MissionSite top unreached locations

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Greensboro Elkmont Linevic ENSUS TRACT: 01049960800 Ounty Line Multiply ardiff Napier Field Nectar Graysville REGION: Northern Region Mountainboro Huguley Grayson Valley Lakeview MeadowbroASSOCIATION: Dekalble Columbia Decatur Hoo Cleveland Chatom Brookwood Rehobeth Woodla DISTRICT: 02: Northeast Mountain Districts Mill Doc In partnership with the: McMullen Grove Hill Lincoln COUNTY: DeKalbdova Gordon Carbon Hill Weav Intercultural Institute Purdy Allgood VaDENSITY PATTERN: I3. Iga Tuscumbia Dutton H for Contextual Ministry is Prattville Oak Hill Alabama Baptist Convention st Fork Rainsv Oneonta Trussville Theodore Hobson City State Board of Missions East Brewton Vance Northport Hurtsboro Jackson Leesburg Meridianville Benton Alexander City Dot Copyright 2013, Intercultural/Institute for Contextual Ministry kland Roberts dale Atmore Kellyton Morris Sylvan Sprin

MissionSite (TM) Table of Contents

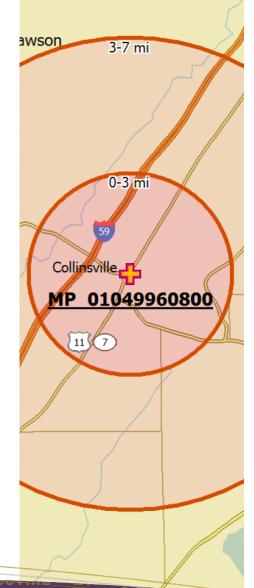
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66

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Site Location Summary

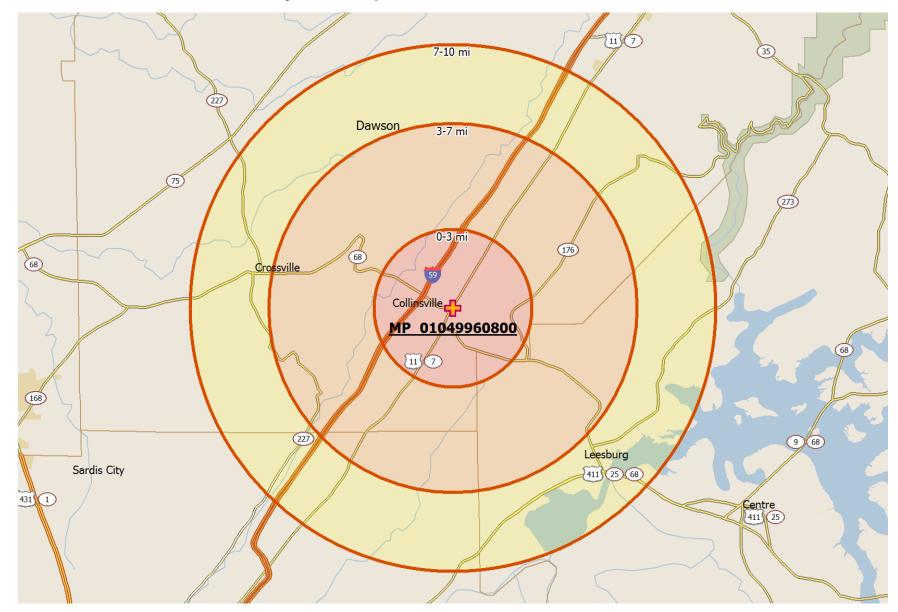
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1230	Dekalb
3	District	02	Northeast Mountain District
4	County Location	01049	DeKalb
5	Zipcode	35961	DeKalb
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.13	Small towns adjacent to a small town
9	Sitescape Density Pattern	13	10000-10000-50000



Florala Billingsley Millport Wilsonville Clio Foley Ozark Rosa McIntosh Union Sylacauga Cotto Grand Bay Allgood Fultondale Wadley Courtland Benton Deatsville Intercultural Institute West Blocton Ragland Helena Sand Rock Addison Trussville New Sol Confermation Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Phenix City **Double Springs** Oneonta Intercultural Institute Gordo Nauvoo Ozark Abbeville Lisman for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Springs Homewood Hope Good Camden l win

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	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	6	Percent commuting from non metro to metro areas

Camp Hill Pleasant Grove Union Springs Billingsley Bear Creek Butler Tuscaloosa Rainsville Centreville Warrier Saraland Wedge Cord Athens Mount Olive Cardiff Minor Orange Beach Elkmont Unio Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,019	5,957	8,548
2010 Households	1,020	2,190	3,275
2010 Group Quarters Population	166	29	85

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	15	5	16
Language Diversity National Index	67	5	17
Foreign Born Diversity National Index	0	16	20
Ancestry Diversity National Index	17	52	45
Racial Diversity National Index	75	15	18

West End-Cobb Town Brantley Eutaw Rosa Ridgeville Hillsboro Wetumpka Vincent Lockhart Leight Hytop Meridianville Gordonville Munford Dora Geiger Bon Air Harvey Intercultural Institute Slocomb Selma Webb Mosses Pleasant Grove Carolina Creola Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
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	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Hanceville Benton Bayou La Batre Grayson Valley Ashville Oak Hill Bear Creek Garden City North Jo Pisgan Prattville Fultondale Mooresville Moundville Woodville Garder Intercultural Institute Moulton Highland Lake Loxley Henagar Forestdale Reform Elmor for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	21	2.06%
Mainstay Communities	Established, Diverse Households	76	7.45%
Working Communities	Blue-collar, Working Families	181	17.75%
Country Communities	Rural, Agri. & Mining Families	577	56.57%
Aspiring Communities	Young Singles / Aspiring-Multihousing	9	0.88%
Urban Communities	High Density, Inner-city Neighborhoods	155	15.2%

Priceville Graveville Geraldine Bon Air Rock Creek Montevallo Blue Ridge Uniontown Babbie Alexand The Arsenal Lisman Webb Childersburg Cherokee Garden City Tarrant Intercultural Institute Ridgeville Monroeville White Hall Killen Ashland Triana Pennington Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Chickasaw Guntersville Brookwood Hillsboro Athens West Jefferson Napier Field Akron McIntosh Jewater Geneva Altoona Trafford Dozier Moody Troy Childersburg Intercultural Institute Montevallo Carolina Malvern Evergreen Arley Valley Pike Road Bear for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	13,793	557	4.04%
Unreached %	55.29%	54.6%	98.75
Religious But NOT Evangelical HH	2,541	107	4.23%
Religious But NOT Evangelical %	10.19%	10.53%	103.41
Spiritual But NOT Relig or Evang HH	1,875	67	3.56%
Spiritual But NOT Relig or Evang %	7.52%	6.54%	87
Not Evangelical, Not Interested HH	9,387	385	4.1%
Not Evangelical, Not Interested %	37.63%	37.71%	100.22



Slocomb Eutaula Houndville Gordon Flomaton Memphis Ladonia Pleasant Grove Double Springs I rondale Pine Hill Magnolia Springs Reece City Demopolis Littleville Intercultural Institute Oak Hill Ashland Beatrice Bayou La Batre Chatom Pinckard Troy Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	85	4	4.71%
Active ALSBOM Attenders	7,923	300	3.79%
Active Evangelical Households	6,294	261	4.14%
Active Evangelical Percent	25.23%	25.56%	101.32
Inactive Evangelical Households	4,860	202	4.15%
Inactive Evangelical Percent	19.48%	19.76%	101.45
# 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	Shady Grove	0.30 mi	54	Declining	16	Ruhama	7.58 mi	100	Plateauing
2	New Bethel Southern Missionary	2.14 mi	51	Plateauing	17	Gravel Hill Missionary	7.94 mi	55	Declining
3	Collinsville	2.31 mi	119	Plateauing	18	Providence	8.05 mi	36	Growing
4	Mt. Vernon	2.46 mi	76	Declining	19	Mt. Pleasant	8.16 mi	0	Plateauing
5	Sand Rock	3.50 mi	148	Plateauing	20	Slackland	8.25 mi	125	Growing
6	Portersville	3.69 mi	26	Growing	21	Little River Missionary	8.31 mi	50	Growing
7	Mt. Zion	3.92 mi	34	Plateauing	22	Mt. Tabor	8.60 mi	47	Declining
8	Pleasant Valley 2	4.13 mi	36	Plateauing	23	Round Mountain	8.69 mi	28	Declining
9	Liberty Hill Missionary	4.20 mi	78	Growing	24	Union Grove	8.84 mi	130	Declining
10	Vernon	5.10 mi	53	Declining	25	Skirum	9.14 mi	44	Plateauing
11	Welcome Hill	5.38 mi	45	Declining	26	Tates Chapel	9.27 mi	111	Plateauing
12	Yellow Creek	6.77 mi	88	Declining	27	Greenwood	9.44 mi	22	Plateauing
13	Black Creek	7.03 mi	93	Growing	28	Shady Grove	9.62 mi	44	Plateauing
14	Leesburg	7.07 mi	15	Declining	29	Flat Rock	9.86 mi	25	Plateauing
15	Friendship	7.30 mi	52	Declining	30	Crossville First	9.95 mi	216	Declining

Wilton Gadsden Columbiana Providence Mountainboro Thomasville Uniontown Georgiana Kansas River Falls Mobile Fairview Chatom Lake Purdy Millport Wetumpka Millbrook Munford Malvern Winfield Section Clayhatchee Douglas Intercultural Institute for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Black West Blocton Minor Hanceville Alabaster

Using the Spirituality Indicators

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

Issues for Your Consideration

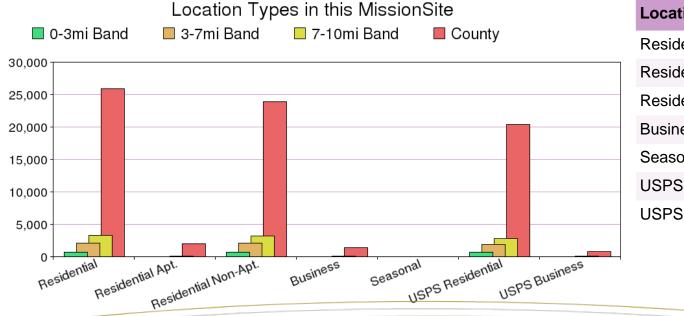
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	54,651	2,243	4.1%
2000 Population	64,452	2,817	4.37%
2010 Population	69,932	3,019	4.32%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	20,968	808	3.85%
2000 Households	25,113	1,020	4.06%
2010 Households	24,946	1,020	4.09%

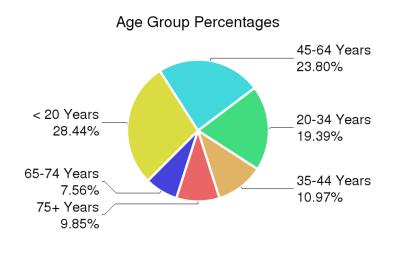


Location Type	0-3mi Band
Residential	725
Residential Apt.	34
Residential Non-Apt.	691
Business	14
Seasonal	0
USPS Residential	693
USPS Business	9

a Sylacauga Cullman Pike Road Tuscaloosa Gantt Brantley Gainesville Courtland Hokes Bluff West F Saraland Rosa Lake Purdy Pine Hill Louisville Franklin Brundidge thens Camp Hill Sumiton Brookwood New Brockton Dora Irondale Montestud Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

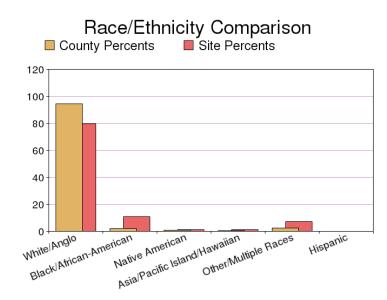


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.79%	6.39%	110.36
4-5 Years	2.88%	2.78%	96.53
6-8 Years	4.31%	4.44%	103.02
9-11 Years	4.17%	4.31%	103.36
12-13 Years	2.71%	2.91%	107.38
14-17 Years	5.29%	5.17%	97.73
18-19 Years	2.61%	2.42%	92.72
0-5 Years	8.67%	9.18%	105.88
6-12 Years	9.83%	10.2%	103.76
13-19 Years	9.25%	9.04%	97.73
< 20 Years	27.75%	28.42%	102.41
20-34 Years	18.32%	19.38%	105.79
35-44 Years	13.24%	10.96%	82.78
45-64 Years	25.59%	23.78%	92.93
65-74 Years	8.36%	7.55%	90.31
75+ Years	6.75%	9.84%	145.78
Median Age	38	35	92.47
Median Age (Male)	36	34	92.64
Median Age (Female)	40	37	92.73

nd Kellyton Paint Rock Leighton Kansas Springville Uniontown Forestdale Mointosh Oak Hill Owens is the without the state of the state o

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	94.38%	79.79%	84.55
Black, African-American	1.98%	10.67%	537.38
Native American	0.84%	1.13%	133.49
Asian	0.37%	1.06%	285.09
Pacific Island, Hawaiian	0.07%	0%	0
Other/Multiple Races	2.35%	7.39%	313.83
Hispanic	0%	31.37%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	46,510	1,959	
Less than 9th Grade	12.31%	16.64%	73.98

Total Adults over age 25 years.	46,510	1,959	
Less than 9th Grade	12.31%	16.64%	73.98
No High School Diploma	16.73%	16.23%	103.03
High School Graduate	36.52%	35.83%	101.92
Some College, no degree	16.95%	14.91%	113.74
Associate Degree	6.19%	6.99%	88.54
College Degree	5.93%	5.51%	107.64
Graduate/Prof. degree	5.36%	3.88%	138.16

ide Detroit Butler Point Clear Margaret Coffee Springs Woodville Magnolia Springs Lexington Parrish Cirronelle Gainesville Glenwood Spanish Fort Clayhatchee Midway Orac Beach Bay Minette Wilson Blue Springs Notasulga Hokes Bluff Trinity Alexandria Oneonta Dutton Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	10.15%	12.45%	201.95
\$10,000 to \$19,999	19.21%	20.1%	104.6
\$20,000 to \$29,999	17.09%	17.16%	100.4
\$30,000 to \$49,999	21.28%	18.33%	86.16
\$50,000 to \$59,999	6.51%	4.71%	72.24
\$60,000 to \$69,999	7.5%	8.04%	107.19
\$70,000 to \$79,999	5.55%	4.9%	88.36
\$80,000 to \$89,999	3.76%	4.12%	109.39
\$90,000 to \$99,999	2.19%	2.94%	134.38
\$100,000 to \$124,999	3.55%	4.61%	129.74
\$125,000 to \$149,999	1.31%	1.67%	127.15
\$150,000 to \$199,999	1.21%	0.39%	32.5
\$200,000 to \$249,999	0.25%	0.1%	38.82
\$250,000 or more	0.43%	0.49%	113.23
Median Household	32,789	31,232	95.25
Average Household	45,839	43,206	94.26
Per Capita Household	16,574	14,634	88.29
Family/Non-Family Household			
Income			
Median Family Income	41,548	36,747	88.44
Average Family Income	53,784	50,161	93.26
Median Non-Family Income	16,955	17,251	101.75
Average Non-Family Income	25,072	23,197	92.52

Vestavia Hills Mountainboro Malvern Demopolis Tarrant Babbie Anderson Talladega Aliceville G Hinor Pennington Sweet Water Section Loxley Goldville East Brewton Intercultural Institute Mamilton Needham Magnolia Springs Susan Moore Oakman Berry For Contextual Ministry Sees Tillmans (Copyright 2013, Intercultural Institute for Contextual Ministry Record Section For Bucker, Wadley, Reece City, Gravsville, Geraldine, Ye

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	72.33%	68.92%	95.29
Families with Children	37.82%	39.31%	103.94
Families without Children	34.51%	29.61%	85.8
Non-Family Households			
% Non-Family Households	27.67%	31.08%	112.31
Non-Families with Children	0.08	0.1	116.46
Non-Families without Children	27.59	30.98	112.3
Housing Units			Index
Total Housing Units	29,386	1,188	
Vacant percent	15.11%	14.14%	93.59
Owned percent	64.01%	60.94%	95.21%
Rented Percent	20.88%	24.92%	119.31
Households by Size			Index
Avg household size	2.77	2.80	101.08
Avg family hh size	3.40	3.47	102.06
Avg non-family hh size	1.11	1.30	117.12
Households By Count of Persons			Percent
One	6,370	282	4.43%
Two	6,571	256	3.9%
Three or Four	9,028	330	3.66%
Five+	2,977	153	5.14%

ans Corner Anderson Hurtsboro Camp Hill La Fayette Moulton Cusseta Summerdale Emelle Faunsdale ba Rutledge Linden Maytown St. Florian Ardmore Montgomery Bayour <u>Intercultural Institute</u> Union Grove Grayson Valley Elkmont Kimberly Sylvan Springs Oak Hill Pleasant Grove Geopyright 2013, Intercultural Institute for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry

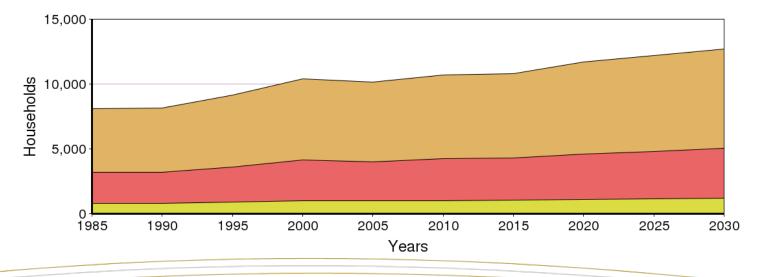
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	54,651	2,243	4.1%
2000 Population	64,452	2,817	4.37%
2010 Population	69,932	3,019	4.32%
2015 Population	72,682	3,136	4.31%

Household Change from 1985 to 2030

🗖 0-3mi Ring 🛛 🗖 0-7mi Ring

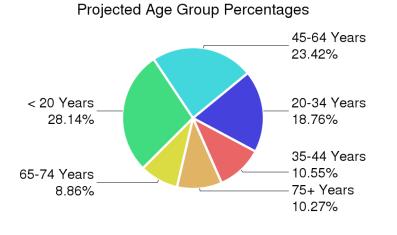
g 🛛 📃 0-10mi Ring



e Rock Mills Valley Oxford Selma Kinston McIntosh Dadeville Redstone Arsenal Jacksonville Newber Euraula Demopolis Shorter Double Springs Needham La Fayette Verner Intercultural Institute dendale Grand Bay Satsuma Wedowee Trinity Hartselle Pell City Blove for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

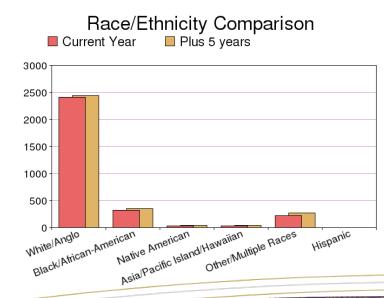


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.39%	6.44%	100.78
4-5 Years	2.78%	2.68%	96.4
6-8 Years	4.44%	4.3%	96.85
9-11 Years	4.31%	4.18%	96.98
12-13 Years	2.91%	2.81%	96.56
14-17 Years	5.17%	4.97%	96.13
18-19 Years	2.42%	2.74%	113.22
0-5 Years	9.18%	9.12%	99.35
6-12 Years	10.2%	9.92%	97.25
13-19 Years	9.04%	9.09%	100.55
< 20 Years	28.42%	28.13%	98.98
20-34 Years	19.38%	18.75%	96.75
35-44 Years	10.96%	10.55%	96.26
45-64 Years	23.78%	23.41%	98.44
65-74 Years	7.55%	8.86%	117.35
75+ Years	9.84%	10.27%	104.37
Median Age	38	36	94.36
Median Age (Male)	36	35	95.06
Median Age (Female)	40	37	94.5

Millbrook Geraldine Priceville McMullen Gulf Shores Onycha Gu-Win Gantt Elmore Sylvan Springs Abbeville Allgood Theodore Grant Sumiton Carrollton Fulton <u>Geraldine Intercultural Institute</u> Talladega Douglas Franklin Hodges Orrville Tallassee Trussville Dal Confectual Ministry Co

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	79.79%	77.81%	97.51
Black, African-American	10.67%	11.26%	105.54
Native American	1.13%	1.18%	104.76
Asian	1.06%	1.15%	108.3
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	7.39%	8.64%	116.99
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,959	2,021	
Less than 9th Grade	16.64%	15.14%	90.99
No High School Diploma	16.23%	14.3%	88.09
High School Graduate	35.83%	36.67%	102.32
Some College, no degree	14.91%	15.69%	105.23
Associate Degree	6.99%	7.87%	112.5
College Degree	5.51%	5.69%	103.21

3.88%

4.65%

119.89

easant Grove Moulton Kellyton Hanceville Newville Prichard Memphis Southside Killen Hayden Ash The Mulga Lanett Collinsville Margaret Helena Berry Taylor Pine Hit Contextual Institute Gainesville Hartselle Banks Hackleburg Orrville Alexandria Boaz Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	12.45%	11.42%	91.74
\$10,000 to \$19,999	20.1%	20.23%	100.67
\$20,000 to \$29,999	17.16%	18.01%	104.95
\$30,000 to \$49,999	18.33%	16.55%	90.29
\$50,000 to \$59,999	4.71%	4.36%	92.57
\$60,000 to \$69,999	8.04%	8.52%	105.97
\$70,000 to \$79,999	4.9%	6%	118.49
\$80,000 to \$89,999	4.12%	4.55%	112.85
\$90,000 to \$99,999	2.94%	2.61%	88.87
\$100,000 to \$249,999	4.61%	5.23%	113.45
\$125,000 to \$149,999	1.67%	1.74%	104.55
\$150,000 to \$199,999	0.39%	0.68%	172.8
\$200,000 to \$249,999	0.1%	0%	0
\$250,000 or more	0.49%	0.19%	39.5
Median Household	31,232	31,357	100.4
Average Household	43,206	45,618	105.58
Per Capita Household	14,634	15,064	102.94
Family/Non-Family Household			
Income			
Median Family Income	36,747	38,940	105.97
Average Family Income	50,161	53,311	106.28
Median Non-Family Income	17,251	19,711	114.26
Average Non-Family Income	23,197	24,522	105.71

Adison Petrey Scottsboro New Hope Holt Brundidge Glenwood Leighton Cleveland Opelika Henaga Level Plains Phenix City Odenville Daphne Brighton Theodore Pine Intercultural Institute Ethelsville Wadley Yellow Bluff York Columbia Hazel Green Birmingh For Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

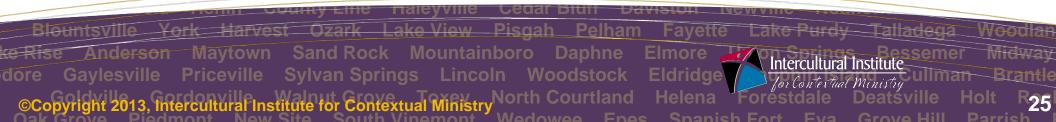
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	68.92%	68.25%	99.02
Families with Children	39.31	40.08	101.94
Families without Children	29.61	29.43	99.4
Non-Family Households			
% Non-Family Households	31.08%	31.75%	102.17
Non-Families with Children	0.1	0.1	102.17
Non-Families without	30.98	31.66	102.18
Children			
Housing Units			
Total Housing Units	1,188	1,202	101.18%
Vacant percent	14.14%	14.06%	99.42
Owned percent	60.94%	60.9%	99.93
Rented Percent	24.92%	25.04%	100.5
Households by Size			
Avg household size	2.80	2.88	102.86%
Avg family hh size	3.47	3.63	104.61%
Avg non-family hh size	1.30	1.25	96.15%
Households By Count of			
Persons			
One	282	292	103.55%
Тwo	256	229	89.45%
Three or Four	330	330	100%
Five+	153	181	118.3%

on Cuba Nauvoo Trafford Coffee Springs Creola Grayson Valley Grand Bay Kinston Lockhart Horn Ha Lagnolia Springs Uniontown Florence Woodstock Ashland Coosada Lura Intercultural Institute Sville Franklin Jacksons' Gap Midland City Birmingham Pinckard Midw Jor Contextual Ministry Socopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	7-10 BORN IN:		
	MILES	MILES	MILES		MILES	
Foreign Born Pop	0	774	73	Eastern Africa	0	
Northern Europe	0	21	0	Middle Africa	0	
Western Europe	0	0	1	Northern Africa	0	
Southern Europe	0	6	0	Southern Africa	0	
Eastern Europe	0	27	14	Western Africa	0	
Other Europe	0	0	0	Other Africa	0	
Eastern Asia	0	6	6	Oceania	0	
So. Central Asia	0	0	0	Caribbean	0	
SE Asia	0	9	15	Central Amer.	0	
Western Asia	0	7	1	South America	0	
Other Asia	0	0	0	North America	0	
				Born at sea	0	



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only				Other Indo-Euro	0	12	0
English only	0	8,442 847	6,020 25		-		•
Spanish Other Indo-Euro	0		65	Asian/PI languages Chinese	0	0	0
	0	65	60		0	6	v
language	0	10	0.4	Japanese	0	0	0
French (incl. Patois,	0	12	24	Korean	0	0	0
Cajun)	2	<u>_</u>		Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian		-	
Italian	0	7	2	Miao, Hmong	0	0	0
Portuguese	0	0	14	Thai	0	0	0
German	0	31	19	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	9
Other West Germanic	0	0	5	Other Asian	0	0	0
A Scandinavian	0	3	1	Tagalog	0	0	6
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	61	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	61	0
Urdu	0	0	0				

eport Ider Gurley Merris Boaz Vance Mount Olive Thorsby Ragland Warrior Birmingham Myrtlewoo Dodge City Rainsville Selma Needham Carbon Hill Steele Belk Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	6,963	4,048	Irish	Irish 0	Irish 0 630
Arab	0	6	2	Italian	Italian 0	Italian 0 57
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 32
British	0	4	18	Polish	Polish 0	Polish 0 8
Canadian	0	7	13	Portuguese	Portuguese 0	Portuguese 0 1
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 24
Czech	0	1	1	Russian	Russian 0	Russian 0 0
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 5
Danish	0	0	2	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 118
Dutch	0	66	31	Scottish	Scottish 0	Scottish 0 87
English	0	455	339	Slovak	Slovak 0	Slovak 0 0
European	0	24	17	Subsaharan African	Subsaharan African 0	Subsaharan African 0 37
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 2
French (not Basque)	0	25	35	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	1	9	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	0	278	193	US/American	US/American 0	US/American 0 2,998
Greek	0	0	2	Welsh	Welsh 0	Welsh 0 19
Hungarian	0	9	0	West Indian	West Indian 0	West Indian 0 2
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 0	Other 0 2,067

Mobile Allgood Valley Head Bon Air Meadowbrook Oakman Grayson Valley Clayhatchee Marion Hand tion Eutaw Mount Olive Clayton Demopolis Double Springs Myrtlewood Intercultural Institute Littleville Glencoe Shorter Hokes Bluff Libertyville Coker Bakerhill Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

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

Ce City Cordova McMullen Opp Smiths Station Cherokee Robertsdale East Brewton Belk Chelsea Ro euritand Castleberry Ashville Graysville Red Level Onycha Jackson Intercultural Institute Louisville Excel Satsuma St. Florian Ranburne Winfield Valley Grand Confectual Ministry ⁹Copyright 2013, Intercultural Institute for Contextual Ministry ⁹Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



eson City Indian Springs Village Malvern Fultendale Tuscumbia Addison Altoona Hanceville Level Plains Hewton Frisco City Mulga Rockford Warrior Harvest Waverly Clanter Intercultural Institute ope Gordonville Oakman Pinckard Boaz Gantt Marion Orrville Brook for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,020	100%	557	100%
AFFLUENT SUBURBIA	7	0.69%	6	1.08%
America's Wealthiest	7	0.69%	6	1.08%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	14	1.37%	9	1.62%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	14	1.37%	9	1.62%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	6	0.59%	4	0.72%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	6	0.59%	4	0.72%
Mid-Market Enterprise	0	0%	0	0%

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Chatem Billingsley Nauvoo Autaugaville Grand Bay Glenwood Lanett Weaver Riverside South Vinema Greeta Dodge City West Jefferson Section Guin Carbon Hill Eva The Florada Kinston Hayden Infercultural Institute Jor Confestual Ministry Prince Forkland Altoona Fairfield Opp Meadowb Jor Confestual Ministry Prince Forkland Altoona Fairfield Opp Meadowb Copyright 2013, Intercultural Institute for Contextual Ministry Fairview Mobile Hollywood East Brewton River Falls 31

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,020	100%	557	100%
BLUE COLLAR BACKBONE	19	1.86%	12	2.15%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	15	1.47%	9	1.62%
Lower Income Essentials	4	0.39%	3	0.54%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	70	6.86%	45	8.08%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	70	6.86%	45	8.08%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	162	15.88%	111	19.93%
Steadfast Conservative	117	11.47%	80	14.36%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	45	4.41%	31	5.57%

ord Altoona Lynn Clay Deatsville Holt Rainbow City Elba Russellville Cusseta Sweet Water St. Florid wille Cleveland Snead Brent Heath Akron McDonald Chapel North John Billingsley New Site Hamin ville Pickensville Beatrice Rock Mills Black Westover West Point Em <u>Intercultural Institute</u> Athens Garder Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,020	100%	557	100%
REMOTE AMERICA	117	11.47%	71	12.75%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	117	11.47%	71	12.75%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	9	0.88%	7	1.26%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	9	0.88%	7	1.26%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	460	45.1%	192	34.47%
Industrious Country Living	1	0.1%	1	0.18%
America's Farmland	7	0.69%	4	0.72%
Comfy Country Living	0	0%	0	0%
Small Town Connections	7	0.69%	4	0.72%
Hinterland Fam.	445	43.63%	183	32.85%

Pead Red Level Billingsley Ider Kansas Petrey Pine Hill Clanton Riverside Ladonia Wilton Frisco Gradiente Silas Headland Magnolia Springs Pisgah Demopolis Vernon The Intercultural Institute Cordova Bank Steele Hartford Roanoke Excel Alexandria Guin Black Chelsea The Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry For Deposit Fulton Dadeville Maxtown Boligee Fultondale

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,020	100%	557	100%
STRUGGLING SOCIETIES	92	9.02%	57	10.23%
Rugged Southern Style	56	5.49%	33	5.92%
Latino Nuevo	2	0.2%	1	0.18%
Struggling city Centers	34	3.33%	23	4.13%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	63	6.18%	43	7.72%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	13	1.27%	9	1.62%
New Generation Activists	50	4.9%	34	6.1%
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%

aleyville Munford Silas Cleveland Meadowbrook Lincoln Sweet Water Roanoke Lake View Flomaton water Dutton Bessemer Hackleburg Gordon Albertville Monroeville New Intercultural Institute Shorter St Green New Site Needham Vance Littleville Glenwood Pisgah Claytor for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Dozier Lipscomb Madrid Geneva Elberta Highland 34

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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Athens Cowarts

ite for Contextual Ministry Arley

- 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?

Gu-Wir

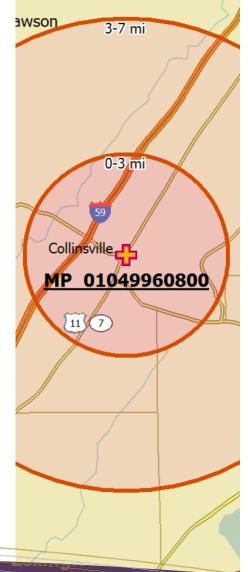
Potential Cultural Bridges

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).



Ashland Rainbow City Somerville Town Creek Newville Elba Berry Parrish Pike Road Clio Highe Canden Geiger Cottonwood Saraland River Falls Union Satsuma Racio Intercultural Institute Munford Babbie Lineville Douglas Hodges Kinston Graysville Road Clio Highe Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	69%	71%	72%
Use Comp. for Internet/E-mail	48%	50%	51%
Internet Use: E-Mail	40%	41%	42%
Use Comp. for Comp. Games	33%	34%	35%
Use Comp. for Shopping	31%	32%	33%
Use Comp. for Word Processing	28%	30%	31%
Use Comp. for Digital Camera	25%	27%	27%
Photo Editing			
Use Comp. for Education	24%	25%	25%
Internet Use: Banking	23%	24%	25%
Use Comp. for Banking	23%	25%	25%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	21%	23%	24%
Internet Use: News/ Weather	20%	20%	20%
PC-Network-HH Has One	18%	18%	18%
Use Comp. for News/Info./Data	14%	15%	16%
Service			
Use Comp. for Filing/DB Mngmnt	10%	11%	11%
Internet Use: Shopping: Made A	10%	11%	11%
Purchase			
Internet Use: Research/ Education	9%	9%	10%
Use Comp. for Accounting	9%	11%	12%
Internet Use: Download Music	9%	9%	9%
Files			
Internet Use: Shopping: Gathered	9%	9%	10%
Info. for Shopping			

Altoena Nauvoe Livingston Cedar Bluff Meridianville Troy Greenville Rock Mills Geneva West Block and City Hayneville Evergreen Arab Columbiana Centreville Hurtsboro <u>Intercultural Institute</u> Moores Mill Valley Grande Elkmont Gardendale Roanoke Providence Eufaula Piec <u>Intercultural Institute</u> Pond Lakevi Confertual Ministry Confertual Ministry Confertual Institute for Contextual Ministry Confertual Destroy Liberty ville Indian Springs Village Gravsville Ider Vellow Bluff Bayou La Batre Hillsboro Glen A

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

0-3	3-7	7-10
MILES	MILES	MILES
63%	64%	64%
50%	52%	53%
45%	46%	47%
39%	40%	41%
37%	39%	39%
31%	32%	33%
30%	31%	32%
29%	29%	29%
17%	18%	18%
16%	16%	16%
	MILES 63% 50% 45% 39% 37% 31% 30% 29% 17%	MILES 63% 64% 50% 52% 45% 46% 39% 40% 37% 39% 31% 32% 30% 31% 29% 29% 17% 18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	64%	65%	65%
Gen./Fam. Practitioner	37%	38%	39%
None Of These	22%	22%	22%
Backache	21%	21%	22%
Hypertension/High Blood	20%	20%	20%
Pressure			
Dentist	19%	21%	21%
Any Arthritis	18%	19%	19%
Eye Dr.	17%	18%	18%
High Cholesterol	16%	16%	16%
Overweight (30 Pounds Or More)	16%	16%	15%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-
	MILES	MILES	MILES		Μ
Concert	18.52%	18.81%	19.63%	Movies: Romantic Comedy	15
Live Theater	12.03%	12.68%	13.61%	Movies: Drama	14
Rock/Pop Concerts Most	10.31%	10.18%	10.44%	Movies: Horror	13
Often				College Football Reg.	4.
Live Theater Most Often	9.34%	10.08%	10.85%	Season	
Country Concerts Most	5.77%	6.2%	6.36%	MLB Baseball Reg. Season	3.
Often				NFL Football Reg. Season	3.
Comedy Club	5.23%	4.99%	4.77%	Auto Racing Events	3.
Movies: Comedy	34.07%	34.01%	34.08%	College Basketball Reg.	3.
Movies: Action/Adventure	30.85%	31.84%	32.41%	Season	
Movies: Fam.	15.52%	15.71%	16.07%	Rodeo	2.

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	15.48%	15.51%	16.1%
Movies: Drama	14.52%	14.89%	15.3%
Movies: Horror	13.41%	12.52%	11.89%
College Football Reg.	4.87%	5.28%	5.52%
Season			
MLB Baseball Reg. Season	3.87%	4.45%	4.78%
NFL Football Reg. Season	3.67%	3.98%	4.14%
Auto Racing Events	3.14%	3.37%	3.34%
College Basketball Reg.	3.06%	3.09%	3.24%
Season			
Rodeo	2.42%	2.58%	2.53%

ton Boaz Indian Springs Village Sipsey Lake Purdy Altoona Arab Summerdale Liverne Union Grove Sumiton Pinson Goshen Highland Lake Mulga Millport Hillsboro Cherry Intercultural Institute achapoka Rogersville Banks Orange Beach Coosada Vredenburgh ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands -0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	33.89%	34.9%	35.98%	Mountain/Road Bikir	Mountain/Road Biking 9.82%	Mountain/Road Biking 9.82% 10.89%
Swimming	31.25%	32.59%	33.27%	Jogging/Running	Jogging/Running 9.51%	Jogging/Running 9.51% 10.04%
Freshwater Fishing	27.33%	28.82%	28.85%	Stationary Cycling	Stationary Cycling 9.29%	Stationary Cycling 9.29% 9.63%
Camping Trips	25.33%	26.11%	25.63%	Volleyball	Volleyball 9.07%	Volleyball 9.07% 8.82%
Bowling	20.86%	21.5%	21.68%	Saltwater Fishing	Saltwater Fishing 8.75%	Saltwater Fishing 8.75% 9.11%
Hunting	19.31%	20.55%	20.72%	Horseback Riding	Horseback Riding 8.51%	Horseback Riding 8.51% 8.94%
Billiards/Pool	17.04%	17.51%	17.57%	Using Cardio Machi	Using Cardio Machine 8.24%	Using Cardio Machine 8.24% 8.62%
Basketball	15.28%	15.37%	15.31%	Aerobics	Aerobics 7.17%	Aerobics 7.17% 7.16%
Target Shooting	12.58%	13.32%	13.36%	Canoeing/Kayaking	Canoeing/Kayaking 7.12%	Canoeing/Kayaking 7.12% 7.76%
Baseball	11.63%	11.54%	11.08%	Power Boating	Power Boating 7.1%	Power Boating 7.1% 7.92%
Backpacking/Hiking	11.14%	11.29%	11.49%	Archery	Archery 6.75%	Archery 6.75% 7.37%
Weight Training	10.83%	11.47%	11.9%	Fly Fishing	Fly Fishing 6.53%	Fly Fishing 6.53% 6.74%
Football	10.23%	10.18%	9.87%	Tennis	Tennis 6.48%	Tennis 6.48% 6.44%
Golf	9.99%	10.62%	11.4%	Softball	Softball 6.18%	Softball 6.18% 6.63%

ufaula Madrid Winfield Munford Lockhart Leosburg Valley Grande Crossville Moulton Brighton Webs Gall Shores Kinston Piedmont Chatom Frisco City Beaverton Eutare Intercultural Institute Florala Brilliant Maytown Ashland Grand Bay Pike Road West Point Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Motorcycling	5.89%	6.28%	6.23%
Soccer	5.32%	5.3%	5.29%
Water Skiing	4.96%	5.32%	5.41%
Jet Skiing	4.95%	5.08%	5.05%
Snorkeling	4.72%	4.82%	4.93%
Martial Arts	4.44%	4.53%	4.54%
Yoga	4.4%	4.38%	4.53%
Roller Skating	4.25%	4.49%	4.61%
Skateboarding	4.01%	4.14%	4.2%
Auto Racing	3.71%	3.55%	3.56%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Ice Skating	3.7%	3.88%	4.02%
Hockey	3.57%	3.53%	3.53%
Downhill & X-Country	3.51%	3.78%	4.01%
Skiing			
Snowmobiling	3.45%	3.77%	3.96%
Rock Climbing	3.43%	3.24%	3.17%
Racquetball	3.27%	3.23%	3.11%
Sailing	2.83%	3.02%	3.17%
Snowboarding	2.73%	2.8%	2.83%
Rowing	2.56%	2.68%	2.72%
Surfing & Windsurfing	2.44%	2.45%	2.46%

Eufaula Union Grove Onycha Westover Mountain Brook Attalla Thomaston Bakerhill Lexington Gravs Huntsville Linden Hueytown Boligee Sylacauga Mosses Scottsbore Intercultural Institute Springs Village Gadsden Mount Vernon Rutledge Harvest Roanoke Lin for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



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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.



Bridgeport Lipscomb Bayou La Batre Livingston Pine Apple Wilsonville Saks Fayette Falkville Helena Clay Shiloh Brookside Cuba Edgewater Vredenburgh Babbie Intercultural Institute allassee La Fayette Flomaton Sylvania Auburn Enterprise Florala Gave for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

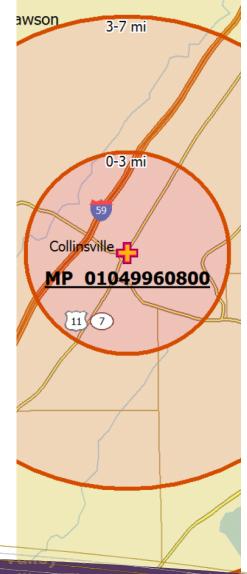
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning New Things	52%	52%	52%	If Won Lottery Would Never	20%	20%	21%
Find It Difficult To Say No To My Kids	40%	41%	42%	Friends More Important Than My Fam.	19%	19%	20%
Woman's Place Is In The Home Speak My Mind Even If It Upsets	37% 36%	37% 36%	37% 36%	Challenge/Novelty/Change	19%	18%	18%
People Like Control Over People And Resources	36%	35%	34%	, 0	18% 16%	17% 16%	17% 16%
Like To Do Unconventional Things	31%	31%	30%	I Am A Workaholic We Should Strive for Equality	16% 12%	15% 11%	15% 11%
Don't Judge People/Way They Live Life Too Much Sponsorship In	28% 27%	27% 25%	26% 24%	115 5	10%	10%	10%
Arts/Sports Money Is Best Measure Of	21%	25%	24%	Living On Whole People Get What They Deserve	10%	10%	9%
Success Like to Stand Out In A Crowd	24%	23%	23%	,	9%	9%	9%
Prefer To Have Few Possessions As Possible	23%	23%	24%	Little I Can Do To Change My Life	8%	8%	7%
Rarely Sit Down to a Meal Together At Home	20%	19%	19%	Very Happy With My Life As It Is	8%	7%	6%

Vestavia Hills Pike Road Shiloh Marion Mulga Wedowee Hammondville Union Albertville Spanish For Hountainboro Smoke Rise Coffeeville Clay Fruithurst Abbeville Glever Intercultural Institute Oneonta Horn Hill Bear Creek Geraldine Livingston Northport Jacks Hot Fillmans Corner Gaylesville Glever Forkland Sardis City Recopyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Pleasant Grove Orrville Stevenson Aliceville Millport Hytop Chelsea Lineville Thomaston Fulton Isten McKenzie Concord Columbia Lexington Chatom Malvern Fores Intercultural Institute Deatsville Fultondale Hillsboro Moores Mill Mountain Brook Anders Forest Albertville JorConfectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	55%	57%	58%	Looking for New Ideas To Improve Home	19%	18%	17%
You Should Seize Opportunities In Life	52%	52%	53%	Enjoy Spending Time With My Fam.	17%	17%	16%
Like To Understand About Nature	33%	33%	33%	Real Men Don't Cry Worried About Pollution Caused	17% 17%	17% 17%	17% 17%
Prefer Work Part Of Team Than Alone	33%	34%	34%	By Cars People Have To Take Me As They	17%	17%	18%
Important To Juggle Various	33%	32%	32%	Find Me			
Tasks Important Feel Respected By My	32%	32%	32%	Provide My Kids With The Little Extras	15%	14%	13%
Peers Good At Fixing Things	27%	27%	27%	Try Not To Worry About The Future	10%	10%	10%
Have Keen Sense Of Adventure Prefer To Have Few	25% 23%	25% 23%	25% 24%	Children Should Be Allowed To Express Themselves	8%	7%	7%
Possessions As Possible				Would Like To Set Up Own	7%	7%	6%
Is An Important Part Of Who I Am	20%	21%	21%	Business Feel Very Alone In The World	7%	7%	6%
Like To Just Enjoy Life Consider Myself Interested In	20% 19%	20% 18%	20% 18%	Like Spending Most Time With Fam.	5%	5%	5%
The Arts				Decor Particular Interest To Me	4%	4%	4%

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e View Orville Guttey Late Purdy Lexington Brighton Auburn Montgomery Fultondale Hunford New Grande Grand Bay Wetumpka Troy Geneva Franklin Samson Gar <u>Intercultural Institute</u> Uga Ashford Hodges North Courtland Jacksonville Oxford Moulton Si (on Contextual Ministry Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Final Provide Final State State

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.

Tallassee Oxford Prichard Meadowbrook Fairview Tuskegee Opelika Cusseta Westover Autaugaville Coker Rehobeth Lisman Daviston Coffeeville Silas Douglas Pro Intercultural Institute ntone Rutledge Lexington West Point Kennedy River Falls Vina Tillm (or Confectual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry

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Collinsville,

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Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	89.09%	89.17%	88.66%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.68%	81.36%	82.06%
Houses-Visit Any			
McDonald's	54.77%	55.31%	54.93%
Burger King	40.43%	40.88%	40.34%
Kentucky Fried Chicken (KFC)	32.45%	31.98%	31.58%
Subway	30.47%	31.31%	31.42%
Wendy's	29.22%	29.42%	29.37%
Pizza Hut	26.8%	25.72%	24.86%
Taco Bell	25.61%	26.26%	26.37%
Applebee's	23.9%	24.34%	24.33%
Sonic	22.88%	22.52%	21.67%
Dairy Queen	19.81%	20.14%	19.89%

MILES	MILES	MILES
9.02%	20.09%	20.68%
7.14%	17.33%	17%
6.72%	16.39%	15.52%
6.21%	17.08%	17.15%
5.81%	16.54%	16.89%
5.05%	14.68%	14.6%
3.16%	12.18%	11.63%
2.97%	12.74%	12.29%
0.69%	10.68%	10.74%
0.35%	10.98%	11.01%
9.82%	9.52%	9.42%
9.29%	8.58%	8.19%
	9.02% 7.14% 6.72% 6.21% 5.81% 5.05% 3.16% 2.97% 0.69% 0.35% .82%	9.02%20.09%7.14%17.33%6.72%16.39%6.21%17.08%5.81%16.54%5.05%14.68%3.16%12.18%2.97%12.74%0.69%10.68%0.35%10.98%.82%9.52%

Elematon Millbrook Carbon Hill Ridgeville Elmore Oakman Huguley Vestavia Hills Pleasant Groves Centreville Selma Enterprise Waterloo Mobile Gainesville Sardis City Jasper Albertville Petrey Myrtlewood Montevallo Owens Cross Roads Waterlook Device Tue Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



ad Lincoln Demopolis Pell City Point Clear Fairfield Coker Guntersville Rock Creek Odenville Dadevi Gainesville Brewton Brookwood Mountainboro Glenwood Meadowbroch Biountsville Akron Rockford sville Bon Air Woodland Blue Springs Hartselle Ranburne Lipscomb Gontextual Ministry Geopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Dest Point Saks Citronelle Black Stevenson Minor Go

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	36.87%	38.65%	39.89%
Recycled products	21.91%	23.83%	25.46%
Worked as volunteer (non political)	12.92%	13.77%	14.43%
Engaged in fund raising	10.47%	10.83%	11.1%
Religious club member	7.94%	8.06%	8.14%
Church Board	5.58%	5.8%	5.92%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	4.48%	4.8%	5.06%
Wrote to editor of mag or	4.33%	4.36%	4.4%
newspaper			
Charitable Organization	4.19%	4.41%	4.62%
Addressed a public meeting	3.71%	4.13%	4.37%
Took active part in local civic	3.58%	3.7%	3.9%
issue			
Union member	3.44%	3.91%	4.18%

dges Memphis Orrville Warrior Pine Apple Rainbow City Opelika Midway Millport Magnolia Springs B aurg Petrey Sweet Water Leeds Geneva Susan Moore Owens Cross Road Brighton Vina Redstone Ars Daviston Lakeview Wetumpka Pinckard Rockford York Grant Hueytow For Contextual Ministry Dive Vernon Copyright 2013, Intercultural Institute for Contextual Ministry Spanish Fort Hokes Blutt Silas Riverview Haleyville 50

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.



Center Point <u>Glan Allen</u> <u>Caylesville</u> <u>La Fayette</u> <u>Fyffe</u> <u>Gainesville</u> Union Springs Hartselle</u> <u>Ardmore</u> Hateyville Southside Dothan Fruithurst Childersburg Memphis Leester <u>Intercultural Institute</u> Winfield Addie Ashford Florala Birmingham Alexandria Fulton Tuskegee River Falls <u>for Contextual Ministry</u> Contextual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Children's Books	12.4%	12.68%	13.05%
Novel	12.37%	12.98%	13.51%
Mystery	9.65%	9.99%	10.4%
Religious (not Bibles)	9.24%	9.46%	9.52%
Cookbooks	8.68%	9.16%	9.48%
Romance	7.31%	7.59%	7.72%
History	5.16%	5.42%	5.63%
Biography	4.75%	4.88%	5.1%
Personal/Business Self-help	4.46%	4.7%	5.05%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	51.41%	52.67%	53.9%
Gen. Editorial	39.77%	39.92%	40.5%
Womens	36.3%	36.21%	36.31%
Service	32.41%	33.25%	33.72%
Fishing/Hunting	17.98%	18.75%	18.6%
Automotive	16.08%	16.07%	15.94%
Mens	15.1%	14.59%	14.62%
Parenthood	14.85%	14.27%	13.98%
Health	12.02%	12.07%	12.11%

Hokes Bluff Goldville Douglas Guin Gantt Rainsville Fayette McMullen Gurley Winfield Abbeville Hette West Blocton Holly Pond Jemison Dodge City Riverside Daleviller Intercultural Institute Millport Allgood Flomaton Ohatchee Midway Shorter Linden Black for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Red Bay Eclectic Scottsboro Hazel Green Triana

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	50.2%	51.83%	52.99%
Classified	37.62%	38.34%	38.29%
Editorial Page	28.16%	29.73%	30.75%
Sport	26.31%	27.32%	28.08%
Comics	24.5%	25.12%	25.71%
Food/Cooking	19.01%	19.8%	20.58%
TV/Radio Listings	18.67%	19.64%	20.46%
Business/Finance	17.17%	18.38%	19.67%
Movie Listings & Reviews	16.89%	17.68%	18.57%
Home/Gardening	15.77%	16.76%	17.41%
Fashion	12.33%	12.3%	12.52%
Science/Technology	11.17%	11.87%	12.74%
Travel	10.52%	11.49%	12.44%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	34.54%	36.5%	36.44%
CHR Contemp Hit Radio	15.48%	14.68%	14.58%
Adult Contemporary	14.52%	15.03%	15.2%
Urban Contemporary	12.15%	10%	9.1%
Classic Rock	8.93%	9.47%	9.81%
Oldies	8.83%	8.98%	9.17%
Rock	7.77%	8.44%	8.84%
Religious	6.82%	7.02%	7.17%
Alternative	5.71%	6.08%	6.48%
Gospel	5.21%	4.92%	4.71%
Variety	5.1%	4.56%	4.5%
News/Talk	5.04%	5.71%	6.48%
Hispanic	3.72%	2.9%	2.56%
Soft Contemporary	3.47%	3.71%	3.88%
Classic Hits	3.14%	3.24%	3.26%
All Talk	2.38%	2.61%	2.85%
Sports	1.73%	1.94%	2.15%
Public	1.66%	1.74%	1.88%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10		MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	60.37%	62.38%	63.15%		Video-On-Demand Movies	Video-On-Demand Movies 22.2%	Video-On-Demand Movies 22.2% 22.32%
Satellite Dish	57.67%	58.77%	59.47%		TCM (Turner Classic	TCM (Turner Classic 21.93%	TCM (Turner Classic 21.93% 22.49%
Other Video-On-Demand	47.74%	47.66%	47.3%		Movies)	Movies)	Movies)
Soapnet	46.63%	46.47%	46.96%	Н	allmark Channel	allmark Channel 21.61%	allmark Channel 21.61% 22.56%
Adult Pay Per View TV	36.68%	37.91%	38.6%	Ni	ick At Nite	ck At Nite 21.24%	ick At Nite 21.24% 22.63%
Sci-Fi Channel	34.94%	35.96%	36.2%	A	dult Swim	dult Swim 20.69%	dult Swim 20.69% 22.59%
MSNBC	31.3%	32.3%	32.61%	ι	ISA Network	JSA Network 20.42%	JSA Network 20.42% 20.68%
Nickelodeon	31.27%	32.72%	32.73%	В	ET (Black Entertainment	ET (Black Entertainment 19.41%	ET (Black Entertainment 19.41% 20.32%
Subscribe Digital Cable	28.25%	28.02%	27.89%	ΤV)))
TV Info From Sunday TV	27.54%	27.8%	28.16%	Enco	ore	ore 18.5%	ore 18.5% 19.91%
Magazine				Lifeti	me	me 18.15%	me 18.15% 18.6%
TV Info From Newspapers	22.99%	23.71%	24.22%	T∖	/ Info From Other	/ Info From Other 17.75%	/ Info From Other 17.75% 17.83%
TV Info From Monthly Cable	22.43%	22.46%	22.56%	l	Lifetime Movie Network	Lifetime Movie Network 15.95%	Lifetime Movie Network 15.95% 16.68%
Guide				ľ	The Golf Channel	The Golf Channel 15.4%	The Golf Channel 15.4% 16.53%

Indville Gordonville Pisgah Arley Odenville Waterloo Riverview La Fayette Midway Gilbertown Butler Hentgomery Gordo Mignon Cottonwood Mountain Brook Sylvan Springs Chert Clayton Northport Reform Hodges Lester Lake Purdy Coffeeville Frisco City Clanton Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Fulfondale Local Forthe Valley Grande Lynn, Vestavia Hills, Baileyton, Pelbam

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.



Dodge City Silverhill Kansas Pine Hill Kimberly Fruithurst Pelham Oak Hill Carbon Hill Mount Olive Hilton Elkmont Courtland Twin Reform Lowndesboro Carolina Flore Intercultural Institute Alexandria Kinston Rogersville Libertyville Ashland West Point Phere for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.48%	16.26%	16.84%
Medium Users (4-6)	8.44%	8.76%	8.98%
Light Users (1-3)	19.58%	19.76%	20.01%
Quintiles (20%)			
Newspaper I (Heavy)	0.92%	0.84%	0.77%
Newspaper II	0.8%	0.77%	0.7%
Newspaper III	2.5%	2.7%	2.85%
Newspaper IV	0.3%	0.3%	0.31%
Newspaper V (Light)	1.36%	1.4%	1.46%

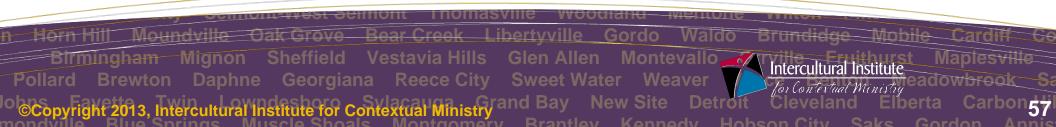
MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	18.12%	18.11%	17.77%
Magazines II	8.93%	8.82%	8.71%
Magazines III	10.34%	10.17%	9.91%
Magazines IV	10.48%	10.42%	10.09%
Magazines V (Light)	0.27%	0.13%	0.1%
Outdoor I (Heavy)	5.38%	4.67%	4.28%
Outdoor II	3.02%	2.65%	2.6%
Outdoor III	2.75%	2.45%	2.27%
Outdoor IV	21.55%	21.45%	21.38%
Outdoor V (Light)	24.43%	24.83%	25.22%
Yellow Pages I	15.71%	15.84%	15.4%
(Heavy)			
Yellow Pages II	4.82%	4.36%	4.28%
Yellow Pages III	5.38%	4.72%	4.5%
Yellow Pages IV	27.25%	26.67%	26.15%
Yellow Pages V (Light)	4.08%	3.63%	3.28%

Harpersville <u>Gaylesville</u> Nectar Brent Powell Forestdale Winfield Ashland Huguley Montgomery Ga burne Opelika Vernon Fairview Hazel Green Uniontown Morris Atmored Auburn Stevenson Citronelle Tuskegee Addison Odenville Toxey Lincoln Taylor Gadsden How for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Reconverse Report Stevenson Centreville Thomaston West Point 56

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	2.84%	2.92%	3%
Drive Time III (Medium)	1.05%	1.06%	1.03%
Radio IV & V (Light)	2.53%	2.82%	2.84%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	9.04%	8.42%	7.96%
Radio III (Medium)	3.7%	3.98%	4%
Radio IV & V (Light)	2.33%	2.37%	2.38%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	12.73%	12.53%	12.43%
Cable III (Medium)	6.18%	5.92%	5.84%
Cable IV & V (Light)	31.67%	31.29%	31.33%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	8.33%	9.25%	9.71%
6:00am - 10:00am	6.97%	7.1%	7.68%
10:00am - 3:00pm	3.73%	3.43%	3.54%
3:00pm - 7:00pm	13.03%	13.24%	13.44%
7:00pm - Midnight	7.95%	8.48%	9.07%
Midnight - 6:00am	3.59%	3.37%	3.37%
Weekend Radio			
Listeners			
Dayparts [summary]	9.55%	10.28%	10.63%
6:00am - 10:00am	1.21%	1.42%	1.65%
10:00am-3:00pm	1.75%	1.88%	2.22%
3:00pm - 7:00pm	4.92%	4.88%	4.97%
7:00pm - Midnight	6.8%	7.08%	7.26%
Midnight - 6:00am	5.77%	5.74%	6.21%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.66%	5.72%	5.58%
Saturday: 8:00-11:00pm	6.43%	6.76%	6.85%
Sunday: 7:00-11:00pm	8.81%	9.41%	9.42%
9:00am-1:00pm	21.24%	22.63%	23.27%
9:00am-4:00pm	24.2%	25.86%	26.63%
4:00pm-7:00pm	22.21%	22.85%	23.54%
11:00pm-1:00am	36.4%	37.24%	37.59%
AVG Prime time	2.19%	1.95%	1.89%
Mon-Sun			

58

Millry Fruithurst <u>Springville</u> Madrid Jacksonville Geneva Brookwood Adamsville Pelham Ozar Sten Alten Clanton Maplesville Ethelsville Dauphin Island Ladonia Tallado <u>Adamsville Pelham</u> Ozar Hill County Line Valley Grande Daphne Altoona Lipscomb Marion Show for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	12.2%	11.82%	11.93%	Sat: 7-10am	Sat: 7-10am 13%	Sat: 7-10am 13% 13.02%
7-9am	14.01%	14.62%	14.95%	Sat: 10am-1pm	Sat: 10am-1pm 6.25%	Sat: 10am-1pm 6.25% 6.32%
9am-12noon	15.28%	16.99%	17.9%	Sat: 1-4pm	Sat: 1-4pm 22.93%	Sat: 1-4pm 22.93% 23.17%
12noon-4pm	8.92%	8.87%	8.73%	Sat: 4-6pm	Sat: 4-6pm 4.88%	Sat: 4-6pm 4.88% 4.97%
4-6pm	37.59%	38.97%	39.86%	Sat: 6-7pm	Sat: 6-7pm 0.76%	Sat: 6-7pm 0.76% 0.89%
6-7pm	20.03%	21.01%	21.13%	Sat: 7-8pm	Sat: 7-8pm 1.1%	Sat: 7-8pm 1.1% 0.87%
7-7:30pm	0.98%	1.1%	1.16%	Sat: 8-11pm	Sat: 8-11pm 6.43%	Sat: 8-11pm 6.43% 6.76%
7:30-8pm	10.2%	10.04%	9.62%	Sat: 11pm-1am	Sat: 11pm-1am 3.35%	Sat: 11pm-1am 3.35% 3.51%
8-11pm	5.66%	5.72%	5.58%	Sat: 1am-7pm	Sat: 1am-7pm 20.42%	Sat: 1am-7pm 20.42% 20.68%
11pm-12am	31.3%	32.3%	32.61%	Sun: 7-10am	Sun: 7-10am 3.29%	Sun: 7-10am 3.29% 3.26%
11pm-1am	36.4%	37.24%	37.59%	Sun: 10am-1pm	Sun: 10am-1pm 7.04%	Sun: 10am-1pm 7.04% 7.58%
1-6am	20.59%	20.56%	20.88%	Sun: 1-4pm	Sun: 1-4pm 5.85%	Sun: 1-4pm 5.85% 6.32%
				Sun: 4-7pm	Sun: 4-7pm 11.35%	Sun: 4-7pm 11.35% 12.01%
				Sun: 7-11pm	Sun: 7-11pm 8.81%	Sun: 7-11pm 8.81% 9.41%
				Sun: 11pm-1am	Sun: 11pm-1am 2.38%	Sun: 11pm-1am 2.38% 2.57%
				Sun: 1-7am	Sun: 1-7am 17.51%	Sun: 1-7am 17.51% 18.56%

River Fails Bayou La Batre Silverhill Harpersville Elberta Moody Columbia Dothan Sipsey Ozark H Gelger Carolina McMullen Eldridge Goodwater Brantley Jackson Intercultural Institute Mulga Gilbertown Bridgeport Gantt Moundville Brundidge Guin Mun for Contextual Ministry Copyright 2013, 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.



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

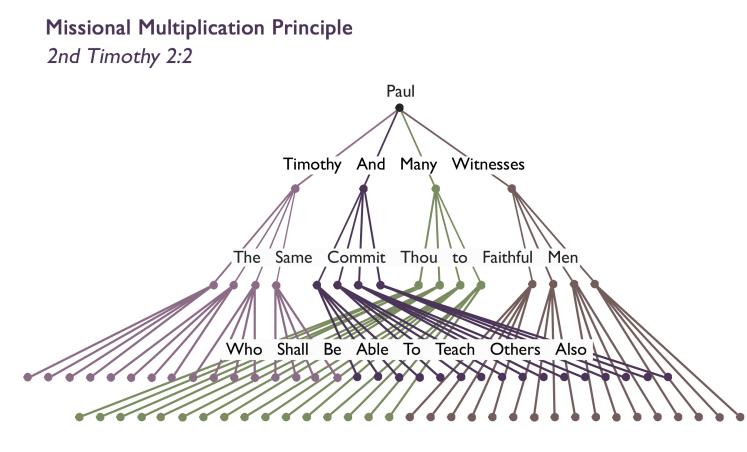
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



Biblical Missional Multiplication

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

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



Jackson Ceffeeville Russellville Kansas Mount Olive Mobile Eclectic Valley Grande Sanford Twinson Attalla Forkland Gordon Smiths Station Ider Guntersville Lincoln Intercultural Institute ania Pisgah Sheffield Westover Detroit Dora Grove Hill Gantt Linevil for Contextual Ministry It Copyright 2013, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



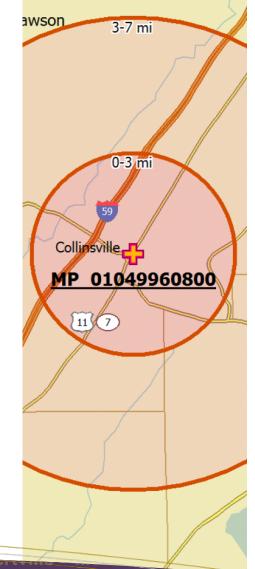


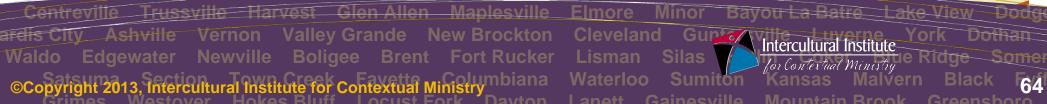
Your MissionSite and the Missional Suite

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

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

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





Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Shady Grove	185 County Road 822 Collinsville, AL 35961	0.30 mi	54	Declining
2	New Bethel Southern Missionary	13000 Tabor Rd Collinsville, AL 35961	2.14 mi	51	Plateauing
3	Collinsville	PO Box 558 Collinsville, AL 35961	2.31 mi	119	Plateauing
4	Mt. Vernon	4370 County Road 822 Collinsville, AL 35961	2.46 mi	76	Declining
5	Sand Rock	2400 Sand Rock Ave Sand Rock, AL 35983	3.50 mi	148	Plateauing
6	Portersville	562 County Road 822 Collinsville, AL 35961	3.69 mi	26	Growing
7	Mt. Zion	1741 County Rd 32 Collinsville, AL 35961	3.92 mi	34	Plateauing
8	Pleasant Valley 2	805 County Road 3 Collinsville, AL 35961	4.13 mi	36	Plateauing
9	Liberty Hill Missionary	PO Box 740 Collinsville, AL 35961	4.20 mi	78	Growing
10	Vernon	PO Box 556 Collinsville, AL 35961	5.10 mi	53	Declining
11	Welcome Hill	900 County Road 52 Fort Payne, AL 35967	5.38 mi	45	Declining
12	Yellow Creek	130 Yellow Creek Church Rd Leesburg, AL 35983	6.77 mi	88	Declining
13	Black Creek	170 Black Creek Rd. Collinsville, AL 35961	7.03 mi	93	Growing
14	Leesburg	5455 Weiss Lake Blvd Leesburg, AL 35983	7.07 mi	15	Declining
15	Friendship	5714 County Road 843 Dawson, AL 35963	7.30 mi	52	Declining

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Ruhama	PO Box 680069 Fort Payne, AL 35968	7.58 mi	100	Plateauing
17	Gravel Hill Missionary	14701 US Highway 11 Fort Payne, AL 35967	7.94 mi	55	Declining
18	Providence	1161 Co. Rd. 37 Crossville, AL 35962	8.05 mi	36	Growing
19	Mt. Pleasant	RR 1 Box 351 Mc Intosh, AL 36553	8.16 mi	0	Plateauing
20	Slackland	75 County Road 20 Leesburg, AL 35983	8.25 mi	125	Growing
21	Little River Missionary	1675 County Road 59 Piedmont, AL 36272	8.31 mi	50	Growing
22	Mt. Tabor	361 County Road 49 Dawson, AL 35963	8.60 mi	47	Declining
23	Round Mountain	6070 County Road 48 Cedar Bluff, AL 35959	8.69 mi	28	Declining
24	Union Grove	PO Box 373 Crossville, AL 35962	8.84 mi	130	Declining
25	Skirum	13464 Al Highway 227 Geraldine, AL 35974	9.14 mi	44	Plateauing
26	Tates Chapel	PO Box 38 Centre, AL 35960	9.27 mi	111	Plateauing
27	Greenwood	8284 US Highway 11 N Attalla, AL 35954	9.44 mi	22	Plateauing
28	Shady Grove	6020 County Road 5 Leesburg, AL 35983	9.62 mi	44	Plateauing
29	Flat Rock	5763 County Road 52 Dawson, AL 35963	9.86 mi	25	Plateauing
30	Crossville First	PO Box 69 Crossville, AL 35962	9.95 mi	216	Declining

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Shiloh	5070 County Road 20 Leesburg, AL 35983	10.04 mi	28	Growing
32	Pilgrim Rest	646 County Rd. 329 Geraldine, AL 35974	10.47 mi	40	Plateauing
33	Sand Valley	3550 County Road 63 Centre, AL 35960	10.79 mi	30	Plateauing
34	Keener	50 Crump Dr Attalla, AL 35954	10.88 mi	42	Plateauing
35	Macedonia 2	PO Box 524 Crossville, AL 35962	11.20 mi	184	Plateauing
36	Guest	1709 Traylor St E Fort Payne, AL 35968	11.27 mi	29	Declining
37	Unity	85 County Road 744 Gaylesville, AL 35973	11.31 mi	41	Declining
38	Centre First	373 E Main St Centre, AL 35960	11.58 mi	344	Growing
39	Geraldine First	PO Box 130 Geraldine, AL 35974	11.65 mi	145	Growing
40	Pleasant Hill	3442 County Road 44 Fort Payne, AL 35968	11.94 mi	52	Growing
41	Mt. Flat	394 County Road 17 Crossville, AL 35962	11.97 mi	39	Growing
42	Macedonia 1	PO Box 369 Geraldine, AL 35974	11.98 mi	58	Declining
43	Duck Springs	11751 Duck Springs Rd Attalla, AL 35954	12.00 mi	25	Growing
44	Mt. Hermon	4610 Greenhill Blvd. Fort Payne, AL 35968	12.01 mi	85	Declining
45	Melrose	P O Box 492 Centre, AL 35960	12.03 mi	27	Declining

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