MissionSite top unreached locations

MILLPORT, AL MILLPORT, AL CENSUS TRACT: 01075030200 REGION: North Central Region ASSOCIATION: Lamar DISTRICT: 09: West Central District COUNTY: Lamar

Intercultural Institute for Contextual Ministry Frisco City Sitescape: Countryscape Dentity PATTERN: E2 Alabama Baptist Convention State Board of Missions State Board of Mission State Boar

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Site Location Summary

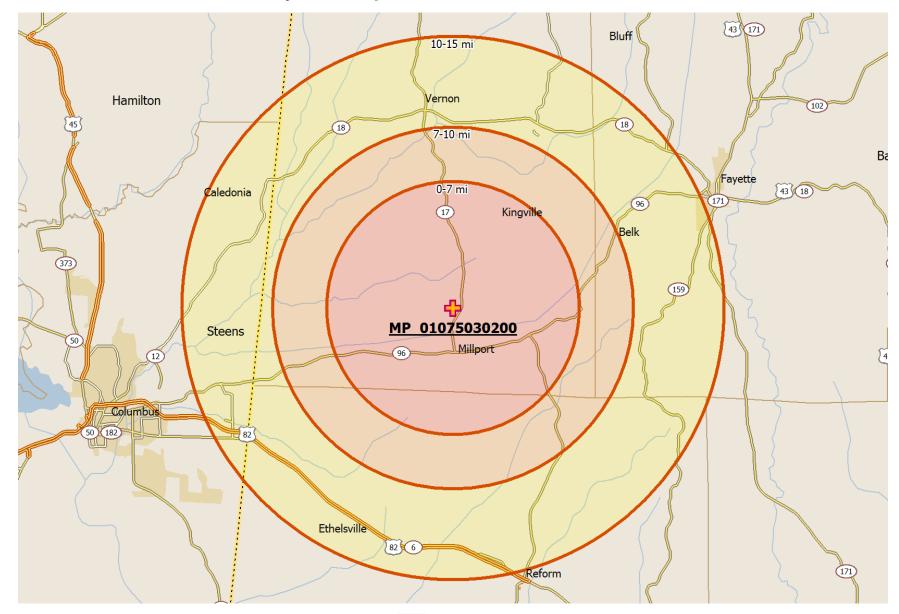
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1440	Lamar
3	District	09	West Central District
4	County Location	01075	Lamar
5	Zipcode	35576	Lamar
6	Sitescape Category	1	Countryscape
7	Sitescape Group	1.1	Remote Areas
8	Sitescape Subgroup	1.13	Remote area adjacent to a small town
9	Sitescape Density Pattern	E2	0-10000-0



ord Summerdale Hayden Hollywood Benton Opelika Horn Hill Leeds Pickensville Hammondville Bear advite Cuba Montevallo Hueytown Courtland Phil Campbell Steele Intercultural Institute Argo Hayneville Colony Altoona Frisco City Sumiton Muscle Shoals Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Site Location Summary - Map of the Site Location



Bay Minette Highland Lake Coker Chatom Section Myrtlewood Mount Olive Bessemer Hanceville Montevallo Kansas White Hall Dadeville Moulton Clayton Tuskeger Cichwood Cusseta Lake View op Silverhill Newbern Hackleburg Hurtsboro Montgomery Florala Eld Jos Contextual Institute Copyright 2013, Intercultural Institute for Contextual Ministry Westover Loachapoka Indian Springs Village Pickensvide

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	0	Non-Metro
2	Urban Influence	10	Noncore adjacent to micro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	9	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	13	Rural commuting: Secondary flow 10% to 30% to a large Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

reola Reece City St. Florian Minor Cuba Emelle Hamilton Red Level Woodland Franklin Reform Tille Greensboro Slocomb Riverview Meadowbrook Akron Susan Moore University Intercultural Institute Prokee Gainesville Mentone Pike Road Riverside Moulton Cowarts Mountain Intercultural Institute Prattville Copyright 2013, Intercultural Institute for Contextual Ministry Component Strand Level Plains Phanix City Moores Mill

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	2,665	3,578	27,369
2010 Households	1,263	1,601	11,453
2010 Group Quarters Population	0	3	469

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	0	8	0
Language Diversity National Index	0	1	0
Foreign Born Diversity National Index	0	9	0
Ancestry Diversity National Index	0	32	0
Racial Diversity National Index	0	28	0

Cordova Fort-Rucker Gurley Baileyton Guntersville Greensboro Section Haleburg Bessemer Falkville Herook Franklin Auburn Sylvania Midland City Guin Langston Oak Intercultural Institute Fairfield Pine Hill Tuskegee Mentone Northport Tuscumbia Brantley Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry McDonald Chapel Creola Meadowbrook Gravson Valley

Site Location Summary - County Environment

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

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

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

righten Davton Rogersville Kellyton Northport Ider Greensboro Pleasant Groves Aletumpka McMullen Dora Crossville Summerdale Valley Section Tallassee Malvern Detroit Calera Ariton Oneonta Fort Deposit Sumiton Winfield Confectual 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 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	11	0.87%
Mainstay Communities	Established, Diverse Households	103	8.16%
Working Communities	Blue-collar, Working Families	136	10.77%
Country Communities	Rural, Agri. & Mining Families	537	42.52%
Aspiring Communities	Young Singles / Aspiring-Multihousing	240	19%
Urban Communities	High Density, Inner-city Neighborhoods	234	18.53%

River Falls Banks Douglas Akron Sumiton Graysville Sylacauga Mignon Gadsden Kimberly Came Hollywood North Johns Littleville Selmont-West Selmont Opelika Bar Intercultural Institute Allgood Edgewater Mulga Myrtlewood Florence Holt Cowarts Br Joi Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	3,787	786	20.76%
Unreached %	57.26%	62.25%	108.71
Religious But NOT Evangelical HH	831	214	25.68%
Religious But NOT Evangelical %	12.57%	16.91%	134.5
Spiritual But NOT Relig or Evang HH	507	101	19.87%
Spiritual But NOT Relig or Evang %	7.66%	7.97%	104.05
Not Evangelical, Not Interested HH	2,475	480	19.4%
Not Evangelical, Not Interested %	37.42%	38.01%	101.57



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Harpersville
Forestdale
Oxford
New Site
Hokes Bluff
Pinckard
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Babble
Anderson
Epes
Natural Bridge
Grayson Valley
Ardmore
Forestdale
Intercultural Institute
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Cherokee
Pike Road
Ozark
Spanish Fort
Graysville
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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	27	3	11.11%
Active ALSBOM Attenders	1,636	248	15.16%
Active Evangelical Households	3,279	203	6.18%
Active Evangelical Percent	49.58%	43.68%	88.11
Inactive Evangelical Households	-452	-28	6.08%
Inactive Evangelical Percent	-6.84%	-5.93%	86.73
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Fernbank	1.91 mi	80	Declining	1	16	Coalfire	10.92 mi	34	Declining
2	Springhill	2.39 mi	113	Declining	1	17	Ethelsville	11.03 mi	131	Growing
3	Millport	2.74 mi	55	Growing	1	18	New Salem	11.74 mi	52	Growing
4	Hickory Grove	5.86 mi	55	Growing	1	19	Liberty	12.71 mi	21	Declining
5	Pleasant Grove	6.04 mi	70	Declining	2	20	Belk	12.93 mi	23	Declining
6	Bethlehem	6.29 mi	52	Declining	2	21	Beaver Creek	13.12 mi	42	Plateauing
7	Reeves Chapel	8.01 mi	26	Declining	2	22	Ashcraft Corner	13.16 mi	28	Plateauing
8	Riverside	8.31 mi	27	Declining	2	23	Oak Ridge	13.18 mi	47	Plateauing
9	Kennedy	8.56 mi	113	Plateauing	2	24	Calvary	13.42 mi	53	Plateauing
10	Union Chapel	9.35 mi	41	Growing	2	25	Vernon First	13.74 mi	161	Declining
11	Mt. Zion	9.51 mi	14	Declining	2	26	Reform First	14.13 mi	110	Declining
12	Mt. Tabor	9.73 mi	43	Growing	2	27	Chapel Hill	14.20 mi	36	Plateauing
13	Mineral Springs	10.42 mi	62	Plateauing	2	28	Big Hill Missionary	14.25 mi	53	Growing
14	Friendship	10.53 mi	80	Plateauing	2	29	Academy	14.63 mi	57	Growing
15	Arbor Springs	10.58 mi	77	Declining	3	30	Pine Grove	15.48 mi	30	Growing

Chatom Luverne Camden Rogersville Bessemer Pinckard Millport Monroville Cherokee Add Hill Woodstock Trussville Headland Grand Bay Tuscumbia Spanish Contextual Institute Robertsdale D Contextual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

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



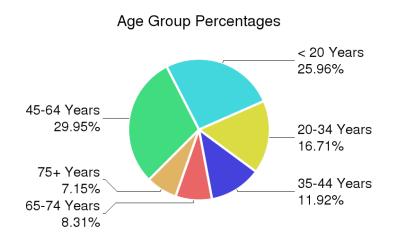
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the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

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY		
1990 Population	15,715	3,019	19.21%	1990 Households	6,005		
2000 Population	15,904	2,963	18.63%	2000 Households	6,468		
2010 Population	14,060	2,665	18.95%	2010 Households	6,614	1	
Location Types in this MissionSite Location Type 0							
🔲 0-7mi Band	📕 7-10n	ni Band	🔲 10-15mi Band	County	Residential		
15,000					Residential	Apt.	
					Residential	Non-Ap	
10,000					Business		
					Seasonal		
5,000					USPS Resid	dential	
0 Residential	ential Apt. Residential N	Apt.	usiness Seasonal	idential susiness	USPS Busir	ness	
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Satsuma Millbrook Lanett St. Florian Harvest Frisco City Birmingham Hazel Green Fort Payne Huntsvi ville Red Level Bon Air Saraland Bayou La Batre West Jefferson Some Intercultural Institute Pleasant Grove Autaugaville Wadley Woodville Petrey Henagar Pine You Confertual Ministry Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

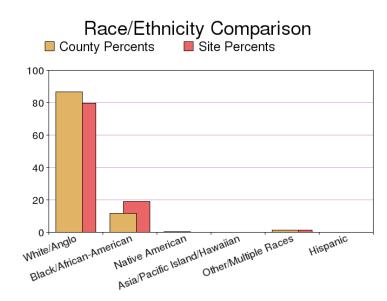


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.54%	5.85%	128.85
4-5 Years	2.37%	1.13%	47.68
6-8 Years	3.59%	3.75%	104.46
9-11 Years	3.58%	4.05%	113.13
12-13 Years	2.39%	3.6%	150.63
14-17 Years	4.71%	4.58%	97.24
18-19 Years	2.33%	2.93%	125.75
0-5 Years	6.91%	6.98%	101.01
6-12 Years	8.37%	9.42%	112.54
13-19 Years	8.23%	9.49%	115.31
< 20 Years	23.51%	25.89%	110.12
20-34 Years	16.77%	16.66%	99.34
35-44 Years	12.55%	11.89%	94.74
45-64 Years	27.97%	29.87%	106.79
65-74 Years	10.33%	8.29%	80.25
75+ Years	8.87%	7.13%	80.38
Median Age	43	39	91.81
Median Age (Male)	41	38	93.43
Median Age (Female)	45	39	88.02

ge Pickensville Cardiff Cullman Lisman Helena Petrey Hokes Bluff Columbiana Hanceville Douglas Teenville Pike Road Alabaster Mountainboro Smiths Station Double Spring Nector Pinson Colony Auto Susan Moore Sylvan Springs Midfield Tarrant Epes Sanford Yello (or Contextual Ministry) Oak Hill Will Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.74%	79.7%	91.88
Black, African-American	11.69%	18.91%	161.74
Native American	0.18%	0.04%	21.1
Asian	0.07%	0.04%	52.76
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.32%	1.28%	96.96
Hispanic	0%	1.8%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,988	1,823	
Less than 9th Grade	12.62%	10.97%	114.99
No High School Diploma	21.52%	22.27%	96.61

38.11%

14.96%

4.97%

5.45%

2.39%

39%

15.41%

3.29%

6.47%

2.58%

97.7

97.04

150.88

84.14

92.81

ille Leeds Boligee Cuba Chatom Ariton Natural Bridge Malvern Florence Mentone Attalla Langston Saks Saraland Ethelsville Libertyville Ranburne Priceville Rehober Intercultural Institute gewater Beaverton Citronelle Notasulga Bear Creek Epes Berry Leest Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Rogersville Rock Creek 1

High School Graduate

Graduate/Prof. degree

Associate Degree

College Degree

Some College, no 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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	13.4%	14.41%	87.6
\$10,000 to \$19,999	16.37%	17.42%	106.38
\$20,000 to \$29,999	13.74%	13.62%	99.09
\$30,000 to \$49,999	23.06%	22.17%	96.15
\$50,000 to \$59,999	8.57%	7.28%	84.97
\$60,000 to \$69,999	6.35%	5.38%	84.79
\$70,000 to \$79,999	5.23%	5.46%	104.43
\$80,000 to \$89,999	4.29%	4.91%	114.32
\$90,000 to \$99,999	2.52%	3.33%	131.7
\$100,000 to \$124,999	3.39%	3.8%	112.22
\$125,000 to \$149,999	1.29%	0.79%	61.61
\$150,000 to \$199,999	1.62%	0%	0
\$200,000 to \$249,999	0.14%	0%	0
\$250,000 or more	0.03%	0.48%	1571.02
Median Household	35,095	37,428	106.65
Average Household	43,968	46,557	105.89
Per Capita Household	20,992	22,064	105.11
Family/Non-Family Household			
Income			
Median Family Income	41,838	44,777	107.02
Average Family Income	50,819	50,502	99.38
Median Non-Family Income	17,971	20,753	115.48
Average Non-Family Income	25,686	17,787	69.25

nite Hall Pike Road Indian Springs Village Piedmont Madison Moores Mill Bridgeport Snead Susan Moore Ashland Greenville Flomaton Brookwood New Site Goshen Pell City Intercultural Institute Vicintosh Steele Rogersville Toxey Good Hope Banks Elberta Foley Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Section Union Vernon Hyton Haleburg Cullman

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	72.74%	71.81%	98.73
Families with Children	33.6%	34.2%	101.81
Families without Children	39.14%	37.61%	96.08
Non-Family Households			
% Non-Family Households	27.26%	28.19%	103.4
Non-Families with Children	0.14	0.08	58.19
Non-Families without Children	27.12	28.11	103.63
Housing Units			Index
Total Housing Units	7,721	1,456	
Vacant percent	14.34%	13.26%	92.45
Owned percent	65.63%	69.23%	105.49%
Rented Percent	20.04%	17.65%	88.1
Households by Size			Index
Avg household size	2.10	2.11	100.48
Avg family hh size	2.50	2.50	100
Avg non-family hh size	1.03	1.10	106.8
Households By Count of Persons			Percent
One	1,691	339	20.05%
Тwo	2,965	548	18.48%
Three or Four	1,839	348	18.92%
Five+	119	28	23.53%

Injontown Adamsville Rockford Clayhatchee Hamilton Mountainboro Ashville Shorter Pisgah Holt Ag The Hokes Bluff Gainesville Cleveland Waterloo Fyffe Trinity Billing Intercultural Institute New Site Lake View Highland Lake Reform Twin Bon Air New Marke For Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ranburge Camp Hill Alexandria Eldridge Minor

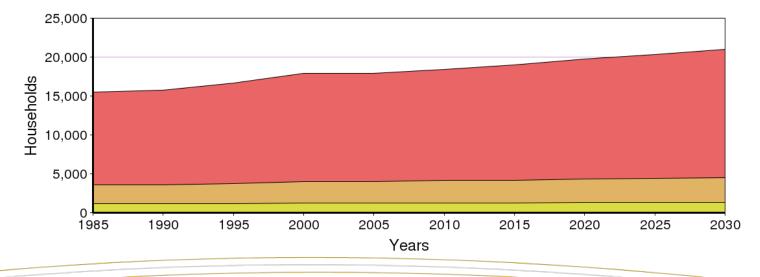
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	15,715	3,019	19.21%
2000 Population	15,904	2,963	18.63%
2010 Population	14,060	2,665	18.95%
2015 Population	13,379	2,540	18.98%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 🗖 0-10mi Ring

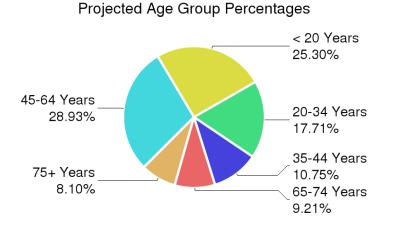
📕 0-15mi Ring



Ashford Lincoln Chickasaw Roanoke Moody Kinsey Monroeville Lipscomb Cleveland Coosada Alle al Bridge Brookside Banks Oak Grove Rogersville Auburn Pine Apple Intercultural Institute Anniston Midwa ellow Bluff Louisville Hazel Green Snead Blue Springs Brighton Arley Tor Confectual Ministry Brocopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Record Reversed Providence Pike Road Phenix City

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

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

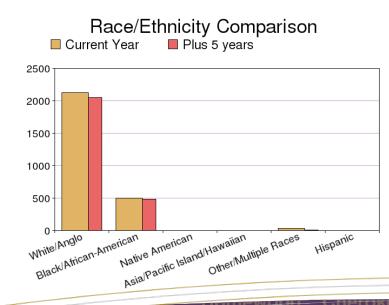


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.85%	5.35%	91.45
4-5 Years	1.13%	0.98%	86.73
6-8 Years	3.75%	3.74%	99.73
9-11 Years	4.05%	4.09%	100.99
12-13 Years	3.6%	3.23%	89.72
14-17 Years	4.58%	4.69%	102.4
18-19 Years	2.93%	3.11%	106.14
0-5 Years	6.98%	6.34%	90.83
6-12 Years	9.42%	9.33%	99.04
13-19 Years	9.49%	9.53%	100.42
< 20 Years	25.89%	25.2%	97.33
20-34 Years	16.66%	17.64%	105.88
35-44 Years	11.89%	10.71%	90.08
45-64 Years	29.87%	28.82%	96.48
65-74 Years	8.29%	9.17%	110.62
75+ Years	7.13%	8.07%	113.18
Median Age	43	40	92.44
Median Age (Male)	41	39	94.28
Median Age (Female)	45	42	94.02

County Line Excel Edectic Valley Argo Hueytown Level Plains Bay Minette Chatom Hobson City All Yellow Bluff Langston Tuscumbia Hamilton Geraldine Hackleburg Intercultural Institute Camden Union Grove Scottsboro Ashland Montgomery Benton Satsur Confectual Ministry Millbrook 21 Confectual Institute for Contextual Ministry Clay Dozier Steele West End-Cobb Town Millbrook 21

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	79.7%	80.55%	101.07
Black, African-American	18.91%	18.98%	100.34
Native American	0.04%	0.08%	209.84
Asian	0.04%	0.04%	104.92
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.28%	0.35%	27.77
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,823	1,738	
Less than 9th Grade	10.97%	10.93%	99.65
No High School Diploma	22.27%	22.32%	100.24
High School Graduate	39%	39.36%	100.91
Some College, no degree	15.41%	15.13%	98.17
Associate Degree	3.29%	3.57%	108.39
College Degree	6.47%	6.1%	94.22
Graduate/Prof. degree	2.58%	2.59%	100.43

Cosa Horn Hill Samson Clanton Wadley Ashland Addison Helena Livingston Dozier Falkville Traifor aside Tork Daphne Brilliant Brundidge Atmore Saraland Detroit Hener Intercultural Institute ligent Marion Geiger Vredenburgh Northport Waterloo Hanceville Kar (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2015, Intercultural Institute for Contextual Ministry Copyright 2015, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2015, Intercultural Institute for Contextual Ministry Copyright

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	14.41%	12.23%	84.9
\$10,000 to \$19,999	17.42%	17.92%	102.86
\$20,000 to \$29,999	13.62%	12.63%	92.73
\$30,000 to \$49,999	22.17%	21.47%	96.84
\$50,000 to \$59,999	7.28%	7.26%	99.68
\$60,000 to \$69,999	5.38%	5.68%	105.55
\$70,000 to \$79,999	5.46%	5.84%	101.13
\$80,000 to \$89,999	4.91%	5.13%	90.04
\$90,000 to \$99,999	3.33%	3.31%	99.68
\$100,000 to \$249,999	3.8%	4.97%	130.84
\$125,000 to \$149,999	0.79%	1.18%	149.53
\$150,000 to \$199,999	0%	0%	0
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.48%	0.71%	149.53
Median Household	37,428	39,696	106.06
Average Household	46,557	49,769	106.9
Per Capita Household	22,064	24,826	112.52
Family/Non-Family Household			
Income			
Median Family Income	44,777	49,481	110.51
Average Family Income	50,502	53,280	105.5
Median Non-Family Income	20,753	27,297	131.53
Average Non-Family Income	17,787	19,487	109.56

Prichard Maytown Mount Vernon Black Littleville Fort Deposit Allgood Eva Fulton Ragland Bea Tala Onycha Lexington Clayhatchee Glenwood Greensboro Lockhart Notasulga Grove Hill Walnut Grove Tallassee Decatur Rehobeth Gordeviual Ministry Contextual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Obatchee Altoona Maplesville McIntosh New Site National Contextual Management Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	71.81%	71.98%	100.23
Families with Children	34.2	34.18	99.92
Families without Children	37.61	37.88	100.73
Non-Family Households			
% Non-Family Households	28.19%	28.02%	99.4
Non-Families with Children	0.08	0.08	99.4
Non-Families without	28.11	27.94	99.4
Children			
Housing Units			
Total Housing Units	1,456	1,461	100.34%
Vacant percent	13.26%	13.28%	100.17
Owned percent	69.23%	69.2%	99.95
Rented Percent	17.65%	17.73%	100.43
Households by Size			
Avg household size	2.11	2.00	94.79%
Avg family hh size	2.50	2.37	94.8%
Avg non-family hh size	1.10	1.08	98.18%
Households By Count of			
Persons			
One	339	337	99.41%
Тwo	548	585	106.75%
Three or Four	348	333	95.69%
Five+	28	12	42.86%

Crossville Boligee Lanett Coaling Haleyville Wilton Lowndesboro Forkland Dayton Somerville Sum Entriant Ridgeville Westover Woodstock White Hall Millry Repton Clark Intercultural Institute Excel Billingsley Coosada Elberta Twin Ozark Coker Frisco City for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES
Foreign Born Pop	12	1	219
Northern Europe	8	0	29
Western Europe	4	1	34
Southern Europe	0	0	0
Eastern Europe	0	0	2
Other Europe	0	0	0
Eastern Asia	0	0	31
So. Central Asia	0	0	11
SE Asia	0	0	20
Western Asia	0	0	1
Other Asia	0	0	0

leveland Coffee Springs Warrior Moulton Roanoke Center Point Irondale Moody Douglas Anderson R Thorsby Tarrant McIntosh Calera Leighton Glen Allen Sipsey Bring Intercultural Institute Langston Falkville Trafford Daviston Waterloo Luverne Walnut Grove Faint Rock Newbern Satsuma 25 Copyright 2013, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	3,485	1,903	28,445	Other Indo-Euro	0	0	12
Spanish	51	7	472	Asian/PI languages	0	0	0
Other Indo-Euro	7	0	192	Chinese	0	0	0
language				Japanese	5	0	5
French (incl. Patois,	0	0	119	Korean	0	0	55
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	1	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	2	0	34	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	21
Other West Germanic	0	0	10	Other Asian	0	0	0
A Scandinavian	5	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	3	Other languages	0	0	0
Russian	0	0	2	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	11	Other unspecified	0	0	0
Urdu	0	0	00				

NOW BIUIT Pleasant Groves Iu

Intervise West Point Forkland Coshen Summerdale Eclectic Deatsville Samson Vrecenburgh Shilon Forker Mountain Brook Holt Lockhart Pine Apple Notasulga Intercultural Institute Okee Courtland Natural Bridge Linden Oxford Selmont-West Selmont Langston Henaga Intercultural Institute Okee Courtland Version Vers

Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY	ANCESTRY 0-7	ANCESTRY 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	1,897	1,204	20,951	Irish	Irish 186	Irish 186 143
Arab	0	0	20	Italian	Italian 13	Italian 13 7
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	2	0	6	Norwegian	Norwegian 0	Norwegian 0 0
British	0	0	14	Polish	Polish 0	Polish 0 0
Canadian	0	0	17	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 4	Russian 4 1
Czechoslovak	1	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 4
Danish	0	0	0	Scotch-Irish	Scotch-Irish 22	Scotch-Irish 22 25
Dutch	32	34	160	Scottish	Scottish 14	Scottish 14 13
English	112	94	1,771	Slovak	Slovak 0	Slovak 0 0
European	0	15	202	Subsaharan African	Subsaharan African 2	Subsaharan African 2 19
Finnish	0	0	11	Swedish	Swedish 0	Swedish 0 0
French (not Basque)	25	11	147	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	3	127	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	92	40	828	US/American	US/American 889	US/American 889 310
Greek	5	1	26	Welsh	Welsh 0	Welsh 0 6
Hungarian	0	0	10	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 497	Other 497 478

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Ashland Carrollton Smiths Station Grand Bay Redstone Arsenal Cheroff Thomaston Deatsville Was Waverly Grimes Carbon Hill West Blocton Slocomb Fairview Talladeg for Contextual Institute Intercultural Institute for Contextual Ministry Hackleburg Stevenson Rehobeth Harpersville Clio 27

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

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



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

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



Vern Hodges <u>Meadowbrook Thomasville Argo Prattville Sumiton Sylacauga Orange Beach Forkland</u> Tellow Bluff Bay Minette Loachapoka Langston Cordova Rainsville <u>Intercultural Institute</u> Iayton Lester Dauphin Island Fulton Leeds Grant Butler Winfield Model for Confertual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Oakman Powell Lowncesboro Haleburg Brent Broc 30

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,263	100%	787	100%
AFFLUENT SUBURBIA	2	0.16%	1	0.13%
America's Wealthiest	0	0%	0	0%
Dream Weavers	2	0.16%	1	0.13%
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	9	0.71%	6	0.76%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	9	0.71%	6	0.76%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	77	6.1%	49	6.23%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	77	6.1%	49	6.23%
Mid-Market Enterprise	0	0%	0	0%

Sand Rock Ashville Moundville Myrtlewood Pisgah Cordova Reece City Tuscaloesa Mountain Brook Cowarts Huntsville Providence Pelham Dayton South Vinemont Count Line Onycha Enterprise Hol Intercultural Institute Buff Fairfield Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,263	100%	787	100%
BLUE COLLAR BACKBONE	8	0.63%	6	0.76%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	4	0.32%	3	0.38%
Small Town Endeavors	4	0.32%	3	0.38%
AMER. DIVERSITY	26	2.06%	19	2.41%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	26	2.06%	19	2.41%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	128	10.13%	88	11.18%
Steadfast Conservative	128	10.13%	88	11.18%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

le Dadeville Prattville Glencoe Nectar Elberta Mount Olive Muscle Shoals Riverview Red Level Alabas Kinsey Bay Minette Vestavia Hills Pickensville McIntosh Sweet Water Intercultural Institute t Payne Silverhill Oak Grove Smoke Rise Tuscaloosa Gaylesville Prich for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,263	100%	787	100%
REMOTE AMERICA	243	19.24%	148	18.81%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	243	19.24%	148	18.81%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	240	19%	178	22.62%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	240	19%	178	22.62%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	294	23.28%	139	17.66%
Industrious Country Living	63	4.99%	43	5.46%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	7	0.55%	4	0.51%
Hinterland Fam.	224	17.74%	92	11.69%

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

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percer	nt
Total	1,263	100%	787	100%
STRUGGLING SOCIETIES	211	16.71%	137	17.41%
Rugged Southern Style	67	5.3%	39	4.96%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	144	11.4%	98	12.45%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	23	1.82%	16	2.03%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	20	1.58%	14	1.78%
Urban Diversity	0	0%	0	0%
New Generation Activists	3	0.24%	2	0.25%
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%

Imbia Brantley <u>Owens Cross Roads</u> Napier Field Powell Tillmans Corner Heath Hazel Green Glencoe L Bon Air Samson Boligee Millbrook Satsuma Nectar Hueytown <u>Intercultural Institute</u> Snead High illen Onycha Woodville Phil Campbell Pelham Fairhope Hytop Libert for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Meridianville Heflin Talladega Ardmore Abbeville Jasper Gadsden Dauphin Island Luverne Priceville Gordon Roanoke Valley Head Talladega Springs Gu-Win Gordonviller Intercultural Institute mson Brighton Slocomb Waldo Baileyton Reform Fairview Cuba Lover 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).

Owens Cross Roads

Demopolis

North Courtland

Killen

right 2013, Intercultural Institute for Contextual Ministry



36

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

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
PC-HH Own	71%	73%	75%
Use Comp. for Internet/E-mail	51%	54%	57%
Internet Use: E-Mail	41%	43%	47%
Use Comp. for Comp. Games	36%	37%	39%
Use Comp. for Word	31%	33%	37%
Processing			
Use Comp. for Shopping	30%	32%	35%
Use Comp. for Digital Camera	28%	29%	32%
Photo Editing			
Use Comp. for Education	27%	28%	31%
HH Owns DVD Player	24%	25%	28%
Internet Use: News/ Weather	23%	24%	26%

th Johns Lake Purdy Mountain Brook Greensboro Westover Gu-Win Gadsden Winfield Onycha Hugule White Hall Jacksons' Gap Tallassee Red Level Arley Gordo Holly Port Intercultural Institute Jasper Sumiton Smoke Rise Eclectic Pinckard Needham New Site John Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Listening To Music	65%	65%	67%	Any Ailment	68%	68%	68%
Dining Out (Not Fast	50%	54%	55%	Gen./Fam. Practitioner	37%	39%	40%
Food)				Dentist	23%	24%	25%
Reading Books	47%	48%	51%	Hypertension/High Blood	23%	21%	21%
Card Games	40%	41%	42%	Pressure			
Gardening	35%	37%	36%	Backache	22%	22%	22%
Cooking for Fun	31%	32%	34%	Eye Dr.	19%	19%	20%
Go To A Beach/Lake	29%	32%	35%	None Of These	19%	20%	20%
Board Games	29%	32%	33%	High Cholesterol	19%	18%	18%
Photography	16%	18%	18%	Any Arthritis	18%	18%	16%
Visit Zoo	15%	16%	18%	Overweight (30 Pounds Or	17%	17%	15%
				More)			

Cullman Nauvoo Thomaston Colony Piedmont Carrollton Eutaw Jemison Mignon Lockhart Kimberly Ethelsville Forkland Vredenburgh Loxley Clayhatchee Pisgah Grant Intercultural Institute Intercultural Institute Birmingham Dayton Haleyville Graysville Confectual Ministry Confectual Ministry Carbon Haleyville Graysville Confectual 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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	19.68%	20.87%	23.96%
Live Theater	14.97%	15.57%	18.06%
Live Theater Most Often	12.49%	12.84%	14.9%
Rock/Pop Concerts Most	10.23%	10.97%	12.54%
Often			
Comedy Club	7.68%	6.87%	8.82%
Dance Performance	6.56%	5.9%	7.12%
Movies: Comedy	36.53%	36.21%	39.15%
Movies: Action/Adventure	33.72%	33.94%	37.42%
Movies: Fam.	17.81%	17.69%	20.24%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Drama	17.65%	16.82%	18.84%
Movies: Romantic Comedy	16.77%	16.98%	19%
Movies: Mystery	14.53%	14.3%	15.96%
College Football Reg.	5.01%	5.36%	6.01%
Season			
NFL Football Reg. Season	4.67%	4.86%	6.03%
MLB Baseball Reg.	4.23%	4.96%	6.69%
Season			
College Basketball Reg.	3.38%	3.47%	4.1%
Season			
Auto Racing Events	3.09%	3.18%	3.36%
Rodeo	2.3%	2.37%	2.44%

Regersville Ashford Gordo Springville Hollywood Napier Field Warrior Grand Bay Coffeeville Ganticessville Waverly Saks Evergreen Sardis City Margaret Pine Ridge Electron White Hall Pethan Electron White Hall Pethan fartselle Elberta Wilton Lexington Boaz Thomasville Babbie Hueytow For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15			BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES				MILES	MILES MILES
Walking for Exercise	34.99%	36.38%	38.38%	-	G	olf	olf 10.19%	olf 10.19% 11.62%
Swimming	28.75%	31.44%	32.5%		Mc	ountain/Road Biking	ountain/Road Biking 9.61%	ountain/Road Biking 9.61% 11.19%
Freshwater Fishing	23.07%	24.72%	21.69%		Back	packing/Hiking	packing/Hiking 9.05%	packing/Hiking 9.05% 10.02%
Camping Trips	20.37%	21.24%	17.75%		Using Ca	rdio Machine	rdio Machine 8.65%	rdio Machine 8.65% 9.6%
Bowling	20.24%	21.22%	21.69%		Volleyball		8.54%	8.54% 8.72%
Billiards/Pool	15.76%	16.83%	18.08%		Saltwater Fish	ing	ing 8.04%	ing 8.04% 8.39%
Basketball	15.63%	15.56%	16.04%		Aerobics		7.76%	7.76% 7.88%
Hunting	14.85%	16.38%	13.35%		Horseback Riding		7.32%	7.32% 7.65%
Jogging/Running	12.26%	12.07%	13.87%		Softball		7.25%	7.25% 7.46%
Weight Training	11.61%	12.65%	14.78%		Canoeing/Kayaking		6.98%	6.98% 7.12%
Baseball	11.46%	11.28%	11.21%		Power Boating		6.92%	6.92% 7.67%
Target Shooting	11.18%	12.11%	10.7%		Tennis		6.58%	6.58% 6.56%
Football	10.63%	10.48%	10.76%		Motorcycling		6.01%	6.01% 6.33%
Stationary Cycling	10.41%	10.42%	10.86%		Soccer		5.68%	5.68% 5.86%

Cottsboro Centreville Westover West End-Cobb Town Ranburne Fort Deposit Rainbow City Union Grove End Lowndesboro Weaver Red Level McMullen Adamsville Elkmont Intercultural Institute Leeds Huntsville Faunsdale Repton Snead Montgomery Midland City Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-7	7-10	10-15	
	MILES	MILES	MILES	
Fly Fishing	5.48%	5.64%	5.05%	
Archery	5.46%	6.33%	5.56%	
Yoga	5.18%	5.18%	5.93%	
Ice Skating	4.95%	4.77%	5.25%	
Water Skiing	4.9%	5%	4.67%	
Jet Skiing	4.8%	4.8%	4.74%	
Roller Skating	4.79%	4.85%	5.21%	
Snorkeling	4.17%	4.49%	4.93%	
Racquetball	3.91%	3.64%	3.69%	
Snowmobiling	3.9%	4.15%	4.25%	

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Skateboarding	3.89%	3.98%	3.72%
Downhill & X-Country	3.71%	3.95%	4.49%
Skiing			
Hockey	3.54%	3.55%	3.4%
Rock Climbing	3.35%	3.22%	3.29%
Martial Arts	3.28%	3.59%	3.28%
Auto Racing	3.28%	3.4%	3.4%
Sailing	2.84%	2.92%	3.06%
Snowboarding	2.82%	2.85%	3.16%
Rowing	2.6%	2.7%	2.76%
Surfing & Windsurfing	2.39%	2.38%	2.64%

ock Coosada Dadeville Decatur Hamilton Lake View Clayhatchee Blountsville Douglas Nauvoo Powe Pennington Double Springs Tallassee Hytop Dutton Russellville Intercultural Institute Ince Skyline Attalla Section Smiths Station Gordonville Lester Addiso for Contextual Ministry Decopyright 2013, Intercultural Institute for Contextual Ministry Decopyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Parrish White Hall Ceker Loxley South Vinemont Webb Autaugaville Brantley Clayton Pisgah Gorde Geiger Woodstock Tuskegee Opp Slocomb Gantt McDonald Chapel Intercultural Institute Ille Flomaton Gordon Brighton Wadley Hammondville Moundville Hur Gorde Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Averte Woodville Vina Trinity Sweet Water Excel Arab Nectar Georgiana Homewood Florence Tilling The Hoover Westover Sumiton Triana Emelle Lincoln Highland Lake Intercultural Institute Luverne Union Elkmont Gainesville Avon Adamsville Holt Kinstor Confectual Ministry Marion Phenix City Douglas Citronelle Powell Fort 43 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	53%	52%	52%	Rarely Sit Down to a Meal Together At Home	20%	20%	19%
Find It Difficult To Say No To My Kids	40%	41%	40%	Friends More Important Than My Fam.	19%	20%	21%
Speak My Mind Even If It	39%	37%	37%	I Am A Workaholic	19%	17%	19%
Upsets People				Marijuana Should Be Legalized	18%	18%	19%
Woman's Place Is In The Home Like Control Over People And	39% 38%	38% 36%	36% 35%	Like To Pursue Challenge/Novelty/Change	18%	17%	17%
Resources				Only Work Current Job for The	18%	16%	15%
Like To Do Unconventional Things	32%	31%	30%	Money We Should Strive for Equality	15%	13%	14%
Don't Judge People/Way They Live Life	29%	28%	29%	for All	12%	11%	
Too Much Sponsorship In	28%	26%	25%	Happy With My Standard Of Living			11%
Arts/Sports				On Whole People Get What	10%	10%	10%
Money Is Best Measure Of	26%	27%	26%	They Deserve	4.00/	00/	00/
Success Prefer To Have Few	260/	260/	200/	Little I Can Do To Change My	10%	9%	9%
Possessions As Possible	26%	26%	28%	Life Indulge My Kids With The Little	9%	9%	9%
Like to Stand Out In A Crowd	25%	24%	23%	Extras	370	370	570
If Won Lottery Would Never Work Again	23%	23%	25%	Very Happy With My Life As It Is	9%	7%	7%
•							

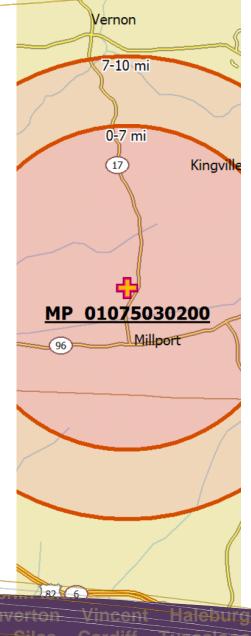
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the some foxey dacksons Gap Daleville Avon Lake Purdy Morris Brewton Indian Springs Village Jack Astrong Samson Fayette Gaylesville Fruithurst Wadley Pinson Hytor Intercultural Institute prise Gilbertown Greensboro Brighton Holt Pleasant Grove Fairhope 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.



Moundville Elberta Stevenson Gainesville Huguley Madrid Maplesville Beaverton Vincent Haleburg The Hill Boaz Jacksons' Gap Spanish Fort Blue Ridge Pine Apple Children Intercultural Institute Grayson Valley Cleveland Munford Autaugaville Dutton Camp Hill Twi Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Institute for Contextual Ministry Madrid Maplesville Beaverton Vincent Haleburg Intercultural Institute for Contextual Ministry Madrid Maplesville Children State Intercultural Institute for Contextual Ministry Madrid Maplesville Children State Intercultural Institute for Contextual Ministry Indian Springe Village Graveville State Indian Springe Village Graveville State Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

They Find Me

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

THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	57%	59%	62%	Like To Just Enjoy Life	19%	19%	20%
And Beliefs				Provide My Kids With The Little	18%	16%	14%
You Should Seize Opportunities	54%	54%	56%	Extras			
In Life				Is An Important Part Of Who I Am		18%	16%
Prefer Work Part Of Team Than	37%	36%	36%	Real Men Don't Cry	17%	16%	16%
Alone				Enjoy Spending Time With My	16%	16%	14%
Like To Understand About	36%	35%	36%	Fam.			
Nature				Worried About Pollution Caused	16%	17%	18%
Important To Juggle Various	33%	32%	31%	By Cars			
Tasks				Try Not To Worry About The	13%	12%	13%
Important Feel Respected By	32%	32%	33%	Future			
My Peers				Children Should Be Allowed To	9%	8%	7%
Good At Fixing Things	29%	28%	28%	Express Themselves			
Have Keen Sense Of Adventure	28%	27%	27%	Feel Very Alone In The World	8%	7%	6%
Prefer To Have Few	26%	26%	28%	Would Like To Set Up Own	7%	6%	5%
Possessions As Possible				Business			
Looking for New Ideas To	21%	18%	18%	Like Spending Most Time With	6%	6%	6%
Improve Home				Fam.			
Consider Myself Interested In The Arts	21%	19%	19%	Decor Particular Interest To Me	5%	4%	4%
People Have To Take Me As	20%	20%	22%				

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Elba Coffee Springs Vredenburgh Lockhart Cottonwood Belk Ozark Rutledge Pickensville North Ge Town Creek Munford Gordon Jacksonville Riverview Greenville Month Intercultural Institute Vina Clanton Meadowbrook Tuskegee Owens Cross Roads Hugule for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Southside West End-Cobb Town Northport Bock Creek

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.



Vernon

7-10 mi

0-7 mi

MP 01075030200

Millport

17

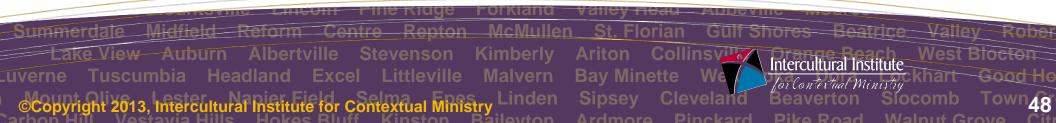
Kingville

Potential Shared Places:

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

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	89.31%	88.94%	88.54%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.48%	81.86%	82.61%
Houses-Visit Any			
McDonald's	57.82%	57.24%	58.42%
Burger King	40.39%	40.06%	38.83%
Kentucky Fried Chicken (KFC)	34.43%	33.37%	32.44%
Wendy's	32.04%	31.54%	31.91%
Subway	31.95%	31.87%	32.71%
Pizza Hut	28.07%	26.35%	24.89%
Applebee's	27.25%	27.85%	29.93%
Taco Bell	24.77%	26.46%	28.53%
Arby's	21.5%	22.56%	24.45%
Dairy Queen	20.55%	20.23%	19.87%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Sonic	19.5%	19.03%	16.8%
Red Lobster	17.76%	16.82%	17.45%
Olive Garden	17.3%	18.04%	19.41%
Cracker Barrel	16.81%	17.48%	16.98%
Hardee's	16.08%	15.97%	13.86%
Long John Silver's	15.34%	14.16%	11.02%
Golden Corral	14.63%	13.96%	13.49%
Domino's Pizza	14.24%	13.18%	13.87%
Outback Steakhouse	13.09%	12.41%	13.87%
Chick-Fil-A	12.51%	12.72%	14.36%
Popeyes	12.11%	9.13%	9.64%
IHOP (International House Of Pancakes)	11.9%	11.12%	12.97%

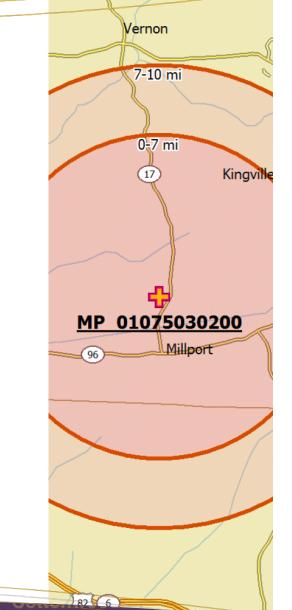


Potential Shared Projects

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!



est Meadowbrook Woodville Decatur Livingston Snead Petrey Pollard Holt Mount Vernon Bayou La Bayou La

Potential Shared Projects

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

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	42.21%	43.23%	45.37%
Recycled products	25%	27.33%	30.64%
Worked as volunteer (non political)	13.71%	14.68%	15.99%
Engaged in fund raising	11.13%	11.35%	11.37%
Religious club member	8.53%	8.45%	8.5%
Church Board	6.58%	6.39%	6.13%

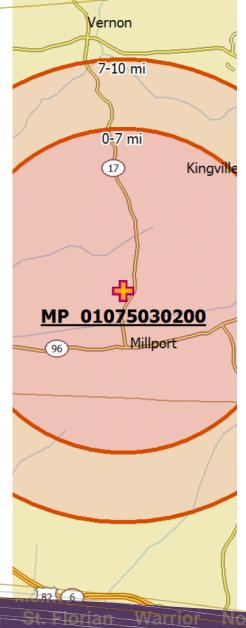
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Wrote to editor of mag or	5.17%	5.04%	5.47%
newspaper			
Wrote to elected offcl about	4.69%	5.07%	5.71%
publ bus			
Union member	4.54%	4.86%	5.17%
Charitable Organization	4.5%	4.82%	5.08%
Took active part in local civic	4.15%	4.24%	4.78%
issue			
Addressed a public meeting	3.95%	4.35%	4.6%

Uniontown Birmingham Shorter Gordo Ozark Lisman Pleasant Grove Pickensville Kimberly Hugule Priceville Trafford Locust Fork Coffeeville Sipsey Grant Russellville <u>Intercultural Institute</u> Pollard Clayhatchee Hanceville Waldo Lester Foley Valley Grande *Intercultural Institute* For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Brighton Shiloh Vredenburgh Onycha Triana Tus 50

Communication Media Content

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

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



Guntersville New Brockton Kennedy Carbon Hill Pike Road Emelle Hackleburg St. Florian Warrior New Gordonville Douglas Ashland Brilliant Grayson Valley Argo Alabaster Contribution Oxford La Fayette Wadley Troy Littleville Onycha Midland City Pickensville Trafford Governation Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	13.37%	13.9%	15.47%
Children's Books	12%	12.56%	13.09%
Religious (not Bibles)	9.48%	9.57%	9.61%
Mystery	8.64%	9.59%	10.37%
Cookbooks	8.6%	9.3%	9.82%
Romance	6.89%	7.21%	7.21%
History	5.13%	5.53%	6.08%
Biography	5.08%	5.26%	5.79%
Personal/Business Self-help	4.82%	5.27%	6.02%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	59.33%	59.87%	64.21%
Gen. Editorial	46.28%	44.82%	46.51%
Womens	41.93%	40.45%	42.38%
Service	32.62%	33.51%	34.84%
Mens	16.67%	16.27%	17.38%
Fishing/Hunting	15.78%	16.2%	14.26%
Business/Finance	14.85%	14.3%	16.9%
Music	14.78%	12.75%	12.93%
Parenthood	14.44%	13.93%	14.21%

ke Purdy Epes <u>Vance Gardendale Pleasant Grove Ladonia Headland Linden McDonald Chapel Aligood</u> Loachapoka Wilsonville Edgewater Tuscumbia East Brewton Winfield <u>Intercultural Institute</u> Sand Rock Lineville Georgiana Paint Rock Triana Castleberry Odenvi for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	50.59%	52.54%	53.73%
Classified	35.43%	36.19%	35.14%
Sport	28.6%	29.55%	30.83%
Editorial Page	27.52%	29.58%	29.98%
Comics	23.98%	25.25%	26.26%
Business/Finance	20.95%	22.14%	25.56%
Food/Cooking	20.93%	21.76%	23.42%
TV/Radio Listings	19.96%	20.97%	22.28%
Movie Listings & Reviews	18.56%	19.77%	22.19%
Home/Gardening	18.01%	18.82%	20.14%
Travel	13.81%	14.62%	16.94%
Fashion	13.72%	13.43%	14.01%
Science/Technology	12.66%	13.66%	15.51%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	26.67%	29.36%	25.46%
Urban Contemporary	23.23%	17.62%	18.92%
Adult Contemporary	14.95%	15.43%	16.13%
CHR Contemp Hit Radio	14.7%	15.07%	15.89%
Oldies	9.27%	9.56%	10.31%
Rock	7.48%	8.92%	10.32%
Variety	7.3%	6.42%	7.36%
Classic Rock	7.25%	8.55%	8.93%
Jazz	6.77%	5.27%	6.21%
Religious	6.23%	6.72%	6.65%
Gospel	6.08%	5.28%	4.82%
News/Talk	5.77%	7.01%	9.28%
Alternative	4.96%	5.9%	7.04%
Soft Contemporary	4.13%	4.5%	5.72%
All News	3.96%	3.63%	4.67%
All Talk	3.06%	3.24%	3.52%
Classic Hits	2.55%	3.07%	3.62%
Sports	2.18%	2.42%	3.03%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-7	7-10	10-15	l	MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	62.77%	63.9%	64.52%		Hallmark Channel	Hallmark Channel 23.11%	Hallmark Channel 23.11% 23.8%
Satellite Dish	53.58%	56%	55.74%		TCM (Turner Classic	TCM (Turner Classic 22.69%	TCM (Turner Classic 22.69% 23.66%
Other Video-On-Demand	49.75%	47.5%	46.71%		Movies)	Movies)	Movies)
Soapnet	47.65%	48.18%	49.75%		TV Info From Monthly Cable	TV Info From Monthly Cable 22.66%	TV Info From Monthly Cable 22.66% 23%
Sci-Fi Channel	36.85%	36.99%	37.5%		Guide	Guide	Guide
Adult Pay Per View TV	34.82%	36.54%	35.81%		Adult Swim	Adult Swim 22.16%	Adult Swim 22.16% 23.5%
MSNBC	33.58%	33.85%	34.54%		USA Network	USA Network 21.75%	USA Network 21.75% 22.35%
Nickelodeon	31.37%	32.02%	31.22%		Lifetime	Lifetime 20.75%	Lifetime 20.75% 20.56%
Subscribe Digital Cable	30.92%	29.7%	29.96%		Comedy Central	Comedy Central 20.51%	Comedy Central 20.51% 21.03%
TV Info From Sunday TV	27.64%	28.55%	28.8%		Video-On-Demand Movies	Video-On-Demand Movies 20.38%	Video-On-Demand Movies 20.38% 21.34%
Magazine					BET (Black Entertainment	BET (Black Entertainment 20.36%	BET (Black Entertainment 20.36% 20.87%
TV Info From Newspapers	24.07%	24.97%	26.31%		TV)	TV)	TV)
Nick At Nite	23.52%	24.31%	26.3%		TV Info From Other	TV Info From Other 19.25%	TV Info From Other 19.25% 19.03%
					The Golf Channel	The Golf Channel 19.08%	The Golf Channel 19.08% 19.51%



ESPN2

18.68%

17.83%

20.32%

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.



Center Point Chatem Fruithurst Oak Grove Wilsonville Grove Hill Kinsey Hartford Fyffe Columbiane Newbern Epes Hackleburg Helena Daleville Pine Apple Riverview Intercultural Institute Intercultural Institute Selmont-West Selmont Louisville For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.48%	17.13%	18.42%
Medium Users (4-6)	8.46%	8.88%	9.6%
Light Users (1-3)	18.65%	19.45%	19.75%
Quintiles (20%)			
Newspaper I (Heavy)	1.1%	1.06%	1.25%
Newspaper II	1.52%	1.31%	1.4%
Newspaper III	2.09%	2.42%	2.2%
Newspaper IV	0.33%	0.41%	0.59%
Newspaper V (Light)	1.02%	1.14%	1.09%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.87%	19.32%	19.99%
Magazines II	9.08%	9.18%	9.26%
Magazines III	11%	10.68%	10.75%
Magazines IV	11.83%	11.15%	11.56%
Magazines V (Light)	0.53%	0.42%	0.62%
Outdoor I (Heavy)	7.44%	5.97%	6.5%
Outdoor II	3.45%	3.04%	3.09%
Outdoor III	4.06%	3.36%	3.63%
Outdoor IV	19.01%	19.21%	17.5%
Outdoor V (Light)	26.07%	25.82%	25.63%
Yellow Pages I	16.35%	15.64%	15.11%
(Heavy)			
Yellow Pages II	6.49%	5.69%	5.88%
Yellow Pages III	6.94%	5.75%	6.18%
Yellow Pages IV	25.72%	25.04%	23.93%
Yellow Pages V (Light)	4.43%	3.69%	3.5%

ana Grand Bay Evergreen Attaila Fort Deposit Bridgeport Meadowbrook Pennington St. Florian Lisman Redstone Arsenal Tallassee Lynn Lanett New Market Madrid Grimes Intercultural Institute Mignon Demopolis Oak Hill Millbrook Montgomery Bessemer Magno Intercultural Institute for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-7	7-10	10-15			MEDIUM	MEDIUM 0-7	MEDIUM 0-7 7-10
	MILES	MILES	MILES				MILES	MILES MILES
Radio Drive Time Quntiles				•	-	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths	TV Prime Time Quntiles (fifths
(fifths / 20%)						/ 20%)	/ 20%)	/ 20%)
Drive Time I & II (Heavy)	2.86%	3.03%	2.98%		F	Prime Time I & II (Heavy)	Prime Time I & II (Heavy) 4.41%	Prime Time I & II (Heavy) 4.41% 4.36%
Drive Time III (Medium)	0.94%	0.86%	0.83%		F	Prime Time III (Medium)	Prime Time III (Medium) 1.33%	Prime Time III (Medium) 1.33% 1.49%
Radio IV & V (Light)	2.41%	2.53%	2.28%		F	Prime Time IV & V (Light)	Prime Time IV & V (Light) 11.72%	Prime Time IV & V (Light) 11.72% 9.9%
Radio Media Quntiles (fifths /	,					TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles
20%)						(fifths / 20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy)	10.28%	9.43%	10.05%			Fringe I & II (Heavy)	Fringe I & II (Heavy) 45.22%	Fringe I & II (Heavy) 45.22% 43.86%
Radio III (Medium)	4.5%	4.66%	4.86%			Fringe III (Medium)	Fringe III (Medium) 58.23%	Fringe III (Medium) 58.23% 57.86%
Radio IV & V (Light)	2.76%	2.76%	3.27%			Fringe IV (Light)	Fringe IV (Light) 62.16%	Fringe IV (Light) 62.16% 60.25%
Cable TV Quntiles (fifths /						TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)						20%)	20%)	20%)
Cable I & II (Heavy)	12.2%	12.52%	13.27%			All Day I & II (Heavy)	All Day I & II (Heavy) 15.88%	All Day I & II (Heavy) 15.88% 14.66%
Cable III (Medium)	5.22%	5.17%	4.83%			All Day III (Medium)	All Day III (Medium) 29.03%	All Day III (Medium) 29.03% 28.22%
Cable IV & V (Light)	35.48%	33.53%	34.46%			All Day IV (Light)	All Day IV (Light) 15.23%	All Day IV (Light) 15.23% 12.61%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.77%	10.14%	11.17%
6:00am - 10:00am	11.64%	10.86%	13.21%
10:00am - 3:00pm	6.89%	5.74%	7.33%
3:00pm - 7:00pm	12.9%	13.05%	14.4%
7:00pm - Midnight	9.75%	9.57%	11.29%
Midnight - 6:00am	6.02%	4.99%	5.81%
Weekend Radio			
Listeners			
Dayparts [summary]	11.48%	12.16%	14.54%
6:00am - 10:00am	1.63%	1.9%	2.7%
10:00am-3:00pm	3.38%	3.38%	4.25%
3:00pm - 7:00pm	5.95%	5.77%	7.18%
7:00pm - Midnight	7.76%	7.76%	9.05%
Midnight - 6:00am	9.19%	8.41%	10.37%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.39%	6.98%	8.08%
Saturday:	7.49%	7.52%	7.97%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.09%	9.48%	9.95%
9:00am-1:00pm	23.52%	24.31%	26.3%
9:00am-4:00pm	27.35%	28.12%	30.3%
4:00pm-7:00pm	26.19%	26.26%	28.39%
11:00pm-1:00am	41.31%	40.88%	42.28%
AVG Prime time	3.75%	3%	3.43%
Mon-Sun			

Market Maplesville Beaverton Woodville Nectar Emelle Wilsonville Somerville Ohatchee Banks Blue S Tuskegee Natural Bridge Kinston Coosada Goldville Gaylesville Luverne Colony Cottonwood Parrish Daphne Langston Fort Rucker 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	13.37%	12.96%	15.27%		Sat: 7-10am	Sat: 7-10am 14.25%	Sat: 7-10am 14.25% 14.74%
7-9am	18.68%	17.83%	20.32%		Sat: 10am-1pm	Sat: 10am-1pm 7.13%	Sat: 10am-1pm 7.13% 6.98%
9am-12noon	17.16%	18.66%	21.13%		Sat: 1-4pm	Sat: 1-4pm 22.7%	Sat: 1-4pm 22.7% 23.62%
12noon-4pm	10.19%	9.47%	9.16%		Sat: 4-6pm	Sat: 4-6pm 5.95%	Sat: 4-6pm 5.95% 6.06%
4-6pm	43.74%	44.18%	47.31%		Sat: 6-7pm	Sat: 6-7pm 1.34%	Sat: 6-7pm 1.34% 1.39%
6-7pm	20.46%	21.03%	20.34%		Sat: 7-8pm	Sat: 7-8pm 1.68%	Sat: 7-8pm 1.68% 1.15%
7-7:30pm	1.39%	1.29%	1.33%		Sat: 8-11pm	Sat: 8-11pm 7.49%	Sat: 8-11pm 7.49% 7.52%
7:30-8pm	12.68%	11.61%	11.8%		Sat: 11pm-1am	Sat: 11pm-1am 4.92%	Sat: 11pm-1am 4.92% 4.55%
8-11pm	7.39%	6.98%	8.08%		Sat: 1am-7pm	Sat: 1am-7pm 21.75%	Sat: 1am-7pm 21.75% 22.35%
11pm-12am	33.58%	33.85%	34.54%		Sun: 7-10am	Sun: 7-10am 2.64%	Sun: 7-10am 2.64% 2.77%
11pm-1am	41.31%	40.88%	42.28%		Sun: 10am-1pm	Sun: 10am-1pm 6.79%	Sun: 10am-1pm 6.79% 7.26%
1-6am	28.4%	26.73%	29.78%		Sun: 1-4pm	Sun: 1-4pm 4.77%	Sun: 1-4pm 4.77% 5.72%
					Sun: 4-7pm	Sun: 4-7pm 11.6%	Sun: 4-7pm 11.6% 12.47%
					Sun: 7-11pm	Sun: 7-11pm 9.09%	Sun: 7-11pm 9.09% 9.48%
					Sun: 11pm-1am	Sun: 11pm-1am 3.26%	Sun: 11pm-1am 3.26% 3.35%
					Sun: 1-7am	Sun: 1-7am 18.64%	Sun: 1-7am 18.64% 19.55%

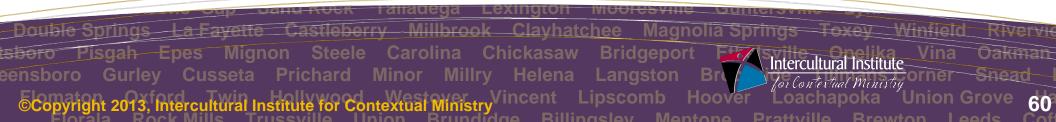
Newton Gainesville Opp Grand Bay Rutledge Talladega Gaylesville Arab Leeds Jemison Detroit Gu-Win Saraland Gurley Chickasaw Pine Ridge Daviston Glenwood Intercultural Institute Meadowbrook Edgewater Ethelsville Riverside Elba Nauvoo Winfiel for Confectual Ministry For Confectual Ministry Steele Orange Beach Pisgah Ranburne Rehobeth 59

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

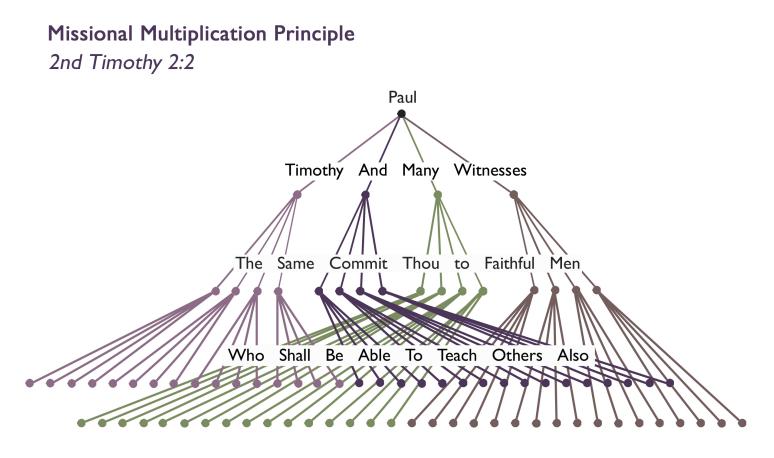
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Dep Sanford Sylvania Pine Hill Albertville Ranburne Cherokee Lowndesboro Walnut Grove Mosses Se Apple Rosa Pine Ridge Ohatchee Notasulga Ladonia Carolina Pinson Aliceville Baileyton Jacksonville Tuskegee Brighton Hobson City Gordon Madrid Ardmore for Confertual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 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.



Harvest Sardis City Saraland La Fayette Vance Wilton Waterloo Fort Payne Pickensville Concord Pie Reverside Melntosh Piedmont Pell City Waverly Foley Elmore Gulf Short Intercultural Institute Hamilton Elberta Jasper East Brewton Gainesville Mountainboro Love Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



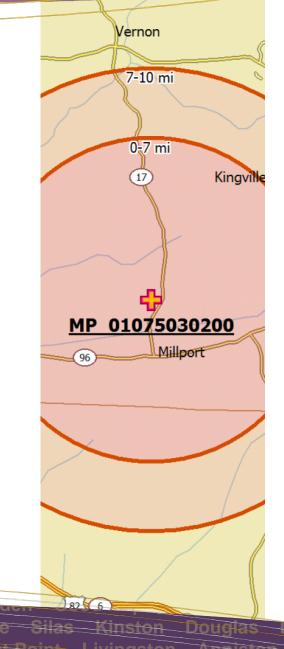
wardsville Cuba Albertville Muscle Shoals Reform Theodore Midway Culiman Weaver Kinsey Dozier targaret Woodville Saks Forkland Helena Waterloo Hackleburg Mount <u>Intercultural Institute</u> sby Rosa Dauphin Island Gainesville Horn Hill Bear Creek Camden Show <u>Intercultural Institute</u> for Contextual Ministry Recopyright 2013, Intercultural Institute for Contextual Ministry Contextual

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



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Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
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- 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	Fernbank	195 Fernbank Church Rd Millport, AL 35576	1.91 mi	80	Declining
2	Springhill	503 Springhill Rd Millport, AL 35576	2.39 mi	113	Declining
3	Millport	PO Box 547 Millport, AL 35576	2.74 mi	55	Growing
4	Hickory Grove	650 County Road 75 Ethelsville, AL 35461	5.86 mi	55	Growing
5	Pleasant Grove	786 SLS Rd Millport, AL 35576	6.04 mi	70	Declining
6	Bethlehem	8738 County Road 27 Reform, AL 35481	6.29 mi	52	Declining
7	Reeves Chapel	2022 County Road 9 Vernon, AL 35592	8.01 mi	26	Declining
8	Riverside	PO Box 39 Kennedy, AL 35574	8.31 mi	27	Declining
9	Kennedy	PO Box 190 Kennedy, AL 35574	8.56 mi	113	Plateauing
10	Union Chapel	PO Box 53 Ethelsville, AL 35461	9.35 mi	41	Growing
11	Mt. Zion	1350 Johnson Rd Vernon, AL 35592	9.51 mi	14	Declining
12	Mt. Tabor	42557 Highway 17 Reform, AL 35481	9.73 mi	43	Growing
13	Mineral Springs	176 T B Woodard Jr Rd Reform, AL 35481	10.42 mi	62	Plateauing
14	Friendship	PO Box 189 Reform, AL 35481	10.53 mi	80	Plateauing
15	Arbor Springs	PO Box 879 Reform, AL 35481	10.58 mi	77	Declining

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Coalfire	472 Coal Fire Cir Reform, AL 35481	10.92 mi	34	Declining
17	Ethelsville	230 Main St. Ethelsville, AL 35461	11.03 mi	131	Growing
18	New Salem	177 Friendship Church Rd Reform, AL 35481	11.74 mi	52	Growing
19	Liberty	1030 Bumcomb Creek Rd Reform, AL 35481	12.71 mi	21	Declining
20	Belk	PO Box 72 Belk, AL 35545	12.93 mi	23	Declining
21	Beaver Creek	3675 Hindman Rd Fayette, AL 35555	13.12 mi	42	Plateauing
22	Ashcraft Corner	13356 Ray Bass Rd Gordo, AL 35466	13.16 mi	28	Plateauing
23	Oak Ridge	11041 Highway 159 Kennedy, AL 35574	13.18 mi	47	Plateauing
24	Calvary	PO Box 672 Vernon, AL 35592	13.42 mi	53	Plateauing
25	Vernon First	PO Box 430 Vernon, AL 35592	13.74 mi	161	Declining
26	Reform First	PO Box 100 Reform, AL 35481	14.13 mi	110	Declining
27	Chapel Hill	PO Box 538 Fayette, AL 35555	14.20 mi	36	Plateauing
28	Big Hill Missionary	8850 Highway 159 Gordo, AL 35466	14.25 mi	53	Growing
29	Academy	1581 Academy Rd Sulligent, AL 35586	14.63 mi	57	Growing
30	Pine Grove	1997 Pine Grove Rd Ethelsville, AL 35461	15.48 mi	30	Growing

Coldville Tarrant Pine Apple Banks Magnolia Springs New Hope Cuba Crossville Tuscaloosa Win Beaverton Weaver Heath Addison Lynn Daphne Fairfield Holt Waver Intercultural Institute Rock Mills Boligee Lowndesboro Dozier Woodland Black Avon Linc for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Double Branches	915 Comer Elmore Rd Gordo, AL 35466	15.55 mi	18	Declining
32	Pilgrim Rest	4612 Highway 159 Fayette, AL 35555	15.69 mi	35	Declining
33	Friendship South	PO Box 1097 Vernon, AL 35592	15.87 mi	20	Plateauing
34	Fellowship	974 Fellowship Rd Vernon, AL 35592	16.07 mi	95	Growing
35	Fellowship	PO Box 1048 Reform, AL 35481	16.11 mi	68	Declining
36	Cross Roads	529 Lewis Cross Rds. Carrollton, AL 35447	16.23 mi	55	Declining
37	Hebron	2244 Sapps Rd Aliceville, AL 35442	16.40 mi	49	Growing
38	Stansel	PO Box 430 Reform, AL 35481	16.91 mi	68	Declining
39	Covin	1824 1st Way NW Fayette, AL 35555	17.00 mi	44	Plateauing
40	Zion Community	8399 Highway 159 Gordo, AL 35466	17.01 mi	33	Growing
41	Caines Ridge	164 Caples Dr Fayette, AL 35555	17.37 mi	35	Plateauing
42	Mt. Pisgah	161 Reeves Street NW Vernon, AL 35592	17.83 mi	15	Declining
43	Corinth	PO Box 328 Vernon, AL 35592	17.85 mi	30	Declining
44	Spring Hill	18321 Spring Hill Church Rd Fayette, AL 35555	18.29 mi	23	Growing
45	Spring Hill	586 STINSON RIDGE Carrollton, AL 35447	18.33 mi	18	Growing

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