# MissionSite top unreached locations

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ertsdale Dozier Fort Deposit Piedmon SAMSON, AL <u>Muscle Shoal</u> Ashland Hytop Morris Dodge City Daleville Foley Nectar CENSUS TRACT: 01061050100 adison Brockto Multiply Moores Mill Forestdale Cherokee Lester **REGION: Southeastern Region** Fayette Brundidge ranklin ASSOCIATION: Geneva Dayton Gordon Detroit Oxford Lockhart Coffee Springs HenagaDISTRICT: 05: Southeast River District Woodville Lanet Lakeview Abbeville Hackleburg Attalla Mound COUNTY: Genevalanut Grove Childersburg Intercultural Institute WSITESCAPE: Countryscapelgewater Shiloh Hartfo **CDENNITY PATTERN: Kba Myrtlewood Dora Kimb** ontevall for Contextual Ministry moville Redstone Arsen Reac Alabama Baptist Convention kensville ₋oachap West End-Cobb Lowndesboro Argo Edwardsville Frisco City Fultondale Summer Point Clear North Courtland ©Copyrights2013, Intercultural Institute for Contextual Ministry aville Vance Sylvan Springs Oakman Pinckard

#### MissionSite (TM) Table of Contents

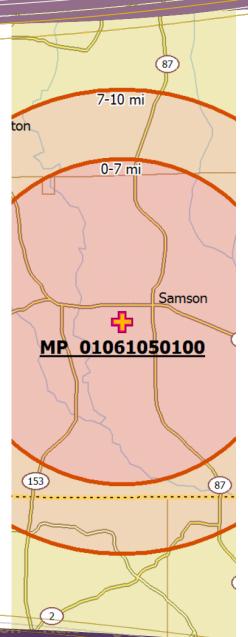
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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



#### Site Location Summary

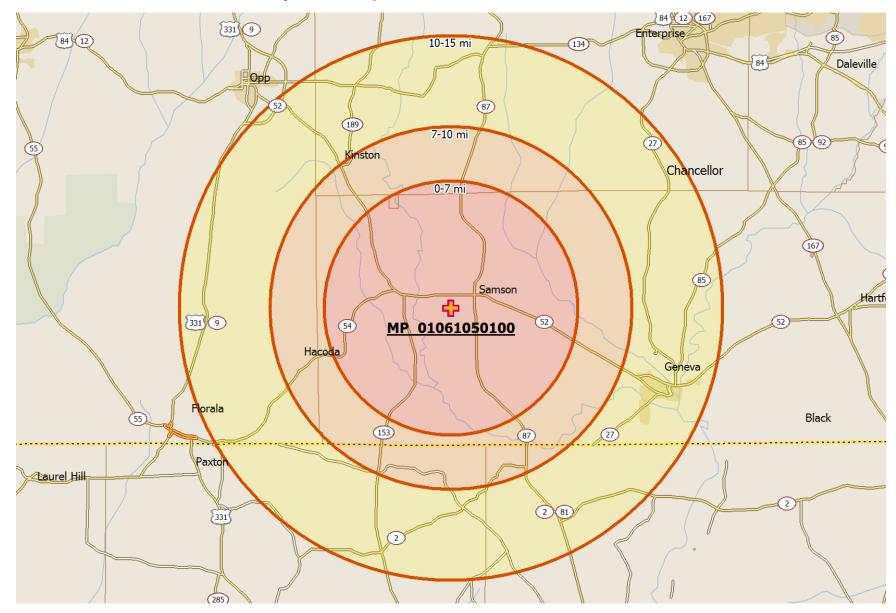
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0104	Southeastern Region
2	Association	1320	Geneva
3	District	05	Southeast River District
4	County Location	01061	Geneva
5	Zipcode	36477	Geneva
6	Sitescape Category	1	Countryscape
7	Sitescape Group	1.2	Distant Settlements
8	Sitescape Subgroup	1.23	Settlements adjacent to a small town
9	Sitescape Density Pattern	K	2500-10000-10000



Carolina Gainesville Dothan Malvern Greenville Cullman Belk Char Webb Meridianville Lee Mooresville Alabaster Satsuma Camp Hill Dozier Sardis City Rutledge for Contextual Institute Contextual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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



Pern Baileyton Dutton Rock Creek Elberta Northport Gulf Shores Lake View Gordo Columbiana Sarah Westover Gantt Elmore Pell City North Johns Lowndesboro Mountain Intercultural Institute Ile Berry Athens Millbrook Hartselle Eva Brundidge Grove Hill Glenc Intercultural Institute Joi Contextual Ministry Beographi 2013, Intercultural Institute for Contextual Ministry Brantley Oak Hill Jackson Moundville Enterprise

#### 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	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

it Cantt Irondale Gavlesville Selma Rock Mills Berry Hammondville Russelville Vincent Spanish Fort Lowndesboro Louisville Double Springs New Brockton Kansas Souther States Contextual Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	5,334	3,050	13,764
2010 Households	2,146	1,291	5,552
2010 Group Quarters Population	0	0	171

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	6	6	5
Language Diversity National Index	8	1	1
Foreign Born Diversity National Index	21	15	27
Ancestry Diversity National Index	35	35	35
Racial Diversity National Index	46	18	20

obson City Sylvan Springs Hueytown New Hope Phenix City Petrey Millport Hanceville Spanish Fort Hanceville Attaila Forestelle Intercultural Institute Attaila Forestelle Intercultural Institute for Contextual Ministry Pollard Lake View Myrtlewood Cuba Valley Gra6de

## Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	1	True
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	0	False

Bayeu La Batre Shiloh Toxey Andalusia Pelham Pine Ridge Decatur Montgomery Cleveland New Bros Akron Pinson Double Springs Owens Cross Roads Trinity Carbon Hill Intercultural Institute a Florala Blue Springs Montevallo Parrish Vance Lipscomb Arab Oz for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 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 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	34	1.58%
Mainstay Communities	Established, Diverse Households	138	6.43%
Working Communities	Blue-collar, Working Families	360	16.78%
Country Communities	Rural, Agri. & Mining Families	1,066	49.67%
Aspiring Communities	Young Singles / Aspiring-Multihousing	35	1.63%
Urban Communities	High Density, Inner-city Neighborhoods	512	23.86%

Prattville Elkmont Orange Beach Roanoke Headland Silverhill Petrey Ranburne Gardendale One Forestdale Pinson Helena Vincent Tallassee Cardiff Glenwood Intercultural Institute ater Deatsville Vina Trafford Hueytown Chatom Cusseta Rosa Haze Jos Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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.

Fairfield Edgewater Ardmore Elkmont Theodore Hayneville Falkville Thorsby Orange Beach Indian Hidland City Hackleburg Glenwood Loxley Goodwater Frisco City Flags Intercultural Institute eville Argo Valley Cottonwood Cardiff Hoover North Johns Riverview Tor Confertual Ministry Copyright 2013, Intercultural Institute for Contextual 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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	5,970	1,248	20.9%
Unreached %	57.7%	58.15%	100.78
Religious But NOT Evangelical HH	1,244	273	21.92%
Religious But NOT Evangelical %	12.02%	12.7%	105.68
Spiritual But NOT Relig or Evang HH	844	165	19.51%
Spiritual But NOT Relig or Evang %	8.16%	7.68%	94.1
Not Evangelical, Not Interested HH	3,925	824	20.99%
Not Evangelical, Not Interested %	37.93%	38.39%	101.21



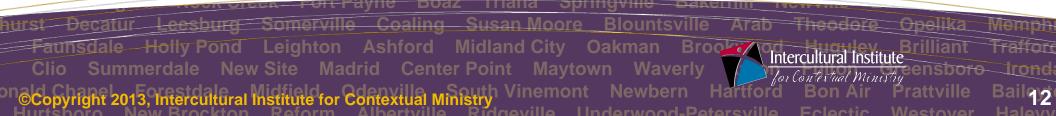
Vestavia Hills Blue Springs New Market Decatur Alexandria Opp Daphne Killen Pine Hill Childersburg Paint Rock Falkville Grove Hill Twin Fort Payne Waverly Coffee Spring Intercultural Institute Foley Hanceville Meadowbrook Memphis Midland City Fort Rucker On Fortextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	41	3	7.32%
Active ALSBOM Attenders	3,914	307	7.84%
Active Evangelical Households	3,294	307	9.33%
Active Evangelical Percent	31.83%	28.54%	89.67
Inactive Evangelical Households	1,084	102	9.41%
Inactive Evangelical Percent	10.48%	9.47%	90.43
# 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	Calvary/Samson	0.43 mi	36	Declining	16	Devco	10.38 mi	91	Declining
2	Samson First	1.57 mi	235	Plateauing	17	Bethel	10.52 mi	54	Declining
3	New Home	1.72 mi	36	Plateauing	18	El Bethel	10.56 mi	115	Plateauing
4	New Prospect Marlboro	3.63 mi	37	Plateauing	19	Kinston First	10.69 mi	70	Declining
5	Piney Grove	4.19 mi	184	Growing	20	Calvary/Geneva	10.92 mi	22	Growing
6	Mt. Carmel	5.23 mi	20	Declining	21	Union Grove	11.26 mi	52	Plateauing
7	Eden	5.97 mi	37	Declining	22	Smyrna	11.46 mi	45	Plateauing
8	Reese	7.37 mi	88	Declining	23	Geneva First	11.70 mi	172	Declining
9	Hacoda	7.47 mi	14	Growing	24	Pine Level	11.80 mi	21	Growing
10	Pilgrim Rest	7.52 mi	76	Growing	25	Ino	11.85 mi	524	Growing
11	Coffee Springs First	8.98 mi	79	Declining	26	Goodman	12.33 mi	108	Plateauing
12	Fairview	9.11 mi	53	Growing	27	Chapel Hill	12.45 mi	47	Declining
13	Friendship	9.30 mi	29	Declining	28	New Chapel	12.67 mi	15	Declining
14	Friendship	9.46 mi	26	Plateauing	29	Alberton New Life	12.81 mi	26	Plateauing
15	Maple Avenue	10.27 mi	200	Growing	30	St. Elizabeth	12.88 mi	144	Plateauing

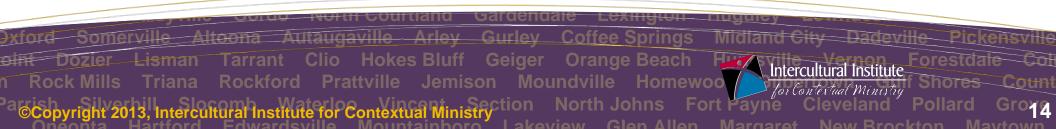
Heath Emelle Adamsville Stevenson Grayson Valley Oak Hill Camden New Hope Blountsville Moody Daleville Sanford White Hall Berry Citronelle Minor Glenwood Very Intercultural Institute Uniontown Weaver Ohatchee Selma Russellville Faunsdale Baileyton for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Hardersville Union Grove Pinckard Triana Nauvoo Cedar Blu

## Using the Spirituality Indicators

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

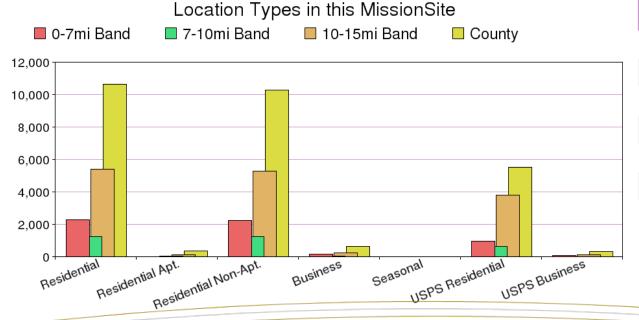
#### Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	23,647	4,831	20.43%
2000 Population	25,764	5,170	20.07%
2010 Population	26,083	5,334	20.45%

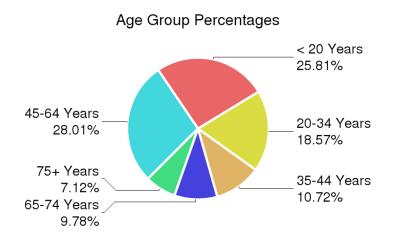


Location Type	0-7mi Band
Residential	2,266
Residential Apt.	13
Residential Non-Apt.	2,253
Business	170
Seasonal	0
USPS Residential	965
USPS Business	75

Calera Enterprise Gurley Georgiana Avon Center Point Cherokee Hartford Fort Rucker Columbia telintosh Lowndesboro Akron Eva Glen Allen Adamsville Detroit Holly Intercultural Institute If Shores New Market Shiloh Pine Apple Oak Hill Dayton Demopolis Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Colony Addison Lynn Contextual Ministry Colony Fallon Contextual Ministry Colony Addison Lynn Collinsville Montgomery Cordon Fallon Contextual Ministry Colony Colony Collinsville Contextual Ministry Colony Colony Collinsville Contextual Ministry Colony Collinsville Contextual Ministry Colony Collinsville Contextual Ministry Colony Collinsville Collinsville Contextual Ministry Colony Collinsville Contextual Ministry Colony Collinsville Contextual Ministry Colony Collinsville Contextual Ministry Colony Collinsville Collinsville Contextual Ministry Colony Collinsville Contextual Ministry Colony Collinsville Collinsville Collinsville Collinsville Collinsville

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

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

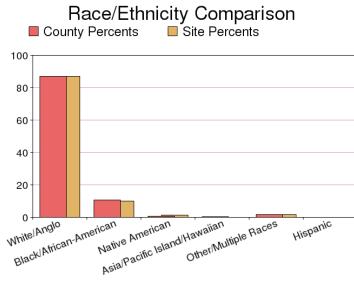


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5%	6.07%	121.4
4-5 Years	2.35%	1.61%	68.51
6-8 Years	3.45%	3.49%	101.16
9-11 Years	3.52%	4.07%	115.63
12-13 Years	2.37%	3.04%	128.27
14-17 Years	4.86%	4.56%	93.83
18-19 Years	2.45%	2.92%	119.18
0-5 Years	7.35%	7.69%	104.63
6-12 Years	8.15%	9.04%	110.92
13-19 Years	8.49%	9.04%	106.48
< 20 Years	23.99%	25.77%	107.42
20-34 Years	17.6%	18.54%	105.34
35-44 Years	12.1%	10.7%	88.43
45-64 Years	27.86%	27.97%	100.39
65-74 Years	10.12%	9.77%	96.54
75+ Years	8.32%	7.11%	85.46
Median Age	42	39	91.5
Median Age (Male)	40	38	95.09
Median Age (Female)	44	39	88.48

Concord Ariton Gordon White Hall Gulf Shores Memphis Walnut Grove Black Meridianville Adams Union Grove Mentone East Brewton River Falls Union County Line Intercultural Institute orly Henagar Hytop Point Clear Flomaton Eutaw Kinsey Steele Sour For Contextual Ministry St Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.87%	86.84%	99.97
Black, African-American	10.52%	10.07%	95.73
Native American	0.8%	1.37%	171.62
Asian	0.14%	0.09%	66.08
Pacific Island, Hawaiian	0.03%	0.06%	209.57
Other/Multiple Races	1.65%	1.57%	95.52
Hispanic	0%	2.55%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	18,278	3,598	
Less than 9th Grade	9.73%	12.23%	79.59
No High School Diploma	18%	18.68%	96.37
High School Graduate	36.25%	35.44%	102.28
Some College, no degree	18.49%	18.04%	102.52

 Less than 9th Grade
 9.73%
 12.23%
 79.59

 No High School Diploma
 18%
 18.68%
 96.37

 High School Graduate
 36.25%
 35.44%
 102.28

 Some College, no degree
 18.49%
 18.04%
 102.52

 Associate Degree
 7.94%
 6.23%
 127.6

 College Degree
 6.18%
 6.56%
 94.17

 Graduate/Prof. degree
 3.41%
 2.83%
 120.23

Tor Horn Hill Grayson Valley Montevallo Montgomery Leesburg Nectar Centre Skyline Eclectic Kellyto Camden Repton Kimberly Magnolia Springs La Fayette Hillsboro Rock in Greensboro Gilbertown Pine Hill Bay Minette Cedar Bluff Warrior Pinson Margaret Waldo Rock in Confectual Institute Confectual Ministry Confectual Institute for Contextual Ministry Confectual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	14.04%	18.92%	165.91
\$10,000 to \$19,999	17.7%	18.36%	103.7
\$20,000 to \$29,999	13.67%	13.98%	102.23
\$30,000 to \$49,999	23.82%	26.89%	112.87
\$50,000 to \$59,999	7.65%	7.69%	100.46
\$60,000 to \$69,999	7.41%	3.77%	50.92
\$70,000 to \$79,999	4.28%	2.52%	58.78
\$80,000 to \$89,999	2.61%	2%	76.79
\$90,000 to \$99,999	1.76%	1.63%	92.73
\$100,000 to \$124,999	3.91%	1.96%	50.01
\$125,000 to \$149,999	1.46%	0.47%	31.93
\$150,000 to \$199,999	0.88%	0.51%	58.29
\$200,000 to \$249,999	0.11%	0.05%	43.84
\$250,000 or more	0.69%	1.12%	163
Median Household	33,399	29,595	88.61
Average Household	45,200	44,883	99.3
Per Capita Household	18,131	18,057	99.59
Family/Non-Family Household			
Income			
Median Family Income	43,376	38,142	87.93
Average Family Income	56,499	53,752	95.14
Median Non-Family Income	15,958	15,729	98.56
Average Non-Family Income	24,906	20,011	80.35

Rutledge Myrtlewood Wilsonville Phil Campbell Hazel Green Brewton Killen West Point West Blo Epes Irondale Holt Reece City Scottsboro Oak Grove Creola Point Intercultural Institute Abbeville Satsuma Hackleburg Hammondville Edgewater Allgood Best Intercultural Institute Rock Cuss Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.23%	64.17%	99.89
Families with Children	27.89%	28.56%	102.42
Families without Children	36.35%	35.6%	97.95
Non-Family Households			
% Non-Family Households	35.77%	35.83%	100.19
Non-Families with Children	0.69	0.79	115.46
Non-Families without Children	35.08	35.04	99.89
Housing Units			Index
Total Housing Units	12,487	2,614	
Vacant percent	17.13%	17.9%	104.52
Owned percent	62.84%	60.25%	95.88%
Rented Percent	20.03%	21.88%	109.25
Households by Size			Index
Avg household size	2.49	2.49	100
Avg family hh size	3.17	3.13	98.74
Avg non-family hh size	1.28	1.34	104.69
Households By Count of Persons			Percent
One	3,304	712	21.55%
Two	2,842	598	21.04%
Three or Four	3,261	654	20.06%
Five+	941	182	19.34%

Pollard Maplesville Stevenson Woodville Libertyville Oak Grove Satsuma Prichard Phenix City Gr Coker Southside Moulton Beatrice Childersburg Greenville Ethels Intercultural Institute Rock Mills Bessemer Powell Marion Sylvan Springs Brundidge Model Atmore Detroit Lockhart Rutle 19 ©Copyright 2013, Intercultural Institute for Contextual Ministry

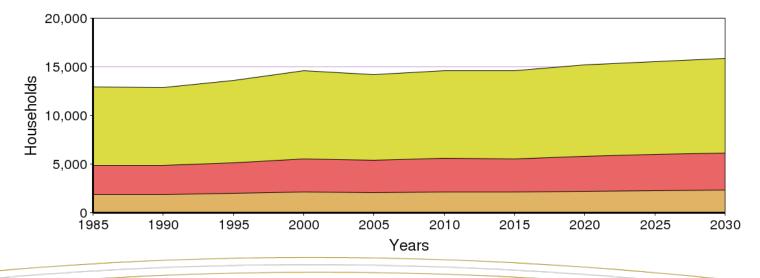
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	23,647	4,831	20.43%
2000 Population	25,764	5,170	20.07%
2010 Population	26,083	5,334	20.45%
2015 Population	26,688	5,444	20.4%
2015 Population	26,688	5,444	20.4%

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 📕 0-10mi Ring

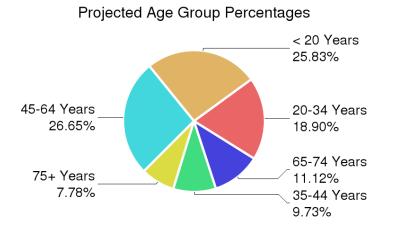
📃 0-15mi Ring



Hodges Fayette Lake View Waterloo Winfield Henagar Hartselle East Brewton Tuskegee West Point Shiloh Grimes Midland City Eva Susan Moore Kennedy Rainbow City Intercultural Institute forris Kellyton Boligee McKenzie New Hope Saks Sardis City Natural Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Pine Hill Ridgeville Leeds Dutton Cullman Muscle So

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

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

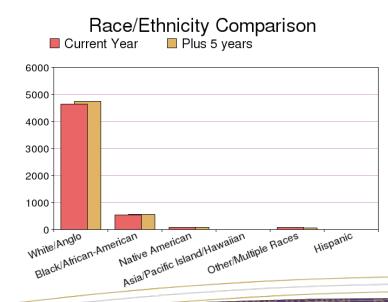


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.07%	6.98%	114.99
4-5 Years	1.61%	1.78%	110.56
6-8 Years	3.49%	3.45%	98.85
9-11 Years	4.07%	3.82%	93.86
12-13 Years	3.04%	2.66%	87.5
14-17 Years	4.56%	4.46%	97.81
18-19 Years	2.92%	2.65%	90.75
0-5 Years	7.69%	8.76%	113.91
6-12 Years	9.04%	8.49%	93.92
13-19 Years	9.04%	8.56%	94.69
< 20 Years	25.77%	25.81%	100.16
20-34 Years	18.54%	18.88%	101.83
35-44 Years	10.7%	9.72%	90.84
45-64 Years	27.97%	26.63%	95.21
65-74 Years	9.77%	11.11%	113.72
75+ Years	7.11%	7.77%	109.28
Median Age	42	39	92.07
Median Age (Male)	40	38	94.47
Median Age (Female)	44	39	89.11

Rock Creek Trafford Autaugaville Tuscumbia West Point Andalusia Vredenburgh Level Plains Priceville Steele Sheffield Blue Springs Sylvan Springs Pine Ridge Yellow Bluff Intercultural Institute Ind Russellville Morris Waldo New Site Coosada Clay Waterloo Jasp For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Geraldine Cordova Loachapoka Elberta Foley Woodla

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	86.84%	86.92%	100.09
Black, African-American	10.07%	10.32%	102.54
Native American	1.37%	1.45%	106.03
Asian	0.09%	0.07%	78.38
Pacific Island, Hawaiian	0.06%	0.04%	65.32
Other/Multiple Races	1.57%	1.16%	73.48
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,598	3,672	
Less than 9th Grade	12.23%	10.43%	85.29
No High School Diploma	18.68%	17.46%	93.46
High School Graduate	35.44%	37.47%	105.75
Some College, no degree	18.04%	17.95%	99.49
Associate Degree	6.23%	6.75%	108.48
College Degree	6.56%	6.94%	105.87

2.83%

3%

105.67

Stevenson Lake View Sylacauga Sardis City Chickasaw La Fayette Jacksons Cap South Vinemont Black Ashville Smiths Station Shiloh Sylvania Falkville Livingston Steeler Intercultural Institute City Kellyton Good Hope Waterloo Clayton Crossville Rock Mills Fully Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	18.92%	17.33%	91.61
\$10,000 to \$19,999	18.36%	18.04%	98.24
\$20,000 to \$29,999	13.98%	13.25%	94.75
\$30,000 to \$49,999	26.89%	27.38%	101.85
\$50,000 to \$59,999	7.69%	7.89%	102.63
\$60,000 to \$69,999	3.77%	4.09%	108.27
\$70,000 to \$79,999	2.52%	3.15%	115.73
\$80,000 to \$89,999	2%	2.25%	114.86
\$90,000 to \$99,999	1.63%	1.78%	109.44
\$100,000 to \$249,999	1.96%	2.4%	122.4
\$125,000 to \$149,999	0.47%	0.85%	181.44
\$150,000 to \$199,999	0.51%	0.52%	100.8
\$200,000 to \$249,999	0.05%	0.09%	201.6
\$250,000 or more	1.12%	1.08%	96.6
Median Household	29,595	31,712	107.15
Average Household	44,883	48,380	107.79
Per Capita Household	18,057	18,920	104.78
Family/Non-Family Household			
Income			
Median Family Income	38,142	41,198	108.01
Average Family Income	53,752	59,296	110.31
Median Non-Family Income	15,729	18,782	119.41
Average Non-Family Income	20,011	22,635	113.11

S Corner Point Clear Natural Bridge Castleberry Alexandria Moody Mentone Pike Road Morris Kellyton Addison Millport Union Springs Harvest Meridianville Kinston Kinsey Intercultural Institute Goldville Riverside McIntosh Munford Hurtsboro Centreville Jackson (ontextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	64.17%	60.83%	94.8
Families with Children	28.56	26.26	91.92
Families without Children	35.6	32.03	89.98
Non-Family Households			
% Non-Family Households	35.83%	39.17%	109.32
Non-Families with Children	0.79	0.66	109.32
Non-Families without	35.04	38.52	109.91
Children			
Housing Units			
Total Housing Units	2,614	2,596	99.31%
Vacant percent	17.9%	18.03%	100.69
Owned percent	60.25%	60.09%	99.73
Rented Percent	21.88%	21.92%	100.17
Households by Size			
Avg household size	2.49	2.56	102.81%
Avg family hh size	3.13	3.33	106.39%
Avg non-family hh size	1.34	1.35	100.75%
Households By Count of			
Persons			
One	712	763	107.16%
Two	598	497	83.11%
Three or Four	654	669	102.29%
Five+	182	201	110.44%

Cordova Hazel Green Deatsville Cusseta Newbern Bay Minette Yellow Bluff Kellyton Smiths Station Dothan Maytown Ariton Chelsea Valley Head Dadeville Ragland Har Intercultural Institute finor Sulligent Moores Mill Hayden Summerdale Hackleburg Georgian (on festual Ministry Lake View 14 Ocopyright 2013, Intercultural Institute for Contextual Ministry Toxey Homewood Boligee Sylacauga Lake View 24

# **Ethnographic Summary**

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

BORN IN:	0-7	7-10	10-15	BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	39	6	73	Eastern Africa	0	0	0
Northern Europe	0	0	0	Middle Africa	0	0	0
Western Europe	3	5	7	Northern Africa	0	0	7
Southern Europe	0	0	0	Southern Africa	0	0	0
Eastern Europe	9	0	13	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	1	8	Oceania	0	0	0
So. Central Asia	23	0	0	Caribbean	0	0	1
SE Asia	0	0	14	Central Amer.	4	0	16
Western Asia	0	0	0	South America	0	0	0
Other Asia	0	0	0	North America	0	0	7
				Born at sea	0	0	0

Lev Luverne Cottonwood New Hope Waldo Excel Needham Hueytown Fruithurst Vina Harvest Bon A Hoodland Coffeeville Magnolia Springs Prichard Moody Hollywood Intercultural Institute Petrey York Eva Montevallo Killen Dauphin Island Trinity Abbev For Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	4,701	2,561	11,356	Other Indo-Euro	9	0	0
Spanish	44	13	161	Asian/PI languages	0	0	0
Other Indo-Euro	46	15	58	Chinese	0	0	1
language				Japanese	0	0	2
French (incl. Patois,	10	0	13	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	12	Miao, Hmong	0	0	0
Portuguese	0	0	2	Thai	0	0	1
German	4	15	27	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	6
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	5
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	23	0	4	Other unspecified	0	0	0
Urdu	0	0	0				

Pine Hill Tuscumbia Avon Citronelle Goshen West Point Pleasant Grove County Line Midway West Hill For Grayson Valley Jacksonville Fort Payne McDonald Chapel Contextual Institute de Pennington Aliceville Childersburg Centreville Athens Glen Allen Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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# Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15		ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	2,941	1,805	7,760		Irish	Irish 221	Irish 221 123
Arab	0	2	5		Italian	Italian 73	Italian 73 6
Armenian	0	0	0		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	1	6		Norwegian	Norwegian 0	Norwegian 0 6
British	10	3	6		Polish	Polish 0	Polish 0 2
Canadian	3	0	2		Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	2		Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0		Russian	Russian 0	Russian 0 0
Czechoslovak	0	0	1		Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	3		Scotch-Irish	Scotch-Irish 133	Scotch-Irish 133 37
Dutch	30	10	51		Scottish	Scottish 47	Scottish 47 14
English	184	122	606		Slovak	Slovak 0	Slovak 0 0
European	8	13	90		Subsaharan African	Subsaharan African 27	Subsaharan African 27 21
Finnish	0	0	5		Swedish	Swedish 9	Swedish 9 2
French (not Basque)	39	17	68		Swiss	Swiss 0	Swiss 0 0
French Canadian	0	2	17		Ukrainian	Ukrainian 0	Ukrainian 0 0
German	66	66	327		US/American	US/American 1,274	US/American 1,274 922
Greek	0	7	28		Welsh	Welsh 0	Welsh 0 1
Hungarian	0	0	1		West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 816	Other 816 428

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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?

Andalusia Redstone Arsenal Marion Gu-Win Opp Stevenson Ragland Kinsey Montgomery Smoke R adale Centre Troy Walnut Grove Belk Oak Grove Cardiff Collinsville Moody Pine Apple But arbon Hill Carolina Jasper Hartselle Lake View Mignon Elba Grayson for Contextual Ministry Contextual Ministry Colony Red Bay Gurley Castleberry Millport 28 Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Colony Red Bay Sulligent Spead Recent

# Using the Demographic Indicators

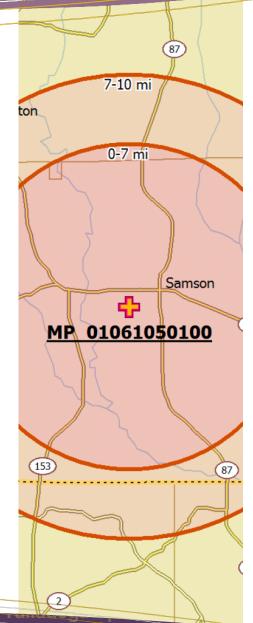
#### Issues for Your Consideration - continued

- 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?

Anniston Bay Minette Chelsea Sulligent Double Springs Southside Redstone Arsenal Sand Rock Folcy Fylle Selmont-West Selmont Taylor Gordon Florence Langston Mercultural Institute ton Sipsey Brilliant Childersburg Moores Mill Meadowbrook Coaling ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Concord

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.



chee Glencoe Somerville Malvern Benton Warrior Coffeeville Prichard Newton Akron Dayton Grove Brookside Pine Hill Magnolia Springs Providence Triana Guntersville Intercultural Institute Wilton Madrid Holly Pond Ariton Sardis City Indian Springs Village for Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

0-7 HH & Percent		Unreached HH & Percent	
2,146	100%	1,248	100%
15	0.7%	11	0.88%
1	0.05%	1	0.08%
10	0.47%	7	0.56%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
4	0.19%	3	0.24%
0	0%	0	0%
19	0.89%	13	1.04%
0	0%	0	0%
0	0%	0	0%
19	0.89%	13	1.04%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
49	2.28%	31	2.48%
0	0%	0	0%
0	0%	0	0%
0	0%	0	0%
49	2.28%	31	2.48%
0	0%	0	0%
	2,146 15 1 10 0 0 0 0 0 4 0 4 0 19 0 0 19 0 0 19 0 0 19 0 0 19 0 0 0 19 0 0 0 19 0 0 0 0	2,146 $100%$ $15$ $0.7%$ $1$ $0.05%$ $10$ $0.47%$ $0$ $0%$ $0$ $0%$ $0$ $0%$ $0$ $0%$ $4$ $0.19%$ $0$ $0%$ $19$ $0.89%$ $0$ $0%$ $19$ $0.89%$ $0$ $0%$ $19$ $0.89%$ $0$ $0%$ $19$ $0.89%$ $0$ $0%$ $49$ $2.28%$ $0$ $0%$ $0$ $0%$ $0$ $0%$ $49$ $2.28%$	2,146100%1,248150.7%1110.05%1100.47%700%000%000%000%0100%000%0100%0110.19%300%0190.89%1300%0190.89%1300%0190.89%1300%0190.89%3100%0<

rd Brighton Walnut Grove Benton Pennington Gadsden Ragland Haleville Kimberly Opelika Harves Elba Webb Eva Meadowbrook Geiger Dauphin Island Ohatchee Lines Intercultural Institute Samson Elkmont Leighton Beaverton Scottsboro Westover Vrede for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	2,146	100%	1,248	100%
BLUE COLLAR BACKBONE	106	4.94%	71	5.69%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	11	0.51%	7	0.56%
Lower Income Essentials	65	3.03%	44	3.53%
Small Town Endeavors	30	1.4%	20	1.6%
AMER. DIVERSITY	89	4.15%	64	5.13%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	11	0.51%	7	0.56%
Professional Urbanites	59	2.75%	43	3.45%
Urban Advancement	6	0.28%	4	0.32%
Amer. Great Outdoors	6	0.28%	4	0.32%
Mature America	7	0.33%	6	0.48%
METRO FRINGE	254	11.84%	174	13.94%
Steadfast Conservative	184	8.57%	126	10.1%
Moderate Conventionalists	2	0.09%	1	0.08%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	68	3.17%	47	3.77%

Also Geiger Coffee Springs Scottsboro Opp Montgomery Munford Owens Cross Roads Tarrant Rainsville Smiths Station Creola McKenzie Minor Taylor Midfield Alabaster Montgomery Hytop Monroeville Camden Re Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	2,146	100%	1,248	100%
REMOTE AMERICA	364	16.96%	222	17.79%
Hardy Rural Fam.	7	0.33%	4	0.32%
Rural Southern Living	0	0%	0	0%
Coal & Crops	357	16.64%	218	17.47%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	35	1.63%	26	2.08%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	35	1.63%	26	2.08%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	702	32.71%	311	24.92%
Industrious Country Living	14	0.65%	10	0.8%
America's Farmland	112	5.22%	64	5.13%
Comfy Country Living	0	0%	0	0%
Small Town Connections	4	0.19%	2	0.16%
Hinterland Fam.	572	26.65%	235	18.83%

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	2,146	100%	1,248	100%
STRUGGLING SOCIETIES	463	21.58%	292	23.4%
Rugged Southern Style	228	10.62%	133	10.66%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	235	10.95%	159	12.74%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	49	2.28%	33	2.64%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	49	2.28%	33	2.64%
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%

Moody Rock Mills Newbern Coffee Springs Dayton Coosada Mountainboro Tayler Midway Oxford Ligent Priceville Waldo Heath Riverview Clio Tarrant Double Spring Intercultural Institute Jackson Bay Minette Tillmans Corner Bakerhill Shorter Vernon Hug Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Brewton Cusseta Banks Waverly Leesburg

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

a Somerville Sipsey Abbeville Edwardsville Jacksonville Gu-Win Kellyton Jacksons Gap Pike Road a Filmes Pollard Sulligent Livingston Hodges Sylvan Springs Lexington Intercultural Institute Inside Fulton Woodville Deatsville McMullen Boligee Dayton Cowarts for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

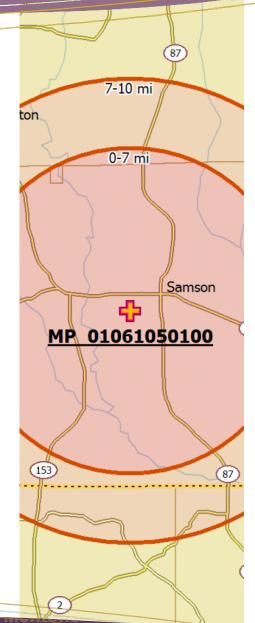
#### **Potential Cultural Bridges**

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

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

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

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



Vadley Homewood Nauvoo Altoona Spanish Fort Harpersville Excel Scottsboro Chickasaw Fruithurst Hew Brockton Hollywood Columbiana Horn Hill Paint Rock Nectar Filmens Corner Eva Brit y Rainbow City Eclectic Colony Brookwood Athens Sylacauga Good for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-1
	MILES	MILES	MILES		MILES	MILES	MIL
PC-HH Own	69%	69%	70%	Internet Use: Banking	21%	22%	22%
Use Comp. for Internet/E-mail	49%	49%	49%	Internet Use: News/ Weather	21%	21%	21%
Internet Use: E-Mail	39%	39%	40%	PC-Network-HH Has One	17%	17%	17%
Use Comp. for Comp. Games	35%	34%	35%	Use Comp. for News/Info./Data	15%	16%	15%
Use Comp. for Word	30%	30%	30%	Service			
Processing				Internet Use: Shopping: Made A	11%	10%	10%
Use Comp. for Shopping	30%	31%	31%	Purchase			
Use Comp. for Digital Camera	27%	27%	27%	Use Comp. for Filing/DB Mngmnt	10%	10%	10%
Photo Editing				Use Comp. for Personal Financia	9%	9%	9%
Use Comp. for Education	25%	24%	25%	Mngmnt			
Use Comp. for Banking	23%	23%	23%	Internet Use: Shopping: Gathered	9%	9%	9%
HH Owns DVD Player	22%	22%	22%	Info. for Shopping			
				Use Comp. for Accounting	9%	9%	10%

Lightand Lake Hokes Bluff Forkland Brighton Pickensville Satsuma Foley Huntsville Enterprise Dothan Livingston Magnolia Springs Courtland Union Grove Phenix City Davis Marrier Arley Killen Citro Alabaster Clanton Ashford Millry Locust Fork Blue Ridge Graysville ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Dak Hill Gordonville Hillsboro Louisville Walnut Gr 37

Internet Use: Research/ Education 9%

9%

9%

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	64%	64%	64%
Dining Out (Not Fast Food)	51%	51%	52%
Reading Books	46%	46%	47%
Card Games	39%	39%	40%
Gardening	37%	37%	37%
Cooking for Fun	30%	29%	30%
Go To A Beach/Lake	29%	30%	30%
Board Games	29%	29%	31%
Photography	16%	16%	17%
Going To	16%	16%	16%
Bars/Nightclubs/Dancing			

0-7	7-10	10-15
MILES	MILES	MILES
67%	67%	67%
38%	38%	39%
22%	22%	21%
22%	22%	22%
22%	22%	22%
19%	20%	20%
19%	19%	19%
18%	18%	18%
17%	17%	17%
16%	16%	16%
	MILES         67%         38%         22%         22%         19%         19%         18%         17%	MILES       MILES         67%       67%         38%       38%         22%       22%         22%       22%         22%       22%         19%       20%         19%       19%         18%       18%         17%       17%



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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	19.33%	19.19%	20.03%
Live Theater	13.36%	13.21%	13.54%
Live Theater Most Often	11.04%	10.87%	11.08%
Rock/Pop Concerts Most	9.74%	9.65%	10.38%
Often			
Comedy Club	6.21%	5.94%	5.81%
Country Concerts Most	5.88%	6.2%	6.32%
Often			
Movies: Comedy	35.29%	34.49%	34.84%
Movies: Action/Adventure	32.05%	31.41%	32.09%
Movies: Fam.	17.23%	16.55%	16.86%

Fort Rucker Waverly Foley Thomaston Shiloh Spanish Fort Valley Head Pinckard Ohatchee Section Petrey Ashland Orrville Newbern Nauvoo Edgewater Athens Elkred Intercultural Institute neville Sardis City Akron Babbie Maytown Dothan Eutaw Boligee To Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	34.62%	34.73%	35.31%	Football	Football 9.95%	Football 9.95% 10.27%
Swimming	29.51%	30.3%	30.84%	Stationary Cycling	Stationary Cycling 9.67%	Stationary Cycling 9.67% 9.61%
Freshwater Fishing	25.29%	26.5%	26.37%	Mountain/Road Biking	Mountain/Road Biking 9.54%	Mountain/Road Biking 9.54% 9.99%
Camping Trips	23.02%	23.71%	23.26%	Volleyball	Volleyball 8.17%	Volleyball 8.17% 8.12%
Bowling	19.91%	20.26%	20.42%	Using Cardio Machine	Using Cardio Machine 7.89%	Using Cardio Machine 7.89% 7.92%
Hunting	17.09%	18.2%	18.07%	Horseback Riding	Horseback Riding 7.71%	Horseback Riding 7.71% 8.03%
Billiards/Pool	16.07%	16.29%	16.5%	Power Boating	Power Boating 7.61%	Power Boating 7.61% 7.84%
Basketball	14.43%	14.81%	14.79%	Saltwater Fishing	Saltwater Fishing 7.38%	Saltwater Fishing 7.38% 7.59%
Target Shooting	11.96%	12.55%	12.55%	Canoeing/Kayaking	Canoeing/Kayaking 7.15%	Canoeing/Kayaking 7.15% 7.28%
Baseball	11.37%	11.8%	11.3%	Aerobics	Aerobics 6.51%	Aerobics 6.51% 6.52%
Golf	10.86%	11.13%	11.23%	Softball	Softball 6.41%	Softball 6.41% 6.55%
Jogging/Running	10.69%	10.54%	10.72%	Fly Fishing	Fly Fishing 6.16%	Fly Fishing 6.16% 6.41%
Weight Training	10.53%	10.65%	10.85%	Motorcycling	Motorcycling 6.09%	Motorcycling 6.09% 6.27%
Backpacking/Hiking	9.99%	10.42%	10.67%	Tennis	Tennis 6.07%	Tennis 6.07% 6.2%

ersburg Pike Road Millport Phenix City Vernon Millbrook Gurley Maplesville Point Clear La Fayette W Vance Gilbertown York Jacksons' Gap Valley Grande Anderson Tallary Springs Winfield Carrelitor In Brookside Mobile Gordon Valley Steele Cowarts Madison Leeds (a Contextual Ministry Repton Contextual Ministry Contextual Ministry Citronelle 40

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

BRIDGES	0-7	7-10	10-15	
	MILES	MILES	MILES	
Archery	5.92%	6.42%	6.44%	
Jet Skiing	4.97%	5.09%	4.95%	
Water Skiing	4.85%	5.07%	5.03%	
Soccer	4.7%	4.9%	4.99%	
Yoga	4.45%	4.26%	4.55%	
Roller Skating	4.4%	4.53%	4.52%	
Snorkeling	4.37%	4.65%	4.68%	
Ice Skating	4.19%	4%	4.06%	
Snowmobiling	4%	4.23%	4.19%	
Downhill & X-Country	3.79%	4.01%	4.05%	
Skiing				

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Skateboarding	3.62%	3.77%	3.81%
Rock Climbing	3.47%	3.45%	3.39%
Martial Arts	3.32%	3.7%	3.76%
Auto Racing	3.3%	3.33%	3.67%
Hockey	3.19%	3.37%	3.44%
Racquetball	3.17%	3.19%	3.13%
Sailing	3%	3.19%	3.15%
Snowboarding	2.84%	2.87%	2.83%
Rowing	2.42%	2.54%	2.49%
Surfing & Windsurfing	2.41%	2.53%	2.49%

ntersville Vance Pleasant Groves Concord Vincent Margaret Providence Opelika Harpersville Roberts Addison Eva Vina Crossville Atmore Colony West Blocton Oder Intercultural Institute k Hill Selmont-West Selmont Parrish Talladega Springs Muscle Shoals E for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

### Potential Cultural Barriers -- Introduction (part 1)

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

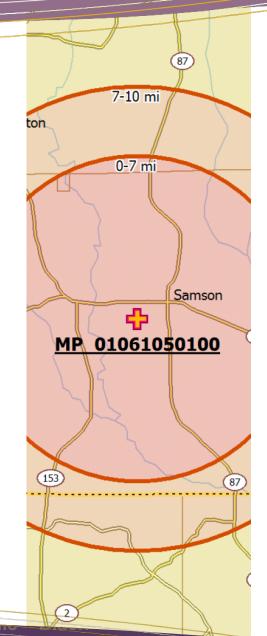
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Brockwood Baileyton Brantley Loachapoka Oak Grove Tuscaloosa Sardis City Needham Blue Ridge H Hayden Valley Head Valley Fyffe Rogersville Opelika Waldo Dora <u>Intercultural Institute</u> Conce Spring ardiff South Vinemont Gordo Mount Vernon Helena Meridianville Mulgor *Intercultural Institute* and North Concertual Ministry Lanett Orrville Brighton Autaugaville Calera Silve 42

### 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.

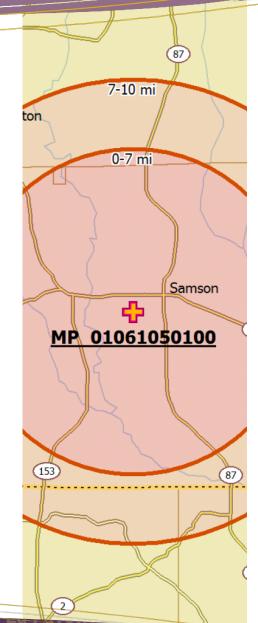
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



ton Grove Hill Moody Ashford Malvern Sand Rock Trafford Springville Town Creek Nauvoo Cherokee Pleasant Groves Hokes Bluff Coffeeville West End-Cobb Town Muscle Andres Hodges West Jefferson y Florence Gantt Tuscaloosa Brookside Gurley Gulf Shores Mulga Copyright 2013, Intercultural Institute for Contextual Ministry Midland City Lincoln Camp Hill Madrid Elborta Killon 43

### **Potential Cultural Barriers:**

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

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-1 MIL
Important Continue Learning New Things	53%	52%	52%	Rarely Sit Down to a Meal Together At Home	20%	20%	20%
Find It Difficult To Say No To My Kids	39%	39%	40%	Friends More Important Than My Fam.	19%	19%	20%
Woman's Place Is In The Home Speak My Mind Even If It	38% 38%	38% 37%	37% 37%	Like To Pursue Challenge/Novelty/Change	18%	18%	19%
Upsets People Like Control Over People And	36%	36%	35%	Marijuana Should Be Legalized I Am A Workaholic	18% 18%	18% 17%	18% 17%
Resources Like To Do Unconventional	31%	31%	30%	Only Work Current Job for The Money	17%	17%	17%
Things Don't Judge People/Way They	29%	28%	28%	We Should Strive for Equality for All	13%	12%	12%
Live Life Too Much Sponsorship In	27%	26%	26%	Happy With My Standard Of Living	11%	10%	10%
Arts/Sports				On Whole People Get What	10%	10%	10%
Money Is Best Measure Of Success	26%	26%	26%	They Deserve Little I Can Do To Change My	9%	9%	8%
Like to Stand Out In A Crowd Prefer To Have Few Possessions As Possible	25% 25%	24% 24%	24% 25%	Life Very Happy With My Life As It Is	9%	8%	8%
If Won Lottery Would Never Work Again	22%	21%	21%	Indulge My Kids With The Little Extras	9%	9%	9%

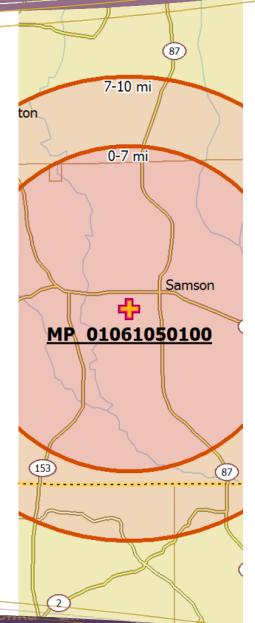
Tarrant Unatchee Guin Re

Crayson Valley Cusseta Petrey York Pickensville Winfield Susan Moore Sanford Piedmont Florence Faunsdale Talladega Springs Malvern Ider Pell City Fyffe Mount Oliver Intercultural Institute undville Mignon Magnolia Springs Florala Uniontown Banks Graysville Versetual Ministry 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.



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## **Potential Cultural Themes:**

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

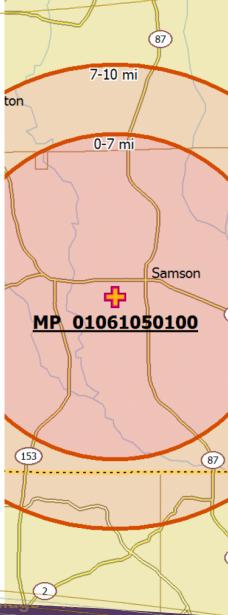
THEMES	0-7 MILES	7-10 MILES	10-15 MILES	THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs	54%	55%	56%	Is An Important Part Of Who I Am	18%	19%	19%
And Beliefs				People Have To Take Me As They	18%	17%	17%
You Should Seize Opportunities	53%	52%	53%	Find Me	4.00/	470/	4.00/
In Life				Real Men Don't Cry	16%	17%	16%
Like To Understand About Nature	35%	34%	34%	Enjoy Spending Time With My Fam.	16%	16%	16%
Prefer Work Part Of Team Than Alone	35%	34%	34%	Provide My Kids With The Little Extras	16%	15%	15%
Important Feel Respected By My Peers	32%	32%	33%	Worried About Pollution Caused By Cars	15%	16%	16%
Important To Juggle Various Tasks	32%	32%	32%	Try Not To Worry About The Future	12%	11%	11%
Good At Fixing Things	28%	27%	28%	Children Should Be Allowed To	8%	8%	7%
Have Keen Sense Of Adventure	27%	27%	26%	Express Themselves			
Prefer To Have Few	25%	24%	25%	Feel Very Alone In The World	8%	8%	7%
Possessions As Possible				Would Like To Set Up Own	7%	7%	7%
Consider Myself Interested In	21%	20%	20%	Business			
The Arts				Like Spending Most Time With	6%	6%	5%
Looking for New Ideas To	19%	19%	18%	Fam.			
Improve Home				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	19%	19%	20%				

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AcIntosh Contex-le Litteville Haleyville Waterloo Gult Shores Loachapoka Trainord Leighten Courtiane the Hall Pine Hill Bon Air Addison Red Level Coaling Slocomb Laker Intercultural Institute orgiana Collinsville Smoke Rise Southside Fayette Good Hope Roberts of Contextual Ministry <sup>h</sup> ©Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Shared Places**

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



Rutledge Langston Horn Hill Trussville Cordova Maplesville Huntsville Centreville Lake View Woodla Ashville Rogersville Repton West Blocton West Jefferson Opelika Opelika Grayson Valley Gaylesville Douglas Nectar Goldville Pike Road Shiloh Jor Confectual Ministry For Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Constant Contextual Ministry Contextual Ministry Constant Contextual Ministry Contextual M

### **Potential Shared Places:**

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	89.12%	89.02%	88.76%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.62%	80.1%	80.61%
Houses-Visit Any			
McDonald's	56.46%	55.61%	55.11%
Burger King	40.15%	40%	39.59%
Kentucky Fried Chicken (KFC)	32.27%	31.93%	32.14%
Subway	31.79%	31.5%	31.52%
Wendy's	29.92%	29.32%	29.46%
Pizza Hut	26.8%	25.9%	25.66%
Applebee's	26.26%	26%	25.93%
Taco Bell	25.11%	25.2%	25.86%
Dairy Queen	22.34%	21.93%	21.49%
Sonic	20.83%	21.22%	21.06%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Arby's	20.65%	20.43%	21.25%
Olive Garden	17.1%	17.02%	17.17%
Hardee's	16.77%	17.06%	16.99%
Red Lobster	16.41%	15.81%	15.9%
Cracker Barrel	16.1%	16.41%	16.73%
Long John Silver's	15.76%	15.76%	15.23%
Domino's Pizza	12.78%	12.29%	12.35%
Golden Corral	12.43%	12.27%	12.33%
Outback Steakhouse	12.18%	11.65%	11.52%
Denny's	10.57%	10.07%	10.25%
Chick-Fil-A	9.95%	10.16%	10.27%
IHOP (International House Of Pancakes)	9.45%	8.92%	9.19%

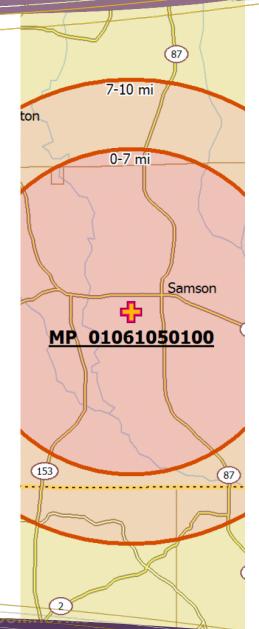


### **Potential Shared Projects**

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!



Linden Leesburg Pell City New Hope Toxey Beatrice Foley Brundlage Somerville Jacksonville G aver Greenville Hazel Green Vernon Eutaw Oakman Chickasaw West Moulton Ardmore Elebora panish Fort Fairview Ashland Petrey Billingsley Hobson City Emelle Confectual Ministry Cleveland Ara Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

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

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	40.13%	39.86%	40.26%
Recycled products	23.53%	23.56%	24.4%
Worked as volunteer (non political)	13.87%	13.86%	14.13%
Engaged in fund raising	10.71%	10.87%	10.93%
Religious club member	8.18%	8.35%	8.24%
Church Board	5.75%	5.89%	5.73%

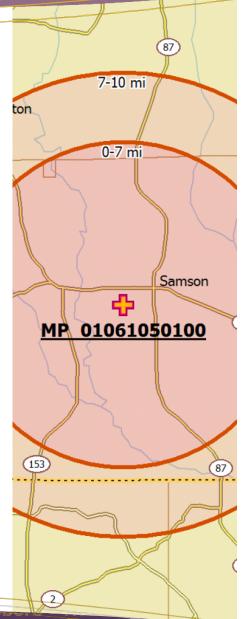
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to editor of mag or	4.82%	4.62%	4.63%
newspaper			
Wrote to elected offcl about	4.68%	4.74%	4.84%
publ bus			
Charitable Organization	4.61%	4.6%	4.6%
Addressed a public meeting	4.06%	4.14%	4.09%
Took active part in local civic	4.04%	4.02%	4.14%
issue			
Union member	3.8%	3.83%	3.96%

deville Petrey North Johns Saks Alexandria Evergreen Coffee Springs Midfield Alexander City McMulle Moundville Trussville Brundidge Kansas Oakman Aliceville Shorter Falls Lipscomb Livings Lincoln Creola Alabaster Abbeville Clay Cleveland Hurtsboro Colum for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Red Level Paint Rock Vernon Holly Pond Myrtlewood 50 ake View Sylacauga Spanish Fort Bon Air Emelle Uniontown McDonald Chapel Sardis City Loachapoka

### **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.





## **Potential Print Media Content:**

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

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	12.73%	13.02%	13.16%
Children's Books	11.95%	12.21%	12.43%
Mystery	9.69%	9.86%	10.14%
Religious (not Bibles)	8.77%	8.91%	8.9%
Cookbooks	8.74%	8.97%	9.16%
Romance	7.07%	7.25%	7.22%
History	5.14%	5.21%	5.31%
Biography	4.52%	4.6%	4.78%
Personal/Business Self-help	4.24%	4.28%	4.54%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	54.59%	53.66%	54.74%
Gen. Editorial	42%	41.07%	41.54%
Womens	37.57%	37.01%	37.03%
Service	32.8%	32.76%	33.09%
Fishing/Hunting	17.98%	18.14%	17.93%
Mens	15.41%	15%	15.35%
Automotive	14.68%	14.77%	15.03%
Parenthood	14.32%	14.25%	14.21%
Health	12.12%	11.95%	12.13%

Franklin Dutton Ardmore Good Hope Pleasant Grove Meadowbrook Lipscomb Dothan Ider Minor Pisgah Satsuma Kansas Redstone Arsenal Locust Fork Ranburne Piker Intercultural Institute Isboro Thomasville Mooresville Hueytown Oxford Hodges Huntsville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	51.4%	51.8%	52.45%
Classified	37.35%	37.7%	37.87%
Editorial Page	28.62%	29.11%	29.74%
Sport	28.46%	28.35%	28.69%
Comics	25.77%	25.86%	26.39%
Food/Cooking	20.43%	20.31%	20.91%
Business/Finance	19.56%	19.31%	19.91%
TV/Radio Listings	19.28%	19.13%	19.97%
Movie Listings & Reviews	16.95%	16.83%	17.81%
Home/Gardening	16.83%	16.75%	17.22%
Fashion	12.43%	12.4%	12.51%
Travel	11.82%	11.71%	12.23%
Science/Technology	11.73%	11.87%	12.64%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	33.09%	34.5%	33.96%
Adult Contemporary	15.82%	15.47%	15.45%
Urban Contemporary	14.35%	12.8%	12.11%
CHR Contemp Hit Radio	13.96%	13.84%	14.35%
Oldies	9.6%	9.42%	9.47%
Classic Rock	8.77%	8.98%	9.16%
Rock	7.92%	7.9%	8.46%
Religious	6.1%	6.45%	6.53%
News/Talk	5.55%	5.54%	6.1%
Variety	5.45%	5.21%	5.06%
Alternative	5.07%	5.13%	5.65%
Gospel	4.97%	4.84%	4.8%
Soft Contemporary	3.42%	3.46%	3.61%
Classic Hits	2.94%	3.05%	3.21%
Jazz	2.73%	2.38%	2.24%
All Talk	2.55%	2.6%	2.56%
All News	1.89%	1.91%	1.99%
Hispanic	1.83%	1.99%	1.98%

Brundidge Gaylesville Elkmont Chatom Attalla Jasper Hartselle Eldridge Autaugaville Graysville Hopolis Jacksonville Rainbow City Leesburg Guntersville Decatur Source Intercultural Institute y Hurtsboro Locust Fork Mosses Hayneville Mentone Horn Hill Alexa for Confectual Ministry Clanton Smi Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Con

### **Potential Multimedia Content:**

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

MULTIMEDIA: TV	0-7	7-10	10-15	MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel	61.54%	61.85%	61.77%	TV Info From Newspapers	TV Info From Newspapers 23.3%	TV Info From Newspapers 23.3% 23.11%
Satellite Dish	54.82%	55.24%	56.38%	TV Info From Monthly Cab	TV Info From Monthly Cable 22.58%	TV Info From Monthly Cable 22.58% 22.13%
Other Video-On-Demand	51.02%	49.5%	49.23%	Guide	Guide	Guide
Soapnet	46.49%	45.92%	46.46%	Hallmark Channel	Hallmark Channel 22.54%	Hallmark Channel 22.54% 22.45%
Sci-Fi Channel	36.8%	36.74%	36.31%	TCM (Turner Classic	TCM (Turner Classic 22.21%	TCM (Turner Classic 22.21% 22.33%
Adult Pay Per View TV	34.79%	35%	35.53%	Movies)	Movies)	Movies)
MSNBC	33.27%	33.14%	33.09%	BET (Black Entertainment	BET (Black Entertainment 20.97%	BET (Black Entertainment 20.97% 20.39%
Nickelodeon	32.22%	32.64%	32.04%	TV)	TV)	TV)
Subscribe Digital Cable	29.09%	28.27%	27.91%	USA Network	USA Network 20.8%	USA Network 20.8% 20.32%
TV Info From Sunday TV	26.6%	26.66%	26.89%	Video-On-Demand Movies	Video-On-Demand Movies 19.86%	Video-On-Demand Movies 19.86% 20.29%
Magazine				Lifetime	Lifetime 19.54%	Lifetime 19.54% 19.26%
Adult Swim	23.94%	23.86%	23.22%	Encore	Encore 19.27%	Encore 19.27% 19.27%
Nick At Nite	23.32%	23.11%	23.08%	TV Info From Other	TV Info From Other 18.98%	TV Info From Other 18.98% 18.65%
				Comedy Central	Comedy Central 18.24%	Comedy Central 18.24% 17.49%



The Golf Channel

17.15%

16.86%

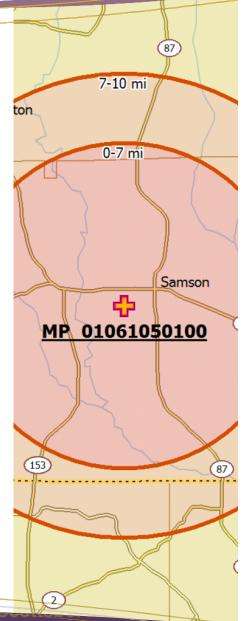
17.34%

### **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.



Red Bay Camp Hill Athens Indian Springs Village Minor Mentone Madison Providence Rehobeth He Oxford Wilsonville Daviston Pine Apple Dutton Gordo Carbon Hill Intercultural Institute McKenzie Lincoln Moundville Chelsea Henagar Leighton Muscle Ship for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.98%	16.24%	16.46%
Medium Users (4-6)	8.29%	8.21%	8.33%
Light Users (1-3)	18.53%	18.98%	19.26%
Quintiles (20%)			
Newspaper I (Heavy)	1.12%	1.02%	0.98%
Newspaper II	1.07%	0.97%	0.91%
Newspaper III	2.16%	2.28%	2.43%
Newspaper IV	0.32%	0.27%	0.33%
Newspaper V (Light)	1.27%	1.29%	1.26%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.21%	18.71%	18.21%
Magazines II	8.47%	8.38%	8.32%
Magazines III	10.82%	10.74%	10.31%
Magazines IV	11.35%	10.84%	10.43%
Magazines V (Light)	0.31%	0.25%	0.2%
Outdoor I (Heavy)	6.4%	5.84%	5.59%
Outdoor II	2.97%	2.77%	2.86%
Outdoor III	3.49%	3.2%	3.09%
Outdoor IV	19.99%	20.11%	20.33%
Outdoor V (Light)	25.88%	25.48%	25.59%
Yellow Pages I	16.05%	15.78%	15.32%
(Heavy)			
Yellow Pages II	5.31%	5.09%	5.04%
Yellow Pages III	6.04%	5.43%	5.52%
Yellow Pages IV	26.47%	26.33%	26.19%
Yellow Pages V	4.45%	4.16%	4.02%
(Light)			

d Level Douglas Bessemer Rockford Toxey Argo Beatrice Littleville Jemison Childersburg Silverhill Leny Cowarts Gainesville Black Clio Decatur Sylacauga Homewood Detroit Moores Mill Edwardsville Pennington Gurley Pickensville Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextu

# Potential Multimedia Usage

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

MEDIUM	0-7	7-10	10-15	MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Radio Drive Time Quntiles (fifths / 20%)				TV Prime Time Q / 20%)	TV Prime Time Quntiles (fifths / 20%)	-
Drive Time I & II (Heavy)	3.07%	3.19%	3.22%	Prime Time I & II	Prime Time I & II (Heavy) 4.68%	Prime Time I & II (Heavy) 4.68% 4.87%
Drive Time III (Medium)	0.83%	0.9%	0.88%	Prime Time III (M	Prime Time III (Medium) 1.6%	Prime Time III (Medium) 1.6% 1.54%
Radio IV & V (Light)	2.53%	2.65%	2.53%	Prime Time IV &	Prime Time IV & V (Light) 10.66%	Prime Time IV & V (Light) 10.66% 9.94%
Radio Media Quntiles (fifths /	1			TV Early/Late Fri	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)				(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	9.82%	9.31%	8.84%	Fringe I & II (Hea	Fringe I & II (Heavy) 44.82%	Fringe I & II (Heavy) 44.82% 44.43%
Radio III (Medium)	4.16%	4%	3.93%	Fringe III (Mediur	Fringe III (Medium) 59.91%	Fringe III (Medium) 59.91% 59.47%
Radio IV & V (Light)	2.07%	2.1%	2.17%	Fringe IV (Light)	Fringe IV (Light) 61.43%	Fringe IV (Light) 61.43% 60.47%
Cable TV Quntiles (fifths / 20%)				TV All Day Quntil 20%)	TV All Day Quntiles (fifths /	
Cable I & II (Heavy)	11.95%	11.98%	11.86%	,	,	·
Cable III (Medium)	5.59%	5.53%	5.77%	<b>,</b>		
Cable IV & V (Light)	34.94%	33.56%	33.46%	All Day IV (Light)		
	0.10170	00.0070	0011070			

Trinity Frisco City Town Creek Hollywood Lowndesboro Pine Apple Alexander City Satsuma Midland Holly Pond Wilton Coker Geiger Sand Rock Troy Vina Elmore Killer Intercultural Institute Ozark Foley Forkland Jasper Geneva Mountain Brook Ethelsville Snippicontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	8.98%	8.86%	8.97%
6:00am - 10:00am	9.63%	9.11%	9.16%
10:00am - 3:00pm	4.93%	4.36%	4.44%
3:00pm - 7:00pm	13.59%	13.54%	13.47%
7:00pm - Midnight	9.65%	9.06%	9.14%
Midnight - 6:00am	5.18%	4.73%	4.41%
Weekend Radio			
Listeners			
Dayparts [summary]	10.85%	10.6%	10.65%
6:00am - 10:00am	1.4%	1.35%	1.53%
10:00am-3:00pm	2.22%	2.18%	2.37%
3:00pm - 7:00pm	5.84%	5.54%	5.53%
7:00pm - Midnight	7.12%	6.93%	6.93%
Midnight - 6:00am	7.28%	6.57%	6.87%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.86%	6.61%	6.35%
Saturday:	6.75%	6.59%	6.63%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.49%	9.4%	9.09%
9:00am-1:00pm	23.32%	23.11%	23.08%
9:00am-4:00pm	26.5%	26.38%	26.4%
4:00pm-7:00pm	23.22%	22.76%	22.88%
11:00pm-1:00am	39.13%	38.38%	38.56%
AVG Prime time	2.74%	2.39%	2.39%
Mon-Sun			

Agtown Brent Hillsboro Holly Pond Garden City Rogersville Addison Britliant Nauvoo Calera Ashville Sipsey Alexander City Rainbow City Locust Fork Arley Thomaston Elba Mosses Eclectic Munford Sylacauga Slocomb Montgomery Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	13.57%	13.13%	13.04%		Sat: 7-10am	Sat: 7-10am 13.79%	Sat: 7-10am 13.79% 13.16%
7-9am	17.01%	16.41%	16%		Sat: 10am-1pm	Sat: 10am-1pm 6.18%	Sat: 10am-1pm 6.18% 6.04%
9am-12noon	17.15%	17.28%	17.45%		Sat: 1-4pm	Sat: 1-4pm 22.17%	Sat: 1-4pm 22.17% 21.9%
12noon-4pm	9.35%	9.1%	8.95%		Sat: 4-6pm	Sat: 4-6pm 5.1%	Sat: 4-6pm 5.1% 4.87%
4-6pm	40.01%	39.65%	39.54%		Sat: 6-7pm	Sat: 6-7pm 0.99%	Sat: 6-7pm 0.99% 0.97%
6-7pm	20.49%	20.54%	20.13%		Sat: 7-8pm	Sat: 7-8pm 1.38%	Sat: 7-8pm 1.38% 1.22%
7-7:30pm	0.88%	0.9%	0.92%		Sat: 8-11pm	Sat: 8-11pm 6.75%	Sat: 8-11pm 6.75% 6.59%
7:30-8pm	11.17%	10.64%	10.38%		Sat: 11pm-1am	Sat: 11pm-1am 3.88%	Sat: 11pm-1am 3.88% 3.66%
8-11pm	6.86%	6.61%	6.35%		Sat: 1am-7pm	Sat: 1am-7pm 20.8%	Sat: 1am-7pm 20.8% 20.32%
11pm-12am	33.27%	33.14%	33.09%		Sun: 7-10am	Sun: 7-10am 2.59%	Sun: 7-10am 2.59% 2.8%
11pm-1am	39.13%	38.38%	38.56%		Sun: 10am-1pm	Sun: 10am-1pm 7.32%	Sun: 10am-1pm 7.32% 7.47%
1-6am	25.11%	23.82%	23.21%		Sun: 1-4pm	Sun: 1-4pm 4.94%	Sun: 1-4pm 4.94% 5.23%
					Sun: 4-7pm	Sun: 4-7pm 11.51%	Sun: 4-7pm 11.51% 11.54%
					Sun: 7-11pm	Sun: 7-11pm 9.49%	Sun: 7-11pm 9.49% 9.4%
					Sun: 11pm-1am	Sun: 11pm-1am 2.85%	Sun: 11pm-1am 2.85% 2.63%
				_	 Sun: 1-7am	Sun: 1-7am 18.4%	Sun: 1-7am 18.4% 18.31%

Magnolia Springs St. Florian Dothan West Jefferson Thorsby Crossville Milbrook Gant Silverhill Mig ha Redstone Arsenal Ashford Florala Huntsville Chickasaw Lowndesbord Intercultural Institute Northport Nectar Nauvoo Sand Rock Samson Aliceville Lakeview Confectual Ministry Jon Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

Millbrook Margaret Maplesville Clay New Site Dothan Marion Babble Dozier Double Springs Mobile La Gaylesville Rosa Goodwater Deatsville North Courtland Cowarts Intercultural Institute prookwood Ethelsville New Hope Arley Luverne Rockford Harpersville Geopyright 2013, Intercultural Institute for Contextual Ministry 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

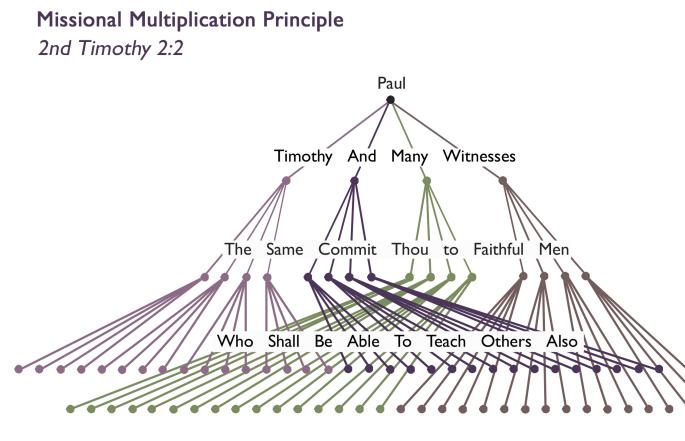
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Rosa Snead Hartselle Woodland Pell City Goldville Castleberry Lipscomb Lester Livingston Met Edwardsville Section Childersburg Fayette Jasper Haleyville Midland Intercultural Institute Kinston Grand Bay Rockford Winfield Thomasville Hayneville Akron Gontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultura

## **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.



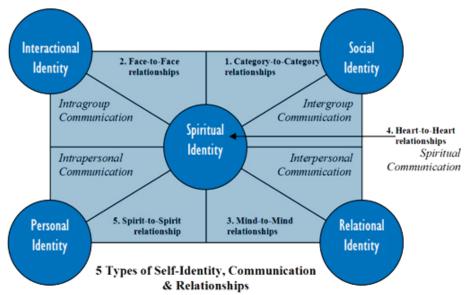
whatchee Pennington Haytown Silverhill Talladega Springs Oneonta Point Clear Balleyton Clen Allen F Eutaw Ragland Snead Greensboro Muscle Shoals Fyffe Creol Intercultural Institute Millport Bridgeport Center Point Cherokee Blountsville Loachapoka ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextu

## **Establishing Redemptive Relationships**

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

### **Communication Steps**

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



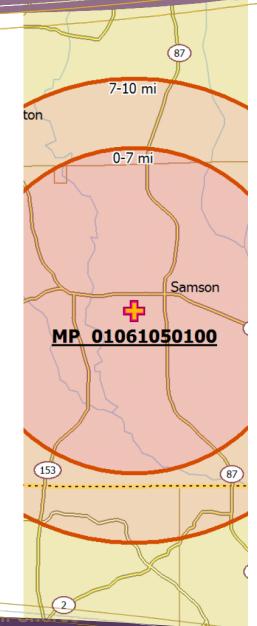
Rainsville <u>HeMullen Cordova Ariton Alabaster Samson</u> Autaugaville <u>County Line</u> Brighton Shorte Mountain Brook Mignon Onycha Babbie Huguley Hurtsboro East <u>Intercultural Institute</u> Cosa Jemison Pinson Ladonia Gainesville Clay Guin Sylvan Springs Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

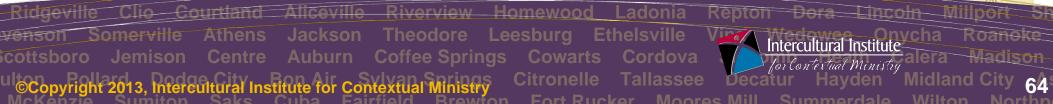
### Your MissionSite and the Missional Suite

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

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

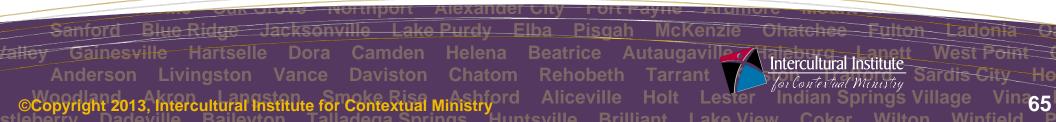
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





### Notes and Sources

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



## APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Calvary/Samson	418 Lamar St Samson, AL 36477	0.43 mi	36	Declining
2	Samson First	8 W Main St Samson, AL 36477	1.57 mi	235	Plateauing
3	New Home	5384 W County Road 16 Samson, AL 36477	1.72 mi	36	Plateauing
4	New Prospect Marlboro	579 N County Road 19 Samson, AL 36477	3.63 mi	37	Plateauing
5	Piney Grove	709 John H Day Rd Samson, AL 36477	4.19 mi	184	Growing
6	Mt. Carmel	812 B Brooks Rd Coffee Springs, AL 36318	5.23 mi	20	Declining
7	Eden	3327 N County Road 65 Coffee Springs, AL 36318	5.97 mi	37	Declining
8	Reese	1835 Barker Mill Rd Samson, AL 36477	7.37 mi	88	Declining
9	Hacoda	185 Camp Victory Rd Samson, AL 36477	7.47 mi	14	Growing
10	Pilgrim Rest	1153 Bear Branch Rd Kinston, AL 36453	7.52 mi	76	Growing
11	Coffee Springs First	PO Box 98 Coffee Springs, AL 36318	8.98 mi	79	Declining
12	Fairview	3159 Highway 87 Samson, AL 36477	9.11 mi	53	Growing
13	Friendship	3075 County Road 460 Samson, AL 36477	9.30 mi	29	Declining
14	Friendship	5434 N State Highway 27 Geneva, AL 36340	9.46 mi	26	Plateauing
15	Maple Avenue	1009 W Maple Ave Geneva, AL 36340	10.27 mi	200	Growing

Lester Leeds Natural Bridge Jacksonville Brighton Yellow Bluff Cowarts Shorter Thorsby Court Willbrook Napier Field Carbon Hill Madrid Lynn Hollywood Grays Intercultural Institute Rutledge Waverly Rock Creek Petrey Level Plains Gu-Win Providence for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Devco	1008 Sizemore Hwy	10.38 mi	91	Declining
10	Deveo	Geneva, AL 36340	10.50 m	51	Deciming
17	Bethel	13516 Charolais Rd Opp, AL 36467	10.52 mi	54	Declining
18	El Bethel	PO Box 506 Chancellor, AL 36316	10.56 mi	115	Plateauing
19	Kinston First	PO Box 276 Kinston, AL 36453	10.69 mi	70	Declining
20	Calvary/Geneva	710 Dothan Hwy Hartford, AL 36344	10.92 mi	22	Growing
21	Union Grove	2525 County Road 643 Chancellor, AL 36316	11.26 mi	52	Plateauing
22	Smyrna	28940 Smyrna Rd Florala, AL 36442	11.46 mi	45	Plateauing
23	Geneva First	PO Box 579 Geneva, AL 36340	11.70 mi	172	Declining
24	Pine Level	15756 Pure Rd Opp, AL 36467	11.80 mi	21	Growing
25	Ino	6157 Highway 134 Kinston, AL 36453	11.85 mi	524	Growing
26	Goodman	6561 County Road 625 Enterprise, AL 36330	12.33 mi	108	Plateauing
27	Chapel Hill	3863 Al Highway 54 Florala, AL 36442	12.45 mi	47	Declining
28	New Chapel	127 County Rd 466 Kinston, AL 36453	12.67 mi	15	Declining
29	Alberton New Life	3752 Highway 134 Kinston, AL 36453	12.81 mi	26	Plateauing
30	St. Elizabeth	1250 Bruner Rd Dothan, AL 36301	12.88 mi	144	Plateauing

Fyffe Phenix City Smoke Rise Rogersville Louisville Moundville Chatom McKenzie Cordova Davis Pell City Highland Lake Susan Moore Valley Springville Rainbow Intercultural Institute Warrior Vernon Prichard Montgomery Lake Purdy Tuscumbia Akron Confestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Alberton	3633 Highway 134 Kinston, AL 36453	13.01 mi	65	Declining
32	Mt. Gilead	7638 Highway 87 Elba, AL 36323	13.41 mi	20	Declining
33	Mt. Pleasant	4015 Highway 27 Enterprise, AL 36330	13.43 mi	151	Growing
34	Trinity	PO Box 787 Geneva, AL 36340	13.68 mi	126	Growing
35	Beulah	16612 Maggie Road Opp, AL 36467	13.71 mi	94	Growing
36	New Home	2800 County Road 617 Enterprise, AL 36330	14.36 mi	165	Growing
37	Bethany	24046 Hwy 84 Opp, AL 36467	14.68 mi	9	Declining
38	Antioch	579 EB Smith Rd Hartford, AL 36344	14.87 mi	15	Declining
39	Damascus	774 County Road 547 Elba, AL 36323	15.18 mi	88	Growing
40	West County Line	30380 County Line Loop Opp, AL 36467	15.35 mi	86	Plateauing
41	Bellwood	PO Box 70 Bellwood, AL 36313	15.61 mi	65	Declining
42	Trinity	PO Box 1133 Paxton, FL 32538	15.69 mi	36	Declining
43	New Hope	505 E Hart Ave Opp, AL 36467	15.78 mi	23	Declining
44	Cool Springs	3004 County Road 708 Enterprise, AL 36330	15.89 mi	32	Declining
45	Brooklyn	PO Box 117 Kinston, AL 36453	16.02 mi	15	Growing

Woodstock Libertyville Excel Needham Somerville Luverne Enterprise Satsuma Redstone Arsenal Ver Eurn Rehobeth Mentone Bear Creek Florala Ohatchee Fort Deposit Converting Intercultural Institute derson Horn Hill Pine Hill Dodge City Ashville Elkmont Fort Rucker A for Converting Ministry <sup>It C</sup>Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

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