Important To Juggle Various Tasks	30%	31%	31%	Children Should Be Allowed To Express Themselves	5%	6%	6%
Good At Fixing Things	26%	28%	28%	Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	26%	27%	27%	Fam.			
People Have To Take Me As	22%	23%	22%	Feel Very Alone In The World	5%	5%	6%
They Find Me				Would Like To Set Up Own	4%	4%	4%
Like To Just Enjoy Life	21%	21%	21%	Business			
Worried About Pollution Caused By Cars	18%	18%	18%	Decor Particular Interest To Me	4%	4%	4%

rsville Natural Bridge Dap

ey Fairhope Langston Vance Waterloo Benton Florence Nectar Meridianville Garden City Oak Grove Goldville Grove Hill Loachapoka Gulf Shores Kinsey Blue Springs <u>Intercultural Institute</u> Decatur Phil Campbell Ranburne Town Creek Helena Jasper Sum for Contextual Ministry for Contextual Ministry adonia Foley Evergreen Henagar Edgewater Elbert 46 Copyright 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.



Chee Gantt Franklin Phenix City Faunsdale Dayton Centre Hazel Green Spanish Fort Fultondale Plea Heath Rutledge Thorsby Brewton North Johns Troy Reform Grant Intercultural Institute Meridianville Linden Alabaster Satsuma Birmingham Onycha Sullig Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	86.51%	86.03%	86.39%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.24%	80.92%	80.88%
Houses-Visit Any			
McDonald's	56.76%	56.3%	56.42%
Burger King	37.71%	38%	38.24%
Subway	31.25%	30.82%	30.93%
Wendy's	30.28%	30.82%	30.95%
Applebee's	30.27%	29.46%	29.1%
Taco Bell	29.75%	28.45%	28.08%
Kentucky Fried Chicken (KFC)	28.88%	30.76%	31.16%
Arby's	24.3%	22.97%	22.7%
Pizza Hut	22.72%	22.93%	23.56%
Olive Garden	20.34%	20.51%	19.92%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Dairy Queen	18.54%	18.23%	18.5%
Cracker Barrel	17.04%	15.04%	15.46%
Red Lobster	16.04%	17.07%	17.08%
Sonic	15.59%	14.84%	15.68%
Outback Steakhouse	13.93%	14.75%	14.23%
Chick-Fil-A	13.74%	14.04%	13.86%
Domino's Pizza	12.93%	14.37%	14.38%
IHOP (International House Of	12.6%	14.02%	13.63%
Pancakes)			
Golden Corral	12.25%	12.09%	12.6%
Chili's Grill and Bar	12.25%	13.2%	12.47%
Hardee's	12.07%	11.7%	12.44%
Ruby Tuesday	11.34%	11.82%	11.62%

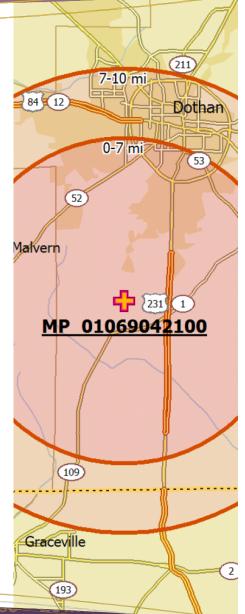


Potential Shared Projects

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!



Brilliant Triana Killen Dozier Gaylesville Haleburg Andalusia Ozark Beatrice Thomasten Gadisden Moodstock Dauphin Island Huntsville Ladonia Hayneville Blue Spring Intercultural Institute Intercultural Institute (o) 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-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	47.07%	45.82%	44.89%
Recycled products	34.48%	32.79%	31.31%
Worked as volunteer (non political)	17.13%	16.37%	15.79%
Engaged in fund raising	11.55%	11.2%	11.15%
Religious club member	7.81%	7.82%	7.86%
Wrote to elected offcl about publ bus	6.25%	5.89%	5.61%

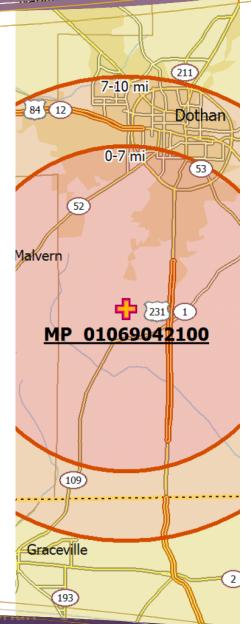
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to editor of mag or	5.77%	5.56%	5.39%
newspaper			
Charitable Organization	5.56%	5.3%	5.17%
Union member	5.35%	4.87%	4.83%
Church Board	5.08%	5.26%	5.45%
Took active part in local civic	5.03%	5.1%	4.9%
issue			
Addressed a public meeting	4.83%	4.78%	4.65%

Ohatchee Malvern Silas Ariton Russellville Pennington St. Florian Spanish Fort Phenix City New Hops Pinckard Tuskegee Webb Hobson City New Brockton Gordo McIntos Intercultural Institute Clay Owens Cross Roads Dothan Eva Hammondville Vincent Anderso for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



ern Nectar Alabaster Roanoke Bear Creek Leighton Rainsville Autaugaville Guntersville Heath Tusca Vredenburgh Eutaw Oak Grove Saraland Mobile Andalusia Pine Rev Talladega Springs Priceville vette Meadowbrook Pisgah Coosada North Courtland Triana Birmingha Gontertual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	16.62%	16.6%	15.89%
Children's Books	13.27%	13.19%	13.03%
Mystery	11.96%	11.48%	11.1%
Cookbooks	10.64%	10.3%	10.01%
Religious (not Bibles)	9.36%	9.14%	9.22%
Romance	7.27%	7.06%	7.06%
History	6.98%	6.82%	6.52%
Personal/Business	6.61%	6.58%	6.27%
Self-help			
Biography	6.32%	6.47%	6.16%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	66.63%	67.23%	65.57%
Gen. Editorial	44.96%	48.2%	47.64%
Womens	40.34%	42.54%	42.12%
Service	35.83%	34.9%	34.33%
Mens	17.78%	18.32%	18.08%
Business/Finance	16.01%	18.5%	17.59%
Sports	14.09%	15.01%	14.45%
Fishing/Hunting	14.07%	12.22%	12.8%
Automotive	14%	12.8%	13.03%

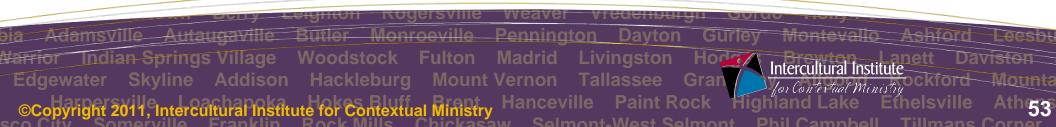
n Shiloh Hayneville Beaverton Town Creek Providence Pinckard Tarrant Montgomery Ardmore Rock Detika Weaver Bakerhill Selma Silas Bessemer Hobson City Pike Ministry Intercultural Institute Goopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	56.22%	53.87%	53.34%
Classified	35.52%	33.51%	33.95%
Sport	32.56%	31.84%	31.29%
Editorial Page	31.68%	29.78%	29.5%
Comics	28.15%	26.54%	26.27%
Business/Finance	27.97%	27.95%	26.61%
Food/Cooking	25.04%	24.62%	24.04%
Movie Listings & Reviews	24.92%	24.68%	23.76%
TV/Radio Listings	23.82%	23.48%	23.04%
Home/Gardening	21.67%	20.8%	20.26%
Travel	18.75%	18.74%	17.82%
Science/Technology	17.13%	16.54%	15.89%
Fashion	13.8%	14.65%	14.46%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	26.09%	20.34%	21.57%
Adult Contemporary	17.64%	16.8%	16.17%
CHR Contemp Hit Radio	17.09%	17.04%	16.86%
Rock	12.82%	10.71%	10.26%
Urban Contemporary	11.77%	19.91%	19.98%
News/Talk	11.55%	10.96%	9.97%
Oldies	11.11%	10.8%	10.46%
Classic Rock	10.48%	9.04%	8.76%
Alternative	9.24%	8.67%	7.92%
Variety	7.2%	7.98%	7.76%
Religious	6.69%	6.11%	6.14%
Soft Contemporary	6.27%	6.2%	5.81%
All News	4.57%	5.63%	5.29%
Classic Hits	4.51%	3.71%	3.53%
Jazz	3.82%	5.97%	5.93%
All Talk	3.77%	3.98%	3.73%
Sports	3.53%	3.79%	3.49%
Classical	3.3%	3.37%	3.1%



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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

IULTIMEDIA: TV	0-7	7-10	10-15		MULTIMEDIA: TV
	MILES	MILES	MILES		
Fox News Channel	64.15%	63.36%	63%		TV Info From Newspapers
Satellite Dish	54.67%	53.37%	53.45%		Nick At Nite
Soapnet	50.39%	50.69%	50.22%		TCM (Turner Classic
Other Video-On-Demand	40.67%	44.17%	44.55%		Movies)
Sci-Fi Channel	36.65%	35.82%	35.81%		Hallmark Channel
Adult Pay Per View TV	33.83%	33.48%	33.54%		TV Info From Monthly Cable
MSNBC	33.7%	33.58%	33.45%		Guide
Nickelodeon	30.46%	28.45%	28.64%		USA Network
TV Info From Sunday TV	29.11%	28.93%	28.71%		BET (Black Entertainment
Magazine					TV)
Comedy Central	27.96%	31.19%	28.95%		ABC Fam.
Subscribe Digital Cable	27.91%	29.91%	29.81%		The Golf Channel
Adult Swim	27.45%	25.53%	24.9%		ESPN2
					Lifetime

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
TV Info From Newspapers	26.22%	26.23%	25.85%
Nick At Nite	25.14%	24.63%	24.44%
TCM (Turner Classic	24.77%	25.37%	24.92%
Movies)			
Hallmark Channel	24.33%	25.09%	24.53%
TV Info From Monthly Cable	24.14%	24%	23.72%
Guide			
USA Network	23.96%	23.91%	23.4%
BET (Black Entertainment	23.33%	24.36%	23.5%
TV)			
ABC Fam.	22.16%	23.99%	22.41%
The Golf Channel	21.85%	23.27%	22.28%
ESPN2	21.13%	23.39%	22.02%
Lifetime	20.82%	21.4%	20.98%
Video-On-Demand Movies	20.23%	20.57%	20.1%

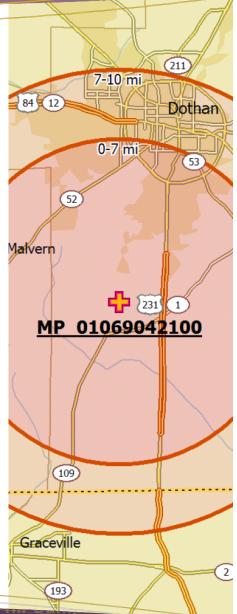
orkland Redstone Arsenal Mountain Brook Nectar Double Springs Alexandria Mentone Vina Mobile Pie Thomaston Shiloh Fyffe Geiger Cuba Geneva Robertsdale Garden Ministrue Intercultural Institute Foley South Vinemont Adamsville Alabaster Huntsville Fort Payne for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



ington Lexington Gordon Riverview Ragland Woodstock Walnut Grove Northport Abbeville Samson a Springs Satsuma Eclectic Coffee Springs Rainbow City Brantley Tarrow Fallwille Obstchee Crossvi tytop Elkmont Coffeeville Collinsville Myrtlewood Mount Vernon Parris Contextual Institute Contextual Ministry Contextual Ministry Compyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	19.55%	19.27%	18.69%
Medium Users (4-6)	10.43%	10.19%	9.82%
Light Users (1-3)	20.94%	19.89%	19.72%
Quintiles (20%)			
Newspaper I (Heavy)	1.35%	1.3%	1.24%
Newspaper II	1.45%	1.53%	1.49%
Newspaper III	2.44%	2.05%	2.12%
Newspaper IV	0.64%	0.48%	0.5%
Newspaper V (Light)	1.23%	1.09%	1.08%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.81%	19.85%	19.86%
Magazines II	9.28%	9.01%	9.01%
Magazines III	10.28%	9.85%	9.99%
Magazines IV	11.46%	11.93%	12.01%
Magazines V (Light)	0.44%	0.54%	0.56%
Outdoor I (Heavy)	5.97%	7.12%	6.98%
Outdoor II	2.41%	3.37%	3.33%
Outdoor III	3.2%	4.15%	4.06%
Outdoor IV	16.63%	16.65%	17.13%
Outdoor V (Light)	24.91%	25.34%	25.22%
Yellow Pages I	15.11%	14.98%	15.41%
(Heavy)			
Yellow Pages II	5.58%	6.46%	6.48%
Yellow Pages III	4.82%	6.67%	6.68%
Yellow Pages IV	22.92%	22.9%	23.52%
Yellow Pages V	3.23%	3.8%	3.96%
(Light)			

Coffee Springs Hodges Eldridge Stevenson Millport McMullen Vernon Notasulga Kansas Fyffe Dougla Flomaton Tuskegee Tuscaloosa Magnolia Springs West End-Cobb Tore Intercultural Institute ix City Munford Rockford Georgiana Citronelle Summerdale Hillsboro for Contextual Ministry Goshen Mi Be Copyright 2011, Intercultural Institute for Contextual Ministry Vincent Theodore Colony Robertsdale Epes River 56

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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 0-7 7-10 10-15	MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
MILES MILES MILES		MILES	MILES MILES
Radio Drive Time Quntiles		TV Prime Time Quntiles (fifths	,
(fifths / 20%)	/ 20%)	/ 20%)	/ 20%)
Drive Time I & II (Heavy) 3.39% 2.93% 3.02%	Prime Time I & II (He	Prime Time I & II (Heavy) 3.91%	Prime Time I & II (Heavy) 3.91% 3.68%
Drive Time III (Medium) 0.89% 0.84% 0.86%	Prime Time III (Medi	Prime Time III (Medium) 2.05%	Prime Time III (Medium) 2.05% 1.64%
Radio IV & V (Light) 2.56% 2.52% 2.56%	Prime Time IV & V (L	Prime Time IV & V (Light) 8.6%	Prime Time IV & V (Light) 8.6% 9.51%
Radio Media Quntiles (fifths /	TV Early/Late Fringe	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)	(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy) 9.15% 9.85% 9.86%	Fringe I & II (Heavy)	Fringe I & II (Heavy) 40.52%	Fringe I & II (Heavy) 40.52% 39.98%
Radio III (Medium) 5.14% 4.52% 4.48%	Fringe III (Medium)	Fringe III (Medium) 54.6%	Fringe III (Medium) 54.6% 53.44%
Radio IV & V (Light) 3.44% 3.46% 3.35%	Fringe IV (Light)	Fringe IV (Light) 56.72%	Fringe IV (Light) 56.72% 55.4%
Cable TV Quntiles (fifths /	TV All Day Quntiles	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)	20%)	20%)	20%)
Cable I & II (Heavy) 12.83% 13.04% 12.72%	All Day I & II (Heavy)	All Day I & II (Heavy) 13%	All Day I & II (Heavy) 13% 14.27%
Cable III (Medium) 4.36% 4.94% 5.04%	All Day III (Medium)	All Day III (Medium) 24.37%	All Day III (Medium) 24.37% 24.35%

Genes Gurley Gainesville Elkmont Carolina Oakman Epes Hanceville Hodges Courtland Thorsby Sant Staboro Kennedy Sweet Water Clay Faunsdale Florence Reece City Intercultural Institute Franklin Midway Woodstock Sumiton Huguley Fulton Hokes Bluff Son Confectual Ministry Ocopyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Pike Road York Daphne Pine Hill Horn Hill Lipsc 57

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.68%	11.88%	11.52%
6:00am - 10:00am	13.97%	15.87%	14.9%
10:00am - 3:00pm	5.88%	9.2%	8.54%
3:00pm - 7:00pm	14.06%	15.45%	14.92%
7:00pm - Midnight	11.6%	12.56%	12.03%
Midnight - 6:00am	4.8%	6.91%	6.43%
Weekend Radio			
Listeners			
Dayparts [summary]	14.65%	14.9%	14.32%
6:00am - 10:00am	3.68%	3.65%	3.39%
10:00am-3:00pm	4.63%	5.6%	5.11%
3:00pm - 7:00pm	6.54%	7.92%	7.39%
7:00pm - Midnight	9.07%	9.69%	9.41%
Midnight - 6:00am	9.8%	12.36%	11.66%

USAGE	0-7	7-10	10-15			
	MILES	MILES	MILES			
Prime Time TV Viewers	Prime Time TV Viewers					
8:00-11:00pm	8.16%	8.11%	7.64%			
Saturday:	8.24%	8.46%	8.3%			
8:00-11:00pm						
Sunday: 7:00-11:00pm	9.74%	10.38%	10.07%			
9:00am-1:00pm	25.14%	24.63%	24.44%			
9:00am-4:00pm	28.84%	28.46%	28.22%			
4:00pm-7:00pm	27.74%	28.91%	28.41%			
11:00pm-1:00am	40.79%	41.76%	41.46%			
AVG Prime time	2.58%	3.71%	3.58%			
Mon-Sun						

Goville Lake Purch Gurley Hodges Valley Andalusia New Market Athens Coffee Springs Opelika Rutley Gordonville Thomasville Redstone Arsenal St. Florian Needham Ashlari Intercultural Institute Mills Irondale Coaling Roanoke Lexington Allgood Union Springs Ly Tor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.1%	17.32%	16.4%	Sat: 7-10am	Sat: 7-10am 17.59%	Sat: 7-10am 17.59% 18.61%
7-9am	21.13%	23.39%	22.02%	Sat: 10am-1pm	Sat: 10am-1pm 8.22%	Sat: 10am-1pm 8.22% 8.67%
9am-12noon	21.31%	19.36%	19.27%	Sat: 1-4pm	Sat: 1-4pm 24.72%	Sat: 1-4pm 24.72% 24.96%
12noon-4pm	7.53%	9.1%	8.94%	Sat: 4-6pm	Sat: 4-6pm 6.84%	Sat: 4-6pm 6.84% 7.37%
4-6pm	45.54%	48.03%	46.79%	Sat: 6-7pm	Sat: 6-7pm 2.1%	Sat: 6-7pm 2.1% 1.86%
6-7pm	19.61%	18.67%	18.73%	Sat: 7-8pm	Sat: 7-8pm 0.9%	Sat: 7-8pm 0.9% 0.96%
7-7:30pm	1.32%	1.4%	1.36%	Sat: 8-11pm	Sat: 8-11pm 8.24%	Sat: 8-11pm 8.24% 8.46%
7:30-8pm	10.71%	10.51%	10.7%	Sat: 11pm-1am	Sat: 11pm-1am 4.68%	Sat: 11pm-1am 4.68% 5.36%
8-11pm	8.16%	8.11%	7.64%	Sat: 1am-7pm	Sat: 1am-7pm 23.96%	Sat: 1am-7pm 23.96% 23.91%
11pm-12am	33.7%	33.58%	33.45%	Sun: 7-10am	Sun: 7-10am 2.39%	Sun: 7-10am 2.39% 2.2%
11pm-1am	40.79%	41.76%	41.46%	Sun: 10am-1pm	Sun: 10am-1pm 7.24%	Sun: 10am-1pm 7.24% 6.71%
1-6am	28.18%	31.92%	30.48%	Sun: 1-4pm	Sun: 1-4pm 6.43%	Sun: 1-4pm 6.43% 6.28%
				Sun: 4-7pm	Sun: 4-7pm 13.93%	Sun: 4-7pm 13.93% 13.42%
				Sun: 7-11pm	Sun: 7-11pm 9.74%	Sun: 7-11pm 9.74% 10.38%
				Sun: 11pm-1am	Sun: 11pm-1am 4.83%	Sun: 11pm-1am 4.83% 5.1%
				Sun: 1-7am	Sun: 1-7am 21.72%	Sun: 1-7am 21.72% 21.48%

Leeds Halevville Oneonta Euraula Summerdale Jacksons' Gap Elberta Coker Cordova Collinsville Horris Woodland Newton Pinckard Glenwood Roanoke Millbrook Intercultural Institute inemont Horn Hill Rainsville Midway Coaling Sipsey Livingston Margo Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Resonville Graveville Hunford Indian Springs Village Evergreen Emelle Hanceville Northport Smoke Rise Hilf ort Demopolis Samson Cherokee Petrey Atmore Carbon Hill Sara ffee Springs Mignon Clio Camp Hill Hillsboro Livingston Vincent Nature for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Auburn Vredenburgh Ever Margaret New Market Black

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

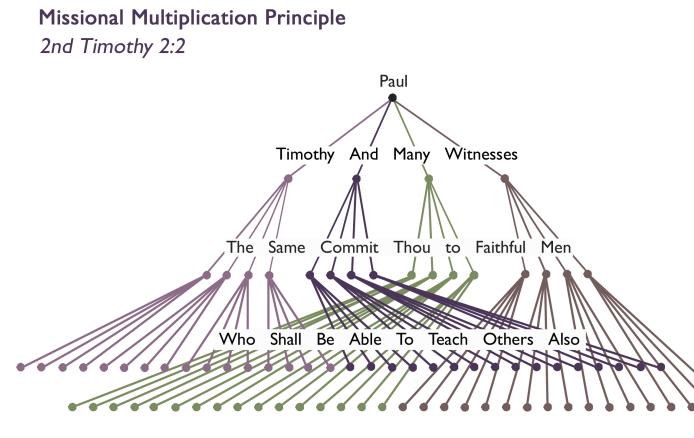
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

ette Forestdale Frinity Opelika Alexander City Westover Lineville Selmont-West Selmont Good Hope Le Reform Beatrice Birmingham Luverne Summerdale Holly Pond Ariter Intercultural Institute Allgood Silverhill Epes West End-Cobb Town Graysville Dayton Book Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Idersburg Meridianville Town Creek Adamsville Butler Cullman Lanett Jemison Guntersville Westover Babbie Summerdale Garden City Goshen Union Grove New Site Are Intercultural Institute Alley Eufaula Fort Deposit Redstone Arsenal Cottonwood Lynn Rock for Contextual Ministry Contextual Ministry Susan Moore Riverside Brewton Double Springs 62 Copyright 2011, Intercultural Institute for Contextual Ministry Second Lynn Susan Moore Riverside Brewton Double Springs 62

Establishing Redemptive Relationships

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

Communication Steps

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



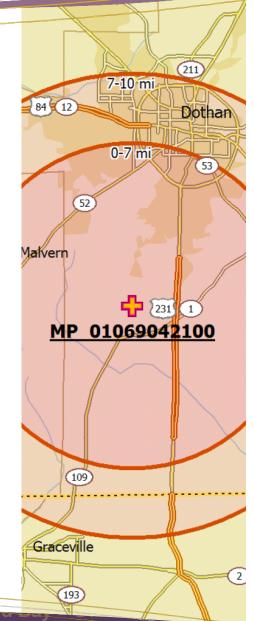


Your MissionSite and the Missional Suite

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

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

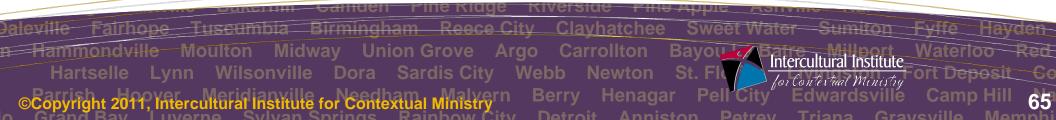
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Rehobeth	4444 S County Road 59 Rehobeth, AL 36301	0.70 mi	339	Plateauing
2	New Providence	2943 S Park Rd Slocomb, AL 36375	3.32 mi	37	Growing
3	Mt. Enon	3167 Iris Rd Dothan, AL 36301	3.51 mi	112	Growing
4	Taylor	4156 Taylor Rd Taylor, AL 36301	3.77 mi	71	Declining
5	Malvern	PO Box 97 Malvern, AL 36349	4.63 mi	212	Growing
6	Corinth	4932 S County Road 49 Slocomb, AL 36375	4.80 mi	27	Declining
7	Hodgesville	11190 S County Road 33 Dothan, AL 36301	4.94 mi	95	Declining
8	Memphis	4595 Eddins Rd Dothan, AL 36301	5.21 mi	359	Growing
9	Selma	3255 S Park Ave Dothan, AL 36301	5.63 mi	255	Plateauing
10	Bethesda	PO Box 547 Slocomb, AL 36375	5.83 mi	34	Declining
11	Madrid	764 Decatur Rd C3 Cottonwood, AL 36320	5.90 mi	80	Plateauing
12	New Hinson	1143 County Road 48 Slocomb, AL 36375	5.91 mi	184	Growing
13	Mt. Gilead	2864 S Brannon Stand Rd Dothan, AL 36305	6.37 mi	676	Declining
14	Cloverdale	806 Dexter St Dothan, AL 36301	6.45 mi	333	Growing
15	Christian Home	407 Nathan Rd Slocomb, AL 36375	6.79 mi	28	Growing

Millport Evergreen Auburn Glen Allen Minor Silverhill Odenville West Blocton Dozier Madison Spr assee Jasper Montevallo Goshen Section Jemison Bon Air Fairview Intercultural Institute Demopolis Brilliant Orrville Pike Road Natural Bridge Winfield Valley Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Bethel	3257 E Cottonwood Rd Dothan, AL 36301	6.88 mi	546	Plateauing
17	Mt. Calvary	2376 Grady Garner Rd Slocomb, AL 36375	7.29 mi	48	Declining
18	Ridgecrest	1231 Fortner St Dothan, AL 36301	7.38 mi	1,201	Plateauing
19	Southside	423 E Cottonwood Rd Dothan, AL 36301	7.50 mi	600	Declining
20	Pathway	3551 Flowers Chapel Rd Dothan, AL 36305	7.64 mi	136	Plateauing
21	South Lena	511 S Lena St Dothan, AL 36301	7.91 mi	40	Plateauing
22	St James	PO Box 1842 Dothan, AL 36302	7.91 mi	78	Declining
23	Union Hill	7335 S County Road 33 Cottonwood, AL 36320	8.20 mi	89	Declining
24	Bay Springs	1721 S Bay Springs Rd Dothan, AL 36305	8.22 mi	208	Plateauing
25	Dothan First	PO Box 2025 Dothan, AL 36302	8.33 mi	1,026	Growing
26	Slocomb First	PO Box 428 Slocomb, AL 36375	8.66 mi	272	Growing
27	Calvary Cottonwood	267 Metcalf St Cottonwood, AL 36320	8.70 mi	103	Declining
28	Calvary Dothan	901 Montezuma Ave Dothan, AL 36303	8.86 mi	1,095	Growing
29	Grandview	2400 Forrester Road Dothan, AL 36301	8.94 mi	224	Declining
30	Union	4149 County Road 44 Hartford, AL 36344	9.25 mi	56	Declining

Comb Eufaula <u>Loachapoka Nectar Talladega Springs</u> Collinsville Alabaster Butler Blue Ridge McIntosh Autaugaville Goldville Carbon Hill Guntersville Saks Epes Ashville <u>Intercultural Institute</u> Bessemer Eutaw Chatom Valley Uniontown Waldo Beatrice Excel for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cak Grove Decatur Ridgeville Riverside Falloville

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Cottonwood First	PO Box 427	9.28 mi	129	Growing
01		Cottonwood, AL 36320	0.20 m	120	Crowing
32	Pilgrim's Rest West	3176 Cumbie Rd.	9.94 mi	32	Growing
		Newton, AL 36352			
33	Bethlehem	416 Bethlehem Rd	10.16 mi	122	Plateauing
~ 1		Midland City, AL 36350		070	5
34	Heritage	1951 Westgate Pkwy	10.28 mi	278	Declining
35	Cowarts	Dothan, AL 36303 PO Box 10	10.41 mi	179	Diotoquing
35	Cowarts	Cowarts, AL 36321	10.41 111	179	Plateauing
36	New Teamon	3813 S County Road 85	10.57 mi	97	Plateauing
		Slocomb, AL 36375		0.	riatedanig
37	Enterprise	25 Enterprise Church Rd	10.58 mi	81	Plateauing
		Ashford, AL 36312			-
38	Rainbow Meadows	3480 Napier Field Rd	11.09 mi	79	Growing
00	0	Dothan, AL 36303		00	D
39	Smyrna	1800 Huskey Rd	11.14 mi	69	Declining
40	Pleasant Hill	Dothan, AL 36303 PO Box 1149	11.27 mi	78	Growing
40	Fiedsanii i iiii	Slocomb, AL 36375	11.27 111	70	Growing
41	Faith	234 Olaff Rd	11.49 mi	127	Plateauing
		Cowarts, AL 36321			a.e.ag
42	Ebenezer	332 Skeeter Creek Ln	11.71 mi	15	Declining
		Hartford, AL 36344			
43	Bluff Springs	1990 Bluff Springs Rd	12.01 mi	148	Growing
		Ashford, AL 36312		0.4	
44	Old Webb Road	PO Box 118	12.01 mi	34	Growing
45	Beulah	Webb, AL 36376 3225 Headland Ave	12.02 mi	77	Growing
40	DEUIAII	Dothan, AL 36303	12.02 111	11	Growing
		Dollian, AL 30303			

Illen Oxford Ben Air Henagar Alabaster Ohatchee Russellville Irondale Pleasant Groves Thorsby Edg Tallassee Goodwater Rogersville Ozark Cordova Hillsboro Sheffie Intercultural Institute kegee Tuscaloosa Gantt Mosses Dora Chelsea Forestdale Bear Cree Intercultural Institute for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Cordenate Center Point Bent 68



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