MissionSite top unreached locations

ountainboro Smiths Station Gravsville JOPPA, AL ntreville Hackleburg Bluff Lakeview Orange Beach Bakerhill CENSUS TRACT: 01043964100 Riv Multiplya Needham Robertsdale Guin MourREGION: Northern Region La Fave Glen Allen West Blocton Sweet Water Mood ASSOCIATION: East Cullman dae Hobson City Rock Mills Level Plains Ohatchee DISTRICT: 01: Central Mountain District In partnership with the: Waldo Double Springs Taylor COUNTY: Cullman Columbia Leesburg Intercultural Institute Selk Nauvo DENNITY PATTERN: E3 t Grove Jemis NauvooDENNITY PATTERN: E3nt Grove Jemison Argo I for Contextual Ministry Fruithurst Mulga New Parcet Alabama Baptist Conventionge Lockhart Concord Thing State Board of Missions ope Gu-Win Riverview New Hope Red Bav o@Copyright=2013, Intercultural Institute for Contextual Ministryson Fort Rucker Coosada Newville Brookwood Hancevi

MissionSite (TM) Table of Contents

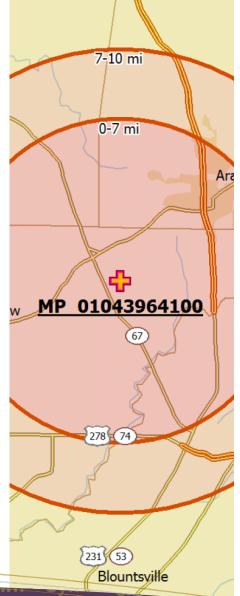
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Site Location Summary

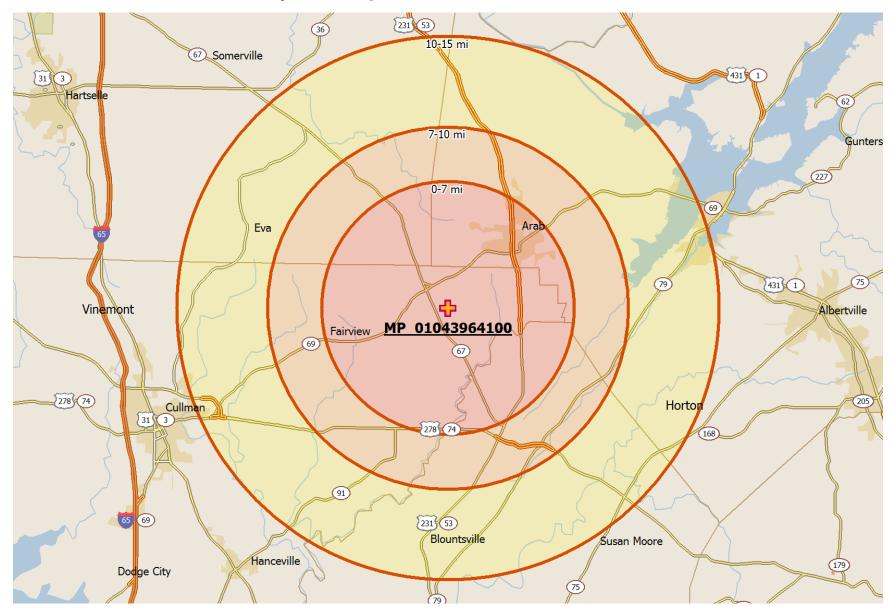
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1256	East Cullman
3	District	01	Central Mountain District
4	County Location	01043	Cullman
5	Zipcode	35087	Cullman
6	Sitescape Category	1	Countryscape
7	Sitescape Group	1.3	Fringe Settlements
8	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
9	Sitescape Density Pattern	E3	2500-50000-50000



Argo Saraland Needham Mountainboro Muscle Shoals Goldville Ozark Futondale Shorter Rogersville Faunsdale Harvest Guntersville Arab Midfield Centreville Pennington Intercultural Institute Cuba Yellow Bluff Coffee Springs Moores Mill Mulga Pickensville Copyright 2013, Intercultural Institute for Contextual Ministry Boligee Guin Hayneville Goshen Spanish Fort 3 Copyright 2013, Intercultural Institute for Contextual Ministry Boligee Guin Hayneville Goshen Spanish Fort 3

Site Location Summary - Map of the Site Location



Daphne Kinsey Andalusia Fulton Carbon Hill Killen Cowarts Leeds Kimberly Mooresville Heath Itaw Grand Bay Snead Livingston Hackleburg Addison Calera Sylvand Britage Silas Blue Ridge tsuma Ranburne Bayou La Batre Gilbertown Weaver Triana Cardiff Rule for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Balayyille Ashville Hobson City River Falls Montevallo Har

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 /	CO	EXPLANATION
URBAN	DE	
Metro or Non-Metro	0	Non-Metro
Urban Influence	3	Micropolitan area adjacent to a large metro area
Rural / Urban Continuum	6	
NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
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.
IICM RUCA Values Index	31	Small town low commuting: Secondary flow 10% to 30% to a large Urban Cluster
ERS RUCA Commuting Value	9	Small town low commuting: primary flow 10% to 30% to a small urban cluster
Percent Commuting to Metro	16	Percent commuting from non metro to metro areas
	URBAN Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value Percent Commuting to	URBANDEMetro or0Non-Metro3Urban Influence3Rural / Urban6Continuum5NCHS Rural5Urban Codes42NCES Urban42Centric Locale42Codes31IICM RUCA31Values Index9ERS RUCA9Commuting16Commuting to16

Vania Pine Ridge Maytown Babbie Slocomb Foley Brent Pollard Piedmont Vance Alteena Grant Huguley Millport Flomaton Louisville Pelham Elkmont Hamilton Intercultural Institute ncoe Prattville Hammondville Harvest Meridianville Wetumpka Greenv Joi Contextual Ministry Coker Citrone 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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	22,150	12,573	37,429
2010 Households	8,263	4,503	13,585
2010 Group Quarters Population	103	14	195

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	5	23	16
Language Diversity National Index	38	5	17
Foreign Born Diversity National Index	7	51	10
Ancestry Diversity National Index	41	62	69
Racial Diversity National Index	13	8	14

bia Dayton North Courtland Louisville Mignon Faunsdale Rock Creek North Johns West End-Cobb Town Rutledge Horn Hill Butler Flomaton Russellville Steele Sulligent Claron Kinsey Uniontown Autaug Collinsville Lipscomb New Market Bayou La Batre Notasulga New Brock Creek Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Coln Muscle Shoals Leverne Pell City Parrish Ozark Spanish Fort Magnolia Springs Greensboro Onych Terson Wilton Columbia Centre Russellville Concord Northport Pine File Intercultural Institute Mulga Hazel Green Dayton River Falls Brent Theodore Vincent Ye For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Minis

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,229	14.87%
Mainstay Communities	Established, Diverse Households	1,133	13.71%
Working Communities	Blue-collar, Working Families	2,367	28.65%
Country Communities	Rural, Agri. & Mining Families	2,838	34.35%
Aspiring Communities	Young Singles / Aspiring-Multihousing	169	2.05%
Urban Communities	High Density, Inner-city Neighborhoods	527	6.38%

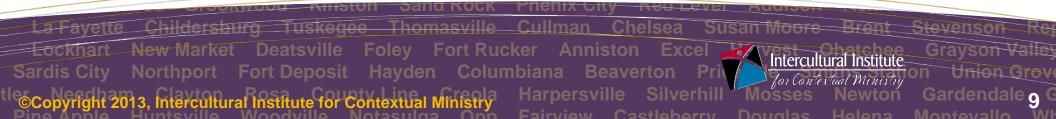
Onycha Sumiton Berry Sulligent Mountainboro Millbrook Grant Clay Moulton Prichard Gantt Vince Louisville Lowndesboro Brent Cleveland Frisco City Good Hope Intercultural Institute Saraland Edgewater North Courtland Grand Bay Fairview Thomast for Confetual Ministry III age West Blo Copyright 2013, Intercultural Institute for Contextual Ministry Daviston Eldridge Lanett Wilton Magnolia Springs 8 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.



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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	18,586	4,953	26.65%
Unreached %	59.36%	59.95%	100.98
Religious But NOT Evangelical HH	3,627	989	27.26%
Religious But NOT Evangelical %	11.59%	11.97%	103.3
Spiritual But NOT Relig or Evang HH	2,907	769	26.44%
Spiritual But NOT Relig or Evang %	9.28%	9.3%	100.18
Not Evangelical, Not Interested HH	12,054	3,196	26.51%
Not Evangelical, Not Interested %	38.5%	38.68%	100.46



He Eva Snead Silverhill Sipsey Rock Mills Clayhatchee Pine Ridge Hayden Paint Rock Trussville Wills Storo Jackson Maplesville Grand Bay Hamilton Thomasville Gilbertower Intercultural Institute Dia Centre Millbrook Chatom Trinity McMullen Center Point Collinsville (Source fuel Ministry Ville Hytop V Confertual Ministry McMullen Center Point Collinsville (Source fuel Ministry Ville Hytop V Confertual Ministry McMullen Center Point Collinsville (Source fuel Ministry Mountain 1) Confertual Ministry McMullen Center Point Collinsville (Source fuel Ministry Mountain 1) Confertual Ministry McMullen Center Point Collinsville (Source fuel Ministry Mountain 1) Confertual Ministry McMullen Center Point Collinsville (Source fuel Ministry Mountain 1) Confertual Ministry McMullen Center Point Collinsville (Source fuel Ministry Mountain 1) Confertual Ministry (Source fuel Source fuel Source fuel Source fuel Source fuel Source fuel Source fuel Ministry (Source fuel Source fuel Mountain 1)

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	114	4	3.51%
Active ALSBOM Attenders	11,433	222	1.94%
Active Evangelical Households	9,174	381	4.15%
Active Evangelical Percent	29.30%	32.12%	109.63
Inactive Evangelical Households	3,549	147	4.14%
Inactive Evangelical Percent	11.34%	12.40%	109.39
# 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	Corinth	1.27 mi	63	Declining	16	Ryan	4.91 mi	100	Growing
2	Mt. Hermon	1.81 mi	91	Growing	17	Faith Rock	4.96 mi	23	Declining
3	New Jerusalem	2.47 mi	40	Growing	18	Arab First	5.18 mi	459	Plateauing
4	New Harmony	2.59 mi	28	Declining	19	Shady Grove 1	5.51 mi	37	Growing
5	Pan Creek	3.11 mi	63	Declining	20	Welcome	5.66 mi	143	Plateauing
6	Mt Pleasant Missionary	3.29 mi	58	Growing	21	Gilliam Springs	5.84 mi	542	Plateauing
7	New Home	3.34 mi	43	Growing	22	Zion Grove	6.04 mi	68	Plateauing
8	Lystra	3.59 mi	70	Plateauing	23	Eastside	6.05 mi	64	Declining
9	Westside Arab	4.06 mi	55	Plateauing	24	Hopewell Missionary	6.13 mi	106	Declining
10	Warrior Creek	4.13 mi	64	Plateauing	25	Concord	6.21 mi	55	Declining
11	New Canaan	4.14 mi	115	Growing	26	Ruth	6.22 mi	42	Plateauing
12	Peace	4.23 mi	36	Plateauing	27	New Hope 2	6.33 mi	211	Declining
13	Brooklyn	4.27 mi	44	Plateauing	28	Redan	6.39 mi	73	Declining
14	Northwest	4.81 mi	27	Growing	29	Victory Cornerstone	6.68 mi	32	Growing
15	Roswell Creek	4.86 mi	48	Plateauing	30	Fairview First	6.94 mi	198	Growing

Center Point Alexander City Adamsville Roanoke Fairfield Brewton Alexandria Tuscumbia Tuscalog Ethelsville Castleberry Concord Butler Clayton Daleville Addison Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Somerville Oak Grove Silverbill Babbie Orange Beach

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.

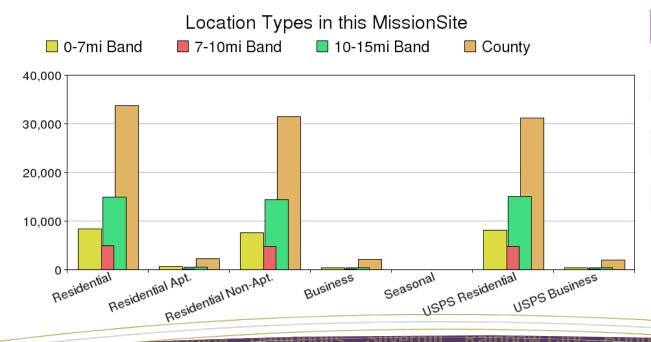
Issues for Your Consideration

- 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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	67,613	17,293	25.58%
2000 Population	77,483	20,264	26.15%
2010 Population	82,365	22,150	26.89%

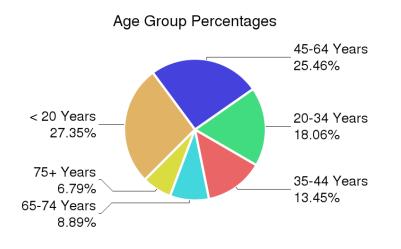


Location Type	0-7mi Band
Residential	8,343
Residential Apt.	718
Residential Non-Apt.	7,625
Business	421
Seasonal	0
USPS Residential	8,196
USPS Business	380

Kland Blountsville Taylor Rockford Coker Carbon Hill Carrollton Prichard Cardiff Selmont-West Selmon Heaville Glen Allen Carolina Parrish Brilliant Nauvoo Atmore Hurts Intercultural Institute Haleburg Goshen Margaret Fairfield Auburn Ashland La Fayette 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

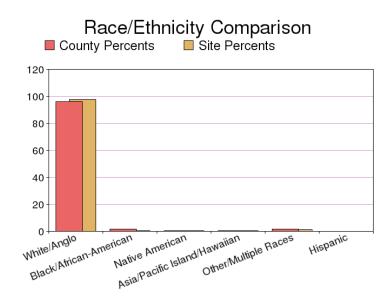


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.47%	5.28%	118.12
4-5 Years	2.49%	2.51%	100.8
6-8 Years	3.87%	4.18%	108.01
9-11 Years	3.87%	4.3%	111.11
12-13 Years	2.57%	3.05%	118.68
14-17 Years	5.1%	5.4%	105.88
18-19 Years	2.54%	2.63%	103.54
0-5 Years	6.96%	7.79%	111.93
6-12 Years	9.01%	10%	110.99
13-19 Years	8.93%	9.55%	106.94
< 20 Years	24.9%	27.34%	109.8
20-34 Years	18.95%	18.06%	95.3
35-44 Years	12.95%	13.45%	103.86
45-64 Years	26.65%	25.45%	95.5
65-74 Years	9.16%	8.89%	97.05
75+ Years	7.39%	6.79%	91.88
Median Age	40	38	94.57
Median Age (Male)	38	36	94.28
Median Age (Female)	41	39	95.59

La Fayette Cuntersville Guin Mignon Munford Columbiana Littleville Coaling Citronelle Theodore Ga Mount Vernon Cherokee Hazel Green Gordonville Blountsville Bear Maley Grande Annister Sheffield County Line Henagar Eufaula Gaylesville Walnut Grove Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Beadowbrook Town Creek Loxley, Hollywood Brilliant

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	95.81%	97.53%	101.79
Black, African-American	1.73%	0.41%	23.44
Native American	0.46%	0.55%	118.72
Asian	0.23%	0.41%	175.33
Pacific Island, Hawaiian	0.04%	0.03%	71.97
Other/Multiple Races	1.73%	1.08%	62.76
Hispanic	0%	3.72%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	56,951	14,845	
Less than 9th Grade	7.63%	8.39%	90.93
No High School Diploma	14.65%	12.83%	114.26
High School Graduate	35.72%	36.33%	98.33
Some College, no degree	19.33%	18.27%	105.79
Associate Degree	9.28%	8.98%	103.39
College Degree	7.89%	9.9%	79.69
Graduate/Prof. degree	5.5%	5.31%	103.51

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	9.04%	9.02%	153.58
\$10,000 to \$19,999	16.07%	17.02%	105.87
\$20,000 to \$29,999	14%	13.35%	95.33
\$30,000 to \$49,999	20.38%	21.88%	107.36
\$50,000 to \$59,999	10.44%	8.74%	83.66
\$60,000 to \$69,999	7.65%	6.6%	86.26
\$70,000 to \$79,999	5.42%	5.07%	93.5
\$80,000 to \$89,999	3.87%	3.76%	97.23
\$90,000 to \$99,999	2.52%	2.42%	96.17
\$100,000 to \$124,999	4.7%	5.97%	126.99
\$125,000 to \$149,999	2.67%	2.99%	111.82
\$150,000 to \$199,999	1.79%	1.73%	96.58
\$200,000 to \$249,999	0.41%	0.31%	77.57
\$250,000 or more	1.03%	1.13%	109.1
Median Household	38,978	39,010	100.08
Average Household	52,784	53,058	100.52
Per Capita Household	20,326	19,800	97.41
Family/Non-Family Household			
Income			
Median Family Income	51,053	50,173	98.28
Average Family Income	63,020	63,073	100.08
Median Non-Family Income	20,855	20,692	99.22
Average Non-Family Income	29,514	28,698	97.24

Sville Cleveland Billingsley Good Hope Underwood-Petersville Valley Head Mulga Montgomery Georgi Camden Trussville Centreville Northport Silverhill Fyffe Hamilton Intercultural Institute Forestdale Oakman Valley Grande Magnolia Springs Gardendale Singer Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	69.45%	70.37%	101.33
Families with Children	30.56%	33.55%	109.79
Families without Children	38.89%	36.83%	94.69
Non-Family Households			
% Non-Family Households	30.55%	29.63%	96.97
Non-Families with Children	0.01	0.29	2273.44
Non-Families without Children	30.54	29.34	96.06
Housing Units			Index
Total Housing Units	36,805	9,227	
Vacant percent	14.93%	10.45%	69.96
Owned percent	62.21%	68.03%	109.36%
Rented Percent	22.86%	21.52%	94.16
Households by Size			Index
Avg household size	2.60	2.67	102.69
Avg family hh size	3.22	3.29	102.17
Avg non-family hh size	1.18	1.19	100.85
Households By Count of Persons			Percent
One	8,040	2,139	26.6%
Тwo	9,720	2,364	24.32%
Three or Four	10,526	2,939	27.92%
Five+	3,023	822	27.19%

evel Plains Addison Bayou La Batre Summerdale Mentone Paint Rock Floraia Trafford Somerville Deal Gordo Moundville Phil Campbell Greensboro New Market Thorsby Monthis Excel Belk Coker Euter White Hall Silas Gardendale Loxley Pennington Mignon Orange Beach for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

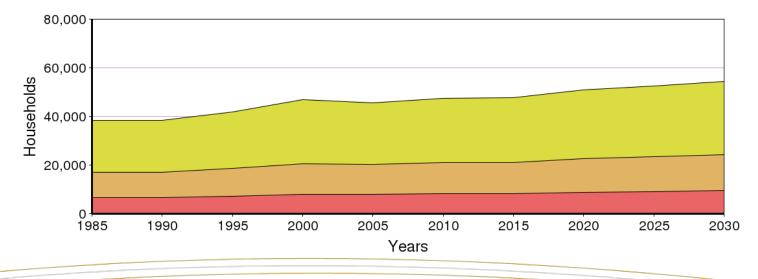
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	67,613	17,293	25.58%
2000 Population	77,483	20,264	26.15%
2010 Population	82,365	22,150	26.89%
2015 Population	85,291	23,244	27.25%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 0-10mi Ring

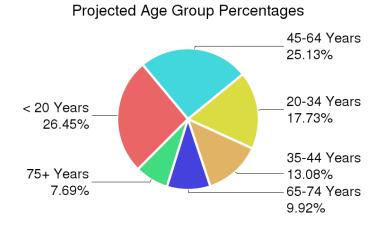
📒 0-15mi Ring



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

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

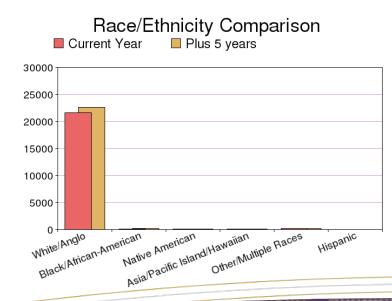


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.28%	4.39%	83.14
4-5 Years	2.51%	2.26%	90.04
6-8 Years	4.18%	3.86%	92.34
9-11 Years	4.3%	4.23%	98.37
12-13 Years	3.05%	3.24%	106.23
14-17 Years	5.4%	5.66%	104.81
18-19 Years	2.63%	2.79%	106.08
0-5 Years	7.79%	6.65%	85.37
6-12 Years	10%	9.68%	96.8
13-19 Years	9.55%	10.11%	105.86
< 20 Years	27.34%	26.44%	96.71
20-34 Years	18.06%	17.73%	98.17
35-44 Years	13.45%	13.08%	97.25
45-64 Years	25.45%	25.12%	98.7
65-74 Years	8.89%	9.92%	111.59
75+ Years	6.79%	7.69%	113.25
Median Age	40	39	96.93
Median Age (Male)	38	37	97.1
Median Age (Female)	41	41	98.16

Ceorgiana Linden Rehobeth Epes Mignon Uniontown Littleville Fort Payne Albertville Satsuma G tope Opelika Waldo Dozier Pennington Steele Rogersville Ozark Florence Intercultural Institute eighton Muscle Shoals Ashford Deatsville Magnolia Springs Florence for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	97.53%	97.07%	99.54
Black, African-American	0.41%	0.78%	192.7
Native American	0.55%	0.58%	106.32
Asian	0.41%	0.51%	124.61
Pacific Island, Hawaiian	0.03%	0.03%	127.06
Other/Multiple Races	1.08%	1.02%	93.71
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,845	15,704	
Less than 9th Grade	8.39%	7.56%	90.2
No High School Diploma	12.83%	11.32%	88.22
High School Graduate	36.33%	37.17%	102.31
Some College, no degree	18.27%	18.01%	98.61
Associate Degree	8.98%	10.12%	112.76
College Degree	9.9%	10.12%	102.32
Graduate/Prof. degree	5.31%	5.69%	106.99

Ussellville Arley Chatom Ashville Troy Rehobeth Elba Alexandria Carolina Sylvania Westover Sum Southside Alabaster New Brockton Memphis Fairfield Walnut Grove Greenville Pine Ridge Foley Holt Newville Selma Langston Dauphin Scopyright 2013, Intercultural Institute for Contextual 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 household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.02%	8.25%	91.49
\$10,000 to \$19,999	17.02%	16.96%	99.7
\$20,000 to \$29,999	13.35%	12.71%	95.2
\$30,000 to \$49,999	21.88%	20.33%	92.93
\$50,000 to \$59,999	8.74%	8.42%	96.32
\$60,000 to \$69,999	6.6%	7.23%	109.61
\$70,000 to \$79,999	5.07%	5.42%	100.96
\$80,000 to \$89,999	3.76%	4.32%	104.8
\$90,000 to \$99,999	2.42%	2.49%	103.03
\$100,000 to \$249,999	5.97%	6.8%	113.93
\$125,000 to \$149,999	2.99%	3.38%	113.1
\$150,000 to \$199,999	1.73%	1.95%	112.92
\$200,000 to \$249,999	0.31%	0.31%	99.06
\$250,000 or more	1.13%	1.2%	106.52
Median Household	39,010	41,310	105.9
Average Household	53,058	57,497	108.37
Per Capita Household	19,800	20,640	104.24
Family/Non-Family Household			
Income			
Median Family Income	50,173	55,116	109.85
Average Family Income	63,073	69,722	110.54
Median Non-Family Income	20,692	22,108	106.84
Average Non-Family Income	28,698	29,766	103.72

Shville Harpersville Fultondale Saks Hillsboro Dora Selma Hazel Green Fort Payne Thorsby Lynn A Coffeeville Carolina Newton Susan Moore Good Hope Goodwater Rich Intercultural Institute Blountsville Enterprise Anderson Excel Pickensville Citronelle Spanis Confertual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Comparison Davison Cowarts Boligee Pennington White Hall Smiths Station

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	70.37%	69.04%	98.11
Families with Children	33.55	32.21	96.03
Families without Children	36.83	35.81	97.24
Non-Family Households			
% Non-Family Households	29.63%	30.96%	104.49
Non-Families with Children	0.29	0.23	104.49
Non-Families without	29.34	30.73	104.75
Children			
Housing Units			
Total Housing Units	9,227	9,320	101.01%
Vacant percent	10.45%	10.5%	100.54
Owned percent	68.03%	67.95%	99.89
Rented Percent	21.52%	21.55%	100.1
Households by Size			
Avg household size	2.67	2.77	103.75%
Avg family hh size	3.29	3.50	106.38%
Avg non-family hh size	1.19	1.16	97.48%
Households By Count of			
Persons			
One	2,139	2,200	102.85%
Тwo	2,364	2,093	88.54%
Three or Four	2,939	3,072	104.53%
Five+	822	975	118.61%

Alexander City Fayette Enterprise Sylacauga Ardmore Fort Rucker Centreville Webb Sumiton Gi Edenville Trinity Hammondville Dadeville Headland Jemison Ashford <u>Manual Chapel Hamilton Dema</u> ctar Rockford Taylor New Market Douglas Needham Opelika Level Plan <u>Intercultural Institute</u> fa Copyright 2013, Intercultural Institute for Contextual Ministry fa 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:	0-7	7-10	10-15		BORN IN:	BORN IN: 0-7	BORN IN: 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	330	167	504	E	astern Africa	astern Africa 0	astern Africa 0 0
Northern Europe	0	0	13	Mid	Idle Africa	Idle Africa 0	Idle Africa 0 0
Western Europe	33	20	24	Northe	ern Africa	ern Africa 0	rn Africa 0 0
Southern Europe	0	0	0	Southern	Africa	Africa 0	Africa 0 0
Eastern Europe	0	0	13	Western At	frica	frica 0	frica 0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	16	7	16	Oceania		0	0 1
So. Central Asia	30	15	7	Caribbean		3	3 9
SE Asia	37	6	24	Central Amer.		185	185 94
Western Asia	0	0	0	South America		0	0 0
Other Asia	0	0	0	North America		26	26 15
				Born at sea		0	0 0



Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	19,734	7,538	31,040	Other Indo-Euro	0	0	0
Spanish	504	192	929	Asian/PI languages	0	0	0
Other Indo-Euro	127	64	118	Chinese	7	14	0
language				Japanese	2	0	9
French (incl. Patois,	30	12	26	Korean	0	0	6
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	4	2	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	3	7	0
German	62	36	73	Laotian	0	0	0
Yiddish	0	0	1	Vietnamese	0	0	0
Other West Germanic	0	0	1	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	21	0	16
Language				Other Pacific Is	0	1	0
Greek	0	0	0	Other languages	1	0	0
Russian	0	0	11	Navajo	0	0	0
Polish	0	0	0	Other Native N.	1	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	31	14	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	
	MILES	MILES	MILES	
Reporting ancestry	13,341	4,971	21,684	
Arab	0	0	10	
Armenian	0	0	0	
Austrian	0	0	3	
British	26	13	86	
Canadian	24	5	8	
Croatian	0	0	0	
Czech	5	5	8	
Czechoslovak	0	0	1	
Danish	4	2	7	
Dutch	167	72	233	
English	1,465	559	2,629	
European	114	70	116	
Finnish	0	0	0	
French (not Basque)	179	112	280	
French Canadian	37	21	139	
German	1,237	464	2,192	
Greek	8	7	28	
Hungarian	7	4	21	
Iranian	0	0	0	

ANCESTRY	0-7	7-10	10-15
	MILES	MILES	MILES
Irish	1,673	613	3,024
Italian	133	61	350
Lithuanian	2	2	4
Norwegian	76	25	92
Polish	46	23	122
Portuguese	0	0	5
Romanian	0	0	3
Russian	17	8	19
Scandinavian	4	4	0
Scotch-Irish	332	155	456
Scottish	221	75	313
Slovak	4	4	2
Subsaharan African	1	0	3
Swedish	5	4	24
Swiss	25	4	24
Ukrainian	29	6	9
US/American	5,044	1,792	7,933
Welsh	80	37	37
West Indian	0	0	8
Yugoslavian	0	0	0
Other	2,376	824	3,496

Ville Boaz Harpersville Elmore Vincent Haleyville Rutledge Fayette McMullen Holly Pond Hanceville Leeds Weaver Webb Cottonwood Ladonia Pinckard Silverhill Guire Intercultural Institute Selma Centreville Mooresville Attalla New Site Allgood Hayden Chile Confectual Ministry Arsenal Tuscu Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

nderwood-Petersville Wilsonville Alabaster Midland City Frisco City Clayhatchee Hillsboro Black Mound Bessemer Demopolis Owens Cross Roads Oxford Crossville Steven Pike Road Adamsville Georgiana Meadowbrook Fruithurst Waverly Ashland Pration Contextual Ministry County Line M Copyright 2013, Intercultural Institute for Contextual Ministry County Line Cordon Steele Kinsey Allgood Toxey Albertyille

Using the Demographic Indicators

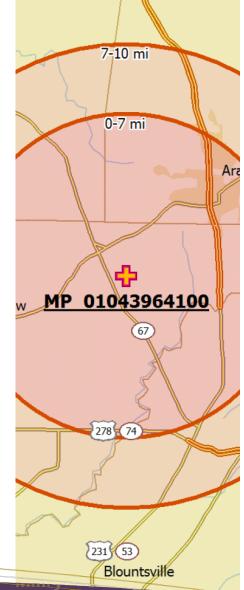
Issues for Your Consideration - continued

- 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?

Hammondville Dozier Wadley Coaling Woodville Webb Rainsville Millry Gordon South Vinemont F and Muscle Shoals Foley Ider Gainesville Frisco City Wedowee Herry Intercultural Institute Rehobeth Cowarts Natural Bridge Uniontown Westover Graysville ©Copyright 2013, Intercultural Institute for Contextual Ministry Pine Ridge Aliceville Cordova North Johns Grimes

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.



aunsdale Gardendale Needham Oxford Fort Payne Orange Beach Epes Level Plains Clayton Sylvan Sp Clay Phil Campbell Snead Cottonwood Pickensville Atmore Piedmont Intercultural Institute Langston Me Fultondale Calera Repton Double Springs Notasulga Anniston Gayles for Contextual Ministry ©Copyright 2013, Intercultural Institute 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	8,263	100%	4,954	100%
AFFLUENT SUBURBIA	433	5.24%	307	6.2%
America's Wealthiest	17	0.21%	14	0.28%
Dream Weavers	181	2.19%	130	2.62%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	226	2.74%	157	3.17%
New Suburbia Fam.	9	0.11%	6	0.12%
UPSCALE AMERICA	796	9.63%	536	10.82%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	770	9.32%	517	10.44%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	26	0.31%	19	0.38%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	872	10.55%	562	11.34%
2nd City Homebodies	66	0.8%	47	0.95%
Prime Middle America	106	1.28%	69	1.39%
Urban Optimists	0	0%	0	0%
Family Convenience	700	8.47%	446	9%
Mid-Market Enterprise	0	0%	0	0%

Adowee Clanton Thorsby Louisville Boligee Cuba Sardis City Edwardsville Killen Millbrook Eutaw alkylle Hackleburg Phil Campbell Valley Head Haleyville Steele Prichard City Fairview Rock Cre ova Wadley Altoona Fort Payne Hayneville Goldville Childersburg Lever Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Forestdale Gurley River Falls Allgood South Vinema

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	8,263	100%	4,954	100%
BLUE COLLAR BACKBONE	314	3.8%	193	3.9%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	251	3.04%	151	3.05%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	63	0.76%	42	0.85%
AMER. DIVERSITY	261	3.16%	179	3.61%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	37	0.45%	24	0.48%
Professional Urbanites	137	1.66%	99	2%
Urban Advancement	11	0.13%	7	0.14%
Amer. Great Outdoors	76	0.92%	49	0.99%
Mature America	0	0%	0	0%
METRO FRINGE	2,053	24.85%	1,408	28.42%
Steadfast Conservative	1,964	23.77%	1,346	27.17%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	89	1.08%	62	1.25%

Satsuma Pelham Douglas Rockford Vredenburgh Walnut Grove Midway Eufaula Sardis City Kellytel Contre Dozier Kennedy Summerdale Hazel Green Meadowbrock Addison New Brockton Littles McIntosh Southside Ragland Aliceville Headland Somerville Childerst Advisor Contextual Ministry ^t Copyright 2013, Intercultural Institute for Contextual Ministry ^{to} Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	8,263	100%	4,954	100%
REMOTE AMERICA	271	3.28%	163	3.29%
Hardy Rural Fam.	87	1.05%	53	1.07%
Rural Southern Living	96	1.16%	56	1.13%
Coal & Crops	88	1.06%	54	1.09%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	169	2.05%	125	2.52%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	169	2.05%	125	2.52%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	2,567	31.07%	1,147	23.15%
Industrious Country Living	175	2.12%	119	2.4%
America's Farmland	116	1.4%	66	1.33%
Comfy Country Living	70	0.85%	43	0.87%
Small Town Connections	72	0.87%	42	0.85%
Hinterland Fam.	2,134	25.83%	877	17.7%

Pell City Walnut Grove Blountsville Troy Pollard Sardis City Tuscaloosa Sylacauga Toxey Coaling F Ethelsville Lowndesboro Daleville Benton Saraland Harpersville Picker Intercultural Institute Hackleburg Carrollton Dodge City Hoover Lineville Town Creek Clant Lineville Cedar Huey Contextual Ministry exington Bakerhill Millry Camden Daphne Courtlan 33 Copyright 2013, Intercultural Institute for Contextual Ministry exington Bakerhill Millry Camden Daphne Courtlan 33

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	8,263	100%	4,954	100%
STRUGGLING SOCIETIES	323	3.91%	189	3.82%
Rugged Southern Style	323	3.91%	189	3.82%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	204	2.47%	145	2.93%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2	0.02%	1	0.02%
Urban Diversity	171	2.07%	123	2.48%
New Generation Activists	31	0.38%	21	0.42%
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%

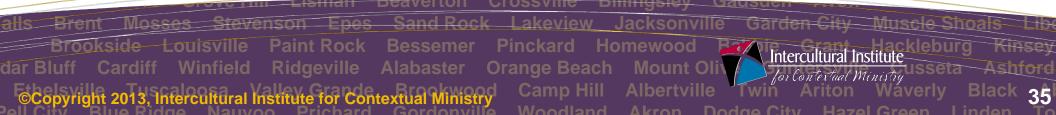
esville Dadeville Cardiff Margaret Clayhatchee Black Butler Phil Campbell Hueytown Spanish Fort Se de Hollywood Centreville Waldo Auburn Libertyville Morris Monroeville Intercultural Institute ont Irondale Notasulga Ardmore Abbeville Needham Vredenburgh Over Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Bridgeport Greenville Hanceville Lockhart Killen 34 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Babbie Cleveland Lynn Indian Springs Village Double S

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

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



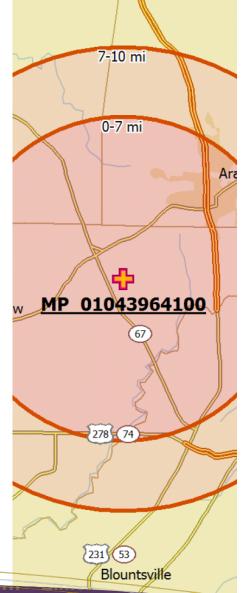
Potential Cultural Bridges

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).



Pollard Ranburne Cardiff Cuba Tarrant Gainesville Chatom Creola Union Springs Aliceville Maytown Coosada Butler Thomaston Prichard Alexander City Vernon Brent <u>Intercultural Institute</u> Level Plains En La Batre Midfield Carolina Clay Good Hope Tuskegee Hazel Green Ga for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15	BRIDGES	5	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	76%	76%	76%	Internet U	lse: Banking	25%	26%	27%
Use Comp. for Internet/E-mail	58%	58%	58%	Internet U	lse: News/ Weather	25%	25%	25%
Internet Use: E-Mail	47%	47%	47%	Use Com	p. for News/Info./Data	20%	20%	20%
Use Comp. for Comp. Games	39%	39%	38%	Service				
Use Comp. for Word	37%	37%	36%	PC-Netwo	ork-HH Has One	19%	19%	20%
Processing				Use Com	p. for Accounting	13%	14%	14%
Use Comp. for Shopping	36%	36%	37%	Use Com	p. for Filing/DB Mngmnt	12%	12%	13%
Use Comp. for Digital Camera	32%	31%	31%	Internet U	lse: Shopping: Made A	12%	12%	12%
Photo Editing				Purchase				
Use Comp. for Education	30%	29%	29%	Internet U	lse: Shopping: Gathered	11%	11%	12%
Use Comp. for Banking	29%	30%	30%	Info. for S	hopping			
HH Owns DVD Player	26%	26%	26%	Internet U	lse: Research/ Education	11%	11%	11%
				Use Com	p. for Personal Financial	11%	10%	10%
				Mngmnt				



The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

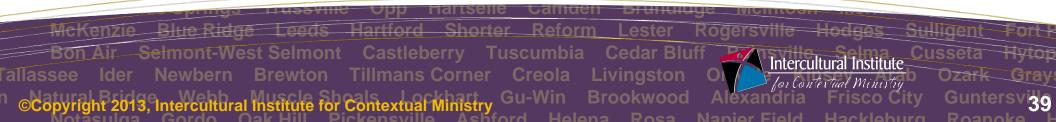
BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	66%	66%	66%
Dining Out (Not Fast Food)	57%	58%	58%
Reading Books	51%	50%	50%
Card Games	43%	43%	43%
Gardening	39%	39%	40%
Go To A Beach/Lake	35%	35%	36%
Board Games	34%	35%	35%
Cooking for Fun	32%	32%	32%
Photography	19%	19%	20%
Going To	18%	17%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	67%	66%	66%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	25%	25%	25%
Backache	22%	22%	22%
None Of These	21%	22%	22%
Eye Dr.	20%	20%	20%
Hypertension/High Blood	20%	20%	19%
Pressure			
Any Arthritis	18%	18%	18%
High Cholesterol	18%	17%	17%
Overweight (30 Pounds Or	16%	16%	16%
More)			
Any Arthritis High Cholesterol Overweight (30 Pounds Or	18%	17%	17%



The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Concert	23.65%	23.18%	22.87%	Movies: Fam.	17.64%	17.26%	17.01%
Live Theater	17.07%	17.1%	17.2%	Movies: Drama	16.39%	16.26%	16.3%
Live Theater Most Often	13.99%	13.89%	14.02%	Movies: Mystery	13.93%	13.81%	13.7%
Rock/Pop Concerts Most	13.04%	12.65%	12.32%	MLB Baseball Reg.	6.67%	6.58%	6.6%
Often				Season			
Country Concerts Most	6.57%	6.42%	6.42%	College Football Reg.	6.16%	6.27%	6.54%
Often				Season			
Comedy Club	6.43%	5.96%	5.79%	NFL Football Reg. Season	5.57%	5.54%	5.57%
Movies: Comedy	37.05%	36.7%	36.6%	College Basketball Reg.	3.95%	3.9%	4.04%
Movies: Action/Adventure	34.94%	34.46%	34.39%	Season			
Movies: Romantic	17.95%	17.86%	17.83%	Auto Racing Events	3.37%	3.4%	3.36%
Comedy				NBA Basketball Reg.	2.72%	2.71%	2.76%
				Season			



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15			BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES				MILES	MILES MILES
Walking for Exercise	38.99%	38.88%	38.72%	-		Backpacking/Hiking	Backpacking/Hiking 11.33%	Backpacking/Hiking 11.33% 11.41%
Swimming	34.39%	34.69%	35.02%			Stationary Cycling	Stationary Cycling 11.02%	Stationary Cycling 11.02% 10.94%
Freshwater Fishing	24.67%	25.43%	26.01%			Baseball	Baseball 10.91%	Baseball 10.91% 10.77%
Camping Trips	21.95%	22.65%	23.04%			Football	Football 9.38%	Football 9.38% 9.45%
Bowling	21.94%	22.05%	22.11%			Volleyball	Volleyball 8.97%	Volleyball 8.97% 8.94%
Billiards/Pool	18.48%	18.4%	18.3%			Power Boating	Power Boating 8.86%	Power Boating 8.86% 8.78%
Hunting	16.82%	17.56%	18.07%			Aerobics	Aerobics 8.41%	Aerobics 8.41% 8.41%
Basketball	14.91%	14.99%	15.17%			Saltwater Fishing	Saltwater Fishing 8.22%	Saltwater Fishing 8.22% 8.44%
Weight Training	14.01%	14.11%	14.36%		Ca	anoeing/Kayaking	anoeing/Kayaking 7.67%	anoeing/Kayaking 7.67% 7.54%
Golf	13.93%	13.99%	13.91%		Hors	eback Riding	eback Riding 7.56%	eback Riding 7.56% 7.73%
Mountain/Road Biking	13.14%	13.2%	13.18%		Softb	ball	oall 7.18%	oall 7.18% 6.98%
Target Shooting	12.36%	12.51%	12.63%		A	rchery	rchery 6.78%	rchery 6.78% 7.09%
Jogging/Running	12.13%	11.82%	11.83%		-	Tennis	Tennis 6.72%	Tennis 6.72% 6.86%
Using Cardio Machine	9 11.59%	11.43%	11.48%			Motorcycling	Motorcycling 6.67%	Motorcycling 6.67% 6.53%

oker Madrid <u>Greenville</u> Pickensville Brilliant Adamsville Ider Sumiton Wedowee Oneonta Reece City Redstone Arsenal Tuscaloosa Brantley Childersburg Needham Troy Eper Collingville Trafford Moulton Ethelsville Linden Pine Ridge Sweet Water Woodstock Edwardsville Gae Copyright 2013, Intercultural Institute for Contextual Ministry Date Contextual Ministry Date Contextual Ministry Date Contextual Ministry Date Date Date Dutton Carolina Eutaw Marion Gantt Silverbill Spead Harvest Dora

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Soccer	5.9%	5.75%	5.73%
Fly Fishing	5.67%	5.8%	5.9%
Yoga	5.48%	5.33%	5.28%
Snorkeling	5.14%	5.17%	5.2%
Water Skiing	5.06%	5.05%	5.05%
Jet Skiing	5.04%	5.07%	4.99%
Roller Skating	5%	4.91%	4.79%
Downhill & X-Country	4.53%	4.46%	4.56%
Skiing			
Ice Skating	4.51%	4.43%	4.41%
Snowmobiling	4.18%	4.08%	4.03%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Martial Arts	4.01%	4.16%	4.26%
Hockey	3.74%	3.68%	3.58%
Skateboarding	3.66%	3.78%	3.85%
Auto Racing	3.55%	3.36%	3.25%
Rock Climbing	3.52%	3.38%	3.25%
Racquetball	3.44%	3.32%	3.25%
Sailing	3.12%	3.09%	3.05%
Snowboarding	3.11%	3.04%	3%
Rowing	2.7%	2.69%	2.7%
Surfing & Windsurfing	2.54%	2.47%	2.44%

Florala Sardis City Florence Auburn Headland Rock Mills Moody Clanton Paint Rock Hazel Green ester Priceville Anderson Indian Springs Village Brundidge Hytop Valler Intercultural Institute ockhart St. Florian Sumiton Chickasaw Sipsey Dauphin Island Phenix Intercultural Institute redenburgh Pic Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

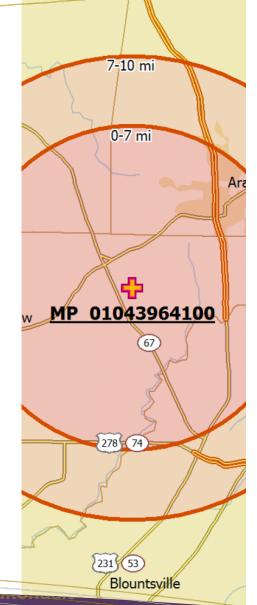
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Wadley Ashland Libertyville Pine Apple Tillmans Corner Pleasant Groves Fort Rucker Tuscumbla E Fown Creek Talladega Springs Grant Linden Mignon Gordo Citrone Intercultural Institute Camden Benton Clay Demopolis Greenville Lake Purdy Geneva Cot for Confectual Ministry Vestavia Hills Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

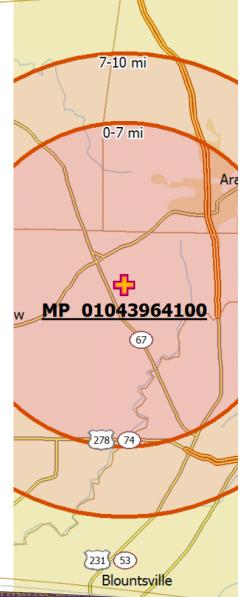
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



evallo Gilbertown Blue Ridge Citronelle Union Springs Trafford Beatrice Notasulga Wadley Deatsville Coffee Springs Lincoln Columbiana Trinity Robertsdale New Brocktor Intercultural Institute Sonville Napier Field Blountsville Goodwater Woodland Needham Gord Lincer For Confectual Ministry Oxford Vincer Copyright 2013, Intercultural Institute for Contextual Ministry East Brewton Auburn Wilton Thorsby Mobile 43

Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

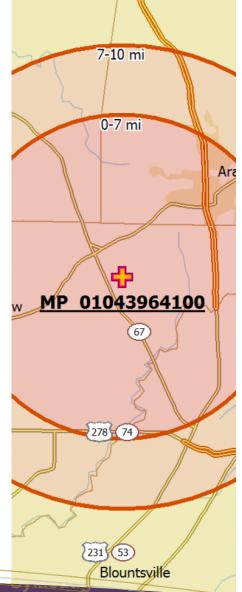
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning	50%	50%	51%	Like to Stand Out In A Crowd	21%	22%	22%
New Things				Rarely Sit Down to a Meal	18%	18%	18%
Find It Difficult To Say No To	41%	42%	42%	Together At Home			
My Kids				Marijuana Should Be Legalized	18%	18%	18%
Woman's Place Is In The Home	36%	36%	36%	Like To Pursue	18%	17%	17%
Speak My Mind Even If It	35%	35%	35%	Challenge/Novelty/Change			
Upsets People				Only Work Current Job for The	15%	15%	15%
Like Control Over People And	33%	33%	33%	Money			
Resources	/			I Am A Workaholic	15%	14%	14%
Like To Do Unconventional Things	30%	30%	30%	We Should Strive for Equality for All	11%	11%	11%
Prefer To Have Few Possessions As Possible	30%	29%	28%	Happy With My Standard Of Living	10%	10%	10%
Don't Judge People/Way They Live Life	26%	26%	26%	On Whole People Get What They Deserve	9%	9%	9%
Money Is Best Measure Of Success	26%	26%	26%	Indulge My Kids With The Little Extras	8%	8%	8%
If Won Lottery Would Never Work Again	24%	24%	24%	Little I Can Do To Change My Life	7%	7%	7%
Friends More Important Than My Fam.	23%	23%	22%	Very Happy With My Life As It Is	5%	5%	5%
Too Much Sponsorship In Arts/Sports	23%	23%	23%				

Jacksons' Cap Livingston Lowndesboro Thomasville Newbern Hayneville Bakerhill East Brewton Guine Contextual Bakerhill East Brewton Chronic Contextual Contextual Contextual Contextual Contextual Contextual Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual

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.



dison Onycha Littleville Thomasville Glen Allen Triana Vernon Opelika Luverne Oxford Geiger Sum Fayette Munford Goodwater Clayton Eclectic Brookwood Gilbertown Ian Grayson Valley Boaz Hoover Weaver Jacksons' Gap West Jefferson <u>Intercultural Institute</u> rai Bridge Nau Confectual Ministry North Johns Black Langston Warrior New Brockto 45

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	61%	62%	62%	Consider Myself Interested In The Arts	18%	17%	17%
You Should Seize Opportunities In Life	54%	54%	54%	Worried About Pollution Caused By Cars	18%	18%	18%
Like To Understand About	35%	34%	34%	Real Men Don't Cry	16%	16%	16%
Nature				Looking for New Ideas To Improve	16%	16%	16%
Prefer Work Part Of Team Than	33%	33%	33%	Home			
Alone				Enjoy Spending Time With My	14%	15%	15%
Important Feel Respected By	33%	33%	32%	Fam.			
My Peers				Provide My Kids With The Little	12%	12%	11%
Important To Juggle Various	30%	30%	30%	Extras			
Tasks				Try Not To Worry About The	11%	11%	11%
Prefer To Have Few	30%	29%	28%	Future			
Possessions As Possible				Children Should Be Allowed To	6%	6%	6%
Good At Fixing Things	26%	26%	26%	Express Themselves			
Have Keen Sense Of Adventure	26%	26%	26%	Feel Very Alone In The World	5%	5%	5%
Like To Just Enjoy Life	21%	21%	21%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	20%	20%	20%	Fam.			
They Find Me				Would Like To Set Up Own	5%	5%	5%
Is An Important Part Of Who I	19%	19%	20%	Business	- / -		
Am		2.7.2		Decor Particular Interest To Me	3%	3%	3%

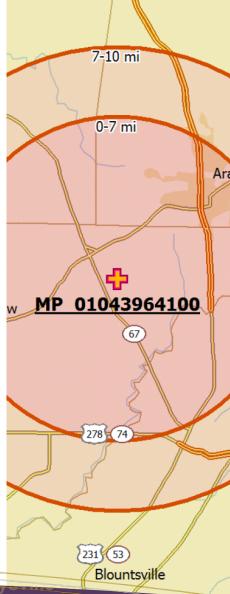
ford Orange Beach Alabaster Summerdale Eldridge Wetumpka Langston Petrey Ashville Cherokee E Georgiana Madison Ashford Hazel Green Lipscomb Baileyton Smither Intercultural Institute North Courtland Vredenburgh Hartselle Dothan Piedmont Hokes Blog Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Potential Shared Places

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



Mulga Roanoke Cantt Midfield Louisville Glenwood Fort Deposit Goldville Lake View Gadsden Ga mald Chapel Fairview Addison Pelham Mosses Ragland Pollard Ridger Linscomb Summerdale Ja Paint Rock Berry Valley Magnolia Springs Rutledge Petrey Allgood For Contextual Ministry Poncopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	87.7%	87.88%	87.96%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.73%	84.02%	84.01%
Houses-Visit Any			
McDonald's	55.58%	55.45%	55.43%
Burger King	38.87%	39.12%	39.13%
Subway	31.25%	31.25%	31.45%
Kentucky Fried Chicken (KFC)	30.36%	30.52%	30.59%
Wendy's	29.56%	29.85%	29.87%
Applebee's	28.42%	27.95%	27.55%
Taco Bell	28.19%	27.93%	27.97%
Pizza Hut	23.7%	23.74%	23.72%
Arby's	23.28%	22.84%	22.67%
Dairy Queen	20.09%	19.74%	19.59%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Olive Garden	19.38%	19.29%	19.14%
Sonic	17.53%	18.02%	18.62%
Cracker Barrel	16.88%	17.07%	17.42%
Red Lobster	15.58%	15.29%	15.06%
Hardee's	14.28%	14.76%	15.17%
Outback Steakhouse	12.44%	12.18%	12.03%
Domino's Pizza	12.15%	11.84%	11.7%
Long John Silver's	12.03%	12.43%	12.58%
Chick-Fil-A	11.7%	11.94%	12.32%
Golden Corral	11.5%	11.62%	11.85%
Denny's	10.65%	10.35%	10.16%
IHOP (International House Of Pancakes)	10.26%	9.95%	9.77%

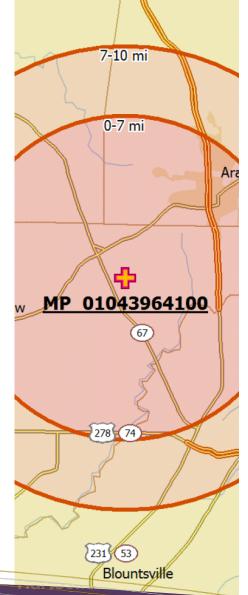
hy Oxford Leighton Vredenburgh Loachapoka Aliceville Leesburg Andalusia McIntosh Luverne Wilso der City Lanett Waverly Smiths Station Hayneville Lexington Twin La <u>Intercultural Institute</u> Jasper Grimes Riverview Georgiana Mulga Goshen Union Grove Sout for Contextual Ministry ¹ © Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Brent Vincent Cotteeville Needbarr McKenzie Edwardsville Gordo Vork Lisman Butler Oz

Potential Shared Projects

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

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

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



Trafford Dutton Union Grove Hurtsboro Huntsville Creola Columbia Smiths Station Anniston Phenix Oakman Grimes Orrville Dodge City Silverhill Concord Rehobeth Oak <u>Intercultural Institute</u> Kimberly Cert ioh Woodville Opp Mentone Myrtlewood East Brewton Lisman Mood for Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	46.19%	45.69%	45.01%
Recycled products	32.39%	31.92%	31.39%
Worked as volunteer (non political)	16.9%	16.78%	16.65%
Engaged in fund raising	11.92%	12.01%	12.01%
Religious club member	8.14%	8.21%	8.25%
Wrote to elected offcl about publ bus	5.93%	5.93%	5.97%

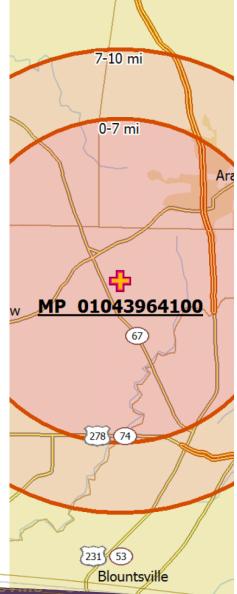
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Church Board	5.52%	5.65%	5.68%
Charitable Organization	5.47%	5.48%	5.51%
Wrote to editor of mag or	5.25%	5.14%	5.04%
newspaper			
Union member	5.07%	4.96%	4.85%
Addressed a public meeting	4.89%	4.92%	4.94%
Took active part in local civic	4.69%	4.55%	4.49%
issue			

V Notasulga Loachapeka Town Creek Brundidge Kennedy Florala Opp Fort Payne Fruithurst Summe elesville Heath Pike Road Libertyville Waterloo Scottsboro East Brewton Intercultural Institute Blue Springs Pleasant Groves Columbia Glencoe Fayette Cordova Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Fort Deposit Geraldine Jackson Rutledge Point Cle50

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.



ant Geiger Vernon Sweet water Madison Mount Vernon West End-Cobb Town Ozark Malvern Faunsdak d Ohatchee Maytown Dutton Prattville Geneva Rosa Clanton Heflin <u>Intercultural Institute</u> Selk New Market Kansas Greenville Daphne Trussville Orrville Moores *Intercultural Institute for Confectual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	15.46%	15.36%	15.3%
Children's Books	13.21%	13.43%	13.59%
Mystery	11.45%	11.42%	11.34%
Cookbooks	10.55%	10.5%	10.41%
Religious (not Bibles)	9.3%	9.46%	9.49%
Romance	7.26%	7.45%	7.55%
History	6.35%	6.38%	6.4%
Personal/Business	6.07%	6.09%	6.07%
Self-help			
Biography	5.99%	5.96%	5.9%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	62.84%	61.91%	60.92%
Gen. Editorial	43.09%	42.75%	42.51%
Womens	38.47%	38.26%	38.08%
Service	35.31%	35.32%	35.44%
Mens	16.55%	16.21%	15.86%
Fishing/Hunting	16.22%	16.47%	16.68%
Automotive	15.42%	15.62%	15.64%
Business/Finance	14.09%	14.03%	13.95%
Parenthood	13.45%	13.55%	13.61%

Enterprise Autaugaville Munford Heflin Wilsonville Foley Gordonville Alexandria White Hall Level P Lexington Gordo Ohatchee Trafford Triana Hartford Thomaston Excel Pine Hill Fulton Kennedy Birmingham Courtland Fort Deposit Have for Contextual Ministry Contextual Ministry Clayhatchee Tillmans Corner 52 Contextual Ministry Contextual Mini

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	56.2%	55.91%	55.51%
Classified	36.7%	36.66%	36.63%
Editorial Page	32.6%	32.52%	32.32%
Sport	31.61%	31.28%	30.88%
Comics	27.95%	27.47%	27.07%
Business/Finance	25.49%	24.98%	24.49%
Food/Cooking	23.77%	23.27%	22.86%
Movie Listings & Reviews	22.89%	22.46%	21.99%
TV/Radio Listings	22.89%	22.63%	22.41%
Home/Gardening	20.77%	20.47%	20.21%
Travel	16.74%	16.4%	16.04%
Science/Technology	16.22%	15.76%	15.32%
Fashion	13.42%	13.46%	13.41%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	31.06%	31.92%	32.64%
Adult Contemporary	17.32%	17.12%	16.9%
CHR Contemp Hit Radio	15.96%	15.69%	15.49%
Rock	11.87%	11.52%	11.19%
Classic Rock	10.83%	10.79%	10.73%
Oldies	10.8%	10.58%	10.41%
News/Talk	10.28%	9.96%	9.71%
Urban Contemporary	8.6%	8.49%	8.34%
Alternative	8.49%	8.44%	8.26%
Religious	7.1%	7.27%	7.33%
Variety	5.71%	5.42%	5.33%
Soft Contemporary	5.35%	5.36%	5.36%
Classic Hits	4.11%	4.04%	3.95%
All News	3.48%	3.47%	3.6%
All Talk	3.48%	3.67%	3.66%
Gospel	3.3%	3.53%	3.68%
Sports	3.15%	3.14%	3.16%
Classical	2.76%	2.72%	2.76%



Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-7	7-10	10-15	M
	MILES	MILES	MILES	
Fox News Channel	63.97%	64.25%	64.54%	Т
Satellite Dish	58.6%	59.15%	59.65%	N
Soapnet	48.81%	48.72%	48.9%	N
Other Video-On-Demand	43.93%	44.35%	44.43%	С
Adult Pay Per View TV	37.17%	38.15%	38.4%	Н
Sci-Fi Channel	36.63%	36.48%	36.6%	U
MSNBC	33.63%	33.49%	33.69%	Т
Nickelodeon	31.6%	32.07%	32.63%	G
TV Info From Sunday TV	28.67%	29%	29.52%	В
Magazine				Т
Subscribe Digital Cable	28.17%	28.29%	28.3%	V
Adult Swim	25.89%	25.71%	25.51%	Т
TV Info From Newspapers	25.34%	25.33%	25.48%	E

MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES
TCM (Turner Classic	24.29%	24.35%	24.55%
Movies)			
Nick At Nite	24.28%	24.13%	24.15%
Comedy Central	24.13%	23.14%	22.45%
Hallmark Channel	24.03%	24.41%	24.79%
USA Network	23.23%	23.16%	23.28%
TV Info From Monthly Cable	22.87%	22.9%	23.07%
Guide			
BET (Black Entertainment	22.49%	22.2%	21.98%
TV)			
Video-On-Demand Movies	21.44%	22.24%	22.86%
The Golf Channel	20.58%	20.46%	20.42%
Encore	20.36%	20.85%	21.04%
Lifetime	19.88%	19.88%	19.85%
TV Info From Other	18.57%	18.44%	18.44%

sville Waterloo Point Clear Gulf Shores Woodville Homewood Gaylesville Enterprise Holt Alexander Gil Hidway Trondale Hazel Green Thomaston Morris Addison Red Level Mercultural Institute Sanford Ashville Priceville Guin Castleberry Rock Creek Oxford Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry For Contextual Ministry Contextual Ministry

Communication Media Usage

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

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

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



aw Mosses Pell City Flomaton New Brockton Pine Ridge Skyline Memphis Cottonwood Pike Road The ard Phil Campbell Millport Hobson City Andalusia Columbiana New Hoper Intercultural Institute ian Glen Allen Waterloo Hueytown McMullen Rainsville Hartselle Ash for Confextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.66%	18.57%	18.55%
Medium Users (4-6)	9.96%	10.01%	10.04%
Light Users (1-3)	21.01%	21.08%	20.93%
Quintiles (20%)			
Newspaper I (Heavy)	1.06%	0.96%	0.91%
Newspaper II	1.15%	1.06%	0.99%
Newspaper III	2.58%	2.73%	2.8%
Newspaper IV	0.46%	0.44%	0.43%
Newspaper V (Light)	1.46%	1.47%	1.51%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.91%	17.85%	18.04%
Magazines II	8.55%	8.73%	8.85%
Magazines III	9.57%	9.57%	9.85%
Magazines IV	10.18%	10.13%	10.06%
Magazines V (Light)	0.24%	0.21%	0.19%
Outdoor I (Heavy)	4.86%	4.59%	4.46%
Outdoor II	2.52%	2.53%	2.52%
Outdoor III	2.63%	2.48%	2.38%
Outdoor IV	18.72%	19.11%	19.33%
Outdoor V (Light)	25.77%	25.82%	25.8%
Yellow Pages I	14.78%	14.72%	14.73%
(Heavy)			
Yellow Pages II	4.66%	4.6%	4.63%
Yellow Pages III	4.33%	4.19%	4.15%
Yellow Pages IV	23.73%	23.75%	23.87%
Yellow Pages V	2.88%	2.84%	2.82%
(Light)			

e Millbrook West End-Cobb Town Winfield East Brewton Sylvan Springs Oak Grove Mobile Coker Hale Brighton Killen Repton Cottonwood Ashland Livingston Priceville King Intercultural Institute Northport Dutton Notasulga Thomaston Franklin Sanford Fultondal ForContextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM 0-7 7-10 10-15 ME	EDIUM	EDIUM
MILES MILES MILES		
Radio Drive Time Quntiles TV Prime	Т	Time Quntiles (fifths
(fifths / 20%) / 20%)		
Drive Time I & II (Heavy) 3.1% 3.05% 3.03% Prime Time	e I & II	l (Heavy)
Drive Time III (Medium) 0.8% 0.82% 0.84% Prime Time	e III (Mea	dium)
Radio IV & V (Light) 2.71% 2.79% 2.74% Prime Time	∍ IV & V (l	_ight)
Radio Media Quntiles (fifths / TV Early/La	ate Fringe	Quntiles
20%) (fifths / 20%	6)	
Radio I & II (Heavy) 7.81% 7.76% 7.83% Fringe I & I	I (Heavy)	
Radio III (Medium) 4.41% 4.44% 4.51% Fringe III (Medium)	/ledium)	
Radio IV & V (Light) 2.64% 2.56% 2.62% Fringe IV (I	_ight)	
Cable TV Quntiles (fifths / TV All Day	Quntiles (fifthe	s /
20%) 20%)		
Cable I & II (Heavy) 12.57% 12.74% 12.97% All Day I &	II (Heavy)	
Cable III (Medium) 4.91% 5.12% 5.27% All Day III (Medium)	
Cable IV & V (Light) 30.57% 30.32% 30.03% All Day IV (Light)	

aileyton Eclectic Russellville Newton Ethelsville Magnolia Springs Holly Pond Gordenville Elba Migner ant Cleveland Heflin Myrtlewood Fairfield Anderson Fairhope Nauvor Prington Carolina Riverview Anniston Goshen Muscle Shoals Langston Black Cedar Bluff Shilor for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.57%	10.39%	10.17%
6:00am - 10:00am	11.2%	10.51%	10.12%
10:00am - 3:00pm	4.25%	4.08%	3.88%
3:00pm - 7:00pm	13.34%	13.32%	13.18%
7:00pm - Midnight	10.35%	9.98%	9.76%
Midnight - 6:00am	3.93%	3.75%	3.54%
Weekend Radio			
Listeners			
Dayparts [summary]	12.49%	12.16%	12.01%
6:00am - 10:00am	2.66%	2.48%	2.36%
10:00am-3:00pm	3.59%	3.45%	3.37%
3:00pm - 7:00pm	5.64%	5.47%	5.35%
7:00pm - Midnight	7.77%	7.87%	7.95%
Midnight - 6:00am	7.85%	7.43%	7.2%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.21%	6.96%	7.04%
Saturday:	7.35%	7.25%	7.39%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.74%	9.9%	9.94%
9:00am-1:00pm	24.28%	24.13%	24.15%
9:00am-4:00pm	27.95%	27.74%	27.71%
4:00pm-7:00pm	26.11%	26.12%	25.91%
11:00pm-1:00am	39.58%	39.21%	39.37%
AVG Prime time	2.03%	1.94%	1.91%
Mon-Sun			

eraldine Abbeville Eufaula Nauvoo Wilton Hayneville Rutledge Lexington Good Hope Scottsboro Wei ewton Rainsville Brewton Ardmore Leighton Alexandria Oakman Pine Intercultural Institute Section Gilbertown Rehobeth Horn Hill Munford Collinsville Huntsville Intercultural Institute for Contextual Ministry a Copyright 2013, Intercultural Institute for Contextual Ministry Section 1 - Contextual Ministry a Copyright 2013, Intercultural Institute for Contextual Ministry Section 2014, Intercultural Institute for Contextural Institute for C

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	14.26%	13.67%	13.36%		Sat: 7-10am	Sat: 7-10am 15.98%	Sat: 7-10am 15.98% 15.8%
7-9am	18.06%	17.61%	17.37%		Sat: 10am-1pm	Sat: 10am-1pm 6.83%	Sat: 10am-1pm 6.83% 6.79%
9am-12noon	19.72%	19.44%	19.42%		Sat: 1-4pm	Sat: 1-4pm 24.31%	Sat: 1-4pm 24.31% 24.55%
12noon-4pm	8.23%	8.3%	8.29%		Sat: 4-6pm	Sat: 4-6pm 5.74%	Sat: 4-6pm 5.74% 5.69%
4-6pm	43.8%	44.19%	44.56%		Sat: 6-7pm	Sat: 6-7pm 1.67%	Sat: 6-7pm 1.67% 1.58%
6-7pm	20.98%	21.28%	21.33%		Sat: 7-8pm	Sat: 7-8pm 0.69%	Sat: 7-8pm 0.69% 0.62%
7-7:30pm	1.13%	1.12%	1.14%		Sat: 8-11pm	Sat: 8-11pm 7.35%	Sat: 8-11pm 7.35% 7.25%
7:30-8pm	9.76%	9.54%	9.53%		Sat: 11pm-1am	Sat: 11pm-1am 3.88%	Sat: 11pm-1am 3.88% 3.89%
8-11pm	7.21%	6.96%	7.04%		Sat: 1am-7pm	Sat: 1am-7pm 23.23%	Sat: 1am-7pm 23.23% 23.16%
11pm-12am	33.63%	33.49%	33.69%		Sun: 7-10am	Sun: 7-10am 2.79%	Sun: 7-10am 2.79% 2.94%
11pm-1am	39.58%	39.21%	39.37%		Sun: 10am-1pm	Sun: 10am-1pm 7.65%	Sun: 10am-1pm 7.65% 7.85%
1-6am	25.64%	24.96%	24.25%		Sun: 1-4pm	Sun: 1-4pm 6.32%	Sun: 1-4pm 6.32% 6.51%
					Sun: 4-7pm	Sun: 4-7pm 13.36%	Sun: 4-7pm 13.36% 13.42%
					Sun: 7-11pm	Sun: 7-11pm 9.74%	Sun: 7-11pm 9.74% 9.9%
					Sun: 11pm-1am	Sun: 11pm-1am 3.53%	Sun: 11pm-1am 3.53% 3.38%
					Sun: 1-7am	Sun: 1-7am 20.51%	Sun: 1-7am 20.51% 20.52%

ection Phenix City Ladonia Langston Gu Win Moulton Steele Shiloh La Payette Spanish Fort Haley in the Mondy Elorence Same iston Benton Georgiana Newville Ragland Autaugaville Uniontown Intercultural Institute Elorence Same Valley Head Selma Hackleburg Ardmore Cardiff Calera Saraland Loo Intercultural Institute Ilas Ashville ©Copyright 2013, Intercultural Institute 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

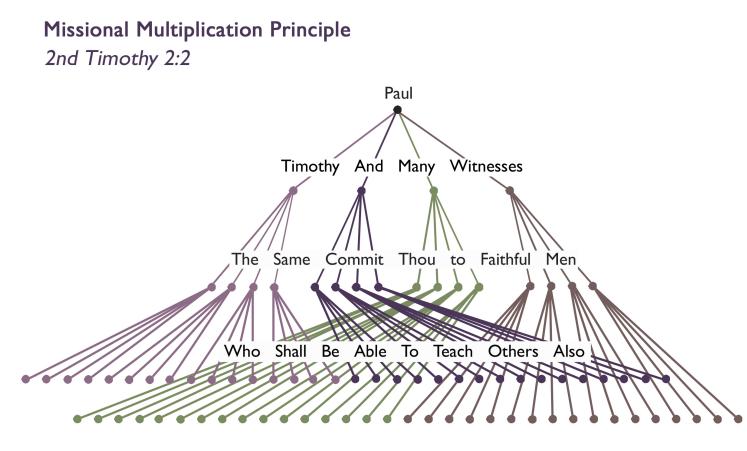
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

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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.



Ozier Ohatchee Pike Road Talladega Springs Providence Tuscaloosa Demopolis Vredenburgh Huntsville End Sylacauga Faunsdale Grimes County Line Hytop Moulton Cardin Intercultural Institute Rutledge Fairfield Dayton Cordova Maplesville Prichard Elba Annist ©Copyright 2013, Intercultural Institute for Contextual Ministry ©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.



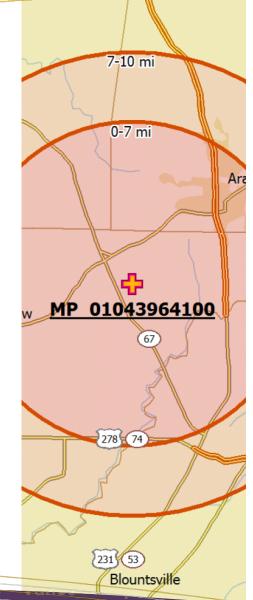


Your MissionSite and the Missional Suite

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.
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- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Corinth	PO Box 186 Joppa, AL 35087	1.27 mi	63	Declining
2	Mt. Hermon	PO Box 5 Joppa, AL 35087	1.81 mi	91	Growing
3	New Jerusalem	PO Box 262 Joppa, AL 35087	2.47 mi	40	Growing
4	New Harmony	1901 Finus Murphree Rd Arab, AL 35016	2.59 mi	28	Declining
5	Pan Creek	691 County Road 1595 Baileyton, AL 35019	3.11 mi	63	Declining
6	Mt Pleasant Missionary	706 6th St SW Attalla, AL 35954	3.29 mi	58	Growing
7	New Home	PO Box 158 Holly Pond, AL 35083	3.34 mi	43	Growing
8	Lystra	14 County Road 1693 Cullman, AL 35058	3.59 mi	70	Plateauing
9	Westside Arab	PO Box 461 Arab, AL 35016	4.06 mi	55	Plateauing
10	Warrior Creek	496 Pass Rd Cleveland, AL 35049	4.13 mi	64	Plateauing
11	New Canaan	P.O. Box 884 Arab, AL 35016	4.14 mi	115	Growing
12	Peace	915 Dalton Walker Rd Blountsville, AL 35031	4.23 mi	36	Plateauing
13	Brooklyn	3314 County Road 1718 Holly Pond, AL 35083	4.27 mi	44	Plateauing
14	Northwest	1048 Bailey Rd NW Arab, AL 35016	4.81 mi	27	Growing
15	Roswell Creek	2041 Roswell Creek Rd Blountsville, AL 35031	4.86 mi	48	Plateauing

Graysville Warrior Faunsdale Cordova Greensboro Woodland Emelle Prattville Scottsboro Mount Ver Petrey Midland City Foley Beaverton Mentone Vance Natural Bridge Intercultural Institute Childersburg Pollard Sweet Water Cullman Florence Addison Oneonta Geopyright 2013, Intercultural Institute for Contextual Ministry Becopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Homewood Somerville Bakerhill Notasulga Westov 66

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Ryan	364 Pleasant Grove Rd Joppa, AL 35087	4.91 mi	100	Growing
17	Faith Rock	763 S Main St Arab, AL 35016	4.96 mi	23	Declining
18	Arab First	502 N Main St Arab, AL 35016	5.18 mi	459	Plateauing
19	Shady Grove 1	565 Isom Rd Guntersville, AL 35976	5.51 mi	37	Growing
20	Welcome	3017 County Road 1564 Baileyton, AL 35019	5.66 mi	143	Plateauing
21	Gilliam Springs	PO BOX 450 Arab, AL 35016	5.84 mi	542	Plateauing
22	Zion Grove	2114 County Rd. 1767 Joppa, AL 35087	6.04 mi	68	Plateauing
23	Eastside	P.O. Box 196 Arab, AL 35016	6.05 mi	64	Declining
24	Hopewell Missionary	PO Box 664 Arab, AL 35016	6.13 mi	106	Declining
25	Concord	8158 Al Highway 69 N Cullman, AL 35058	6.21 mi	55	Declining
26	Ruth	855 3rd Ave NW Arab, AL 35016	6.22 mi	42	Plateauing
27	New Hope 2	2290 County Road 1682 Cullman, AL 35058	6.33 mi	211	Declining
28	Redan	PO Box 122 Holly Pond, AL 35083	6.39 mi	73	Declining
29	Victory Cornerstone	PO Box 685 Arab, AL 35016	6.68 mi	32	Growing
30	Fairview First	1022 Welcome Rd. Cullman, AL 35058	6.94 mi	198	Growing

Ville Hartselle Fruithurst Geneva Town Creek Roanoke Leeds Ozark Sweet Water Theodore Silverhill Vance Prichard Sylacauga Snead Waverly Madrid Demopolis Holly Program Intercultural Institute Arley Addison Hokes Bluff Black Section Ariton Steele Brookwoo Jos Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sardis City 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Pleasant View	PO Box 373 Holly Pond, AL 35083	7.08 mi	117	Growing
32	Shoal Creek	788 Shoal Creek Rd Arab, AL 35016	7.42 mi	33	Declining
33	Holly Pond First	PO Box 130 Holly Pond, AL 35083	7.60 mi	112	Plateauing
34	Red Hill	10412 AL Highway 79 s Guntersville, AL 35976	7.64 mi	41	Growing
35	Antioch	827 County Road 1659 Cullman, AL 35058	8.16 mi	106	Declining
36	Pleasant Valley	2390 Pleasant Valley Rd Union Grove, AL 35175	8.45 mi	95	Growing
37	New Salem	590 Center Grove Rd Somerville, AL 35670	8.59 mi	32	Declining
38	Etha	8417 County Road 1545 Cullman, AL 35058	8.75 mi	194	Plateauing
39	Centerpoint	1425 County Road 798 Cullman, AL 35055	8.82 mi	68	Growing
40	Pleasant Valley	809 Linda St Albertville, AL 35950	8.85 mi	67	Plateauing
41	New Friendship	PO Box 648 Arab, AL 35016	9.17 mi	108	Declining
42	Brooksville	80661 US Highway 278 Blountsville, AL 35031	9.20 mi	75	Plateauing
43	Rock Creek	PO Box 296 Eva, AL 35621	9.35 mi	180	Plateauing
44	Daniels Chapel	780 Daniels Chapel Rd Eva, AL 35621	9.64 mi	52	Growing
45	Simcoe	4345 Al Highway 69 N Cullman, AL 35058	10.24 mi	79	Plateauing

Hokes Bluff Somerville Maplesville Bridgeport Valley Arley Helena Garden City Wedowee Samson F Lynn Greensboro Castleberry Rainbow City Goshen Woodland Union Intercultural Institute d Bay Underwood-Petersville Sand Rock Paint Rock Demopolis Greenvil (Softextual Ministry Lincoln North Copyright 2013, Intercultural Institute for Contextual Ministry Maxtown Midfield Ashford Millbrook Falkville Futaula



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