MissionSite top unreached locations

Shores Brookwood Eutaw Oak Grove HANCEVILLE, AL Svlacauga Lester

Fort Deposit Demopolis

Malvern Odenville Guin Loachapoka Bon Air PleasaCENSUS TRACT: 01043965400 Coaling st Jeff MultiplyHuntsville Lake View Tarrant Town CREGION: Northern Region Columbia Carolina Mill Vin Hanceville Fyffe Hokes Bluff Flomat ASSOCIATION East Cullman Wedowee Bayou La Ethels CONGREGATIONAL Hollywood Cleveland Pennington Horn Hill Section Dale DISTRICT 01: Central Mountain District Orove H In partnership with the Grande Talladega Springs Daviston COUNTY: Cullman tsdale Chickasaw Hytop Spri Intercultural Institute Minor Clayton Mea DENNITY PATTERN: I3nter Point Selma Twin We for Contextual Ministry Courtland Akron Gayler Alabama Baptist Conventioney Fayette At Union Abbeville Mount Olive Dauphin Island of State Board of Missions Collinsville F Frisc Greenville Bloccopyright 2013, Intercultural Institute for Contextual Ministry leasant Grove McMullen Billingsley Helena Hartselle P

MissionSite (TM) Table of Contents

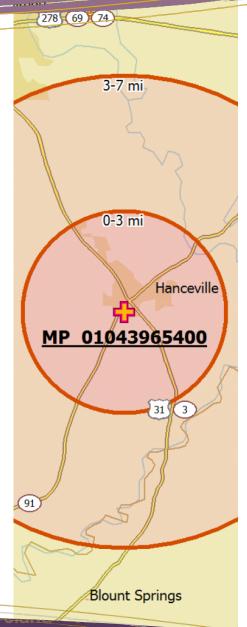
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Site Location Summary

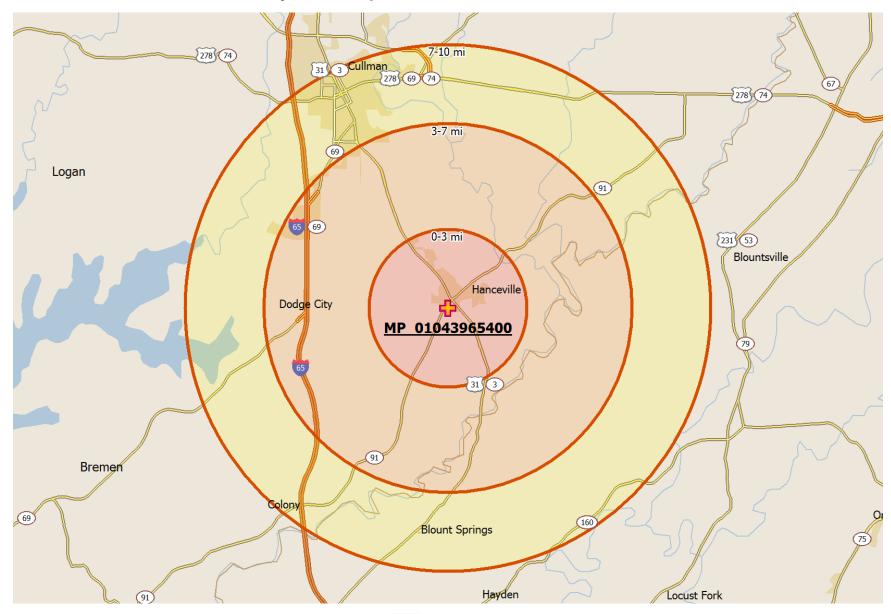
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

| | Location Typography | CODE | LOCATION |
|---|---------------------------|-------|---------------------------------------|
| 1 | Region | 0101 | Northern Region |
| 2 | Association | 1256 | East Cullman |
| 3 | District | 01 | Central Mountain District |
| 4 | County Location | 01043 | Cullman |
| 5 | Zipcode | 35077 | Cullman |
| 6 | Sitescape Category | 2 | Townscape |
| 7 | Sitescape Group | 2.1 | Small Towns |
| 8 | Sitescape Subgroup | 2.14 | Small towns adjacent to a medium town |
| 9 | Sitescape Density Pattern | 13 | 10000-50000-50000 |



Converter Hillsboro Meridianville Twin Guntersville Mobile Memphis Mooresville Black Hammondville HapleSville Meadowbrook Munford Webb Grove Hill Georgiana Douglan Intercultural Institute Intercultural Institute Cultiman Brill Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



tasulga Clayhatchee Florence Goodwater Camp Hill Mooresville New Market Dodge City Pisgah Cherok Senter Rockford Boligee Meadowbrook Tarrant Priceville Attalla Elba Intercultural Institute Centre Atmore South Vinemont Madrid Tillmans Corner Boaz Ashford for Contextual Ministry Of Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

| | RURAL / URBAN | COD E | EXPLANATION |
|---|---------------------------------------|----------|---|
| 1 | Metro or Non-Metro | 0 | Non-Metro |
| 2 | Urban Influence | 3 | Micropolitan area adjacent to a large metro area |
| 3 | Rural / Urban Continuum | 6 | |
| 4 | NCHS Rural Urban Codes | 5 | Micropolitan - counties in a micropolitan statistical area |
| 5 | NCES Urban Centric Locale Codes | 41 | Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster. |
| 6 | IICM RUCA Values Index | 70 | Micropolitan high commuting: No additional code |
| 7 | ERS RUCA Commuting Value | 5 | Micropolitan high commuting: primary flow 30% or more to a large urban cluster |
| 8 | Percent Commuting to Metro | 16 | Percent commuting from non metro to metro areas |

ada Centreville Kimperty Jat

Providence Tuscumbia La Fayette Scottsboro Garden City Brighton Muscle Shoals Cuba Creola Uniontown Providence Tuscumbia La Fayette Scottsboro Garden City Brantley Cottonwood Falkville Totasulga Haleyville Clanton 5^B Copyright 2013, Intercultural Institute for Contextual Ministry Colory Contextual Ministry

Site Location Summary - Band Composition

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

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|--------------------------------|-----------|-----------|------------|
| 2010 Population | 5,903 | 10,287 | 23,894 |
| 2010 Households | 2,252 | 3,779 | 9,269 |
| 2010 Group Quarters Population | 344 | 72 | 418 |

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index | 16 | 17 | 25 |
| Language Diversity National Index | 8 | 12 | 25 |
| Foreign Born Diversity National Index | 57 | 17 | 12 |
| Ancestry Diversity National Index | 60 | 58 | 62 |
| Racial Diversity National Index | 15 | 12 | 23 |

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Site Location Summary - County Environment

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

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

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

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Nectar Belk Glen Allen Goldville Pike Road Chickasaw Haleburg Langston Natural Bridge Rosa Sylve Bertsdale Westover Hillsboro Livingston Fairfield Irondale Millbrook Intercultural Institute Eufaula Ragland Fyffe Vina Wedowee Colony Scottsboro Northport for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

| SOCIAL ENVIRONMENT | 0-3 MI BAND | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities | Affluent, White-collar Families | 11 | 0.49% |
| Mainstay Communities | Established, Diverse Households | 152 | 6.75% |
| Working Communities | Blue-collar, Working Families | 1,276 | 56.66% |
| Country Communities | Rural, Agri. & Mining Families | 427 | 18.96% |
| Aspiring Communities | Young Singles / Aspiring-Multihousing | 248 | 11.01% |
| Urban Communities | High Density, Inner-city Neighborhoods | 138 | 6.13% |

Geiger Silverhill Auburn Loxley Fairhope Carbon Hill Hoover Montevallo Loachapoka Billingsley Gra Louisville Lisman Mountain Brook Jackson Eutaw Smoke Rise Optimient Intercultural Institute Cardiff Pike Road Rockford Parrish Level Plains Pell City Leighto for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Pell City Pickensville Cleveland Henagar Greenville Brookside Chatory <u>Intercultural Institute</u> County Line Oak Hill Phil Campbell Columbiana Brantley Colony Manual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

| EVANGELSCAPE: SPIRITUALITY | COUNTY | 0-3 MILE BAND | % INDEX |
|-------------------------------------|--------|---------------|---------|
| Unreached Households | 18,586 | 1,447 | 7.79% |
| Unreached % | 59.36% | 64.25% | 108.23 |
| Religious But NOT Evangelical HH | 3,627 | 354 | 9.75% |
| Religious But NOT Evangelical % | 11.59% | 15.71% | 135.58 |
| Spiritual But NOT Relig or Evang HH | 2,907 | 224 | 7.7% |
| Spiritual But NOT Relig or Evang % | 9.28% | 9.95% | 107.12 |
| Not Evangelical, Not Interested HH | 12,054 | 869 | 7.21% |
| Not Evangelical, Not Interested % | 38.5% | 38.61% | 100.28 |



Creola Marion Aritan Brewton Lineville Leeds Mosses Moody Fruithurst Bayou La Batre Gilbertow Concord Pennington Fort Payne Ozark Trafford Pleasant Groves Intercultural Institute Daster Opp Brantley Hobson City Garden City Hillsboro Reform Vern for Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

| ECCLESCAPE: CHURCHES | COUNTY | 3 MILE | PERCENT |
|---------------------------------|--------|--------|---------|
| | | RING | &INDEX |
| Num of ALSBOM Churches | 114 | 7 | 6.14% |
| Active ALSBOM Attenders | 11,433 | 717 | 6.27% |
| Active Evangelical Households | 9,174 | 580 | 6.33% |
| Active Evangelical Percent | 29.30% | 25.78% | 87.97 |
| Inactive Evangelical Households | 3,549 | 225 | 6.33% |
| Inactive Evangelical Percent | 11.34% | 9.97% | 87.97 |
| # 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 | Hanceville First | 0.25 mi | 183 | Growing | 16 | New Union | 6.19 mi | 53 | Plateauing |
| 2 | East Hanceville | 1.37 mi | 50 | Declining | 17 | Riverside | 6.24 mi | 57 | Declining |
| 3 | St. John Missionary | 1.39 mi | 45 | Declining | 18 | Corinth | 6.45 mi | 39 | Growing |
| 4 | Bethlehem East | 1.71 mi | 76 | Growing | 19 | White Grove | 6.59 mi | 61 | Plateauing |
| 5 | Midway | 1.95 mi | 34 | Growing | 20 | Walter | 6.65 mi | 75 | Plateauing |
| 6 | Hopewell | 2.07 mi | 214 | Declining | 21 | Beech Grove | 6.68 mi | 45 | Declining |
| 7 | Fairview West | 2.50 mi | 115 | Growing | 22 | Living Faith | 6.92 mi | 182 | Plateauing |
| 8 | Garden City | 3.18 mi | 140 | Plateauing | 23 | Mt. Tabor | 7.03 mi | 49 | Declining |
| 9 | Center Hill | 3.20 mi | 111 | Declining | 24 | Mt. Hebron | 7.14 mi | 45 | Declining |
| 10 | Edgewood | 3.69 mi | 30 | Declining | 25 | Good Hope | 7.40 mi | 244 | Plateauing |
| 11 | Mountain Grove | 3.72 mi | 72 | Growing | 26 | Duck River | 7.66 mi | 100 | Plateauing |
| 12 | Stouts Mountain | 4.36 mi | 61 | Growing | 27 | Shady Grove | 7.69 mi | 79 | Plateauing |
| 13 | Mulberry | 4.66 mi | 72 | Declining | 28 | Southside | 7.79 mi | 64 | Plateauing |
| 14 | Crosshaven | 4.95 mi | 255 | Growing | 29 | Unity | 8.06 mi | 35 | Plateauing |
| 15 | Mt. Zion | 5.87 mi | 169 | Growing | 30 | Grace Community Church | 8.09 mi | 0 | Plateauing |

y South Vinement Union Grove Cusseta Ariton Waverly McKenzie Blue Springs Castleberry Marien B Hewton Prattville Lakeview Dauphin Island Sweet Water Luverne Frank, Contextual Institute Semer Eufaula Springville Gainesville Woodstock Centreville Fyffe for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

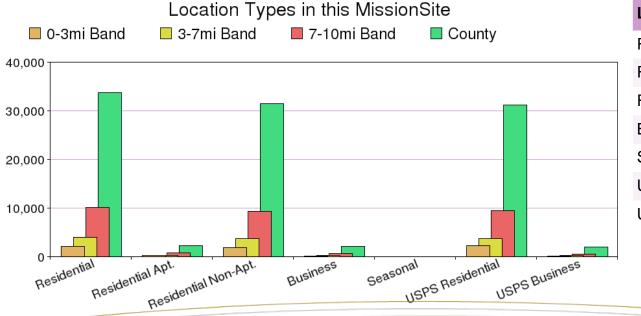
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Population | 67,613 | 5,040 | 7.45% |
| 2000 Population | 77,483 | 5,620 | 7.25% |
| 2010 Population | 82,365 | 5,903 | 7.17% |

| DEMOSCAPE | COUNTY | BAND | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Households | 25,605 | 1,824 | 7.12% |
| 2000 Households | 30,706 | 2,236 | 7.28% |
| 2010 Households | 31,309 | 2,252 | 7.19% |

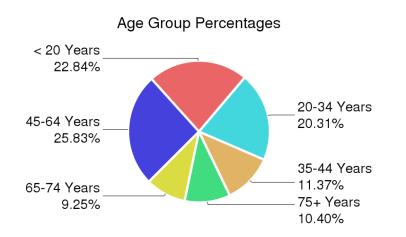


| Location Type | 0-3mi Band |
|----------------------|------------|
| Residential | 2,196 |
| Residential Apt. | 275 |
| Residential Non-Apt. | 1,921 |
| Business | 126 |
| Seasonal | 0 |
| USPS Residential | 2,209 |
| USPS Business | 102 |

Haleburg Smoke Rise Loxley Stevenson West End-Cobb Town Level Plains Triana Lynn Mountainborg eetham Bessemer Lincoln Glencoe Autaugaville Newton Pleasant Group Pollard Piedmont Webb Tarrant Lester Eutaw Franklin Opp Snead Riverview Rogersville For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry ille Flomaton Northport Boligee Dozier Lake Purdy 15

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

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

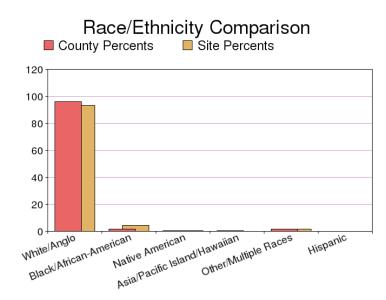


| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---------------------|--------|--------|--------|
| 0-3 Years | 4.47% | 4.1% | 91.72 |
| 4-5 Years | 2.49% | 1.74% | 69.88 |
| 6-8 Years | 3.87% | 3.24% | 83.72 |
| 9-11 Years | 3.87% | 3.07% | 79.33 |
| 12-13 Years | 2.57% | 2.34% | 91.05 |
| 14-17 Years | 5.1% | 5.27% | 103.33 |
| 18-19 Years | 2.54% | 3.1% | 122.05 |
| 0-5 Years | 6.96% | 5.84% | 83.91 |
| 6-12 Years | 9.01% | 7.45% | 82.69 |
| 13-19 Years | 8.93% | 9.55% | 106.94 |
| < 20 Years | 24.9% | 22.84% | 91.73 |
| 20-34 Years | 18.95% | 20.31% | 107.18 |
| 35-44 Years | 12.95% | 11.37% | 87.8 |
| 45-64 Years | 26.65% | 25.83% | 96.92 |
| 65-74 Years | 9.16% | 9.25% | 100.98 |
| 75+ Years | 7.39% | 10.4% | 140.73 |
| Median Age | 40 | 38 | 96.48 |
| Median Age (Male) | 38 | 36 | 93.63 |
| Median Age (Female) | 41 | 44 | 105.4 |

th Detroit Petrey Cealing Trafford Falkville New Market Linden Frisco City Taylor Opelika Orrvitte Sanford Coffeeville Trussville Henagar Sweet Water Jemison Britic Intercultural Institute Coosada Skyline Rutledge Prattville Nauvoo Guin Birmingham Carlo Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bandley Pike Road Red Level Gulf Shores Russellville

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

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



| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---------------------------------|--------|--------|--------|
| Race/Ethnicity | | | |
| White, Anglo | 95.81% | 93.27% | 97.36 |
| Black, African-American | 1.73% | 4.57% | 263.82 |
| Native American | 0.46% | 0.59% | 128.85 |
| Asian | 0.23% | 0.12% | 50.61 |
| Pacific Island, Hawaiian | 0.04% | 0.02% | 45.01 |
| Other/Multiple Races | 1.73% | 1.46% | 84.39 |
| Hispanic | 0% | 4.2% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 56,951 | 4,051 | |
| Less than 9th Grade | 7.63% | 9.53% | 80.03 |
| No High School Diploma | 14.65% | 16.59% | 88.34 |

| Education of Adults (25 yrs+) | | | |
|---------------------------------|--------|--------|--------|
| Total Adults over age 25 years. | 56,951 | 4,051 | |
| Less than 9th Grade | 7.63% | 9.53% | 80.03 |
| No High School Diploma | 14.65% | 16.59% | 88.34 |
| High School Graduate | 35.72% | 37.65% | 94.89 |
| Some College, no degree | 19.33% | 20.19% | 95.71 |
| Associate Degree | 9.28% | 7.78% | 119.39 |
| College Degree | 7.89% | 4.79% | 164.67 |
| Graduate/Prof. degree | 5.5% | 3.48% | 158.05 |
| | | | |

Rock Mills Weaver Lincoln Wedowee Helena York Oakman Headland Brilliant Wilton Smoke Risk ten Mooresville Pinson Crossville Vernon Summerdale Bon Air Stever Intercultural Institute Gurley Madrid Pine Hill Chatom West Jefferson East Brewton Valley Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bockford Fort Deposit Jacksonville Carbon Hill Valley

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

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

| 2010 HOUSEHOLD | COUNTY | BAND | INDEX |
|-----------------------------|--------|--------|--------|
| ESTIMATES | | | |
| Household Income | | | |
| < \$10,000 | 9.04% | 11.68% | 198.93 |
| \$10,000 to \$19,999 | 16.07% | 18.16% | 113 |
| \$20,000 to \$29,999 | 14% | 14.61% | 104.33 |
| \$30,000 to \$49,999 | 20.38% | 21.31% | 104.58 |
| \$50,000 to \$59,999 | 10.44% | 11.46% | 109.69 |
| \$60,000 to \$69,999 | 7.65% | 4.88% | 63.88 |
| \$70,000 to \$79,999 | 5.42% | 4.4% | 81.06 |
| \$80,000 to \$89,999 | 3.87% | 3.29% | 84.88 |
| \$90,000 to \$99,999 | 2.52% | 2.13% | 84.69 |
| \$100,000 to \$124,999 | 4.7% | 2.98% | 63.32 |
| \$125,000 to \$149,999 | 2.67% | 3.69% | 137.86 |
| \$150,000 to \$199,999 | 1.79% | 0.67% | 37.17 |
| \$200,000 to \$249,999 | 0.41% | 0.09% | 21.89 |
| \$250,000 or more | 1.03% | 0.62% | 60.26 |
| Median Household | 38,978 | 34,889 | 89.51 |
| Average Household | 52,784 | 46,803 | 88.67 |
| Per Capita Household | 20,326 | 17,888 | 88.01 |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 51,053 | 47,921 | 93.87 |
| Average Family Income | 63,020 | 58,464 | 92.77 |
| Median Non-Family Income | 20,855 | 18,908 | 90.66 |
| Average Non-Family Income | 29,514 | 24,096 | 81.64 |

 Babbie
 Napier Field
 Taylor
 Eva
 Pickensville
 Anniston
 Lester
 Glencoe
 Kennedy
 Lineville
 Castlet

 Lisenville
 Margaret
 Concord
 Vernon
 Jemison
 Mooresville
 Arab
 Gilberton
 Livingston
 Reece City
 Ho

 Center Point
 Pinson
 Detroit
 Killen
 Parrish
 Northport
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 ForContextual Ministry

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

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

| 2010 HOUSEHOLD | COUNTY | BAND | |
|--------------------------------|--------|--------|---------|
| ESTIMATES | | | |
| Family Households | | | Index |
| % Family Households | 69.45% | 63.99% | 92.14 |
| Families with Children | 30.56% | 26.6% | 87.05 |
| Families without Children | 38.89% | 37.39% | 96.13 |
| Non-Family Households | | | |
| % Non-Family Households | 30.55% | 36.01% | 117.88 |
| Non-Families with Children | 0.01 | 0 | 0 |
| Non-Families without Children | 30.54 | 36.01 | 117.93 |
| Housing Units | | | Index |
| Total Housing Units | 36,805 | 2,571 | |
| Vacant percent | 14.93% | 12.41% | 83.09 |
| Owned percent | 62.21% | 57.76% | 92.85% |
| Rented Percent | 22.86% | 29.83% | 130.51 |
| Households by Size | | | Index |
| Avg household size | 2.60 | 2.47 | 95 |
| Avg family hh size | 3.22 | 3.15 | 97.83 |
| Avg non-family hh size | 1.18 | 1.26 | 106.78 |
| Households By Count of Persons | | | Percent |
| One | 8,040 | 633 | 7.87% |
| Two | 9,720 | 730 | 7.51% |
| Three or Four | 10,526 | 713 | 6.77% |
| Five+ | 3,023 | 175 | 5.79% |
| | | | |

Forestoale <u>Carrollton</u> Jacksons' <u>Gap</u> Dozier Onycha Ariton Ohatchee Ladonia Hayden Ridgeville Dothan Prattville Elmore Theodore Orrville Sheffield Newton Davistor <u>Intercultural Institute</u> Robertsdale Warrior Cottonwood Millry Goodwater Fyffe Millport Gentertual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

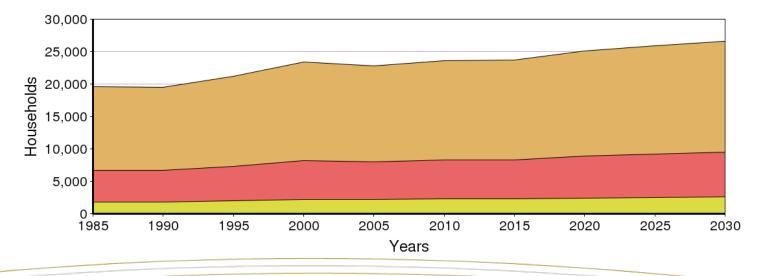
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

| DEMOSCAPE | COUNTY | RING | % OF CO |
|-----------------|--------|-------|---------|
| 1990 Population | 67,613 | 5,040 | 7.45% |
| 2000 Population | 77,483 | 5,620 | 7.25% |
| 2010 Population | 82,365 | 5,903 | 7.17% |
| 2015 Population | 85,291 | 6,056 | 7.1% |

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 📕 0-7mi Ring

📕 0-10mi Ring

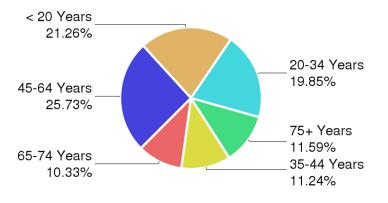


Millport Providence Athens Ider Cordova Pine Ridge Thorsby Myrtlewood Haleyville Courtland Ma Scottsboro Magnolia Springs Leesburg La Fayette Goldville Pleaser Intercultural Institute Ranburne Center Point Brighton Repton Forkland Sweet Water Cus for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Mi

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

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

Projected Age Group Percentages

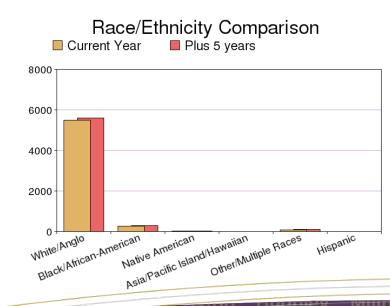


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|-----------------------|---------|--------------|--------|
| 0-3 Years | 4.1% | 3.27% | 79.76 |
| 4-5 Years | 1.74% | 1.5% | 86.21 |
| 6-8 Years | 3.24% | 2.63% | 81.17 |
| 9-11 Years | 3.07% | 3.04% | 99.02 |
| 12-13 Years | 2.34% | 2.31% | 98.72 |
| 14-17 Years | 5.27% | 5.2% | 98.67 |
| 18-19 Years | 3.1% | 3.29% | 106.13 |
| 0-5 Years | 5.84% | 4.77% | 81.68 |
| 6-12 Years | 7.45% | 6.84% | 91.81 |
| 13-19 Years | 9.55% | 9.63% | 100.84 |
| < 20 Years | 22.84% | 21.24% | 92.99 |
| 20-34 Years | 20.31% | 19.83% | 97.64 |
| 35-44 Years | 11.37% | 11.23% | 98.77 |
| 45-64 Years | 25.83% | 25.71% | 99.54 |
| 65-74 Years | 9.25% | 10.32% | 111.57 |
| 75+ Years | 10.4% | 11.58% | 111.35 |
| Median Age | 40 | 41 | 103.29 |
| Median Age (Male) | 38 | 38 | 99.82 |
| Median Age (Female) | 41 | 46 | 111.76 |

Magnolia Springs Jemison La Fayette Cordova Woodstock Beatrice Saraland Snead Bayou La Batre A Flacauga Fort Deposit Louisville Hurtsboro McMullen Atmore Daviston Intercultural Institute Stleberry Steele Auburn Lester West Jefferson Lynn Shorter Pine Rid For Confectual Ministry Toxey Citrone Copyright 2013, Intercultural Institute for Contextual Ministry 21

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

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



| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YRS | INDEX |
|---------------------------------|---------|------------|--------|
| Race/Ethnicity | | | |
| White, Anglo | 93.27% | 92.55% | 99.23 |
| Black, African-American | 4.57% | 4.84% | 105.78 |
| Native American | 0.59% | 0.59% | 100.26 |
| Asian | 0.12% | 0.17% | 139.25 |
| Pacific Island, Hawaiian | 0.02% | 0.02% | 97.47 |
| Other/Multiple Races | 1.46% | 1.83% | 125.81 |
| Hispanic | 0% | 0% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 4,051 | 4,229 | |
| Less than 9th Grade | 9.53% | 7.78% | 81.65 |
| No High School Diploma | 16.59% | 14.73% | 88.81 |
| High School Graduate | 37.65% | 39.84% | 105.84 |
| Some College, no degree | 20.19% | 20.08% | 99.42 |
| Associate Degree | 7.78% | 8.99% | 115.56 |
| College Degree | 4.79% | 4.78% | 99.74 |
| Graduate/Prof. degree | 3.48% | 3.81% | 109.38 |
| | | | |

ant Woodland Thorsby Pickensville Childersburg Ariton Myrtlewood Cuba Hoover Fulton Locust For denburgh Munford Eldridge Maplesville Point Clear Sanford Banks <u>Intercultural Institute</u> a Fayette Valley Brookside Satsuma Mooresville Magnolia Springs Daviston Fairview *Intercultural Institute* aylesville Pine do Copyright 2013, Intercultural Institute for Contextual Ministry inden Dozier McDonald Chapel Clio Shiloh Silas P22

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

| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|-----------------------------|---------|--------------|--------|
| Household Income | | | |
| < \$10,000 | 11.68% | 10.54% | 90.29 |
| \$10,000 to \$19,999 | 18.16% | 17.94% | 98.8 |
| \$20,000 to \$29,999 | 14.61% | 13.78% | 94.32 |
| \$30,000 to \$49,999 | 21.31% | 19.36% | 90.84 |
| \$50,000 to \$59,999 | 11.46% | 12.18% | 106.35 |
| \$60,000 to \$69,999 | 4.88% | 5.32% | 108.85 |
| \$70,000 to \$79,999 | 4.4% | 5.01% | 108.85 |
| \$80,000 to \$89,999 | 3.29% | 3.99% | 111.91 |
| \$90,000 to \$99,999 | 2.13% | 2.22% | 103.94 |
| \$100,000 to \$249,999 | 2.98% | 3.72% | 125.1 |
| \$125,000 to \$149,999 | 3.69% | 4.52% | 122.62 |
| \$150,000 to \$199,999 | 0.67% | 0.71% | 106.43 |
| \$200,000 to \$249,999 | 0.09% | 0% | 0 |
| \$250,000 or more | 0.62% | 0.66% | 106.91 |
| Median Household | 34,889 | 37,139 | 106.45 |
| Average Household | 46,803 | 53,095 | 113.44 |
| Per Capita Household | 17,888 | 19,822 | 110.81 |
| | | | |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 47,921 | 52,541 | 109.64 |
| Average Family Income | 58,464 | 68,022 | 116.35 |
| Median Non-Family Income | 18,908 | 20,538 | 108.62 |
| Average Non-Family Income | 24,096 | 26,412 | 109.61 |

Auburn Wadley Troy Oak Hill East Brewton Magnolia Springs Vestavia Hills Langston Thomaston deva Jacksons' Gap Cuba Sipsey Uniontown Yellow Bluff Brewton Takes Phil Campbell Cleveland Level Plains Belk Notasulga Providence Pickensville Sylacauga Gai for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Endes Copyright 2013, Intercultural Institute for Contextual Ministry

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

| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|-----------------------------------|---------|--------------|--------------------|
| Family Households | | | |
| % Family Households | 63.99% | 62.34% | 97.42 |
| Families with Children | 26.6 | 25.08 | 94.28 |
| Families without Children | 37.39 | 35.8 | 95.75 |
| Non-Family Households | | | |
| % Non-Family Households | 36.01% | 37.66% | 104.58 |
| Non-Families with Children | 0 | 0.04 | 104.58 |
| Non-Families without | 36.01 | 37.62 | 104.45 |
| Children | | | |
| | | | |
| Housing Units | | | |
| Total Housing Units | 2,571 | 2,574 | 100.12% |
| Vacant percent | 12.41% | 12.35% | 99.57 |
| Owned percent | 57.76% | 57.96% | 100.35 |
| Rented Percent | 29.83% | 29.72% | 99.62 |
| | | | |
| Households by Size | | | |
| Avg household size | 2.47 | 2.53 | 102.43% |
| Avg family hh size | 3.15 | 3.31 | 105.08% |
| Avg non-family hh size | 1.26 | 1.24 | 98.41% |
| | | | |
| Households By Count of Persons | | | |
| One | 633 | 634 | 100.16% |
| Тwo | 730 | 675 | 92.47% |
| Three or Four | 730 | 740 | 92.47 % 103.79% |
| Five+ | 175 | 207 | 118.29% |
| | 175 | 207 | 110.29% |

ge Beach Dadeville Morris Lake Purdy Fayette Chickasaw Hoover Rock Mills Coffee Springs Wilsonville Emore Anderson Henagar Priceville Daphne Emelle Troy Woodville Intercultural Institute Intercultural Institute for Contextual Daleville Frisco City Arab for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

| BORN IN: | 0-3 | 3-7 | 7-10 | | BORN IN: | BORN IN: 0-3 | BORN IN: 0-3 3-7 |
|------------------|-------|-------|-------|--------------------|-----------------|-------------------|----------------------|
| | MILES | MILES | MILES | | | MILES | MILES MILES |
| Foreign Born Pop | 119 | 156 | 727 | | Eastern Africa | Eastern Africa 8 | Eastern Africa 8 1 |
| Northern Europe | 6 | 18 | 9 | | Middle Africa | Middle Africa 0 | Middle Africa 0 0 |
| Western Europe | 9 | 11 | 63 | | Northern Africa | Northern Africa 0 | Northern Africa 0 0 |
| Southern Europe | 0 | 0 | 10 | 10 Southern Africa | | Southern Africa 0 | Southern Africa 0 0 |
| Eastern Europe | 5 | 9 | 34 | 34 Western Africa | | Western Africa 0 | Western Africa 0 0 |
| Other Europe | 0 | 0 | 0 | | Other Africa | Other Africa 4 | Other Africa 4 0 |
| Eastern Asia | 2 | 0 | 1 | Oceania | | Oceania 4 | Oceania 4 0 |
| So. Central Asia | 0 | 3 | 7 | Caribbean | | Caribbean 0 | Caribbean 0 1 |
| SE Asia | 0 | 5 | 91 | | Central Amer. | Central Amer. 42 | Central Amer. 42 105 |
| Western Asia | 12 | 1 | 0 | | South America | South America 6 | South America 6 0 |
| Other Asia | 11 | 1 | 0 | | North America | North America 10 | North America 10 1 |
| | | | | | Born at sea | Born at sea 0 | Born at sea 0 0 |

Sake Sipsey Boligee Myrtlewood Opp Daviston Eldridge Kansas Guntersville Tuscaloosa Rainbow G Henagar Warrior Chickasaw Benton Ardmore Midfield Scottsboro Article Codar Bluff Holt Chels ardiff Linden Springville Shiloh Brundidge Madison Level Plains Bell of Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Language Summary

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

| SPOKEN AT HOME | 0-3 MILES | 3-7 MILES | 7-10 MILES | SPOKEN AT HOME | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|----------------------------------|--------------|--------------|---------------|--------------------|--------------|--------------|---------------|
| English only | 4,776 | 9,477 | 20,223 | Other Indo-Euro | 0 | 0 | 0 |
| Spanish | 4,770 | 196 | 805 | Asian/PI languages | 0 | 0 | 0 |
| Other Indo-Euro | 27 | 59 | 219 | Chinese | 0 | 0 | 0 |
| | 21 | 59 | 219 | Japanese | 0 | 0 | 7 |
| language Franch (incl. Bataia | 19 | 8 | 26 | Korean | 2 | | 0 |
| French (incl. Patois, | 19 | 0 | 20 | Mon-Khmer, | | 0 | - |
| Cajun) | 0 | 0 | 0 | | 0 | 0 | 0 |
| French Creole | 0 | 0 | 0 | Cambodian | 0 | 0 | 0 |
| Italian | 0 | 0 | 0 | Miao, Hmong | 0 | 0 | 0 |
| Portuguese | 0 | 0 | 5 | Thai | 0 | 0 | 0 |
| German | 2 | 32 | 120 | Laotian | 0 | 0 | 0 |
| Yiddish | 0 | 0 | 2 | Vietnamese | 0 | 0 | 88 |
| Other West Germanic | 0 | 1 | 0 | Other Asian | 4 | 0 | 0 |
| A Scandinavian | 0 | 0 | 1 | Tagalog | 0 | 0 | 33 |
| Language | | | | Other Pacific Is | 0 | 0 | 0 |
| Greek | 0 | 0 | 23 | Other languages | 49 | 0 | 3 |
| Russian | 6 | 11 | 38 | Navajo | 0 | 0 | 0 |
| Polish | 0 | 0 | 0 | Other Native N. | 0 | 0 | 0 |
| Serbo-Croatian | 0 | 0 | 0 | American | | | |
| Other Slavic Language | 0 | 2 | 0 | Hungarian | 0 | 0 | 0 |
| Armenian | 0 | 0 | 0 | Arabic | 36 | 0 | 3 |
| Persian | 0 | 0 | 0 | Hebrew | 0 | 0 | 0 |
| Gujarathi | 0 | 0 | 0 | African languages | 13 | 0 | 0 |
| Hindi | 0 | 0 | 0 | Other unspecified | 0 | 0 | 0 |
| Urdu | 0 | 0 | 0 | · | | | |

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Μιις Sardis Citv Sylvania Arao ntercultura nstitute Vallev Head **Holly Pond** Cleveland Helena Millbrool .uverne Ministry Autaugavill26 2013, Intercultural Institute for Contextual Ministry Weaver

Ancestry Summary

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

| ANCESTRY | 0-3 | 3-7 | 7-10 | | ANCESTRY | ANCESTRY 0-3 | ANCESTRY 0-3 3-7 |
|---------------------|-------|-------|--------|--|--------------------|-----------------------|--------------------------|
| | MILES | MILES | MILES | | | MILES | MILES MILES |
| Reporting ancestry | 3,215 | 6,399 | 14,695 | | Irish | Irish 382 | Irish 382 783 |
| Arab | 21 | 8 | 0 | | Italian 46 | Italian 46 146 | |
| Armenian | 0 | 0 | 0 | | Lithuanian | Lithuanian 0 | Lithuanian 0 2 |
| Austrian | 2 | 10 | 7 | | Norwegian | Norwegian 0 | Norwegian 0 0 |
| British | 12 | 29 | 49 | | Polish | Polish 21 | Polish 21 20 |
| Canadian | 0 | 0 | 9 | | Portuguese | Portuguese 0 | Portuguese 0 3 |
| Croatian | 0 | 0 | 1 | | Romanian | Romanian 0 | Romanian 0 0 |
| Czech | 0 | 1 | 1 | | Russian | Russian 4 | Russian 4 9 |
| Czechoslovak | 0 | 0 | 0 | | Scandinavian | Scandinavian 5 | Scandinavian 5 2 |
| Danish | 0 | 1 | 8 | | Scotch-Irish | Scotch-Irish 38 | Scotch-Irish 38 122 |
| Dutch | 36 | 75 | 177 | | Scottish | Scottish 50 | Scottish 50 72 |
| English | 341 | 683 | 1,507 | | Slovak | Slovak 0 | Slovak 0 0 |
| European | 15 | 44 | 187 | | Subsaharan African | Subsaharan African 24 | Subsaharan African 24 10 |
| Finnish | 13 | 4 | 0 | | Swedish | Swedish 3 | Swedish 3 3 |
| French (not Basque) | 26 | 55 | 197 | | Swiss | Swiss 0 | Swiss 0 0 |
| French Canadian | 2 | 33 | 69 | | Ukrainian | Ukrainian 1 | Ukrainian 1 4 |
| German | 303 | 912 | 2,102 | | US/American | US/American 1,333 | US/American 1,333 2,254 |
| Greek | 0 | 13 | 14 | | Welsh | Welsh 10 | Welsh 10 4 |
| Hungarian | 2 | 3 | 21 | | West Indian | West Indian 4 | West Indian 4 4 |
| Iranian | 0 | 0 | 0 | | Yugoslavian | Yugoslavian 0 | Yugoslavian 0 0 |
| | | | | | Other | Other 521 | Other 521 1,090 |

Beach Opelika Carrollion Weaver Spanish Fort Scottsboro Shorter Robertsdale Repton Allgood Rus Argo Vance Webb Loachapoka Graysville Redstone Arsenal Steeler Intercultural Institute edy Nauvoo Vernon Pell City Grayson Valley Horn Hill Hayden Fairho for Contextual Ministry for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

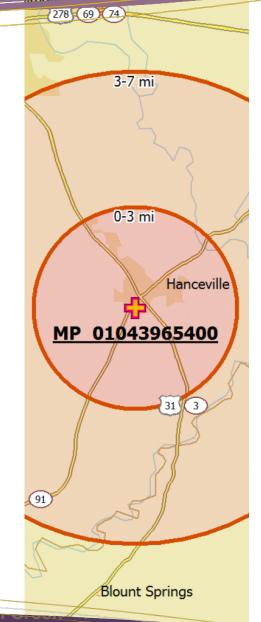
Issues for Your Consideration - continued

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



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.



Hanceville Hamilton Boaz Rosa Indian Springs Village Franklin Henagar Kinston Center Point Litt Brookside Paint Rock West Point Goshen Hayneville Attalla Millor Intercultural Institute eld Pennington Memphis Valley Libertyville Irondale Minor Butler Book for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

| 0-3 HH & Percent | | Unreached HH & Percent | |
|------------------|---|--|---|
| 2,252 | 100% | 1,447 | 100% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 11 | 0.49% | 7 | 0.48% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 11 | 0.49% | 7 | 0.48% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 99 | 4.4% | 63 | 4.35% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 0 | 0% | 0 | 0% |
| 99 | 4.4% | 63 | 4.35% |
| 0 | 0% | 0 | 0% |
| | 2,252 0 0 0 0 0 0 0 0 0 0 11 0 0 0 11 0 0 0 11 0 | 2,252 $100%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 11 $0.49%$ 0 $0%$ 11 $0.49%$ 0 $0%$ 111 $0.49%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ 0 $0%$ | 2,252100%1,44700%000%000%000%000%000%000%000%000%000%000%0110.49%700%0110.49%700%0110.49%700%00 <t< td=""></t<> |

and Concord Kimberly Hanceville Moulton Sulligent Waverly Springville Locust Fork Pine Apple Tarre Eutaw Chelsea Attalla Northport Newbern Bon Air Linden Guin Intercultural Institute rd Libertyville Leeds Centre Tuscumbia Gurley Abbeville Lester Vergen Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2014, Plaine Holt Grimes Smithe Station Lexington Jackson Lincoln Sinsey Munford Mountained

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

| 2010 MOSAIC HHIds | 0-3 HH & Percent | | Unreached HH & Percent | |
|---------------------------|------------------|--------|------------------------|--------|
| Total | 2,252 | 100% | 1,447 | 100% |
| BLUE COLLAR BACKBONE | 96 | 4.26% | 63 | 4.35% |
| Nuevo Hispanic Fam. | 0 | 0% | 0 | 0% |
| Working Rural Suburbia | 24 | 1.07% | 14 | 0.97% |
| Lower Income Essentials | 69 | 3.06% | 47 | 3.25% |
| Small Town Endeavors | 3 | 0.13% | 2 | 0.14% |
| AMER. DIVERSITY | 53 | 2.35% | 36 | 2.49% |
| Ethnic Urban Mix | 0 | 0% | 0 | 0% |
| Urban Blues | 17 | 0.75% | 11 | 0.76% |
| Professional Urbanites | 22 | 0.98% | 16 | 1.11% |
| Urban Advancement | 0 | 0% | 0 | 0% |
| Amer. Great Outdoors | 14 | 0.62% | 9 | 0.62% |
| Mature America | 0 | 0% | 0 | 0% |
| METRO FRINGE | 1,180 | 52.4% | 813 | 56.19% |
| Steadfast Conservative | 833 | 36.99% | 571 | 39.46% |
| Moderate Conventionalists | 0 | 0% | 0 | 0% |
| Southern Blues | 0 | 0% | 0 | 0% |
| Urban Grit | 0 | 0% | 0 | 0% |
| Grass-Roots Living | 347 | 15.41% | 242 | 16.72% |

ndidge Notasulga Cusseta Clayton Ragland Arley Montevallo Tillmans Corner Ashville Courtland National Rece City Oneonta Dothan Gulf Shores Montgomery Deatsville Intercultural Institute Collins Intercultural Institute for Contextual Ministry Collins Intercultural Institute for Contextual Ministry Collins Intercultural Institute Collins Intercultural Institute Collins Intercultural Institute for Contextual Ministry Collins Intercultural Institute For Contextual Intercultural Institute For Contextual Intercultural Institute For Contextual Intercultural Institute For Contextual Intercultural Intercultural Intercultural Intercu

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

| 2010 MOSAIC HHIds | 0-3 HH & Percent | | Unreached HH & Percent | |
|----------------------------|------------------|--------|------------------------|--------|
| Total | 2,252 | 100% | 1,447 | 100% |
| REMOTE AMERICA | 43 | 1.91% | 26 | 1.8% |
| Hardy Rural Fam. | 40 | 1.78% | 24 | 1.66% |
| Rural Southern Living | 3 | 0.13% | 2 | 0.14% |
| Coal & Crops | 0 | 0% | 0 | 0% |
| Native America | 0 | 0% | 0 | 0% |
| ASPIRING CONTEMP'S | 248 | 11.01% | 183 | 12.65% |
| Young Cosmopolitans | 0 | 0% | 0 | 0% |
| Minority Metro Communities | 246 | 10.92% | 182 | 12.58% |
| Stable Careers | 0 | 0% | 0 | 0% |
| Aspiring Hispania | 2 | 0.09% | 1 | 0.07% |
| RURAL VILLAGES & FARMS | 384 | 17.05% | 163 | 11.26% |
| Industrious Country Living | 3 | 0.13% | 2 | 0.14% |
| America's Farmland | 0 | 0% | 0 | 0% |
| Comfy Country Living | 0 | 0% | 0 | 0% |
| Small Town Connections | 27 | 1.2% | 16 | 1.11% |
| Hinterland Fam. | 354 | 15.72% | 145 | 10.02% |

Pine Ridge Billingsley Harvest Heflin Waverly Rutledge Newbern Coffee Springs McKenzie Fort Dep Harceville Jacksons' Gap Meridianville Roanoke Bakerhill Frisco City Mountain Brook Millport Brookside Lynn Lincoln Dozier Colony Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Comparing Contextual Ministry

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

| 2010 MOSAIC HHIds | 0-3 HH & Percent | | Unreached HH & Percent | |
|--------------------------|------------------|-------|------------------------|-------|
| Total | 2,252 | 100% | 1,447 | 100% |
| STRUGGLING SOCIETIES | 29 | 1.29% | 18 | 1.24% |
| Rugged Southern Style | 25 | 1.11% | 15 | 1.04% |
| Latino Nuevo | 0 | 0% | 0 | 0% |
| Struggling city Centers | 4 | 0.18% | 3 | 0.21% |
| College Town Communities | 0 | 0% | 0 | 0% |
| New Beginnings | 0 | 0% | 0 | 0% |
| URBAN ESSENCE | 109 | 4.84% | 75 | 5.18% |
| Unattached Multicultures | 81 | 3.6% | 56 | 3.87% |
| Academic Necessities | 0 | 0% | 0 | 0% |
| Af. Amer. Neighborhoods | 0 | 0% | 0 | 0% |
| Urban Diversity | 0 | 0% | 0 | 0% |
| New Generation Activists | 28 | 1.24% | 19 | 1.31% |
| 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% |
| | | | | |

ntosh Horn Hill Woodville Malvern Point Clear Gordonville Anderson Mentone New Hope Sulligent B Beatrice Roanoke Selmont-West Selmont Grayson Valley Kellyton Gravit Contestual Institute by Level Plains Atmore Lincoln Steele Meadowbrook Evergreen Rain for Contestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Edwardsville <u>Memphis</u> Avon Huguley Brookwood Muscle Shoals Carroliton Piedmont Akron Hartse Hilport Dayton Creola Camp Hill Twin Coosada Loxley Union Grover Intercultural Institute ozier Pinson Silverhill Triana Eva Horn Hill Owens Cross Roads Column (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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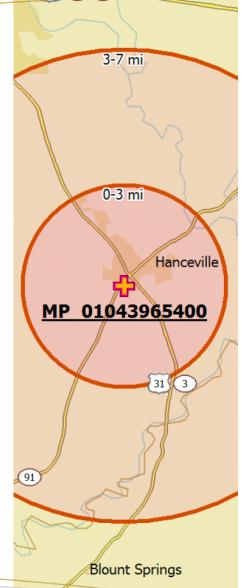
Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|-------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| PC-HH Own | 75% | 74% | 74% |
| Use Comp. for Internet/E-mail | 52% | 54% | 55% |
| Internet Use: E-Mail | 46% | 45% | 45% |
| Use Comp. for Comp. Games | 37% | 37% | 38% |
| Use Comp. for Word Processing | 32% | 32% | 34% |
| Use Comp. for Education | 31% | 29% | 29% |
| Use Comp. for Shopping | 30% | 33% | 34% |
| Use Comp. for Digital Camera | 27% | 28% | 29% |
| Photo Editing | | | |
| HH Owns DVD Player | 26% | 25% | 26% |
| Internet Use: News/ Weather | 25% | 23% | 24% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|-----------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Use Comp. for Banking | 24% | 26% | 28% |
| Internet Use: Banking | 21% | 24% | 24% |
| Use Comp. for News/Info./Data | 17% | 17% | 18% |
| Service | | | |
| PC-Network-HH Has One | 15% | 17% | 17% |
| Internet Use: Research/ Education | 13% | 11% | 11% |
| Use Comp. for Accounting | 10% | 11% | 12% |
| HH Owns Video/Webcam | 10% | 9% | 9% |
| Internet Use: Shopping: Gathered | 10% | 10% | 10% |
| Info. for Shopping | | | |
| Use Comp. for Personal Financial | 9% | 9% | 10% |
| Mngmnt | | | |
| Internet Use: Read Magazines/ | 9% | 8% | 8% |
| Newspapers | | | |

on East Brewton Lockhart Southside Pollard Bear Creek Enterprise Waldo North Courtland Ladonia G Banks Town Creek Pine Hill Eutaw Pine Apple Sumiton Madrid Cherey Intercultural Institute Auburn Notasulga Woodstock Eufaula Woodville Crossville Geiger Von Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|----------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Listening To Music | 65% | 65% | 66% |
| Dining Out (Not Fast | 53% | 55% | 56% |
| Food) | | | |
| Reading Books | 50% | 49% | 50% |
| Card Games | 42% | 42% | 42% |
| Gardening | 36% | 38% | 38% |
| Cooking for Fun | 35% | 32% | 33% |
| Board Games | 33% | 34% | 34% |
| Go To A Beach/Lake | 30% | 32% | 33% |
| Visit Zoo | 19% | 18% | 18% |
| Photography | 17% | 18% | 18% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|--------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Any Ailment | 68% | 66% | 67% |
| Gen./Fam. Practitioner | 43% | 41% | 41% |
| Backache | 23% | 22% | 23% |
| Dentist | 23% | 23% | 24% |
| Eye Dr. | 22% | 20% | 20% |
| None Of These | 20% | 22% | 21% |
| Hypertension/High Blood | 19% | 19% | 20% |
| Pressure | | | |
| Any Arthritis | 18% | 18% | 18% |
| High Cholesterol | 17% | 17% | 17% |
| Overweight (30 Pounds Or | 16% | 16% | 16% |
| More) | | | |
| | | | |



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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Concert | 22.41% | 21.71% | 22.5% |
| Live Theater | 14.81% | 15.04% | 16.05% |
| Rock/Pop Concerts Most | 12.56% | 12.08% | 12.36% |
| Often | | | |
| Live Theater Most Often | 11.9% | 12.01% | 13.16% |
| Dance Performance | 6.76% | 5.54% | 6.15% |
| Country Concerts Most | 6.31% | 6.21% | 6.31% |
| Often | | | |
| Movies: Comedy | 36.95% | 35.98% | 36.13% |
| Movies: Action/Adventure | 36.24% | 34.07% | 34.8% |
| Movies: Fam. | 21.38% | 18.09% | 18.37% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Movies: Romantic Comedy | 18.69% | 17.51% | 17.23% |
| Movies: Drama | 16.65% | 15.68% | 15.91% |
| Movies: Mystery | 14.51% | 13.45% | 13.92% |
| College Football Reg. | 4.86% | 5.39% | 5.56% |
| Season | | | |
| MLB Baseball Reg. Season | 4.38% | 5.16% | 5.49% |
| NFL Football Reg. Season | 4.04% | 4.63% | 4.75% |
| College Basketball Reg. | 3.22% | 3.29% | 3.52% |
| Season | | | |
| Auto Racing Events | 2.42% | 3.01% | 3.12% |
| NBA Basketball Reg. | 2.25% | 2.27% | 2.4% |
| Season | | | |



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

| BRIDGES | 0-3 | 3-7 | 7-10 | | BRIDGES | 0-3 | 3-7 | 7-10 |
|----------------------|--------|--------|--------|---|----------------------|--------|--------|--------|
| | MILES | MILES | MILES | | | MILES | MILES | MILES |
| Walking for Exercise | 36.68% | 37.03% | 37.7% | - | Target Shooting | 10.31% | 12.05% | 12.14% |
| Swimming | 32.7% | 33.53% | 33.56% | | Using Cardio Machine | 10.25% | 10.31% | 11.09% |
| Bowling | 21.59% | 21.88% | 21.85% | | Backpacking/Hiking | 9.84% | 10.82% | 10.93% |
| Freshwater Fishing | 21.29% | 24.8% | 23.67% | | Stationary Cycling | 9.39% | 9.91% | 10.54% |
| Camping Trips | 19.87% | 22.49% | 21.64% | | Football | 8.58% | 9.43% | 9.52% |
| Billiards/Pool | 17.06% | 17.85% | 18.27% | | Aerobics | 8.06% | 8.04% | 8.47% |
| Basketball | 14.52% | 14.95% | 14.68% | | Power Boating | 7.84% | 7.97% | 8.25% |
| Hunting | 13.37% | 17% | 16.5% | | Saltwater Fishing | 7.69% | 8.28% | 8.36% |
| Mountain/Road Biking | 12.08% | 12.32% | 12.23% | | Softball | 7.05% | 6.94% | 7.04% |
| Baseball | 11.69% | 11.21% | 11.12% | | Canoeing/Kayaking | 6.35% | 6.96% | 7.3% |
| Weight Training | 11.68% | 12.75% | 13.62% | | Horseback Riding | 6.31% | 7.47% | 7.42% |
| Jogging/Running | 11.26% | 10.99% | 11.68% | | Soccer | 6.22% | 5.85% | 6% |
| Golf | 11.23% | 12.02% | 12.82% | | Tennis | 6.17% | 6.49% | 6.76% |
| Volleyball | 10.33% | 9.63% | 9.17% | | Motorcycling | 5.72% | 6.15% | 6.42% |

ort North Courtland Ashville Gurley Clay Hayneville Ashford Pleasant Groves Smiths Station Mooresville Daphne Geiger Anderson Daviston Millbrook Level Plains Red Bay Intercultural Institute Riverside Ridgeville Mount Vernon Camden Childersburg Wadley Roc Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|--------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Yoga | 5.57% | 5.14% | 5.47% |
| Downhill & X-Country Skiing | 5.29% | 4.53% | 4.54% |
| Snorkeling | 4.94% | 4.97% | 5.08% |
| Archery | 4.92% | 6.7% | 6.74% |
| Fly Fishing | 4.86% | 5.63% | 5.8% |
| Ice Skating | 4.76% | 4.39% | 4.81% |
| Roller Skating | 4.73% | 4.83% | 5.09% |
| Auto Racing | 4.58% | 3.73% | 3.95% |
| Water Skiing | 4.33% | 4.8% | 4.83% |
| Jet Skiing | 4.11% | 4.61% | 4.89% |

| 0-3 | 3-7 | 7-10 |
|-------|--|--|
| MILES | MILES | MILES |
| 3.84% | 3.77% | 3.91% |
| 3.8% | 3.96% | 3.95% |
| 3.66% | 3.42% | 3.65% |
| 3.59% | 3.92% | 4.02% |
| 3.24% | 3.19% | 3.55% |
| 3.16% | 3.05% | 3.35% |
| 3.11% | 3.97% | 4.21% |
| 2.78% | 2.81% | 3.13% |
| 2.37% | 2.39% | 2.69% |
| 2.11% | 2.44% | 2.64% |
| | MILES 3.84% 3.8% 3.66% 3.59% 3.24% 3.16% 3.11% 2.78% 2.37% | MILES MILES 3.84% 3.77% 3.8% 3.96% 3.66% 3.42% 3.59% 3.92% 3.24% 3.19% 3.16% 3.05% 3.11% 3.97% 2.78% 2.81% 2.37% 2.39% |

Senton Forkland Louisville Eutaw Boligee Goodwater Hillsboro Foley Pine Ridge Lockhart Mountain Lock Theodore Madison Millbrook Douglas Shorter Reece City Petrov Intercultural Institute Taylor Haleyville Sylvania Brookwood Alabaster Guntersville Madrive for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Shiloh Beaverton Irondale Somerville Frisco City S41

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.

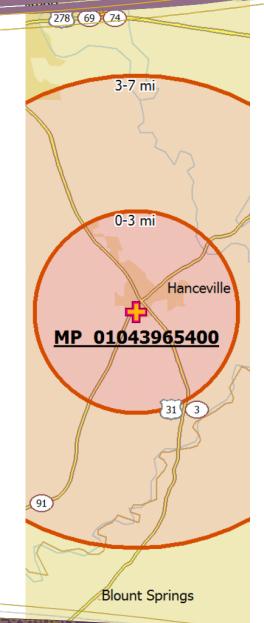
BIBLICAL BARRIERS

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.





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.

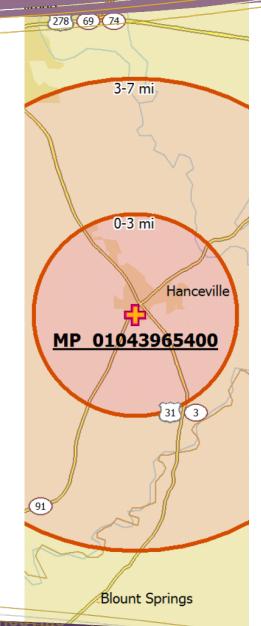
CULTURAL BARRIERS OF ACCEPTANCE

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.



Untsville County Line Arab North Johns Aliceville Dayton Bayou La Batre Lanett Jacksonville Futaw Good Hope Union Springs Sylvan Springs Eldridge Fort Rucker Hazel Cran Bainsville Abbeville Fort B rey Morris Coffee Springs Benton Eufaula Parrish Mountain Brook King Intercultural Institute Valley Enterpri Copyright 2013, Intercultural Institute for Contextual Ministry vel Plains Malvern Kellyton Lisman Pinson Waverly 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

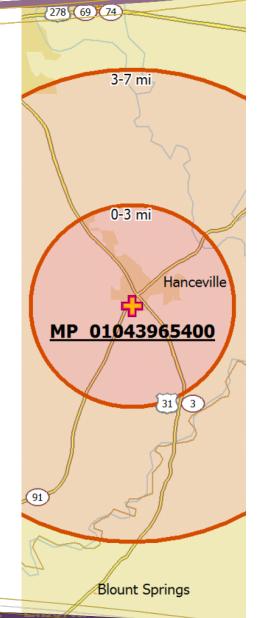
| BARRIERS | 0-3 MILES | 3-7 MILES | 7-10 MILES | | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|--|--------------|--------------|---------------|--|--------------|--------------|---------------|
| Important Continue Learning New Things | 50% | 50% | 50% | | 21% | 22% | 23% |
| Find It Difficult To Say No To My Kids | 41% | 42% | 40% | | 19% | 19% | 18% |
| Speak My Mind Even If It Upsets People | | 36% | 35% | Like To Pursue | 18% 17% | 17% 17% | 18% 18% |
| Woman's Place Is In The Home Like Control Over People And | 35% 34% | 36% 34% | 36% 33% | | 15% | 14% | 15% |
| Resources Like To Do Unconventional Things | 31% | 30% | 31% | Money | 14% 12% | 14% 10% | 14% 11% |
| Prefer To Have Few Possessions As Possible | 29% | 27% | 28% | Living | 11% | 11% | 11% |
| Don't Judge People/Way They Live Life | 29% | 27% | 27% | for All | 10% | 9% | 10% |
| Too Much Sponsorship In Arts/Sports | 25% | 24% | 24% | 5, | 9% | 9% | 8% |
| Money Is Best Measure Of Success | 25% | 26% | 26% | ö , | 8% | 8% | 8% |
| Friends More Important Than My Fam. | | 22% | 23% | Life Very Happy With My Life As It Is | 6% | 6% | 6% |
| Like to Stand Out In A Crowd | 22% | 22% | 22% | | | | |

Toxey Lakeview Demopolis North Johns Madrid Rock Creek Vance Hayneville Talladega Libertyville Leeds Cedar Bluff Opp Rockford Tuscaloosa Midfield Georgiana Toy Bright Codge City Woodstock Huntsville Jacksonville Athens Prattville York Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Ardmore Arge Albertville Camp Hill Underwood-Petersville Rock Mills West End-Cobb Town Columbia enhedy Needham Elkmont Lineville Odenville Mooresville Double Springer Intercultural Institute Lake View Dauphin Island Winfield Hanceville Sardis City Uniontow Intercultural Institute hapoka Babbie Copyright 2013, Intercultural Institute for Contextual Ministry Meridianville Greenville Dutton Jacksonville Lake Pu45

Potential Cultural Themes:

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

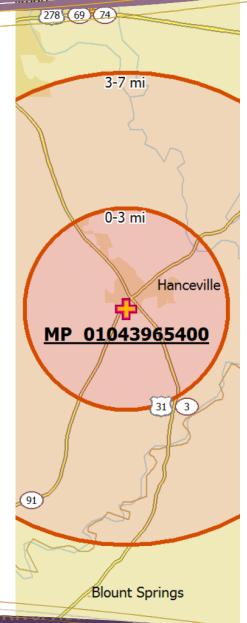
| THEMES | 0-3 MILES | 3-7 MILES | 7-10 MILES | THEMES | 0-3 MILES | 3-7 MILES | 7-10 MILE |
|---|--------------|--------------|---------------|---|--------------|--------------|--------------|
| Important To Respect Customs And Beliefs | 58% | 60% | 59% | Worried About Pollution Caused By Cars | 19% | 18% | 17% |
| You Should Seize Opportunities In Life | 56% | 54% | 55% | Looking for New Ideas To Improve Home | 17% | 16% | 16% |
| Like To Understand About Nature | 35% | 34% | 34% | Is An Important Part Of Who I Am Real Men Don't Cry | 17% 16% | 19% 16% | 18% 16% |
| Prefer Work Part Of Team Than Alone | 34% | 33% | 33% | Enjoy Spending Time With My Fam. | 13% | 15% | 14% |
| Important Feel Respected By My Peers | 33% | 33% | 33% | Provide My Kids With The Little Extras | 13% | 13% | 12% |
| Important To Juggle Various Tasks | 32% | 31% | 32% | Try Not To Worry About The Future | 12% | 11% | 11% |
| Good At Fixing Things Prefer To Have Few | 31% 29% | 28% 27% | 28% 28% | Children Should Be Allowed To Express Themselves | 6% | 6% | 6% |
| Possessions As Possible | | | | Feel Very Alone In The World | 6% | 6% | 6% |
| Have Keen Sense Of Adventure | 25% | 25% | 26% | Like Spending Most Time With | 5% | 5% | 5% |
| Like To Just Enjoy Life | 21% | 21% | 21% | Fam. | | | |
| People Have To Take Me As They Find Me | 19% | 19% | 20% | Decor Particular Interest To Me Would Like To Set Up Own | 5% 4% | 4% 5% | 4% 5% |
| Consider Myself Interested In The Arts | 19% | 18% | 18% | Business | | | |

Huguley Coaling Ardmore Gordonville Pleasant Groves Pine Hill Silas Geraldine Samson Woods Thomaston Franklin Ranburne Twin Anniston Pisgah Blountsville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Winfield Bayou La Batra Jacksons' Gap Robertsdale

WONT

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.



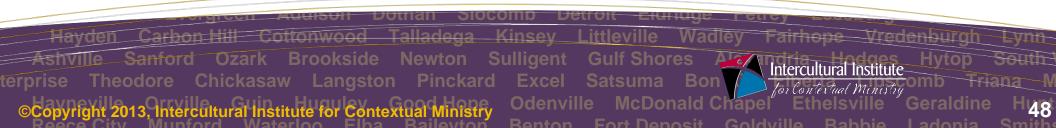
Demopolis Alexander City York Sanford White Hall Bayou La Batre Centre Pleasant Grove Daviston The Addison Owens Cross Roads Webb Munford Midland City Forkland Intercultural Institute Ikmont Ashland Mosses Memphis Leeds Kansas Bakerhill St. Floriar Contextual Ministry Contextual Ministry PCCopyright 2013, Intercultural Institute for Contextual Ministry Converts Leeds Contextual Ministry

Potential Shared Places:

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

| PLACE | 0-3 | 3-7 | 7-10 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Fast Food/Drive-In | 86.44% | 87.75% | 87.64% |
| Restaurant-Visit Any | | | |
| Fam. Restaurants/Steak | 82.73% | 83.13% | 83.27% |
| Houses-Visit Any | | | |
| McDonald's | 55.24% | 55.21% | 55.57% |
| Burger King | 39.36% | 40.05% | 39.44% |
| Kentucky Fried Chicken (KFC) | 31.81% | 31.76% | 31.22% |
| Subway | 30.86% | 31.15% | 30.98% |
| Wendy's | 29.8% | 30.05% | 29.71% |
| Taco Bell | 28.2% | 27.83% | 28.74% |
| Applebee's | 26.87% | 26.75% | 27.31% |
| Pizza Hut | 26.54% | 25.19% | 24.49% |
| Arby's | 23.58% | 22.78% | 22.91% |
| Dairy Queen | 20.14% | 19.65% | 19.93% |

| PLACE | 0-3 | 3-7 | 7-10 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Sonic | 18.79% | 18.94% | 18.16% |
| Olive Garden | 17.4% | 17.85% | 18.44% |
| Red Lobster | 17.13% | 15.74% | 15.83% |
| Cracker Barrel | 16.85% | 16.95% | 16.87% |
| Hardee's | 15.13% | 15.71% | 14.43% |
| Domino's Pizza | 13.87% | 12.6% | 12.83% |
| Golden Corral | 13.27% | 12.73% | 12.19% |
| Long John Silver's | 13.27% | 13.47% | 12.34% |
| Chick-Fil-A | 11.8% | 11.7% | 11.3% |
| IHOP (International House Of | 11.63% | 10.07% | 10.49% |
| Pancakes) | | | |
| Denny's | 11.4% | 10.62% | 10.86% |
| Outback Steakhouse | 11.2% | 10.92% | 11.64% |

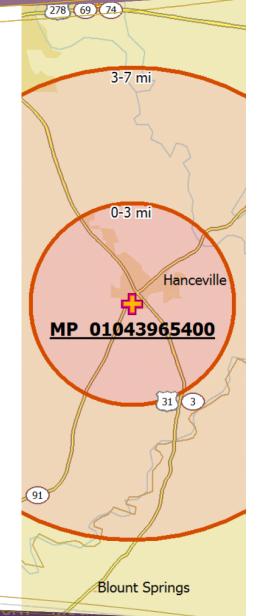


Potential Shared Projects

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!



Jemison Ozark Hollywood Hillsboro Locust Fork Auburn Florala Paint Rock Grant Opelika Smoke R Ladrid Morris Fairview New Brockton Cordova York Irondale Leeds Intercultural Institute Red Level McDonald Chapel Rogersville Huntsville Theodore Hartford for Contextual Ministry Contextual Ministry Vance Baileyton Pennington Rehobeth Somerville V49

Potential Shared Projects

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

| PROJECTS | 0-3 | 3-7 | 7-10 |
|-------------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Voted in fed/state/local election | 43.81% | 43.44% | 44.16% |
| Recycled products | 29.7% | 29.34% | 30.25% |
| Worked as volunteer (non political) | 15.31% | 15.42% | 16.03% |
| Engaged in fund raising | 10.97% | 11.44% | 11.34% |
| Religious club member | 7.8% | 8.02% | 7.95% |
| Church Board | 5.46% | 5.69% | 5.42% |

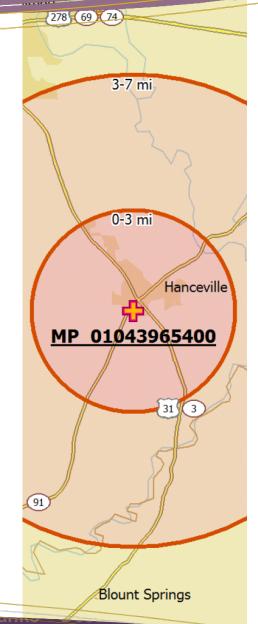
| PROJECTS | 0-3 | 3-7 | 7-10 |
|---------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Charitable Organization | 5.19% | 5.17% | 5.23% |
| Wrote to editor of mag or | 5.13% | 4.85% | 5.07% |
| newspaper | | | |
| Union member | 5.12% | 4.9% | 4.88% |
| Wrote to elected offcl about | 4.99% | 5.29% | 5.49% |
| publ bus | | | |
| Took active part in local civic | 4.56% | 4.32% | 4.43% |
| issue | | | |
| Addressed a public meeting | 4.23% | 4.46% | 4.55% |

Steele Alexander City Saraland Silverhill Webb Trafford Heath Holt Sardis City Gardendale Parrish Aliceville Russellville Meadowbrook Kinston Thomasville Shiloh Calor Intercultural Institute Dutton Wadley Section Moores Mill Dozier Brookwood Underwood Underwood Joi Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Billings Level Science State Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Data Billings Level Science State Contextual Ministry

Communication Media Content

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

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



Varrier Elba Spanish Fort Repton Forkland Dora Arley Fayette Reform Kinston Sulligent Silas Mill The Maytown Langston Kellyton Roanoke Geiger Susan Moore Children Intercultural Institute Joinana Ranburne Selmont-West Selmont Tillmans Corner Needham South Joinant Intercultural Institute 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BOOKS | 0-3 | 3-7 | 7-10 |
|------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Novel | 13.84% | 13.98% | 14.59% |
| Children's Books | 12.7% | 13.04% | 12.96% |
| Mystery | 10.71% | 10.62% | 11.03% |
| Religious (not Bibles) | 9.26% | 9.42% | 9.28% |
| Cookbooks | 9.12% | 9.79% | 9.92% |
| Romance | 6.81% | 7.27% | 7.34% |
| Personal/Business | 5.92% | 5.8% | 5.79% |
| Self-help | | | |
| History | 5.85% | 5.9% | 6.07% |
| Biography | 5.35% | 5.39% | 5.67% |

| MAGAZINES | 0-3 | 3-7 | 7-10 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Newspaper Distributed | 61.2% | 59.82% | 61.22% |
| Gen. Editorial | 45.01% | 42.81% | 42.88% |
| Womens | 40.15% | 38.48% | 38.42% |
| Service | 33.63% | 33.85% | 34.27% |
| Mens | 18.45% | 16.78% | 16.66% |
| Automotive | 15.47% | 15.92% | 15.57% |
| Fishing/Hunting | 15.36% | 16.56% | 16.19% |
| Sports | 13.81% | 12.92% | 13.02% |
| Health | 13.5% | 12.66% | 12.53% |

Linden Madrid Vestavia Hills Montevallo Saks Haleyville Camp Hill Gadsden Goshen McIntosh La kensville Cedar Bluff Hokes Bluff Rock Creek Oak Hill Courtland Odenville Intercultural Institute Center Point Dadeville Waldo Alexander City Sardis City Brighton Every Contextual Ministry Concerption 2013, Intercultural Institute for Contextual Ministry Concerption 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

| NEWSPAPERS | 0-3 | 3-7 | 7-10 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Gen. News | 54.58% | 54.42% | 55.09% |
| Classified | 36.74% | 37.26% | 36.85% |
| Sport | 31.08% | 30.39% | 30.7% |
| Editorial Page | 30.73% | 31.29% | 31.69% |
| Comics | 27.83% | 26.96% | 27.54% |
| Business/Finance | 23.8% | 22.77% | 23.82% |
| Food/Cooking | 23.8% | 22.45% | 23.04% |
| TV/Radio Listings | 23.42% | 22.46% | 22.71% |
| Movie Listings & Reviews | 23.21% | 21.81% | 22.22% |
| Home/Gardening | 20.06% | 19.49% | 19.71% |
| Science/Technology | 16.03% | 14.91% | 15.17% |
| Travel | 15.93% | 15.08% | 15.7% |
| Fashion | 13.77% | 13.32% | 13.13% |

| RADIO | 0-3 | 3-7 | 7-10 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Country | 27.28% | 31.3% | 30.77% |
| CHR Contemp Hit Radio | 18.02% | 16.68% | 16.68% |
| Adult Contemporary | 15.48% | 15.82% | 16.42% |
| Urban Contemporary | 13.42% | 10.94% | 9.71% |
| Rock | 10.98% | 10.84% | 11.47% |
| Oldies | 9.82% | 9.9% | 10.32% |
| Classic Rock | 9.41% | 9.99% | 10.51% |
| News/Talk | 8.3% | 8.28% | 9.06% |
| Alternative | 6.98% | 7.46% | 7.63% |
| Religious | 6.35% | 6.9% | 6.7% |
| Variety | 5.83% | 5.45% | 5.58% |
| Soft Contemporary | 4.56% | 4.74% | 4.93% |
| Gospel | 4.46% | 4.21% | 3.68% |
| Jazz | 3.77% | 2.82% | 2.65% |
| Classic Hits | 3.69% | 3.72% | 3.84% |
| All News | 3.18% | 2.91% | 3.04% |
| Hispanic | 2.88% | 2.72% | 2.83% |
| All Talk | 2.76% | 2.99% | 3.1% |
| | | | |

Altoona Garden City Samson Walnut Grove Parrish Arab Millport Sardis City Guin Valley Grande Clanton Pinckard Oneonta Dadeville Notasulga Creola Sanford Satsure Intercultural Institute Vest Blocton Ragland Kansas Cuba Priceville Moulton Demopolis Tri Contextual Ministry V Eva Gunte Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

| MULTIMEDIA: TV | 0-3 | 3-7 | 7-10 | MULTIMEDIA: T |
|----------------------------|--------|--------|--------|------------------|
| | MILES | MILES | MILES | |
| Fox News Channel | 60.88% | 62.71% | 62.77% | TCM (Turner Clas |
| Satellite Dish | 57.32% | 58.42% | 58.05% | Movies) |
| Soapnet | 49.33% | 48.59% | 49.43% | Nick At Nite |
| Other Video-On-Demand | 46.18% | 45.16% | 44.57% | USA Network |
| Sci-Fi Channel | 35.07% | 35.74% | 35.83% | Hallmark Channe |
| Adult Pay Per View TV | 33.71% | 36.72% | 36.2% | Comedy Central |
| MSNBC | 31.15% | 32.43% | 32.29% | Adult Swim |
| Subscribe Digital Cable | 29.65% | 28.74% | 27.8% | BET (Black Enter |
| Nickelodeon | 27.7% | 30.96% | 30.41% | TV) |
| TV Info From Sunday TV | 27.57% | 28.32% | 28.62% | Lifetime |
| Magazine | | | | TV Info From Oth |
| TV Info From Newspapers | 25.55% | 25.18% | 25.4% | Video-On-Deman |
| TV Info From Monthly Cable | 23.39% | 22.9% | 23.02% | The Golf Channe |
| Guide | | | | Encore |
| | | | | |

| MULTIMEDIA: TV | 0-3 | 3-7 | 7-10 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| TCM (Turner Classic | 22.89% | 23.55% | 23.64% |
| Movies) | | | |
| Nick At Nite | 22.3% | 23.17% | 23.81% |
| USA Network | 22.25% | 22.19% | 22.81% |
| Hallmark Channel | 21.36% | 22.87% | 23.1% |
| Comedy Central | 21.24% | 19.86% | 21.8% |
| Adult Swim | 21.15% | 23.33% | 24.2% |
| BET (Black Entertainment | 20.52% | 20.99% | 21.48% |
| TV) | | | |
| Lifetime | 19.47% | 19.4% | 19.17% |
| TV Info From Other | 19.47% | 18.45% | 18.7% |
| Video-On-Demand Movies | 18.23% | 20.78% | 20.78% |
| The Golf Channel | 18.03% | 18.52% | 19.11% |
| Encore | 16.02% | 18.75% | 18.44% |

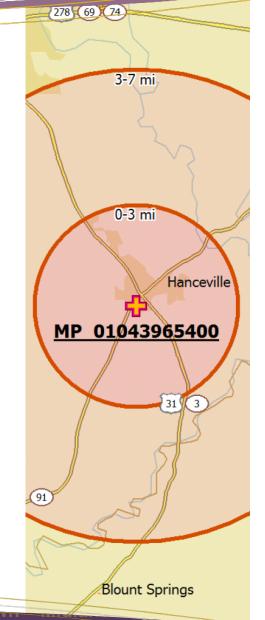
Brilliant Saks Daleville Robertsdale Eufaula Georgiana Brookside Jacksonville Foley Munford Lisman Florala Warrior Talladega Springs Ashville Fayette Hamilton Smiths Intercultural Institute Mulga Boaz Dayton Vestavia Hills Newton Headland Hokes Bluff Foley Springville Shiloh Sylvania Emelle We54

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.



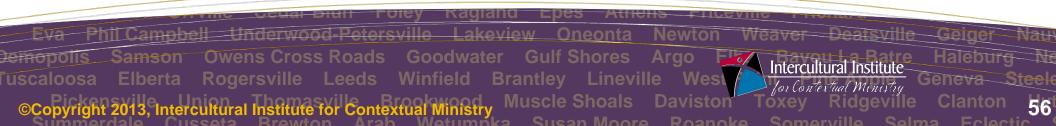
herokee Hodges Guntersville Satsuma Vance Highland Lake Oak Hill Midfield Rock Creck Double Sprin delle McDonald Chapel Onycha Trinity Adamsville Fort Payne Bessener Intercultural Institute Libertyville Allgood Gaylesville Hytop Yellow Bluff Gadsden Blue for Contextual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bessener Kapsas Madison New Yellow Bluer Head Trafford Reedham Webb Cotton 55

Potential Print Media Usage:

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

| MEDIUM | 0-3 | 3-7 | 7-10 |
|---------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Book Readers | | | |
| Heavy Users (7+) | 16.61% | 17.15% | 17.58% |
| Medium Users (4-6) | 9.35% | 9.47% | 9.82% |
| Light Users (1-3) | 20.36% | 20.67% | 20.89% |
| Quintiles (20%) | | | |
| Newspaper I (Heavy) | 0.91% | 0.96% | 0.96% |
| Newspaper II | 1.14% | 1.04% | 1.05% |
| Newspaper III | 2.33% | 2.68% | 2.92% |
| Newspaper IV | 0.6% | 0.51% | 0.51% |
| Newspaper V (Light) | 1.68% | 1.54% | 1.63% |

| MILES 18.34% 8.89% |
|---------------------------------|
| |
| |
| 8.89% |
| |
| 9.91% |
| 10.74% |
| 0.23% |
| 4.9% |
| 2.65% |
| 2.65% |
| 19.83% |
| 25.91% |
| 15.29% |
| |
| 4.53% |
| 4.49% |
| 24.94% |
| 3.28% |
| |



Potential Multimedia Usage

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

| MEDIUM | 0-3 | 3-7 | 7-10 | MEDIUM | 0-3 | 3-7 | 7-1 |
|--------------------------------|--------|--------|--------|----------------------------------|--------|--------|------|
| | MILES | MILES | MILES | | MILES | MILES | MIL |
| Radio Drive Time Quntiles | | | | TV Prime Time Quntiles (fifths / | | | |
| (fifths / 20%) | | | | 20%) | | | |
| Drive Time I & II (Heavy) | 3.02% | 3.1% | 3.07% | Prime Time I & II (Heavy) | 4.31% | 4.42% | 4.3 |
| Drive Time III (Medium) | 1.18% | 1.02% | 0.83% | Prime Time III (Medium) | 2.13% | 1.8% | 1.9 |
| Radio IV & V (Light) | 2.73% | 2.84% | 2.85% | Prime Time IV & V (Light) | 6.34% | 7.03% | 8.1 |
| Radio Media Quntiles (fifths / | | | | TV Early/Late Fringe Quntiles | | | |
| 20%) | | | | (fifths / 20%) | | | |
| Radio I & II (Heavy) | 8.07% | 7.88% | 8.07% | Fringe I & II (Heavy) | 39.79% | 41.09% | 40.9 |
| Radio III (Medium) | 4.54% | 4.47% | 4.79% | Fringe III (Medium) | 57.76% | 58.03% | 58. |
| Radio IV & V (Light) | 2.32% | 2.44% | 2.56% | Fringe IV (Light) | 57.49% | 57.55% | 58. |
| Cable TV Quntiles (fifths / | | | | TV All Day Quntiles (fifths / | | | |
| 20%) | | | | 20%) | | | |
| Cable I & II (Heavy) | 11.06% | 12.04% | 12.4% | All Day I & II (Heavy) | 15.02% | 14.16% | 14. |
| Cable III (Medium) | 5.86% | 5.57% | 5.25% | All Day III (Medium) | 26.07% | 27.58% | 26. |
| Cable IV & V (Light) | 34.36% | 31.55% | 31.33% | All Day IV (Light) | 11.39% | 10.35% | 10% |

Petrey Sweet Water Repton Brighton North Johns Dodge City Lester Level Plains Nauvoo Slocom Prichard Langston Greensboro Waldo Pine Ridge Warrior Florala Pitro ad West Blocton Lincoln Lincoln a Ider Anderson Trussville Rogersville Fairfield Theodore West End-Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Piedmont Clanton Key Price 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| USAGE | 0-3 | 3-7 | 7-10 |
|--------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Day-time Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 9.85% | 9.89% | 9.79% |
| 6:00am - 10:00am | 11.09% | 9.41% | 10.35% |
| 10:00am - 3:00pm | 4.63% | 3.96% | 4.34% |
| 3:00pm - 7:00pm | 13.72% | 13.52% | 13.55% |
| 7:00pm - Midnight | 9.63% | 9% | 9.68% |
| Midnight - 6:00am | 3.42% | 3.37% | 3.58% |
| Weekend Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 12.68% | 12.11% | 12.28% |
| 6:00am - 10:00am | 2.23% | 1.99% | 2.19% |
| 10:00am-3:00pm | 4.06% | 3.21% | 3.4% |
| 3:00pm - 7:00pm | 5.79% | 5.42% | 5.5% |
| 7:00pm - Midnight | 6.62% | 7.28% | 7.41% |
| Midnight - 6:00am | 7.48% | 6.84% | 7.32% |

| USAGE | 0-3 | 3-7 | 7-10 |
|------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Prime Time TV Viewers | | | |
| 8:00-11:00pm | 5.73% | 5.96% | 6.23% |
| Saturday: 8:00-11:00pm | 6.17% | 6.73% | 7.1% |
| Sunday: 7:00-11:00pm | 7.97% | 9.03% | 8.87% |
| 9:00am-1:00pm | 22.3% | 23.17% | 23.81% |
| 9:00am-4:00pm | 25.17% | 26.41% | 27.19% |
| 4:00pm-7:00pm | 23.79% | 24.6% | 25.08% |
| 11:00pm-1:00am | 37.96% | 38.4% | 38.51% |
| AVG Prime time | 2.76% | 2.13% | 2.06% |
| Mon-Sun | | | |

sville Mountainboro Lakeview Hollywood Yellow Bluff Guntersville Oxford Grand Bay White Hall Warre Lumbiana Blue Ridge Elberta Springville Avon Piedmont Goshen Babbir Intercultural Institute scle Shoals Heflin Onycha Headland Pinson Harpersville Sipsey Mou Jor Confectual Ministry Ri Copyright 2013, Intercultural Institute for Contextual Ministry Field Warre Elberta Description Frisco City Indian Springs Village Gu-Win Epes G58

Potential Weekday & Weekend TV Media Usage:

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

| TV VIEWERS | 0-3 | 3-7 | 7-10 | TV VIEWERS | TV VIEWERS 0-3 | TV VIEWERS 0-3 3-7 |
|------------|--------|--------|--------|--------------|---------------------|----------------------------|
| | MILES | MILES | MILES | | MILES | MILES MILES |
| Weekday | | | | Weekend | Weekend | Weekend |
| 6-7am | 13.03% | 12.52% | 13.22% | Sat: 7-10am | Sat: 7-10am 15.25% | Sat: 7-10am 15.25% 14.89% |
| 7-9am | 14.72% | 15.46% | 16.08% | Sat: 10am-1p | Sat: 10am-1pm 6.12% | Sat: 10am-1pm 6.12% 6.38% |
| 9am-12noon | 18.76% | 18.75% | 19.42% | Sat: 1-4pm | Sat: 1-4pm 25.55% | Sat: 1-4pm 25.55% 25.03% |
| 12noon-4pm | 6.42% | 7.66% | 7.77% | Sat: 4-6pm | Sat: 4-6pm 6.61% | Sat: 4-6pm 6.61% 5.91% |
| 4-6pm | 38.79% | 41.24% | 41.97% | Sat: 6-7pm | Sat: 6-7pm 1.25% | Sat: 6-7pm 1.25% 1.31% |
| 6-7pm | 18.46% | 20.41% | 20.35% | Sat: 7-8pm | Sat: 7-8pm 0.27% | Sat: 7-8pm 0.27% 0.41% |
| 7-7:30pm | 1.02% | 1.1% | 1.04% | Sat: 8-11pm | Sat: 8-11pm 6.17% | Sat: 8-11pm 6.17% 6.73% |
| 7:30-8pm | 10.58% | 9.86% | 10.21% | Sat: 11pm-1a | Sat: 11pm-1am 3.74% | Sat: 11pm-1am 3.74% 3.74% |
| 8-11pm | 5.73% | 5.96% | 6.23% | Sat: 1am-7pr | Sat: 1am-7pm 22.25% | Sat: 1am-7pm 22.25% 22.19% |
| 11pm-12am | 31.15% | 32.43% | 32.29% | Sun: 7-10am | Sun: 7-10am 2.12% | Sun: 7-10am 2.12% 2.83% |
| 11pm-1am | 37.96% | 38.4% | 38.51% | Sun: 10am-1 | Sun: 10am-1pm 6.07% | Sun: 10am-1pm 6.07% 7.27% |
| 1-6am | 22.48% | 22.5% | 23.79% | Sun: 1-4pm | Sun: 1-4pm 5.05% | Sun: 1-4pm 5.05% 6.02% |
| | | | | Sun: 4-7pm | Sun: 4-7pm 11.55% | Sun: 4-7pm 11.55% 12.46% |
| | | | | Sun: 7-11pm | Sun: 7-11pm 7.97% | Sun: 7-11pm 7.97% 9.03% |
| | | | | Sun: 11pm-1 | Sun: 11pm-1am 3.17% | Sun: 11pm-1am 3.17% 3.1% |
| | | | | Sun: 1-7am | Sun: 1-7am 17.87% | Sun: 1-7am 17.87% 19.12% |

olt Wetumpka Forkland Kinsey Uniontown Prattville Daviston Section Lake Purdy Ider Valley Head Vina Silas Brookside Lake View Rockford Lockhart Notasulga Miner Intercultural Institute rant Red Level Weaver Langston Jackson Beatrice Mount Olive Wede (or Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Conversion Plansant Crows Arab Satsuma Andalusia Guptersville Natural Bridge Level Plains Pell City

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.

Sulf Shores Oak Hill Chickasaw Locust Fork Lineville Newville Repton Jacksonville Vestavia Hills Newton ks Natural Bridge Dutton Argo Aliceville La Fayette Pell City Kinston Intercultural Institute City Section Edgewater New Site Phil Campbell Gilbertown Grand Bay Confectual Ministry ⁽¹ Copyright 2013, Intercultural Institute for Contextual Ministry

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

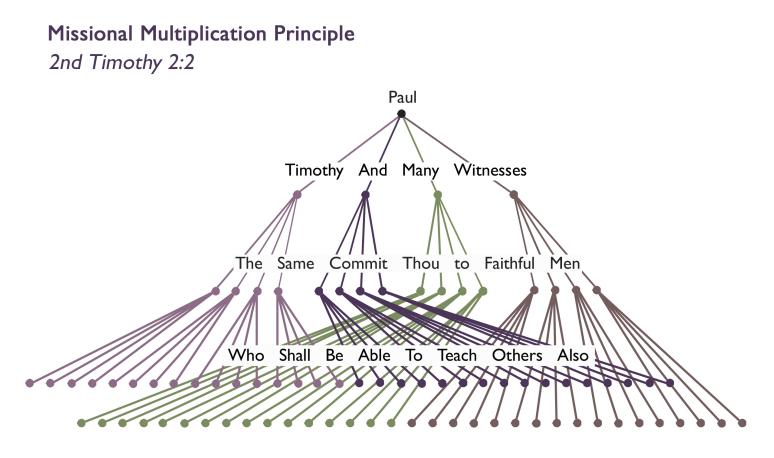
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Talladega Talladega Springs Magnolia Springs Castleberry Chickasaw Dozier Summerdale Bridgeport G Torestdale Midway Vina Stevenson Phil Campbell Citronelle Clayber Intercultural Institute If Shores Camden Orange Beach Vestavia Hills Gainesville Emelle Swer for Confectual Ministry gh Clay Petro Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry

Biblical Missional Multiplication

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

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



tone Arsenal Killen Edwardsville New Brockton Chatom Reece City Mount Vernon Talladege Springs Sat Tuskegee Hanceville Lincoln Douglas Odenville Mount Olive Lester Intercultural Institute Mentone Leeds Oxford Graysville Dayton Robertsdale Benton Fort for Contextual Ministry Coopyright 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.
- 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.



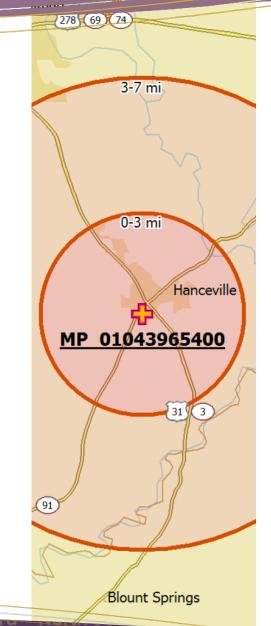


Your MissionSite and the Missional Suite

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



Chatchee Malvern Satsuma Nectar White Hall Rogersville Hackleburg Mosses Millry Taylor Lake keide Hayden Mount Vernon Jackson Boaz Louisville Athens Valley Intercultural Institute Edgewater Sardis City Adamsville Troy Homewood Bayou La Batre Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Context

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.

Andria Coaling Sand Rock Oak Grove Valley Grande Silverhill Fort Payne Grand Bay Alabaster Coker Leesburg East Brewton Moody Kansas Deatsville Fulton Talladega Sprove Intercultural Institute oth Yellow Bluff Rock Mills Enterprise Pennington Margaret Alexander Coker Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance

| | CHURCH | ADDRESS | DISTANCE | WRSHP AVG | IICM CGR |
|----|---------------------|--|----------|-----------|------------|
| 1 | Hanceville First | 104 Church Ave NE Hanceville, AL 35077 | 0.25 mi | 183 | Growing |
| 2 | East Hanceville | 202 Alabama Ave NE Hanceville, AL 35077 | 1.37 mi | 50 | Declining |
| 3 | St. John Missionary | 6797 US Highway 31 Hanceville, AL 35077 | 1.39 mi | 45 | Declining |
| 4 | Bethlehem East | 395 County Road 541 Hanceville, AL 35077 | 1.71 mi | 76 | Growing |
| 5 | Midway | PO Box 418 Hanceville, AL 35077 | 1.95 mi | 34 | Growing |
| 6 | Hopewell | PO Box 423 Hanceville, AL 35077 | 2.07 mi | 214 | Declining |
| 7 | Fairview West | 1172 County Road 566 Hanceville, AL 35077 | 2.50 mi | 115 | Growing |
| 8 | Garden City | PO Box 173 Garden City, AL 35070 | 3.18 mi | 140 | Plateauing |
| 9 | Center Hill | 13108 County Road 747 Hanceville, AL 35077 | 3.20 mi | 111 | Declining |
| 10 | Edgewood | 467 County Road 1241 Vinemont, AL 35179 | 3.69 mi | 30 | Declining |
| 11 | Mountain Grove | 8071 County Road 223 Hanceville, AL 35077 | 3.72 mi | 72 | Growing |
| 12 | Stouts Mountain | 3775 County Road 522 Hanceville, AL 35077 | 4.36 mi | 61 | Growing |
| 13 | Mulberry | 2460 Co. Hwy. 47 Blountsville, AL 35031 | 4.66 mi | 72 | Declining |
| 14 | Crosshaven | 9131 US Highway 31 South Hanceville, AL 35077 | 4.95 mi | 255 | Growing |
| 15 | Mt. Zion | 5041 County Road 703 Cullman, AL 35055 | 5.87 mi | 169 | Growing |

It Rainbow City Hartselle Frisco City Eva Good Hope Dadeville Smoke Rise Wedowee Foley Newbern West End-Cobb Town Auburn Lowndesboro Parrish Anderson Gurley Hilsborg Geraldine Reece Ca Billingsley Black Newville Gordonville Enterprise Columbia Fruithur for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

| | CHURCH | ADDRESS | DISTANCE | WRSHP AVG | IICM CGR |
|----|------------------------|--|----------|-----------|------------|
| 16 | New Union | 1122 County Road 509 | 6.19 mi | 53 | Plateauing |
| | | Hanceville, AL 35077 | | | C C |
| 17 | Riverside | 2085 County Road 649 Hanceville, AL 35077 | 6.24 mi | 57 | Declining |
| 18 | Corinth | 848 Moore Rd Hayden, AL 35079 | 6.45 mi | 39 | Growing |
| 19 | White Grove | 351 County Road 705 Cullman, AL 35058 | 6.59 mi | 61 | Plateauing |
| 20 | Walter | 564 County Road 655 Hanceville, AL 35077 | 6.65 mi | 75 | Plateauing |
| 21 | Beech Grove | 1135 Al Highway 69 S Hanceville, AL 35077 | 6.68 mi | 45 | Declining |
| 22 | Living Faith | 44 Schaeffel Rd Cullman, AL 35055 | 6.92 mi | 182 | Plateauing |
| 23 | Mt. Tabor | 5005 County Highway 26 Blountsville, AL 35031 | 7.03 mi | 49 | Declining |
| 24 | Mt. Hebron | 351 County Road 705 Cullman, AL 35055 | 7.14 mi | 45 | Declining |
| 25 | Good Hope | 90 Good Hope School Rd Cullman, AL 35057 | 7.40 mi | 244 | Plateauing |
| 26 | Duck River | 3022 County Road 1716 Holly Pond, AL 35083 | 7.66 mi | 100 | Plateauing |
| 27 | Shady Grove | P.O. Box 2686 Cullman, AL 35056 | 7.69 mi | 79 | Plateauing |
| 28 | Southside | PO Box 2637 Cullman, AL 35056 | 7.79 mi | 64 | Plateauing |
| 29 | Unity | 250 County Road 765 Cullman, AL 35055 | 8.06 mi | 35 | Plateauing |
| 30 | Grace Community Church | 9350 US Highway 278 E Cullman, AL 35055 | 8.09 mi | 0 | Plateauing |

aton Fyffe Scottsboro Madison Tallassee Pleasant Grove Reece City Southside Munford Fulton Came de Boligee Double Springs Excel Homewood McKenzie Nauvoo Beatron Honon Havneville Adamsville Sand Rock Trussville Goodwater Blountsville County Line Prichard Por Gorevital Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Bay Minette Abbeville North Johns Arab Owens Cross

APPENDIX: ALSBOM Churches by Distance - Continued

| | CHURCH | ADDRESS | DISTANCE | WRSHP AVG | IICM CGR |
|----|---------------------------|---|----------|-----------|------------|
| 31 | Shelton Grove | 1615 County Road 46 Hanceville, AL 35077 | 8.12 mi | 48 | Growing |
| 32 | Berlin | 3596 US Highway 278 E Cullman, AL 35055 | 8.42 mi | 94 | Plateauing |
| 33 | Damascus | 12418 Al Highway 91 Hanceville, AL 35077 | 8.45 mi | 23 | Declining |
| 34 | Mountain Grove Missionary | 967 Smith Rd Blountsville, AL 35031 | 8.66 mi | 76 | Growing |
| 35 | Plainview | 1492 County Road 771 Cullman, AL 35055 | 8.83 mi | 30 | Plateauing |
| 36 | Shady Grove | 33694 AL Hwy 91 Cullman, AL 35055 | 8.86 mi | 34 | Declining |
| 37 | Blount Springs | 8770 US Highway 31 Hayden, AL 35079 | 8.92 mi | 81 | Declining |
| 38 | Seventh Street | 708 7th St SW Cullman, AL 35055 | 8.92 mi | 209 | Declining |
| 39 | Cullman First | 501 2nd Ave SW Cullman, AL 35055 | 9.04 mi | 627 | Plateauing |
| 40 | Austin Creek | 2060 County Highway 11 Hayden, AL 35079 | 9.08 mi | 97 | Plateauing |
| 41 | West Side | 711 Cleveland Ave SW Cullman, AL 35055 | 9.10 mi | 44 | Plateauing |
| 42 | Mountain View | 1890 County Road 438 Cullman, AL 35057 | 9.17 mi | 57 | Growing |
| 43 | Valley Springs | 6979 County Road 437 Cullman, AL 35057 | 9.22 mi | 109 | Declining |
| 44 | East Side | 302 8th Ave SE Cullman, AL 35055 | 9.23 mi | 166 | Plateauing |
| 45 | Mt. Brook | 10844 County Highway 5 Hayden, AL 35079 | 9.37 mi | 48 | Growing |

ort Clayton Repton Smoke Rise Eva Trinity Vina Samson Fayette Attaila Ashford Brewton Beaver Fruithurst Dodge City Sylvan Springs Waverly Summerdale Lexing Intercultural Institute nford Satsuma Camden Nectar Madison Cuba Russellville Bon Air Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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