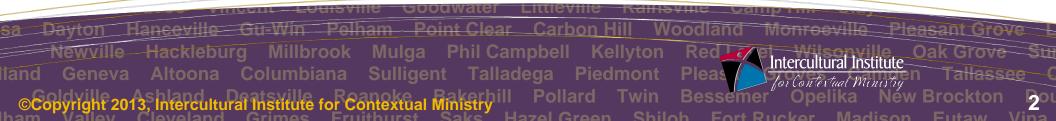
MissionSite top unreached locations

Lexington Anderson GENEVA, AL End-Cobb Town Woods CENSUS TRACT: 01061050300 Ings Natural ebb Blue Ridge Eclectic Chatom Silverhill Bridge Piedrongregational to Hanceville Beatrice Demopolis Louisville Valley Meridianville Maple REGION: Southeastern Region Vania Repton Orry Hanceville Beatrice Demopolis HarpASSOCIATION: Geneva Scross Roads Avon Pic Allgood Evergreen Hobson City Dadeville Roanoke In ^{partnership} with the: ref Partnership with the: DISTRICT: 05: Southeast River District Ladonia Thomasville Sylacauga Alexandr COUNTY: Geneva Coffeeville Forestdale Malve Intercultural Institute Eva Fort Deposit LSITESCAPE: Townscape ytop Moores Mill Tuscaloosa Napier DENNITY-PATTERN:/I3.dville Calera Kennedy El Har for Contextual Ministryargaret Collinsville Canada MAlabama Baptist Convention Montevallo D Geiae **State Board of Missions** Emelle Edwardsville La Fayette Cherokee Hartford **Odenville** s ©Copyright=2013, InterculturalInstitutefor Contextual Ministry. Theodore Troy Notasulga Gulf Shores Banks Midfiel

MissionSite (TM) Table of Contents

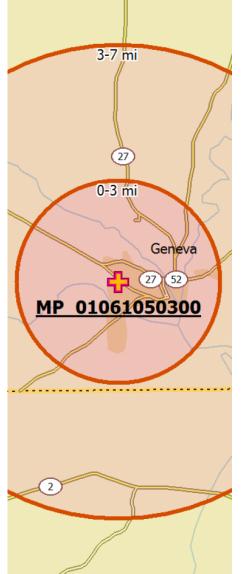
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Site Location Summary

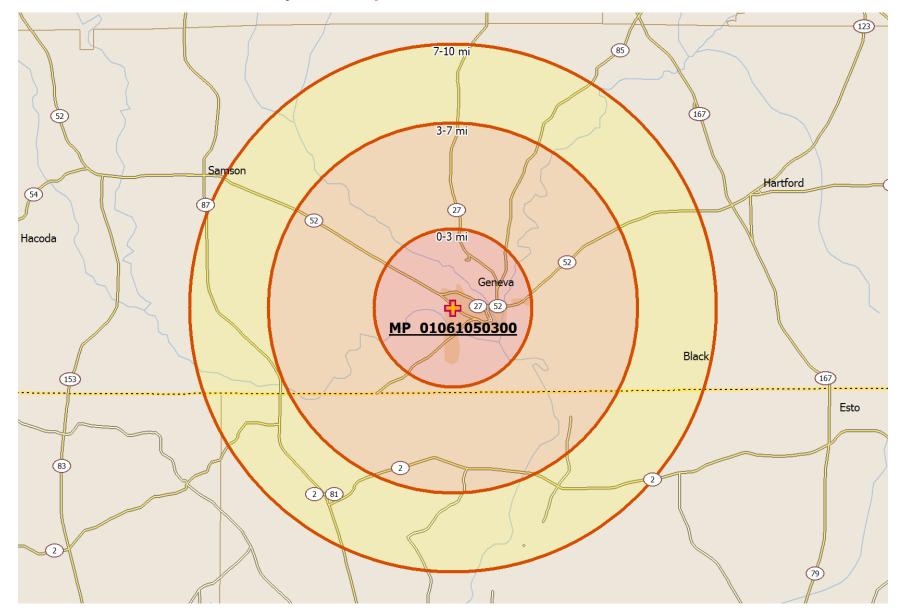
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0104	Southeastern Region
2	Association	1320	Geneva
3	District	05	Southeast River District
4	County Location	01061	Geneva
5	Zipcode	36340	Geneva
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.12	Small towns adjacent to settlements
9	Sitescape Density Pattern	13	10000-2500-10000



Creek Notasulga Brent Sweet Water Eldridge Albertville Mentone Geiger Leighton Ashland Grant A He Falkville Midway Colony Columbiana Blountsville Owens Cross Road Intercultural Institute Driville Blue Springs New Site Jemison Sardis City Ridgeville Daviston (Source tual Ministry) Contextual Institute for Contextual Ministry Bidge Merice Vollow Wellow Contextual Institute of Contextual Ministry

Site Location Summary - Map of the Site Location



ion Fort Rucker Hartselle Mooresville Bayou La Batre Talladega Springs Dozier Moody Rock Mills Cus Banks Addison Maplesville Samson Oak Hill Somerville Hayden Northport Florence Prattville Pennington North Johns Killen New Site Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	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	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban
	Value		cluster)
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

oton Hayden Nauvoe Pelham Fulton Cedar Bluff Sylacauga Fruithurst Mignon Pinckard Wetumpka Jacksons' Gap Myrtlewood Dodge City Moody Dadeville Point Clear Intercultural Institute Mont Blue Ridge Guntersville Hanceville Waverly Bay Minette Foley Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,539	3,167	4,274
2010 Households	1,827	1,290	1,735
2010 Group Quarters Population	162	9	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	14	4	8
Language Diversity National Index	4	1	2
Foreign Born Diversity National Index	49	6	12
Ancestry Diversity National Index	41	51	33
Racial Diversity National Index	31	11	31

herokee Bon Air McDonald Chapel Indian Springs Village Lexington Goshen Eclectic Horn Hill Walnut G Helena Taylor Red Bay Pelham Gordonville Mount Vernon Opp Kenner Intercultural Institute Rock Emelle Good Hope Gulf Shores Selma Babbie Midland City Rover Intercultural Institute ©Copyright 2013, Intercultural Institute for Contextual Ministry and Structure Huevtown Trafford Pinckard Baileyton Prattville

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

Morris Castleberry McMullen Bridgeport Brookwood Union Toxey Riverview Forkland Courtland G Fruthurst Red Level Montevallo Pollard Vance Opelika Walnut Grover Intercultural Institute where Beaverton Babbie Brantley Auburn Town Creek Clay Russel of Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	24	1.31%
Mainstay Communities	Established, Diverse Households	8	0.44%
Working Communities	Blue-collar, Working Families	721	39.46%
Country Communities	Rural, Agri. & Mining Families	472	25.83%
Aspiring Communities	Young Singles / Aspiring-Multihousing	30	1.64%
Urban Communities	High Density, Inner-city Neighborhoods	571	31.25%

nt Tallassee Dozier Smoke Rise Rainsville McDonald Chapel Theodore Jacksons' Gap Dodge City May When Killen Tuscaloosa Cuba Courtland St. Florian Demopolis Northport Intercultural Institute Mobile Sumiton Harvest Locust Fork Needham Notasulga Newville Coopyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Carbon Hill County Line Gadsdon Red Bay Belk Mountainboro Twin Tallassee Walnut Grove Flomator Luverne Ashford Northport Town Creek Shorter Smoke Rise Rehobeth Intercultural Institute Birmingham Reform Hurtsboro Silverhill Tuscumbia Langston Holly Jor Contextual 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?

ead Rutledge Detroit Hokes Bluff Fairfield River Falls Maytown Birmingham Midway Lisman Kennedy Fisgan Sulligent Athens Smoke Rise Mosses Goodwater Twin Gosher Intercultural Institute Providence Lexington Piedmont Thorsby Vina Adamsville Dothan for Confectual Ministry @Copyright 2013, Intercultural Institute for Contextual Ministry @Copyright 2013, Intercultural Institute for Contextual Ministry @Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	5,970	1,161	19.44%
Unreached %	57.7%	63.54%	110.13
Religious But NOT Evangelical HH	1,244	280	22.52%
Religious But NOT Evangelical %	12.02%	15.33%	127.55
Spiritual But NOT Relig or Evang HH	844	166	19.65%
Spiritual But NOT Relig or Evang %	8.16%	9.08%	111.32
Not Evangelical, Not Interested HH	3,925	729	18.58%
Not Evangelical, Not Interested %	37.93%	39.91%	105.23



Dora Underwood-Petersville Black La Fayette Castleberry Cherokee Clio Jasper Arab Hammondy alcosa Tallassee Selmont-West Selmont Moody Shiloh Petrey Millbrook Intercultural Institute Akron Northport Glenwood Coffee Springs Livingston Napier Field Por for Confectual Ministry ison Fondale Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	41	4	9.76%
Active ALSBOM Attenders	3,914	538	13.75%
Active Evangelical Households	3,294	500	15.19%
Active Evangelical Percent	31.83%	27.39%	86.05
Inactive Evangelical Households	1,084	165	15.22%
Inactive Evangelical Percent	10.48%	9.03%	86.2
# New Churches Needed	0	0	0%



Moody Kinsey Shorter Excel Vina Moundville Faunsdale Skyline Loxley Coker Goshen Harpers Adamsville Attaila Pine Ridge Theodore Goodwater Trafford Summa Intercultural Institute Valley Head Redstone Arsenal Dayton Lakeview Henagar Centreville Valley Grande Forestdale Camp 12 ©Copyright 2013, Intercultural Institute for Contextual Ministry

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	Maple Avenue	0.23 mi	200	Growing	16	Calvary/Samson	10.15 mi	36	Declining
2	Calvary/Geneva	0.50 mi	22	Growing	17	Bellwood	10.26 mi	65	Declining
3	Geneva First	1.21 mi	172	Declining	18	Mt. Carmel	11.02 mi	20	Declining
4	St. Elizabeth	2.40 mi	144	Plateauing	19	Samson First	12.06 mi	235	Plateauing
5	Devco	3.21 mi	91	Declining	20	Hartford	12.29 mi	382	Declining
6	Trinity	3.78 mi	126	Growing	21	New Covenant	12.37 mi	10	Declining
7	Friendship	4.31 mi	26	Plateauing	22	Piney Grove	12.94 mi	184	Growing
8	Antioch	5.52 mi	15	Declining	23	Reese	12.97 mi	88	Declining
9	Eden	6.41 mi	37	Declining	24	Union Grove	13.28 mi	52	Plateauing
10	New Prospect Marlboro	7.01 mi	37	Plateauing	25	Cool Springs	13.46 mi	32	Declining
11	El Bethel	8.23 mi	115	Plateauing	26	Shiloh	13.55 mi	149	Plateauing
12	Coffee Springs First	8.57 mi	79	Declining	27	Midway	13.88 mi	19	Plateauing
13	Adoniram	8.80 mi	11	Plateauing	28	Mt. Pleasant	14.06 mi	151	Growing
14	New Home	9.36 mi	36	Plateauing	29	Bethel	14.86 mi	38	Plateauing
15	Fellowship	9.49 mi	16	Declining	30	New Prospect Hartford	15.19 mi	30	Plateauing

Selmont-West Selmont Fort Rucker Pine Apple Robertsdale Rutledge Loxley Hamilton Center Point Walnut Grove County Line Mooresville Theodore Dozier Daphne Michard City Triana We Repton Level Plains Mentone Anniston Frisco City Saraland Cordo Contextual Institute Phil Campbell Copyright 2013, Intercultural Institute for Contextual Ministry Lockhart Tallassee Moody Altoona Sylvan Springs 13

Using the Spirituality Indicators

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

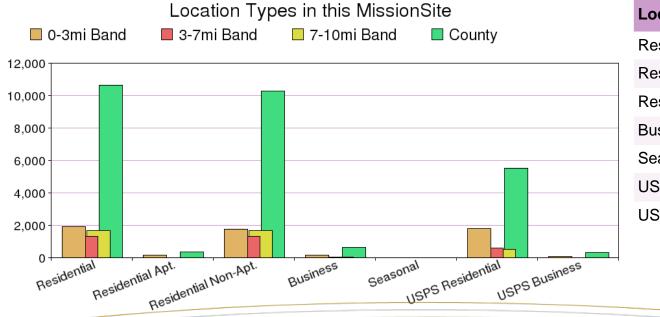
Issues for Your Consideration

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



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

MOSCAPE	COUNTY	BAND	% OF CO
1990 Population	23,647	5,017	21.22%
2000 Population	25,764	4,700	18.24%
2010 Population	26,083	4,539	17.4%

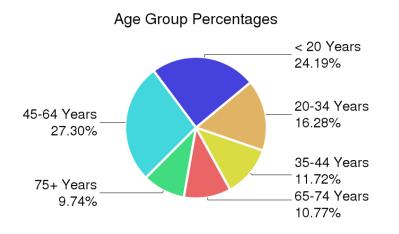


Location Type	0-3mi Band
Residential	1,920
Residential Apt.	144
Residential Non-Apt.	1,776
Business	160
Seasonal	0
USPS Residential	1,782
USPS Business	78

Satsuma Autaugaville Grant Henagar Ohatchee Goldville Somerville Wisonville Andalusia Rosa extord Russellville Woodland Priceville Hurtsboro Childersburg Rosa Intercultural Institute Jacksons' Gap Newton Detroit Lake View Graysville Irondale Black Intercultural Institute for Confectual Ministry Wilton Saks West Blocton Nulga Edgewater Ariton 15

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

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

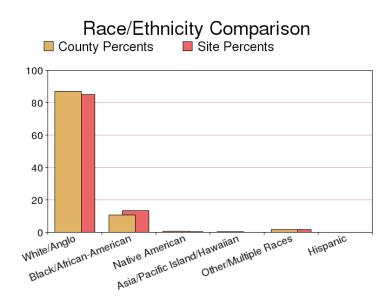


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5%	4.98%	99.6
4-5 Years	2.35%	1.63%	69.36
6-8 Years	3.45%	2.82%	81.74
9-11 Years	3.52%	3.48%	98.86
12-13 Years	2.37%	2.95%	124.47
14-17 Years	4.86%	5.38%	110.7
18-19 Years	2.45%	2.95%	120.41
0-5 Years	7.35%	6.61%	89.93
6-12 Years	8.15%	7.67%	94.11
13-19 Years	8.49%	9.91%	116.73
< 20 Years	23.99%	24.19%	100.83
20-34 Years	17.6%	16.28%	92.5
35-44 Years	12.1%	11.72%	96.86
45-64 Years	27.86%	27.3%	97.99
65-74 Years	10.12%	10.77%	106.42
75+ Years	8.32%	9.74%	117.07
Median Age	42	43	101.07
Median Age (Male)	40	42	105.16
Median Age (Female)	44	42	94.83

As Samson Columbia Henagar Tillmans Corner Irondale Vina Cardiff Natural Bridge Muscle Shoals Free Pleasant Grove Enterprise Twin Hartford Indian Springs Village Trussviller Leeds Thorsby Mosses Dot on Emelle Owens Cross Roads Falkville Dozier Woodstock McIntosh Geopyright 2013, Intercultural Institute for Contextual Ministry Belk Wadley Boaz Heath Red Level Lockhart Cher Operation Freedom Freedom Contextual Ministry Conte

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.87%	84.84%	97.67
Black, African-American	10.52%	13.17%	125.28
Native American	0.8%	0.31%	38.68
Asian	0.14%	0.07%	46.59
Pacific Island, Hawaiian	0.03%	0.02%	82.09
Other/Multiple Races	1.65%	1.61%	97.56
Hispanic	0%	1.56%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	18,278	3,152	
Less than 9th Grade	9.73%	8.69%	111.97
No High School Diploma	18%	21.35%	84.3
High School Graduate	36.25%	34.17%	106.08
Some College, no degree	18.49%	17.51%	105.59
Associate Degree	7.94%	8.47%	93.78

6.18%

3.41%

89.72

116.78

6.88%

2.92%

Daleville Millry Adamsville Hoover McMullen Gordo Vance Irondale Henagar Odenville Clay Gosh Alexander City Beatrice Mobile Waterloo Thomaston McIntosh Redston for Contextual Institute Grand Bay Copyright 2013, Intercultural Institute for Contextual Ministry Stevenson Jasper Lockhart Haleburg Center Point 1

College Degree

Graduate/Prof. degree

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	14.04%	14.78%	129.6
\$10,000 to \$19,999	17.7%	22.99%	129.85
\$20,000 to \$29,999	13.67%	13.03%	95.27
\$30,000 to \$49,999	23.82%	19.1%	80.19
\$50,000 to \$59,999	7.65%	7.06%	92.25
\$60,000 to \$69,999	7.41%	7.77%	104.86
\$70,000 to \$79,999	4.28%	4.76%	111.23
\$80,000 to \$89,999	2.61%	2.68%	102.79
\$90,000 to \$99,999	1.76%	1.7%	96.47
\$100,000 to \$124,999	3.91%	3.01%	76.92
\$125,000 to \$149,999	1.46%	1.2%	82.52
\$150,000 to \$199,999	0.88%	0.88%	99.59
\$200,000 to \$249,999	0.11%	0%	0
\$250,000 or more	0.69%	0.82%	119.66
Median Household	33,399	32,102	96.12
Average Household	45,200	47,135	104.28
Per Capita Household	18,131	19,051	105.07
Family/Non-Family Household			
Income			
Median Family Income	43,376	47,059	108.49
Average Family Income	56,499	58,562	103.65
Median Non-Family Income	15,958	16,129	101.07
Average Non-Family Income	24,906	22,455	90.16

Haleburg Jackson Saks Madison York Phil Campbell Susan Moore Centreville Irondale Beatrice Gardendale Guntersville Vance Oakman Pleasant Groves Notasulga Gachapoka Graysville Geiger Opelika Trafford Ragland Mountain Brook for Contextual Ministry Contextual Ministry Cleveland B18 David Gat Hill Vernon La Eavette Mulga Grimes Brook West

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	64.23%	60.32%	93.9
Families with Children	27.89%	28.9%	103.62
Families without Children	36.35%	31.42%	86.44
Non-Family Households			
% Non-Family Households	35.77%	39.68%	110.95
Non-Families with Children	0.69	0.33	47.86
Non-Families without Children	35.08	39.35	112.19
Housing Units			Index
Total Housing Units	12,487	2,206	
Vacant percent	17.13%	17.18%	100.3
Owned percent	62.84%	58.2%	92.62%
Rented Percent	20.03%	24.61%	122.9
Households by Size			Index
Avg household size	2.49	2.40	96.39
Avg family hh size	3.17	3.17	100
Avg non-family hh size	1.28	1.22	95.31
Households By Count of Persons			Percent
One	3,304	677	20.49%
Two	2,842	458	16.12%
Three or Four	3,261	543	16.65%
Five+	941	148	15.73%

The Black Gurley Morris West End-Cobb Town Trussville Millry Fulton Lake Purdy Gulf Shores Glenk Lanett Union Haleyville Anderson Reece City Birmingham Emelle Intercultural Institute er Meadowbrook Taylor Cleveland Center Point Oak Hill Cuba Skyline Figure Rehobeth Eva Newvill Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

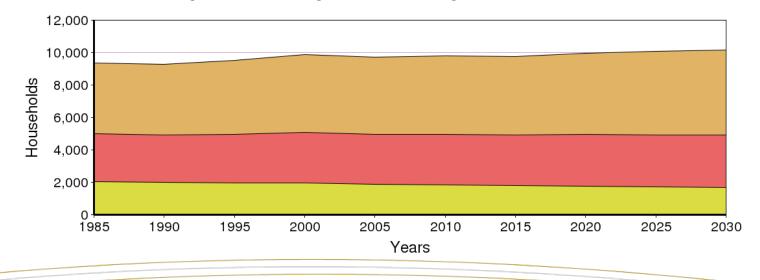
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	23,647	5,017	21.22%
2000 Population	25,764	4,700	18.24%
2010 Population	26,083	4,539	17.4%
2015 Population	26,688	4,607	17.26%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

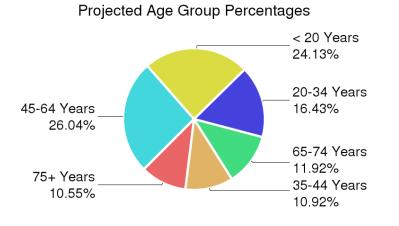
🔲 0-10mi Ring



Brookwood Hokes Bluff Alabaster Littleville Excel Smiths Station Camden Hayneville Glen Allen Natural Bridge Rainsville Rehobeth Haleburg Pell City Nauvoo Orry Intercultural Institute Intercultural Institute on Hill Rivervie for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Decopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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

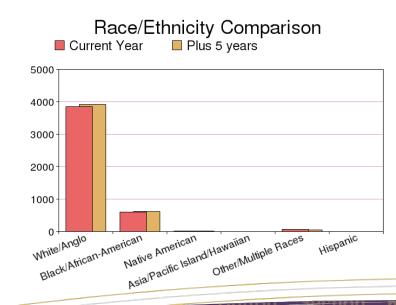


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.98%	5.62%	112.85
4-5 Years	1.63%	1.91%	117.18
6-8 Years	2.82%	2.95%	104.61
9-11 Years	3.48%	3.41%	97.99
12-13 Years	2.95%	2.47%	83.73
14-17 Years	5.38%	4.84%	89.96
18-19 Years	2.95%	2.91%	98.64
0-5 Years	6.61%	7.53%	113.92
6-12 Years	7.67%	7.6%	99.09
13-19 Years	9.91%	8.99%	90.72
< 20 Years	24.19%	24.12%	99.71
20-34 Years	16.28%	16.43%	100.92
35-44 Years	11.72%	10.92%	93.17
45-64 Years	27.3%	26.03%	95.35
65-74 Years	10.77%	11.92%	110.68
75+ Years	9.74%	10.55%	108.32
Median Age	42	44	103.85
Median Age (Male)	40	43	108.19
Median Age (Female)	44	43	96.34

Spanish Fort Creeta Homewood Fairview York Guin Cedar Bluff Clayhatchee Ragland Edgewater Kegee Ashville Moody Lexington Gantt Selmont-West Selmont Silverhild Intercultural Institute Wedowee Bon Air Shiloh Taylor Ladonia McKenzie Fruithurst Midwa Gottertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Hamilton Clenwood Dadeville Sylvania Kimberly Brookwood Baileyton Natural Bridge Cardiff Besse

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	84.84%	85.09%	100.29
Black, African-American	13.17%	13.33%	101.16
Native American	0.31%	0.33%	105.56
Asian	0.07%	0.04%	65.68
Pacific Island, Hawaiian	0.02%	0.04%	197.05
Other/Multiple Races	1.61%	1.17%	72.88
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,152	3,202	
Less than 9th Grade	8.69%	7.31%	84.07
No High School Diploma	21.35%	19.52%	91.42
High School Graduate	34.17%	36.26%	106.12
Some College, no degree	17.51%	17.18%	98.08
Associate Degree	8.47%	9.71%	114.66
College Degree	6.88%	7.03%	102.07
Graduate/Prof. degree	2.92%	3%	102.72

Tayhatchee Columbia Clio Leighton Mignon Southside Stevenson Greensboro Caylesville Blountsville Fort Payne Chelsea Columbiana Brundidge Shiloh Wilsonville Russelving Intercultural Institute and Reform Huntsville Ozark Mountainboro Jackson Evergreen Grove Governation Ministry for Contestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	14.78%	13.31%	90.1
\$10,000 to \$19,999	22.99%	21.71%	94.45
\$20,000 to \$29,999	13.03%	13.15%	100.94
\$30,000 to \$49,999	19.1%	19.01%	99.49
\$50,000 to \$59,999	7.06%	6.96%	98.59
\$60,000 to \$69,999	7.77%	9.01%	115.87
\$70,000 to \$79,999	4.76%	5.03%	103.26
\$80,000 to \$89,999	2.68%	3.04%	105.06
\$90,000 to \$99,999	1.7%	1.82%	107.45
\$100,000 to \$249,999	3.01%	3.48%	115.62
\$125,000 to \$149,999	1.2%	1.22%	100.94
\$150,000 to \$199,999	0.88%	0.88%	100.94
\$200,000 to \$249,999	0%	0.11%	0
\$250,000 or more	0.82%	0.88%	107.67
Median Household	32,102	36,087	112.41
Average Household	47,135	50,259	106.63
Per Capita Household	19,051	19,829	104.08
Fomily/Non Fomily Household			
Family/Non-Family Household Income			
Median Family Income	47,059	51,492	109.42
Average Family Income	58,562	62,743	107.14
Median Non-Family Income	16,129	17,425	108.04
Average Non-Family Income	22,455	25,491	113.52

Argo Sheffield Haleburg Clanton Eva Moody Magnolia Springs Avon Brantley Ariton Sulligent U Lymn North Johns Vernon Oak Grove Paint Rock Arab Clayhatchee inesville Forestdale Shiloh Shorter Mentone Attalla Nectar Rutledge ^{mi}cCopyright 2013, Intercultural Institute for Contextual Ministry Od Notasulda Fast Brewton Camden Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	60.32%	57.4%	95.17
Families with Children	28.9	27.18	94.06
Families without Children	31.42	28.23	89.86
Non-Family Households			
% Non-Family Households	39.68%	42.6%	107.34
Non-Families with Children	0.33	0.17	107.34
Non-Families without	39.35	42.43	107.82
Children			
Housing Units			
Total Housing Units	2,206	2,192	99.37%
Vacant percent	17.18%	17.43%	101.44
Owned percent	58.2%	57.8%	99.31
Rented Percent	24.61%	24.73%	100.45
Households by Size			
Avg household size	2.40	2.46	102.5%
Avg family hh size	3.17	3.35	105.68%
Avg non-family hh size	1.22	1.25	102.46%
Households By Count of			
Persons			
One	677	710	104.87%
Two	458	382	83.41%
Three or Four	543	532	97.97%
Five+	148	186	125.68%

Benton Luverne Millbrook Glencoe Riverview Shorter Snead Cardiff Thomasville Dauphin Island Langston Ethelsville Butler Valley Head Elmore Carbon Hill Goldville Jacksons' Can Mountain Brook k Clanton Athens Eclectic Grayson Valley Pickensville Vincent Petrey Intercultural Institute ens Cross Road Copyright 2013, Intercultural Institute for Contextual Ministry Coffee Springs Vina Pelham Hodges Livingston 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:	0-3	3-7	7-10	BOR	N IN:	N IN: 0-3	N IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	48	4	13	Eastern Africa	a	a 0	a 0 0
Northern Europe	0	0	0	Middle Africa		0	0 0
Western Europe	7	0	8	Northern Africa		0	0 0
Southern Europe	0	0	0	Southern Africa		0	0 0
Eastern Europe	5	0	0	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	6	0	4	Oceania	(0	0 0
So. Central Asia	0	0	0	Caribbean	0		1
SE Asia	7	3	0	Central Amer.	16		0
Western Asia	0	0	0	South America	0		0
Other Asia	0	0	0	North America	7		0
				Born at sea	0		0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	4,837	2,129	4,624	Other Indo-Euro	0	0	0
Spanish	4,837 62	2,129	34	Asian/PI languages	0	0	0
Other Indo-Euro	39	2	27	Chinese	0	1	7
language	39	Z	21	Japanese	0	0	0
French (incl. Patois,	7	0	0	Korean	0	0	0
Cajun)	1	0	0	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	8	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	1	0
German	24	1	20	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	6	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	1	0
Language	0	0	0	Other Pacific Is	0	0	10
Greek	0	0	7	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	Ū	0	0
Other Slavic Language	0	1	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0		U	0	U

Samson Uniontown Pinckard Clay Wadley Satsuma Parrish Opp Cordova Andalusia Selmont-Wes Fiew Rainbow City Hanceville Union Grove Lester Fort Payne Moody Intercultural Institute Lanett Boligee Gu-Win Lincoln Grand Bay Section Skyline Beatric for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	3,554	1,274	3,146	Irish	Irish 222	Irish 222 158
Arab	0	0	0	Italian	Italian 17	Italian 17 9
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	7	0	2	Norwegian	Norwegian 0	Norwegian 0 1
British	0	5	16	Polish	Polish 10	Polish 10 5
Canadian	0	0	1	Portuguese	Portuguese 0	Portuguese 0 1
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 0	Russian 0 0
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 1
Danish	0	0	2	Scotch-Irish	Scotch-Irish 90	Scotch-Irish 90 31
Dutch	0	18	34	Scottish	Scottish 66	Scottish 66 21
English	203	131	287	Slovak	Slovak 0	Slovak 0 0
European	52	13	16	Subsaharan African	Subsaharan African 70	Subsaharan African 70 0
Finnish	0	1	0	Swedish	Swedish 14	Swedish 14 2
French (not Basque)	14	18	42	Swiss	Swiss 0	Swiss 0 0
French Canadian	12	2	1	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	100	80	130	US/American	US/American 1,913	US/American 1,913 503
Greek	29	1	7	Welsh	Welsh 0	Welsh 0 5
Hungarian	0	0	0	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 735	Other 735 268

Winfield Columbia Midfield South Vinemont Mulga Pickensville Guin Centre Rock Creek Odenville S Ragland Ethelsville Grand Bay Wilsonville Tuskegee Hackleburg onton Dora Kinston Gordonville Millry Camden Nauvoo Springville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

Mulga Madrid <u>Mignon Brilliant Clanton Brewton Fayette</u> Ashville Hillsboro Fort Deposit Jackson Gu Frisco City Trafford Twin Wilton Cullman Hartselle Paint Rock <u>Mercy Intercultural Institute</u> aylor Leesburg Locust Fork Pinson Libertyville Magnolia Springs Jack *Joi Contextual Ministry* ©Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

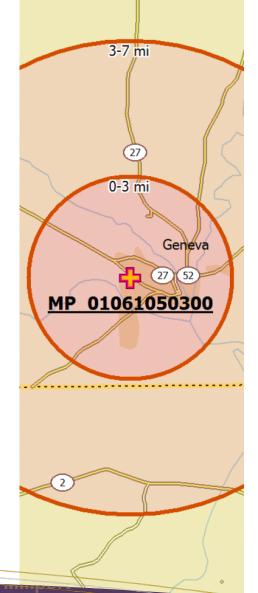
Issues for Your Consideration - continued

- 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?

Union Springs Huntsville Eutaw Uniontown Natural Bridge Southside Bay Minette Jackson Banks Et Gordonville Geraldine Hodges Sylvan Springs Emelle Brilliant King Sand Rock Tallassee Glein rossville Sumiton Indian Springs Village Trafford Gaylesville Smiths Star (Soutestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



Glenwood Coker Cordova Daviston Auburn Powell Millbrook Vredenburgh Dodge City Paint Rock U Mooresville Sipsey Grove Hill Atmore Webb Toxey Lockhart Level Intercultural Institute Level Plains Pleasant Groves Anderson Northport Sylacauga Glenco Intercultural Institute ver Fails Failky ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,827	100%	1,160	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	24	1.31%	16	1.38%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	24	1.31%	16	1.38%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	1	0.05%	1	0.09%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	1	0.05%	1	0.09%
Mid-Market Enterprise	0	0%	0	0%

Falkville Avon <u>Coker Bear Creek Adamsville Altoona Goshen</u> Headland Owens Cross Roads Wadley Alexander City Billingsley Ider Brundidge Pickensville Anderson Smoke <u>Intercultural Institute</u> Georgiana Iyton Centreville Lineville Grayson Valley Dutton Dadeville Sumiton Scopyright 2013, Intercultural Institute for Contextual Ministry Bridge Contextual Ministry Kennedy Lockhart West Blocton Citronelle Albert 3

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,827	100%	1,160	100%
BLUE COLLAR BACKBONE	77	4.21%	48	4.14%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	42	2.3%	25	2.16%
Lower Income Essentials	24	1.31%	16	1.38%
Small Town Endeavors	11	0.6%	7	0.6%
AMER. DIVERSITY	7	0.38%	5	0.43%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	4	0.22%	3	0.26%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	3	0.16%	2	0.17%
Mature America	0	0%	0	0%
METRO FRINGE	644	35.25%	445	38.36%
Steadfast Conservative	354	19.38%	243	20.95%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	290	15.87%	202	17.41%



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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,827	100%	1,160	100%
REMOTE AMERICA	218	11.93%	133	11.47%
Hardy Rural Fam.	10	0.55%	6	0.52%
Rural Southern Living	0	0%	0	0%
Coal & Crops	208	11.38%	127	10.95%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	30	1.64%	22	1.9%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	30	1.64%	22	1.9%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	254	13.9%	109	9.4%
Industrious Country Living	11	0.6%	7	0.6%
America's Farmland	0	0%	0	0%
Comfy Country Living	8	0.44%	5	0.43%
Small Town Connections	2	0.11%	1	0.09%
Hinterland Fam.	233	12.75%	96	8.28%

Fulton Addison Hartselle Allgood Centre Florala Mobile Oak Hill Tuscaloosa Mountainboro Goshen Glenwood Jacksons' Gap Franklin Harvest Rainbow City Weaver Picture Intercultural Institute Coffeeville Skyline Vestavia Hills Wilton Sylvan Springs Moulton Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,827	100%	1,160	100%
STRUGGLING SOCIETIES	412	22.55%	268	23.1%
Rugged Southern Style	136	7.44%	79	6.81%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	253	13.85%	172	14.83%
College Town Communities	0	0%	0	0%
New Beginnings	23	1.26%	17	1.47%
URBAN ESSENCE	159	8.7%	113	9.74%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	3	0.16%	2	0.17%
Urban Diversity	131	7.17%	94	8.1%
New Generation Activists	25	1.37%	17	1.47%
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%

kyline Ridgeville Pinckard Citronelle Mount Olive Bay Minette Silverhill Henager Eimore Cusseta Billi Hent-West Selmont Evergreen Alexandria Birmingham Moulton Gaylesville <u>Intercultural Institute</u> Gadsden Carbon Hill Deatsville Slocomb Georgiana Homewood Creola Gordon *for Contestual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Holt Helena Thomasville Gilbertown Arley Margaret South Vinemont White Half Warrior Riverview ellyton Taylor Argo Minor St. Florian Nauvoo Magnolia Springs Ganti Intercultural Institute Market New Hope Alabaster Dora Faunsdale Banks Loachapoka Have for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

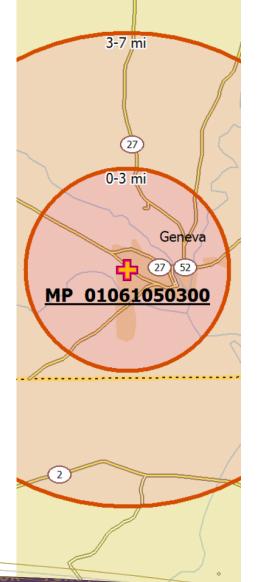
Potential Cultural Bridges

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

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

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

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



Alabaster Epes Boligee Powell Reform Rockford Maplesville North Courtland Vance Napler Field Henore Ider Hanceville Hytop Lake View Ladonia Beaverton Clanton Intercultural Institute Contextual Meadowbrook Linden Vincent Holly Pond Eufau Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Minist

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	70%	70%	70%
Use Comp. for Internet/E-mail	46%	48%	49%
Internet Use: E-Mail	41%	41%	41%
Use Comp. for Comp. Games	36%	35%	35%
Use Comp. for Word Processing	28%	30%	30%
Use Comp. for Shopping	27%	30%	31%
Use Comp. for Education	26%	25%	25%
Use Comp. for Digital Camera	25%	26%	27%
Photo Editing			
HH Owns DVD Player	23%	23%	23%
Internet Use: News/ Weather	21%	21%	21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	21%	22%	23%
Internet Use: Banking	20%	22%	23%
PC-Network-HH Has One	17%	18%	18%
Use Comp. for News/Info./Data Service	15%	15%	15%
HH Owns Video/Webcam	10%	9%	8%
Internet Use: Research/ Education	10%	9%	9%
Internet Use: Download Music Files	9%	8%	8%
Use Comp. for Filing/DB Mngmnt	9%	10%	10%
Internet Use: Play/ Download Online Games	9%	8%	8%
Use Comp. for Personal Financial Mngmnt	8%	8%	8%

McIntosh Courtland Hackleburg Blue Ridge Trinity Monroeville Mentone Tarrant Kansas Millport Bill Hobson City Vina Hodges Edwardsville Babbie Tuskegee Coaling Intercultural Institute Wadley int Clear West End-Cobb Town Fairview Cottonwood Citronelle Franklin for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	63%	64%	64%
Dining Out (Not Fast Food)	49%	51%	51%
Reading Books	48%	47%	47%
Card Games	38%	39%	40%
Gardening	34%	36%	37%
Cooking for Fun	32%	31%	30%
Board Games	29%	31%	31%
Go To A Beach/Lake	28%	29%	30%
Going To	16%	16%	15%
Bars/Nightclubs/Dancing			
Visit Zoo	16%	16%	15%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	66%
Gen./Fam. Practitioner	39%	39%	38%
Backache	23%	22%	22%
Dentist	21%	21%	21%
Hypertension/High Blood	20%	21%	21%
Pressure			
Eye Dr.	20%	19%	19%
None Of These	19%	20%	20%
Any Arthritis	18%	18%	18%
High Cholesterol	17%	17%	17%
Overweight (30 Pounds Or More)	15%	16%	16%

ord Grand Bay <u>Center Point</u> Gantt <u>Geiger Chelsea</u> <u>Millport</u> <u>Underwood-Petersville</u> <u>Alexandria</u> <u>Dothan</u> Needham Collinsville Blountsville Waldo Arley Hackleburg Thomastop <u>Intercultural Institute</u> Addison Pelham Aliceville Eutaw Detroit Ethelsville Kimberly Sylvar Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	21.15%	20.27%	19.53%
Live Theater	13.4%	13.47%	13.32%
Rock/Pop Concerts Most	11.08%	10.6%	10.24%
Often			
Live Theater Most Often	11.02%	11.02%	10.82%
Comedy Club	7.34%	6.32%	5.76%
Dance Performance	6.84%	5.63%	5.08%
Movies: Comedy	36.4%	35.28%	34.76%
Movies: Action/Adventure	34.79%	33.18%	32.39%
Movies: Fam.	20.03%	18.05%	17.1%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	17.93%	16.44%	15.86%
Movies: Romantic Comedy	17.07%	16.44%	16.17%
Movies: Horror	15.69%	13.82%	13.25%
College Football Reg.	4.48%	4.98%	5.12%
Season			
MLB Baseball Reg. Season	3.83%	4.32%	4.35%
NFL Football Reg. Season	3.3%	3.71%	3.81%
College Basketball Reg.	3.29%	3.3%	3.27%
Season			
Auto Racing Events	2.5%	2.98%	3.16%
Rodeo	2.04%	2.53%	2.63%

odland Uniontewn Muscle Shoals Fairhope Satsuma Headland Alexander City Castleberry Gainesville Fedge City Thorsby Priceville Somerville Cullman Falkville Jacksons Intercultural Institute Clayhatchee West End-Cobb Town Forkland Webb Summerdale Mc Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	34.33%	34.81%	34.69%	Mountain/Road Biking	Mountain/Road Biking 8.94%	Mountain/Road Biking 8.94% 9.98%
Swimming	27.88%	29.9%	30.72%	Backpacking/Hiking	Backpacking/Hiking 8.85%	Backpacking/Hiking 8.85% 10.03%
Freshwater Fishing	21.3%	24.78%	26.42%	Football	Football 8.7%	Football 8.7% 9.37%
Camping Trips	19.26%	22.31%	23.8%	Using Cardio Machine	Using Cardio Machine 8.18%	Using Cardio Machine 8.18% 8.25%
Bowling	19.18%	20.19%	20.54%	Volleyball	Volleyball 7.72%	Volleyball 7.72% 8.04%
Billiards/Pool	15.84%	16.2%	16.25%	Power Boating	Power Boating 7.11%	Power Boating 7.11% 7.6%
Basketball	14.38%	14.76%	15.01%	Aerobics	Aerobics 7.06%	Aerobics 7.06% 6.97%
Hunting	13.34%	16.69%	18.25%	Saltwater Fishing	Saltwater Fishing 6.8%	Saltwater Fishing 6.8% 7.5%
Jogging/Running	10.7%	10.44%	10.25%	Horseback Riding	Horseback Riding 6.41%	Horseback Riding 6.41% 7.53%
Baseball	10.64%	11.1%	11.22%	Canoeing/Kayaking	Canoeing/Kayaking 6.22%	Canoeing/Kayaking 6.22% 6.8%
Target Shooting	10.32%	11.9%	12.58%	Softball	Softball 6.02%	Softball 6.02% 6.25%
Weight Training	10.03%	10.69%	10.87%	Tennis	Tennis 5.38%	Tennis 5.38% 5.91%
Stationary Cycling	9.54%	9.69%	9.69%	Motorcycling	Motorcycling 5.38%	Motorcycling 5.38% 5.84%
Golf	9.16%	10.48%	10.75%	Yoga	Yoga 5.22%	Yoga 5.22% 4.77%

kron Moores Mill Lake Purdy Anderson Haleburg Sylvania Pleasant Groves Morris Midfield Headland Highland Lake Center Point Tuskegee Woodstock Epes Sanford Eclerit Medowee Dothan Clay Si Juntsville Glenwood Ethelsville Cherokee Samson Grayson Valley Bail Confectual Ministry PCCopyright 2013, Intercultural Institute for Contextual Ministry Hanceville Carolina Hillsboro Blountsville Elberta

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	5.16%	4.35%	4.05%
Fly Fishing	5.1%	5.9%	6.26%
Soccer	4.89%	4.92%	4.94%
Archery	4.51%	5.86%	6.48%
Ice Skating	4.24%	4.13%	4.08%
Water Skiing	4.15%	4.7%	4.95%
Roller Skating	3.99%	4.29%	4.32%
Jet Skiing	3.95%	4.61%	4.87%
Snorkeling	3.74%	4.29%	4.54%
Rock Climbing	3.73%	3.66%	3.56%

0-3	3-7	7-10
MILES	MILES	MILES
3.42%	3.82%	3.91%
3.19%	3.6%	3.73%
3.09%	3.57%	3.86%
2.99%	3.25%	3.36%
2.96%	3.08%	3.12%
2.68%	3.4%	3.79%
2.64%	2.87%	2.95%
2.63%	2.76%	2.77%
2.02%	2.28%	2.38%
1.96%	2.31%	2.45%
	MILES 3.42% 3.19% 3.09% 2.99% 2.96% 2.68% 2.64% 2.63% 2.02%	MILES MILES 3.42% 3.82% 3.19% 3.6% 2.99% 3.25% 2.96% 3.08% 2.68% 3.4% 2.63% 2.76% 2.02% 2.28%



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.

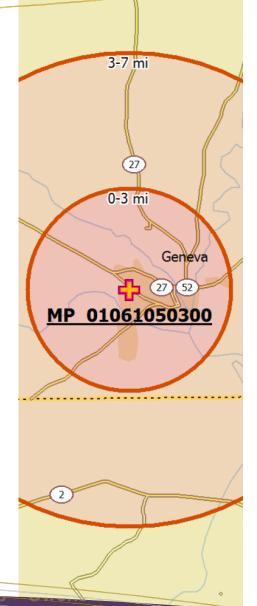
BIBLICAL BARRIERS

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.



Voodstock Vestavia Hills Center Point Evergreen Camp Hill Mentone Snead Elmore Southside Arley V Grove Geneva Glen Allen Pine Ridge Hackleburg Myrtlewood Courtland Cherter Garden City Daviston Intercultural Institute To Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

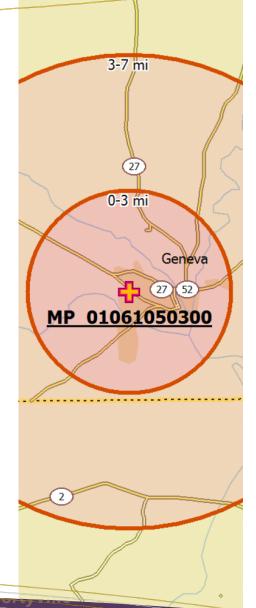
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Pine Ridge Dayton Leachapoka Madrid Brookside Memphis Tuskegee Myrtlewood Millbrook Oxford Horn Hill Saks Carolina Edwardsville Pike Road Moores Mill Elmore Intercultural Institute Franklin Leeds Cuba New Brockton Rutledge Warrior Phil Campbell [o Copyright 2013, Intercultural Institute for Contextual Ministry] [Copyright 2013, Intercultural Institute for Contextual Ministry]

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	53%	52%	53%	If Won Lottery Would Never Work Again	21%	21%	21%
Speak My Mind Even If It Upsets People	37%	37%	37%	Rarely Sit Down to a Meal Together At Home	20%	20%	20%
Like Control Over People And	37%	36%	36%	Marijuana Should Be Legalized	19%	18%	18%
Resources				I Am A Workaholic	19%	17%	17%
Find It Difficult To Say No To My Kids	37%	39%	40%	Like To Pursue Challenge/Novelty/Change	18%	18%	18%
Woman's Place Is In The Home	37%	37%	37%	Only Work Current Job for The	16%	16%	16%
Don't Judge People/Way They	31%	29%	28%	Money			
Live Life				We Should Strive for Equality	13%	12%	12%
Like To Do Unconventional	30%	30%	30%	for All			
Things				Happy With My Standard Of	12%	11%	11%
Too Much Sponsorship In	28%	26%	26%	Living			
Arts/Sports				On Whole People Get What	11%	10%	10%
Prefer To Have Few	26%	25%	24%	They Deserve			
Possessions As Possible				Little I Can Do To Change My	10%	9%	9%
Like to Stand Out In A Crowd	25%	24%	24%	Life			
Money Is Best Measure Of	24%	25%	26%	Very Happy With My Life As It Is	9%	8%	8%
Success				Indulge My Kids With The Little	8%	8%	8%
Friends More Important Than My Fam.	21%	20%	20%	Extras			

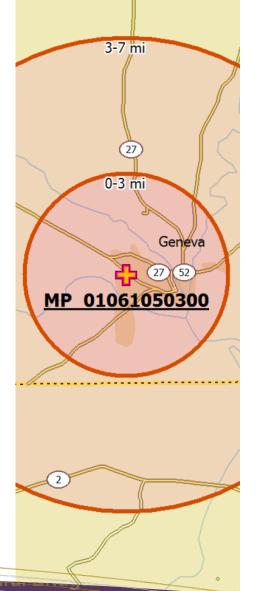
ter Point Chatom Avon Lak

vergreen Bon Arrestation vellow Blutt Oneonta Pine Ridge Spanish Fort Tuscumbia Somerville McMut Daviston Paint Rock Luverne La Fayette Bakerhill Bessemer Coose Intercultural Institute ville Woodland Valley Head Hayden Grimes Munford Valley Grande Pool for Contextual 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.



den Oakman Brilliant Gordo Lowndesboro Jasper Hoover Rutledge Seima Pinckard New Site New Ladonia Goodwater Cusseta Theodore Forestdale Hueytown Muniford Intercultural Institute Mount Olive Skyline Tuscaloosa Lake Purdy Newton Westover Have for Confectual Ministry Shibh Brev for Confectual Ministry Selmont Wasser Selmon

Potential Cultural Themes:

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

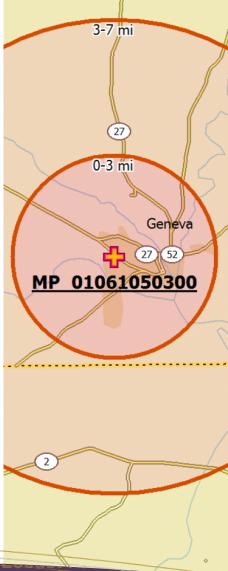
THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	55%	53%	53%	People Have To Take Me As They Find Me	17%	17%	17%
Important To Respect Customs	53%	55%	56%	Is An Important Part Of Who I Am	17%	18%	19%
And Beliefs				Real Men Don't Cry	16%	16%	16%
Like To Understand About Nature	37%	35%	34%	Provide My Kids With The Little Extras	15%	15%	15%
Prefer Work Part Of Team Than Alone	34%	34%	34%	Worried About Pollution Caused By Cars	15%	16%	16%
Important Feel Respected By My Peers	34%	33%	33%	Enjoy Spending Time With My Fam.	15%	15%	16%
Important To Juggle Various Tasks	33%	32%	32%	Try Not To Worry About The Future	13%	12%	11%
Good At Fixing Things	30%	28%	28%	Children Should Be Allowed To	8%	7%	8%
Prefer To Have Few	26%	25%	24%	Express Themselves			
Possessions As Possible				Feel Very Alone In The World	7%	7%	7%
Have Keen Sense Of Adventure	25%	26%	26%	Like Spending Most Time With	6%	6%	5%
Consider Myself Interested In	22%	20%	20%	Fam.			
The Arts				Would Like To Set Up Own	6%	6%	7%
Like To Just Enjoy Life	20%	20%	20%	Business			
Looking for New Ideas To Improve Home	20%	18%	18%	Decor Particular Interest To Me	4%	4%	4%

Meridianville <u>Guntersville Haleyville Town Creek Coker Riverside</u> Addison Mountainboro Creola Ga Hen Margaret Colony Orrville Trussville Thomasville Geiger Geral <u>Ministry</u> Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

ΠΟΙΓ

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.



untain Brook Gordon McKenzie Natural Bridge Hollywood Gantt Saraland Daphne Fulton Gaylesville Ferside Warrior Pell City Oakman Monroeville Fairfield Jackson Benzie Intercultural Institute Kimberly Libertyville Morris Collinsville Creola Valley Grande Arley for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.07%	88.65%	88.96%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.29%	79.99%	80.43%
Houses-Visit Any			
McDonald's	55.28%	55.22%	55.1%
Burger King	38.41%	39.19%	39.64%
Kentucky Fried Chicken (KFC)	33.04%	32.64%	32.78%
Subway	31.21%	31.39%	31.43%
Wendy's	30.03%	29.78%	29.85%
Pizza Hut	28.45%	27.4%	27.07%
Taco Bell	26.24%	25.92%	25.62%
Applebee's	25.64%	25.71%	25.26%
Arby's	22.44%	21.68%	21.06%
Dairy Queen	21.65%	21.39%	21.03%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Sonic	20.32%	21.01%	21.79%
Red Lobster	17.41%	16.33%	15.86%
Cracker Barrel	16.63%	17%	17.23%
Hardee's	16.29%	16.91%	17.47%
Olive Garden	16.06%	16.57%	16.56%
Long John Silver's	14.66%	15.26%	15.89%
Domino's Pizza	14.52%	13.1%	12.62%
Golden Corral	13.8%	13.04%	12.98%
Outback Steakhouse	12.52%	11.97%	11.67%
IHOP (International House Of	11.85%	10.21%	9.48%
Pancakes)			
Denny's	11.48%	10.37%	9.87%
Krispy Kreme	10.76%	9.93%	9.8%

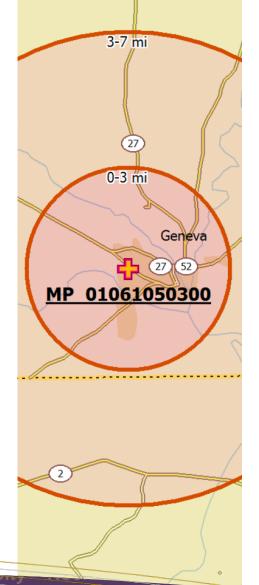
Cedar Bluff Ozark Guin Muscle Sha Georgiana Parrish Indian Springs Village Alexander City Ridgeville Bridgeport Andalusia Crossville Glenwood Steele Prichard Shiloh Clar Fintercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Baileviton La Favette Kellyton Gravsville Wilsonville

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!



Yellow Bluff Lowndesboro Castleberry Center Point Garden City Rutledge Edgewater Maytown Hay Thand Louisville Dozier Camden North Courtland Concord Ashford Intercultural Institute of Contextual Ministry Center Birmingham (Contextual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Geneva Georgiana Newton Wedowee Haleburg 49

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	39.7%	40.12%	39.63%
Recycled products	24.79%	24.73%	24.03%
Worked as volunteer (non political)	13.89%	14.21%	14.08%
Engaged in fund raising	10.09%	10.76%	10.94%
Religious club member	7.61%	8.06%	8.22%
Wrote to editor of mag or newspaper	5.31%	4.98%	4.77%

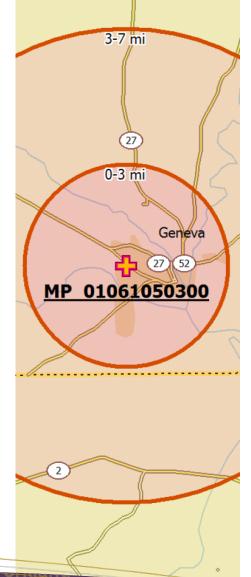
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Church Board	4.89%	5.49%	5.73%
Charitable Organization	4.38%	4.59%	4.56%
Wrote to elected offcl about	4.31%	4.63%	4.7%
publ bus			
Took active part in local civic	4.22%	4.09%	3.95%
issue			
Union member	3.93%	3.99%	3.9%
Fraternal order member	3.8%	3.59%	3.37%

The Ider Good Hope Wilsonville Loxley Lowndesboro Natural Bridge Rainbow City Center Point York Walte Newton Baileyton Heath Opelika Birmingham Locust Fork Point Intercultural Institute Maplesville Pinson Brewton Grove Hill Pine Ridge Camp Hill Yellow B Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



niston Sumiton Pine Hill Dauphin Island Uniontown Ridgeville Leesburg Franklin Fytte Tarrant Millry Roanoke Bessemer Orrville Rock Creek Citronelle Harpersville Nature Intercultural Institute Prichard Elmore Mentone Brantley Athens Pollard Woodland Sy Torcontextual Ministry Contextual Ministry ester Daphne Linden Atmore Edwardsville Mosses 51

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	13.04%	13.12%	13.04%
Children's Books	12.01%	12.41%	12.58%
Mystery	10.26%	10.23%	10.11%
Cookbooks	8.52%	8.94%	8.97%
Religious (not Bibles)	8.52%	8.93%	9.12%
Romance	6.66%	7.13%	7.35%
History	5.45%	5.38%	5.32%
Biography	4.82%	4.8%	4.79%
Personal/Business Self-help	4.69%	4.71%	4.65%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	57.08%	55.41%	54.08%
Gen. Editorial	44.81%	42.73%	41.85%
Womens	39.33%	38.02%	37.45%
Service	33.16%	33.32%	33.3%
Mens	17.64%	16.17%	15.47%
Fishing/Hunting	16.05%	17.37%	17.96%
Parenthood	14.53%	14.36%	14.44%
Automotive	14.36%	14.93%	15.28%
Health	13.46%	12.75%	12.48%

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Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	51.89%	52.44%	52.17%
Classified	37.06%	37.67%	37.86%
Sport	28.8%	28.62%	28.11%
Editorial Page	27.84%	29.07%	29.26%
Comics	27.06%	26.58%	25.98%
Food/Cooking	22.3%	21.52%	20.82%
TV/Radio Listings	20.96%	20.24%	19.73%
Business/Finance	20.75%	20.15%	19.38%
Movie Listings & Reviews	19.37%	18.35%	17.64%
Home/Gardening	17.51%	17.42%	17.05%
Science/Technology	13.35%	12.81%	12.28%
Travel	13.13%	12.61%	12.04%
Fashion	12.41%	12.54%	12.53%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	27.51%	32%	33.85%
Urban Contemporary	16.35%	13.39%	12.61%
CHR Contemp Hit Radio	15.85%	14.86%	14.42%
Adult Contemporary	15.68%	15.67%	15.4%
Oldies	9.62%	9.55%	9.3%
Rock	8.72%	8.59%	8.22%
Classic Rock	8.6%	9.17%	9.18%
News/Talk	6.49%	6.33%	5.94%
Alternative	5.99%	5.83%	5.7%
Variety	5.92%	5.35%	5%
Religious	5.54%	6.23%	6.56%
Gospel	5.2%	5.02%	5.17%
Soft Contemporary	3.74%	3.74%	3.68%
Classic Hits	3.23%	3.21%	3.15%
Jazz	3.19%	2.52%	2.29%
All News	2.09%	1.99%	1.9%
All Talk	2.02%	2.34%	2.49%
Hispanic	1.9%	1.84%	1.86%

hia South Vinemont Paint Rock Sardis City Piedmont Lineville Orange Beach Valley Grande Fairview G Fings Faunsdale Sylacauga Selmont-West Selmont Millry Luverne Harper Intercultural Institute Trinity New Brockton Lexington Northport Ragland Glen Allen South Confectual Ministry Confectual Ministry Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIME	D	DIA: TV	DIA: TV 0-3	EDIA: TV 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Fox News Channel	58.95%	60.75%	61.4%	Nick At Nite			22.63%	22.63% 22.89%
Satellite Dish	53.91%	55.96%	57.08%	TCM (Turne	er Classic		22.26%	22.26% 22.47%
Other Video-On-Demand	51.48%	50.15%	49.94%	Movies)				
Soapnet	47.8%	47.16%	46.81%	BET (Black	Entertainmen	t	t 20.99%	t 20.99% 20.48%
Sci-Fi Channel	35.5%	36.02%	36.03%	TV)				
MSNBC	31.95%	32.41%	32.46%	USA Netwo	rk		20.81%	20.81% 20.82%
Adult Pay Per View TV	31.07%	34.06%	35.56%	Adult Swim			20.74%	20.74% 22.25%
Subscribe Digital Cable	28.34%	28.48%	28.51%	Hallmark Ch	nannel		19.93%	19.93% 21.39%
Nickelodeon	27.87%	30.57%	31.64%	Lifetime			19.31%	19.31% 19.02%
TV Info From Sunday TV	25.72%	26.61%	27.12%	Comedy Ce	ntral		19.21%	19.21% 17.95%
Magazine				TV Info Fror	m Other		19.19%	19.19% 18.73%
TV Info From Monthly Cable	23.94%	23.3%	23.07%	The Golf Ch	nannel		16.81%	16.81% 16.89%
Guide				Video-On-D	emand Movies	;	6 16.51%	6 16.51% 19.16%
TV Info From Newspapers	23.08%	23.36%	23.4%	ESPN2			15.81%	15.81% 15.69%

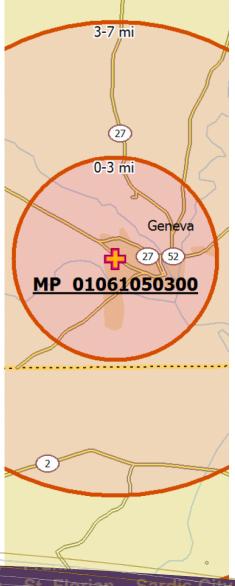
ewood Napier Field Akron Fultondale Northport Sanford Alabaster Greensboro Dayton Onycha River Russellville Rock Creek Florala Boaz Homewood Warrior Robertsdard Intercultural Institute zel Green Dora Fort Deposit Franklin Nectar Greenville Gardendale Store for Confextual Ministry gecopyright 2013, Intercultural Institute for Contextual Ministry Confextual Ministry Addison Henagar Lo

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.



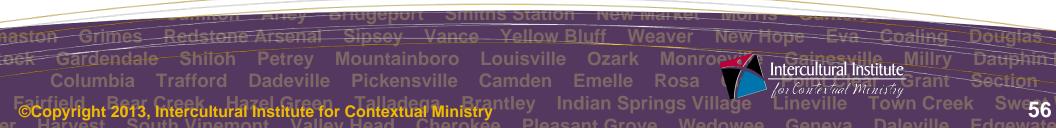
La Fayette Silas Union Springs Fruithurst Providence Langston Belk Vina St. Florian Sardis City Silae Sylvan Springs Florence Pleasant Groves Gainesville Benton Cross Intercultural Institute Venson Vernon Fort Payne Adamsville Trinity West Blocton Nauvoo Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.99%	16.32%	16.32%
Medium Users (4-6)	8.43%	8.47%	8.44%
Light Users (1-3)	18.62%	19.15%	19.28%
Quintiles (20%)			
Newspaper I (Heavy)	1.29%	1.08%	0.97%
Newspaper II	1.16%	1.04%	0.94%
Newspaper III	1.93%	2.3%	2.48%
Newspaper IV	0.55%	0.42%	0.35%
Newspaper V (Light)	1.17%	1.25%	1.29%

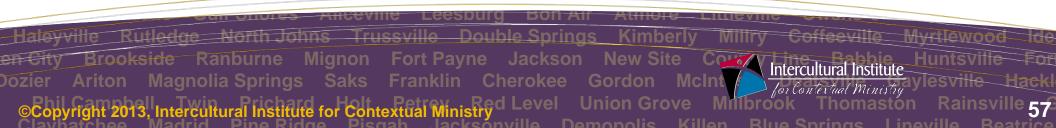
0-3	3-7	7-10
MILES	MILES	MILES
18.52%	18.22%	18.1%
8.27%	8.41%	8.54%
9.56%	9.99%	10.19%
11.42%	10.8%	10.51%
0.27%	0.22%	0.19%
7.19%	6.03%	5.55%
3.37%	2.95%	2.88%
3.99%	3.36%	3.08%
19.86%	20.29%	20.78%
25.29%	25.49%	25.47%
15.4%	15.28%	15.24%
5.78%	5.24%	5.02%
7.46%	6.13%	5.72%
26.91%	26.32%	26.37%
5.12%	4.4%	4.15%
	MILES 18.52% 8.27% 9.56% 11.42% 0.27% 7.19% 3.37% 3.99% 19.86% 25.29% 15.4% 5.78% 7.46% 26.91%	MILES MILES 18.52% 18.22% 8.27% 8.41% 9.56% 9.99% 11.42% 10.8% 0.27% 0.22% 7.19% 6.03% 3.37% 2.95% 3.99% 3.36% 19.86% 20.29% 25.29% 25.49% 15.4% 15.28% 7.46% 6.13% 26.91% 26.32%



Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
Radio Drive Time Quntiles				TV Prime Time Quntiles (fift	hs /		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.91%	3%	2.99%	Prime Time I & II (Heavy)	4%	4.31%	4.49%
Drive Time III (Medium)	0.84%	0.84%	0.87%	Prime Time III (Medium)	2.09%	1.86%	1.69%
Radio IV & V (Light)	2.21%	2.47%	2.54%	Prime Time IV & V (Light)	9.81%	9.48%	9.51%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntil	es		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	10.14%	9.31%	9.03%	Fringe I & II (Heavy)	41.35%	42.74%	43.549
Radio III (Medium)	4.02%	4.08%	4.04%	Fringe III (Medium)	60.09%	59.96%	59.97
Radio IV & V (Light)	2.28%	2.19%	2.14%	Fringe IV (Light)	59.66%	59.8%	60.049
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	10.59%	11.51%	11.95%	All Day I & II (Heavy)	16.63%	15.89%	15.749
Cable III (Medium)	6.54%	6.16%	6.2%	All Day III (Medium)	27.73%	28.57%	29.37
Cable IV & V (Light)	37.75%	35%	33.84%	All Day IV (Light)	14.38%	12.47%	11.68



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	8.74%	8.83%	8.74%
6:00am - 10:00am	10.83%	9.47%	8.67%
10:00am - 3:00pm	6.47%	5.09%	4.59%
3:00pm - 7:00pm	14.46%	13.74%	13.37%
7:00pm - Midnight	9.91%	9.3%	8.88%
Midnight - 6:00am	5.35%	4.62%	4.25%
Weekend Radio			
Listeners			
Dayparts [summary]	11.64%	10.99%	10.48%
6:00am - 10:00am	2.19%	1.79%	1.55%
10:00am-3:00pm	2.82%	2.46%	2.28%
3:00pm - 7:00pm	6.34%	5.75%	5.43%
7:00pm - Midnight	7.13%	6.95%	6.88%
Midnight - 6:00am	9.07%	7.5%	6.81%

USAGE	0-3	3-7	7-10		
	MILES	MILES	MILES		
Prime Time TV Viewers					
8:00-11:00pm	5.98%	6.17%	6.12%		
Saturday: 8:00-11:00pm	6.28%	6.48%	6.48%		
Sunday: 7:00-11:00pm	8.03%	8.68%	8.9%		
9:00am-1:00pm	22.63%	22.89%	22.72%		
9:00am-4:00pm	25.46%	25.99%	25.88%		
4:00pm-7:00pm	22.72%	22.81%	22.71%		
11:00pm-1:00am	38.99%	38.34%	37.96%		
AVG Prime time	3.74%	2.93%	2.65%		
Mon-Sun					

Coffeeville Petrey Mignon Sylacauga Hanceville Greenville Yellow Bluff West Point Babbie Sheffie Mulga Kinsey Blue Ridge Clay Clio Prattville Pine Apple Fairhoper Intercultural Institute ligent Level Plains McDonald Chapel Kansas Arley Union Grove Smith Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.46%	13.34%	12.67%	Sat: 7-10am	Sat: 7-10am 14.15%	Sat: 7-10am 14.15% 13.7%
7-9am	15.81%	15.69%	15.32%	Sat: 10am-1pm	Sat: 10am-1pm 6.09%	Sat: 10am-1pm 6.09% 6.04%
9am-12noon	17.41%	17.43%	17.01%	Sat: 1-4pm	Sat: 1-4pm 22.62%	Sat: 1-4pm 22.62% 22.69%
12noon-4pm	8.06%	8.57%	8.88%	Sat: 4-6pm	Sat: 4-6pm 6.44%	Sat: 4-6pm 6.44% 5.86%
4-6pm	36.33%	38.3%	38.92%	Sat: 6-7pm	Sat: 6-7pm 1.09%	Sat: 6-7pm 1.09% 1.04%
6-7pm	17.42%	19.38%	20.03%	Sat: 7-8pm	Sat: 7-8pm 1.12%	Sat: 7-8pm 1.12% 1.08%
7-7:30pm	0.79%	0.87%	0.92%	Sat: 8-11pm	Sat: 8-11pm 6.28%	Sat: 8-11pm 6.28% 6.48%
7:30-8pm	11.44%	10.78%	10.57%	Sat: 11pm-1am	Sat: 11pm-1am 3.61%	Sat: 11pm-1am 3.61% 3.54%
8-11pm	5.98%	6.17%	6.12%	Sat: 1am-7pm	Sat: 1am-7pm 20.81%	Sat: 1am-7pm 20.81% 20.82%
11pm-12am	31.95%	32.41%	32.46%	Sun: 7-10am	Sun: 7-10am 2.07%	Sun: 7-10am 2.07% 2.57%
11pm-1am	38.99%	38.34%	37.96%	Sun: 10am-1pm	Sun: 10am-1pm 5.72%	Sun: 10am-1pm 5.72% 6.74%
1-6am	25.18%	23.69%	22.65%	Sun: 1-4pm	Sun: 1-4pm 4.28%	Sun: 1-4pm 4.28% 4.95%
				Sun: 4-7pm	Sun: 4-7pm 10.47%	Sun: 4-7pm 10.47% 11.12%
				Sun: 7-11pm	Sun: 7-11pm 8.03%	Sun: 7-11pm 8.03% 8.68%
				Sun: 11pm-1am	Sun: 11pm-1am 3.06%	Sun: 11pm-1am 3.06% 2.71%
				Sun: 1-7am	Sun: 1-7am 16.52%	Sun: 1-7am 16.52% 17.42%

Millbrook Jemison Lakeview Samson Pinckard Dayton Munford Colony Moundville Morris Wilson Gulf Shores Billingsley Geraldine Avon Millport Elmore Thomastory Intercultural Institute ille Pell City Abbeville Repton Skyline Nectar Henagar McIntosh Store Towell East Brewton Centr59 ©Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

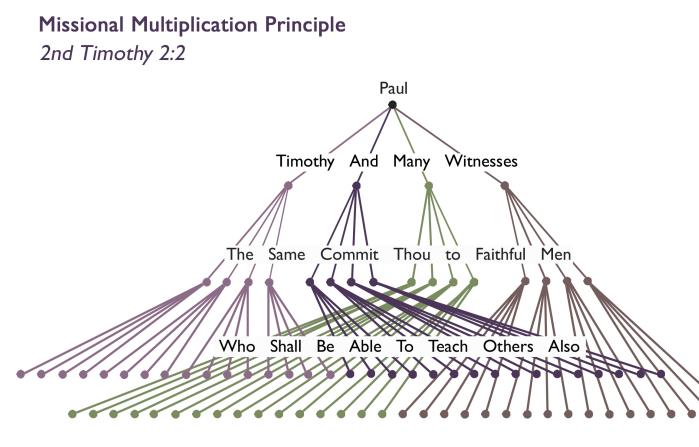
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Florala Union Grove Castleberry New Brockton Adamsville Thomasville Enterprise Alexandria Rehe Brewton Leesburg Hytop Phil Campbell Wadley Cuba Columbia Intercultural Institute Phenix City Altoona Foley Tuscaloosa Pleasant Groves Trafford Orrvive Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



amsville Vincent Thorsby County Line Anderson Black Citronelle Red Level Cedar Bluff Grayson Valley Trylle Malvern Lowndesboro Hartselle Reece City Maplesville Tuser Intercultural Institute verne Sheffield Midfield Dauphin Island Glencoe Weaver Abbeville Have for Contextual Ministry Contextual Ministry Yellow Bluff Blountsville Steele Brundidge Rock Mill 62

Establishing Redemptive Relationships

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

Communication Steps

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



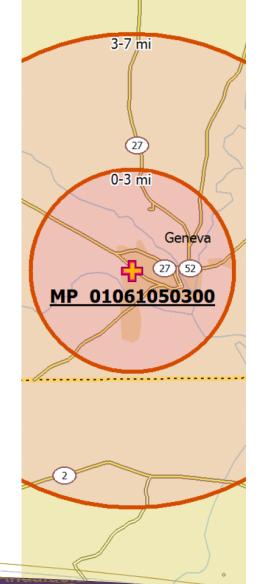


Your MissionSite and the Missional Suite

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

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

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





Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Maple Avenue	1009 W Maple Ave Geneva, AL 36340	0.23 mi	200	Growing
2	Calvary/Geneva	710 Dothan Hwy Hartford, AL 36344	0.50 mi	22	Growing
3	Geneva First	PO Box 579 Geneva, AL 36340	1.21 mi	172	Declining
4	St. Elizabeth	1250 Bruner Rd Dothan, AL 36301	2.40 mi	144	Plateauing
5	Devco	1008 Sizemore Hwy Geneva, AL 36340	3.21 mi	91	Declining
6	Trinity	PO Box 787 Geneva, AL 36340	3.78 mi	126	Growing
7	Friendship	5434 N State Highway 27 Geneva, AL 36340	4.31 mi	26	Plateauing
8	Antioch	579 EB Smith Rd Hartford, AL 36344	5.52 mi	15	Declining
9	Eden	3327 N County Road 65 Coffee Springs, AL 36318	6.41 mi	37	Declining
10	New Prospect Marlboro	579 N County Road 19 Samson, AL 36477	7.01 mi	37	Plateauing
11	El Bethel	PO Box 506 Chancellor, AL 36316	8.23 mi	115	Plateauing
12	Coffee Springs First	PO Box 98 Coffee Springs, AL 36318	8.57 mi	79	Declining
13	Adoniram	PO Box 171 Black, AL 36314	8.80 mi	11	Plateauing
14	New Home	5384 W County Road 16 Samson, AL 36477	9.36 mi	36	Plateauing
15	Fellowship	107 N Live Oak St Geneva, AL 36340	9.49 mi	16	Declining

iscle Shoals Talladega Springs Lexil

Brantley Robertsdale Sipsey Powell Elberta Good Hope New Market Citronedie Cicola Walnut Grove Grimes Dodge City Priceville Attalla Baileyton Fulton Opp Glenco Intercultural Institute Owens Cross Roads Point Clear Athens York Jacksons' Gap County for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Calvary/Samson	418 Lamar St Samson, AL 36477	10.15 mi	36	Declining
17	Bellwood	PO Box 70 Bellwood, AL 36313	10.26 mi	65	Declining
18	Mt. Carmel	812 B Brooks Rd Coffee Springs, AL 36318	11.02 mi	20	Declining
19	Samson First	8 W Main St Samson, AL 36477	12.06 mi	235	Plateauing
20	Hartford	105 E Burch St Hartford, AL 36344	12.29 mi	382	Declining
21	New Covenant	501 N 3rd Ave Hartford, AL 36344	12.37 mi	10	Declining
22	Piney Grove	709 John H Day Rd Samson, AL 36477	12.94 mi	184	Growing
23	Reese	1835 Barker Mill Rd Samson, AL 36477	12.97 mi	88	Declining
24	Union Grove	2525 County Road 643 Chancellor, AL 36316	13.28 mi	52	Plateauing
25	Cool Springs	3004 County Road 708 Enterprise, AL 36330	13.46 mi	32	Declining
26	Shiloh	873 N Shiloh Rd Hartford, AL 36344	13.55 mi	149	Plateauing
27	Midway	6590 Hwy 85 Daleville, AL 36322	13.88 mi	19	Plateauing
28	Mt. Pleasant	4015 Highway 27 Enterprise, AL 36330	14.06 mi	151	Growing
29	Bethel	3295 N County Road 69 Hartford, AL 36344	14.86 mi	38	Plateauing
30	New Prospect Hartford	14496 E County Road 4 Hartford, AL 36344	15.19 mi	30	Plateauing

Hanceville Prichard Munford Tuscumbia Littleville Wetumpka Millry Fairfield Florence Brookside Arley Mignon Kimberly Midland City Madison Kinston Detroit Pint Intercultural Institute Allgood Culler Waterloo Dadeville Argo Oakman Minor Vestavia Hills Brewton for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	СНИВСИ		DISTANCE		
0.4	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Pleasant Hill	PO Box 1149 Slocomb, AL 36375	15.33 mi	78	Growing
32	County Line	1000 Highway 92 Enterprise, AL 36330	15.46 mi	88	Plateauing
33	Providence	10 Providence Ln Daleville, AL 36322	15.97 mi	141	Growing
34	Fairview	3159 Highway 87 Samson, AL 36477	16.41 mi	53	Growing
35	Hacoda	185 Camp Victory Rd Samson, AL 36477	16.80 mi	14	Growing
36	Ebenezer	332 Skeeter Creek Ln Hartford, AL 36344	16.96 mi	15	Declining
37	New Teamon	3813 S County Road 85 Slocomb, AL 36375	16.98 mi	97	Plateauing
38	Goodman	6561 County Road 625 Enterprise, AL 36330	17.44 mi	108	Plateauing
39	New Home	2800 County Road 617 Enterprise, AL 36330	17.75 mi	165	Growing
40	Slocomb First	PO Box 428 Slocomb, AL 36375	17.85 mi	272	Growing
41	Pilgrim Rest	1153 Bear Branch Rd Kinston, AL 36453	17.86 mi	76	Growing
42	Friendship	3075 County Road 460 Samson, AL 36477	18.21 mi	29	Declining
43	Park Avenue	300 E Park Ave Enterprise, AL 36330	18.30 mi	101	Declining
44	The Church on the Circle	PO Box 311701 Enterprise, AL 36330	18.45 mi	29	Growing
45	Bethel	1107 E Park Ave Enterprise, AL 36330	18.45 mi	33	Growing

bia Dora Mobile Theodore Flomaton Sylvan Springs Epes Shorter Fairfield Deatsville Union Grove Thomaston Underwood-Petersville Beatrice Sheffield Onycha Notasul for Intercultural Institute Dodge City Birmingham Banks Fyffe Cherokee Louisville Lincoln for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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