MissionSite top unreached locations

Munford

Vilton Lineville Blue Ridge Newton Weaver Valley HUNTSVILLE, AL

CENSUS TRACT: 01089002721 REGION: Northern Region ASSOCIATION: Madison DISTRICT: 01: Central Mountain District COUNTY: Madison DISTRICT: 01: Central Mountain District DISTRICT: 01: Central Mountain DI

MissionSite (TM) Table of Contents

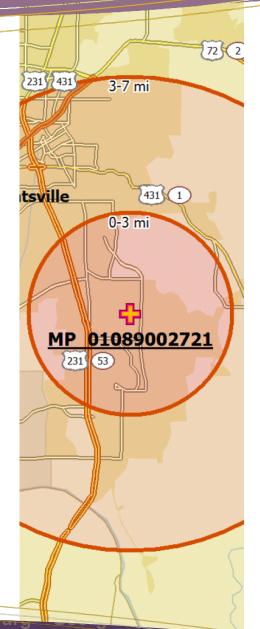
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Site Location Summary

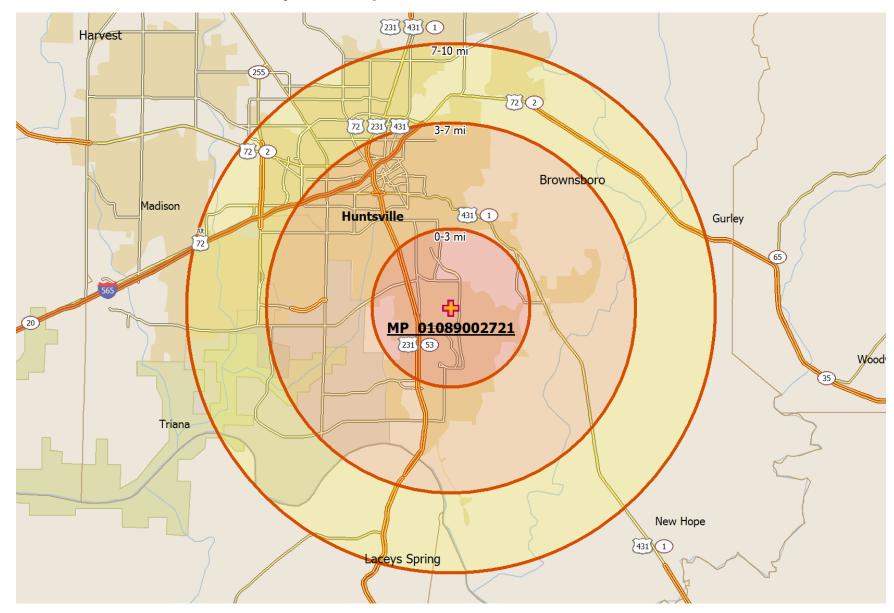
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1502	Madison
3	District	01	Central Mountain District
4	County Location	01089	Madison
5	Zipcode	35802	Madison
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
9	Sitescape Density Pattern	K	50000-100000-100000



Teenville Opelika Excel Uniontown Eutaw Libertyville Pleasant Grove Dauphin Island Stevenson Leese Hand Argo Cusseta Saks Goodwater Smiths Station Clio Hartselle Intercultural Institute Iman Minor Grant Napier Field Oak Grove Forestdale Dodge City Grever Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Haleyville Gadeden Enterprise Walnut Grove Belk Rockford Sylacauga Guin Blue Springs Sheffield Soffee Springs Avon Faunsdale Oxford Centreville Mentone Edgewater Intercultural Institute Midfield Trussville Hamilton Vincent Selmont-West Selmont Morris Pow Confectual Ministry Me Copyright 2013, Intercultural Institute for Contextual Ministry Packleburg Brundidge North Courtland Lypp Toxey Pell City

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	39,039	71,433	63,538
2010 Households	16,535	29,948	25,632
2010 Group Quarters Population	170	2,500	3,369

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	45	38	38
Language Diversity National Index	33	29	30
Foreign Born Diversity National Index	76	87	87
Ancestry Diversity National Index	86	44	10
Racial Diversity National Index	29	50	70

eform Grove Hill Double Springs Waldo Trafford Childersburg Lake View Northport Dauphin Island Pin ectar Gulf Shores Talladega Union Grove Clanton Columbiana Grant Intercultural Institute West End-Cobb Town Daleville Newton Highland Lake Wetumpka For Contextual Ministry Crossville Meri Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Toxey Cordeva Cowarts Vernon Henagar Silas Fairhope Florence Spanish Fort Edwardsville Hoke Hazel Green Kansas Garden City Gadsden Memphis Saks Town Creek Intercultural Institute treville Twin Pleasant Grove Goldville Tarrant Piedmont Midfield Mo Googyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	11,659	70.51%
Mainstay Communities	Established, Diverse Households	1,977	11.96%
Working Communities	Blue-collar, Working Families	603	3.65%
Country Communities	Rural, Agri. & Mining Families	101	0.61%
Aspiring Communities	Young Singles / Aspiring-Multihousing	751	4.54%
Urban Communities	High Density, Inner-city Neighborhoods	1,445	8.74%

Piedmont <u>Grayson Valley Lincoln Babbie Livingston Mount Vernon Hueytown</u> Adamsville Hobson Brantley Grand Bay Bayou La Batre Tuscaloosa Irondale Sylacauga Brantinge Colony Alabaster Date atchee Allgood Columbiana Pleasant Groves Pine Ridge Hayden Enter for Contextual Ministry rant Brewton Copyright 2013, Intercultural Institute for Contextual Ministry Eufaula, Tillmans Corper, Penton New Hope, Bay Minest

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.

Courtland Reece City White Hall Mooresville Margaret Brilliant Law Pobertsdale Carbon Hill Helena Saraland Blountsville Mulga Clio Fairfield Lanett Munford Tor Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

Mount Olive Breakwood Stevenson Rainbow City Selma Sardis City Balleyton Carolina Minor Onycha Hison Woodland Clay Epes Luverne Heflin McIntosh Sipsey Hance Intercultural Institute ynn Chatom Pell City Sylvan Springs Lipscomb Sweet Water Beatrice for Confectual Ministry Confectual Ministry Elba Auburn Cuba Susan Moore Anderson Hack10 Confectual Institute for Contextual Ministry Elba Auburn Cuba Susan Moore Anderson Hack10

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	90,812	11,549	12.72%
Unreached %	68.91%	69.85%	101.36
Religious But NOT Evangelical HH	24,922	2,842	11.4%
Religious But NOT Evangelical %	18.91%	17.19%	90.89
Spiritual But NOT Relig or Evang HH	13,277	1,855	13.97%
Spiritual But NOT Relig or Evang %	10.07%	11.22%	111.37
Not Evangelical, Not Interested HH	52,881	6,852	12.96%
Not Evangelical, Not Interested %	40.13%	41.44%	103.27



mpka Littleville Banks Fown Creek Millport Lineville Grayson Valley Arab Trafford Brighton Coffeeville Hauvoo Morris Hurtsboro Geiger Tuscumbia Selmont-West Selmont rdon Fort Rucker Jackson Demopolis Lynn Reform Irondale Redston for Confectual Ministry Cordiff Cas OCopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	92	6	6.52%
Active ALSBOM Attenders	18,746	3,672	19.59%
Active Evangelical Households	26,971	3,283	12.17%
Active Evangelical Percent	20.47%	19.85%	97.01
Inactive Evangelical Households	13,997	1,704	12.17%
Inactive Evangelical Percent	10.62%	10.30%	97
# New Churches Needed	0	2	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	Life's Journey	0.44 mi	0	Plateauing	16	Huntsville First	5.32 mi	1,235	Plateauing
2	Weatherly Heights	0.69 mi	259	Plateauing	17	Central	5.43 mi	58	Declining
3	Willowbrook	1.25 mi	1,396	Growing	18	Mountain View	5.44 mi	102	Declining
4	Hillwood	1.74 mi	330	Declining	19	Monte Sano	6.00 mi	52	Plateauing
5	Whitesburg	2.06 mi	1,506	Growing	20	Westlawn	6.29 mi	124	Plateauing
6	New Salem	2.99 mi	181	Growing	21	Five Points	6.40 mi	68	Declining
7	The Church at Hampton Cove	3.44 mi	206	Growing	22	Meadow Drive	6.66 mi	20	Declining
8	Farley Community	3.60 mi	238	Growing	23	East Huntsville	6.73 mi	50	Growing
9	Huntsville (Korean)	3.84 mi	153	Growing	24	Jackson Way	6.89 mi	366	Plateauing
10	Morningside	3.84 mi	93	Plateauing	25	Owens Cross Roads	7.08 mi	43	Growing
11	Korean First	4.45 mi	75	Plateauing	26	Legacy	7.10 mi	0	NoData
12	Southside	4.79 mi	768	Declining	27	Sweetwater Fellowship	7.10 mi	37	Growing
13	Hillsboro Heights	5.26 mi	167	Plateauing	28	Third Baptist	7.16 mi	58	Declining
14	Lao/Thai Mission	5.26 mi	44	Declining	29	Oak Park	7.20 mi	132	Growing
15	Huntsville Park	5.29 mi	159	Plateauing	30	University	7.20 mi	442	Declining

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Using the Spirituality Indicators

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

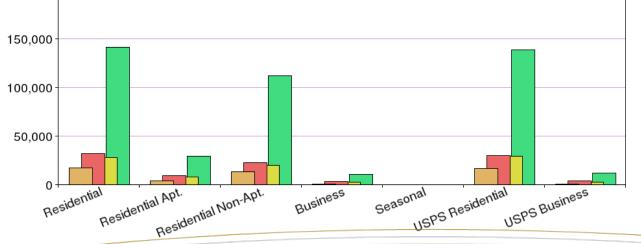
Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO		DEMOSCAPE	COUNTY	BAND	% OF 0
1990 Population	238,912	39,224	16.42%		1990 Households	91,210	15,065	16.52%
2000 Population	276,700	37,309	13.48%		2000 Households	109,955	15,826	14.39%
2010 Population	334,713	39,039	11.66%		2010 Households	131,781	16,535	12.55%
Location Types in this MissionSite							ype	0-3mi Ba
🗖 0-3mi Band 🛛 🗖 3-7mi Band 🔂 7-10mi Band 🗖 County					nty	Residential		17,062
200,000						Residential	Ant	3,883
						Residential	•	13 179

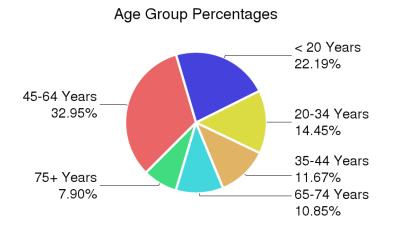


Location Type	0-3mi Band
Residential	17,062
Residential Apt.	3,883
Residential Non-Apt.	13,179
Business	880
Seasonal	0
USPS Residential	16,840
USPS Business	779

Madison Onycha Gantt Vincent Belk Munford Lanett Opp Margaret Edwardsville Arley Oak Grove Laysville Kennedy Chatom Slocomb Fultondale Chelsea Pine Apple Intercultural Institute Weaver Black Hollywood County Line Valley Frisco City Millbrook for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Mest Jefferson Pinson Geraldine Demonolis Holly Pon

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

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

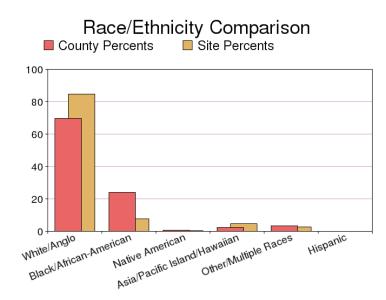


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	3.5%	65.54
4-5 Years	2.57%	1.83%	71.21
6-8 Years	3.8%	3.1%	81.58
9-11 Years	3.87%	3.52%	90.96
12-13 Years	2.62%	2.68%	102.29
14-17 Years	5.51%	4.96%	90.02
18-19 Years	2.84%	2.59%	91.2
0-5 Years	7.9%	5.33%	67.47
6-12 Years	8.98%	7.93%	88.31
13-19 Years	9.66%	8.93%	92.44
< 20 Years	26.54%	22.19%	83.61
20-34 Years	20.42%	14.45%	70.76
35-44 Years	13.01%	11.67%	89.7
45-64 Years	26.8%	32.96%	122.99
65-74 Years	7.3%	10.85%	148.63
75+ Years	5.92%	7.9%	133.45
Median Age	37	48	127.31
Median Age (Male)	36	47	128.34
Median Age (Female)	39	48	125.43

Pleasant Groves Lake Purdy Abbeville West Jefferson Cuba White Hall Newbern Fairview Gordo Albert Dadeville Lockhart Newville Babbie Meadowbrook Baileyton Detroit Intercultural Institute nore Blue Ridge Haleyville Carrollton Walnut Grove Millry Ozark La Fair Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Bickey Stand Bay Epes Helena Union Grove Magnolia Springs

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	69.59%	84.65%	121.64
Black, African-American	24.05%	7.59%	31.55
Native American	0.65%	0.46%	70.92
Asian	2.37%	4.52%	190.65
Pacific Island, Hawaiian	0.06%	0.02%	26.93
Other/Multiple Races	3.28%	2.76%	84.08
Hispanic	0%	3.03%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	222,291	28,421	
Less than 9th Grade	3.83%	1.01%	378.1
No High School Diploma	7.94%	3.11%	255.54
High School Graduate	23.15%	16.28%	142.19
Some College, no degree	20.19%	19.21%	105.1
Associate Degree	6.53%	5.52%	118.3
College Degree	25.17%	34.9%	72.12
Graduate/Prof. degree	13.18%	19.96%	66.03

Faunsdale Redstone Arsenal Uniontown Eclectic Jacksons' Gap Saks Glenwood Natural Bridge Myrk Bet Goodwater Onycha Geiger Benton Jackson Warrior Prichard Work <u>Intercultural Institute</u> Paint Rock Eth Greensboro Cardiff Webb Pickensville Huguley Camden Hayneville (or Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry New Site Florala La Favette Ozark Headland West Port

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	6.33%	2.43%	45.13
\$10,000 to \$19,999	10.05%	6.4%	63.68
\$20,000 to \$29,999	10.7%	7.46%	69.75
\$30,000 to \$49,999	18.71%	14.96%	79.92
\$50,000 to \$59,999	8.06%	8.31%	103.13
\$60,000 to \$69,999	7.33%	7.98%	108.85
\$70,000 to \$79,999	6.34%	7.55%	119.21
\$80,000 to \$89,999	5.13%	6.42%	125
\$90,000 to \$99,999	3.81%	5.01%	131.35
\$100,000 to \$124,999	9.62%	13.06%	135.76
\$125,000 to \$149,999	5.31%	7.57%	142.59
\$150,000 to \$199,999	5.53%	8.4%	151.92
\$200,000 to \$249,999	1.39%	2.26%	162.8
\$250,000 or more	1.69%	2.21%	130.33
Median Household	55,208	75,319	136.43
Average Household	73,838	95,648	129.54
Per Capita Household	29,765	40,517	136.12
Family/Non-Family Household			
Income			
Median Family Income	70,258	93,566	133.17
Average Family Income	88,537	108,701	122.77
Median Non-Family Income	32,776	44,432	135.56
Average Non-Family Income	45,483	59,608	131.06

Elberta Linden Nectar Monroeville Alexandria Satsuma Troy Carrollton Fayette Phil Campbell Deats Hentone Valley Grande Waverly Pollard Valley Head Prichard Sulliger Intercultural Institute Harpersville Geneva Ridgeville Tuskegee Wetumpka Edgewater Monroeville Confectual Ministry Confectual Ministry Contextual Ministry Contextual Ministry Freed North Courtland Sylacauga Beatrice Hamilton

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	65.86%	65.62%	99.63
Families with Children	31.51%	26.3%	83.47
Families without Children	34.35%	39.32%	114.46
Non-Family Households			
% Non-Family Households	34.14%	34.38%	100.71
Non-Families with Children	0.34	0.18	53.61
Non-Families without Children	33.8	34.2	101.18
Housing Units			Index
Total Housing Units	147,407	18,014	
Vacant percent	10.6%	8.21%	77.45
Owned percent	62.98%	67.55%	107.25%
Rented Percent	26.42%	24.24%	91.76
Households by Size			Index
Avg household size	2.48	2.35	94.76
Avg family hh size	3.15	3.00	95.24
Avg non-family hh size	1.19	1.12	94.12
Households By Count of Persons			Percent
One	38,867	5,107	13.14%
Two	40,118	5,732	14.29%
Three or Four	41,415	4,549	10.98%
Five+	11,381	1,147	10.08%

ibertyville Fort Rucker Ethelsville Gordo Harvest Forkland Cottonwood Napier Field North Johns Hale Valley Grande Skyline Killen Millbrook Hueytown Centre Lexington Madison Black Beatrice E Summerdale Calera Highland Lake Point Clear Snead Woodland Adams for Confectual Ministry Route Cuss 19 Copyright 2013, Intercultural Institute for Contextual Ministry Pine Apple Paint Rock Rogersville Huguley Cuss 19

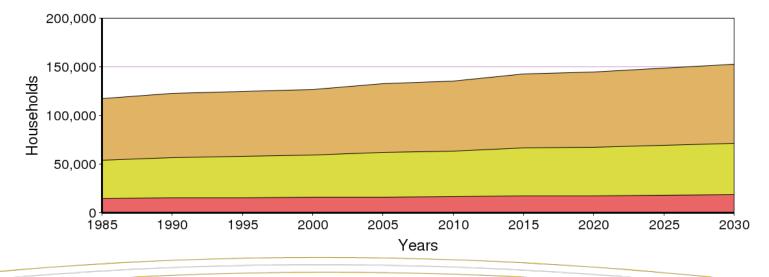
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	238,912	39,224	16.42%
2000 Population	276,700	37,309	13.48%
2010 Population	334,713	39,039	11.66%
2015 Population	369,521	40,873	11.06%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 0-7mi Ring

🔲 0-10mi Ring



Itoona Winfield Kinsey Lowndesboro Henagar Montevallo Mount Olive Gaylesville Vance Vincent Sin Florala Greenville Mount Vernon Childersburg Mobile Cottonwood St. Florian Valley Grande Wilsonville Wedowee Westover Sylvan Spon Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

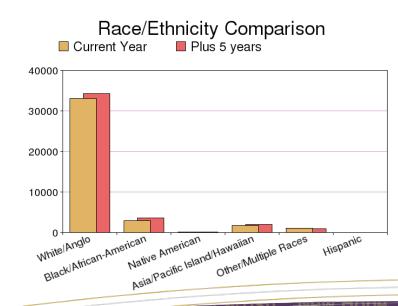
Projected Age Group Percentages

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.5%	3.65%	104.29
4-5 Years	1.83%	1.87%	102.19
6-8 Years	3.1%	3.07%	99.03
9-11 Years	3.52%	3.35%	95.17
12-13 Years	2.68%	2.47%	92.16
14-17 Years	4.96%	4.49%	90.52
18-19 Years	2.59%	2.2%	84.94
0-5 Years	5.33%	5.53%	103.75
6-12 Years	7.93%	7.62%	96.09
13-19 Years	8.93%	7.96%	89.14
< 20 Years	22.19%	21.11%	95.13
20-34 Years	14.45%	13.97%	96.68
35-44 Years	11.67%	10.72%	91.86
45-64 Years	32.96%	33.15%	100.58
65-74 Years	10.85%	12.28%	113.18
75+ Years	7.9%	8.78%	111.14
Median Age	37	50	132.52
Median Age (Male)	36	48	133.77
Median Age (Female)	39	50	130.29

Alacatiga Clayhatchee Carolina Saraland Coosada Brookwood Uniontown Center Point Camp Hill Arab Montevallo Eldridge Lockhart Hobson City New Site Margaret Hodges (Intercultural Institute wood Gadsden Opp New Hope Minor Ardmore Wedowee Heath Rus (Sofertual Ministry) Coopyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	84.65%	83.72%	98.89
Black, African-American	7.59%	8.77%	115.6
Native American	0.46%	0.44%	96.05
Asian	4.52%	4.84%	107.09
Pacific Island, Hawaiian	0.02%	0.03%	175.11
Other/Multiple Races	2.76%	2.2%	79.74
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	28,421	30,310	
Less than 9th Grade	1.01%	0.99%	98
No High School Diploma	3.11%	2.83%	91.22
High School Graduate	16.28%	16.68%	102.42
Some College, no degree	19.21%	17.76%	92.43
Associate Degree	5.52%	5.63%	101.96
College Degree	34.9%	35.55%	101.86
Graduate/Prof. degree	19.96%	20.56%	102.99

Clay Pennington Kimberly Red Bay Bakerhill Hazel Green Skyline Leeds Grand Bay Florala Hugh Eadeville Somerville Thomasville Midland City Gurley Owens Cross Road Intercultural Institute Rutledge Lowndesboro Fulton Valley Robertsdale Trafford Lakevie for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	
	CONNENT	I LOS J I LARS	
Household Income			
< \$10,000	2.43%	2.21%	91.16
\$10,000 to \$19,999	6.4%	6.05%	94.63
\$20,000 to \$29,999	7.46%	6.99%	93.66
\$30,000 to \$49,999	14.96%	13.8%	92.28
\$50,000 to \$59,999	8.31%	7.94%	95.58
\$60,000 to \$69,999	7.98%	7.6%	95.15
\$70,000 to \$79,999	7.55%	7.29%	95.36
\$80,000 to \$89,999	6.42%	6.38%	97.87
\$90,000 to \$99,999	5.01%	4.88%	97.51
\$100,000 to \$249,999	13.06%	13.99%	107.15
\$125,000 to \$149,999	7.57%	8.34%	110.15
\$150,000 to \$199,999	8.4%	9.6%	114.27
\$200,000 to \$249,999	2.26%	2.45%	108.75
\$250,000 or more	2.21%	2.38%	107.73
Median Household	75,319	79,591	105.67
Average Household	95,648	102,694	107.37
Per Capita Household	40,517	43,535	107.45
Family/Non-Family Household			
Income			
Median Family Income	93,566	99,580	106.43
Average Family Income	108,701	118,562	109.07
Median Non-Family Income	44,432	47,831	107.65
Average Non-Family Income	59,608	62,723	105.23

Rock Creek Phenix City Grayson Valley New Market Cottonwood Uniontown Kansas Alexander City F Contextual City Contextual City F Contextual Institute for Contextual Ministry Contextual City Contextual City F City F City F Contextual City F City F

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.62%	64.26%	97.93
Families with Children	26.3	24.73	94.04
Families without Children	39.32	39.16	99.59
Non-Family Households			
% Non-Family Households	34.38%	35.74%	103.95
Non-Families with Children	0.18	0.16	103.95
Non-Families without	34.2	35.58	104.03
Children			
Housing Units			
Total Housing Units	18,014	18,909	104.97%
Vacant percent	8.21%	8.38%	102.03
Owned percent	67.55%	67.45%	99.85
Rented Percent	24.24%	24.17%	99.72
Households by Size			
Avg household size	2.35	2.35	100%
Avg family hh size	3.00	3.05	101.67%
Avg non-family hh size	1.12	1.09	97.32%
Households By Count of			
Persons			
One	5,107	5,562	108.91%
Тwo	5,732	5,776	100.77%
Three or Four	4,549	4,725	103.87%
Five+	1,147	1,262	110.03%

Blountsville Bakerhill Ridgeville Sylacauga Level Plains Opp York Toxey Holly Pond Lynn Hoover He Springs Montevallo River Falls Rainbow City Jasper Hollywood Grave Intercultural Institute Lockhart Evergreen Reform Hazel Green Fulton Gantt Newbern Vive Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	
	MILES	MILES	MILES		MILES	MILES	
Foreign Born Pop	2,205	2,340	2,882	Eastern Africa	6	51	
Northern Europe	121	188	124	Middle Africa	0	0	
Western Europe	367	302	370	Northern Africa	0	5	
Southern Europe	107	22	7	Southern Africa	0	7	
Eastern Europe	163	89	85	Western Africa	32	27	
Other Europe	0	5	0	Other Africa	6	14	
Eastern Asia	469	320	264	Oceania	25	1	
So. Central Asia	387	371	190	Caribbean	60	133	
SE Asia	58	101	153	Central Amer.	257	430	:
Western Asia	26	90	75	South America	60	75	8
Other Asia	0	0	0	North America	61	109	
				Born at sea	0	0	C

na Selma Billingsley Citronelle Silas Orrville Coffeeville Deatsville Wilton Kellyton Rainsville Aliceville Opp Columbia Napier Field Tuskegee Argo Pinson Section New Intercultural Institute Hartford West Blocton Brewton Gulf Shores Newville Demopolis Sweet for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	38,291	51,044	51,614	Other Indo-Euro	49	9	46
Spanish	668	1,468	1,329	Asian/PI languages	49	0	40
Other Indo-Euro	1,208	1,015	1,105	Chinese	190	120	161
	1,200	1,015	1,105		97	120	116
language	133	286	353	Japanese Korean	97 197	152	56
French (incl. Patois,	133	200	353				
Cajun)	04	4.4	20	Mon-Khmer,	0	0	0
French Creole	21	11	26	Cambodian	0	0	0
Italian	91	24	0	Miao, Hmong	0	0	0
Portuguese	4	0	0	Thai	25	5	4
German	390	355	410	Laotian	0	11	43
Yiddish	0	0	4	Vietnamese	22	53	65
Other West Germanic	31	43	13	Other Asian	166	153	75
A Scandinavian	1	15	13	Tagalog	14	19	21
Language				Other Pacific Is	0	15	24
Greek	57	23	7	Other languages	95	208	283
Russian	118	34	65	Navajo	0	9	0
Polish	64	18	11	Other Native N.	0	29	18
Serbo-Croatian	0	0	0	American			
Other Slavic Language	3	11	0	Hungarian	7	37	0
Armenian	0	0	17	Arabic	38	58	50
Persian	33	43	76	Hebrew	0	10	13
Gujarathi	38	16	0	African languages	45	62	192
Hindi	46	42	0	Other unspecified	5	3	10
Urdu	12	7	34	·			

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Layden Meadowbrook Grimes Chickasaw Edgewater Rutledge Powell Gibertown Greenta Waverly Li Stocomb Mount Vernon Brookwood Ohatchee Morris Clay Excel Intercultural Institute Attalla Addison Livingston Bayou La Batre Orange Beach Kennedy Gad Jos Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	34,439	43,321	46,021		Irish	Irish 2,926	Irish 2,926 3,431
Arab	80	146	90		Italian	Italian 1,131	Italian 1,131 774
Armenian	51	10	17		Lithuanian	Lithuanian 81	Lithuanian 81 13
Austrian	130	54	36		Norwegian	Norwegian 355	Norwegian 355 245
British	350	370	254		Polish	Polish 488	Polish 488 387
Canadian	60	29	61		Portuguese	Portuguese 25	Portuguese 25 23
Croatian	24	5	11		Romanian	Romanian 62	Romanian 62 14
Czech	53	50	57		Russian	Russian 126	Russian 126 120
Czechoslovak	56	48	37		Scandinavian	Scandinavian 64	Scandinavian 64 70
Danish	95	69	37		Scotch-Irish	Scotch-Irish 1,786	Scotch-Irish 1,786 1,506
Dutch	291	358	260		Scottish	Scottish 1,043	Scottish 1,043 966
English	5,871	5,174	2,789		Slovak	Slovak 16	Slovak 16 21
European	684	561	404		Subsaharan African	Subsaharan African 68	Subsaharan African 68 229
Finnish	36	43	31		Swedish	Swedish 238	Swedish 238 160
French (not Basque)	832	733	462		Swiss	Swiss 119	Swiss 119 18
French Canadian	246	199	121		Ukrainian	Ukrainian 82	Ukrainian 82 14
German	4,335	3,711	2,599		US/American	US/American 6,270	US/American 6,270 8,041
Greek	119	85	40		Welsh	Welsh 210	Welsh 210 182
Hungarian	126	97	41		West Indian	West Indian 50	West Indian 50 175
Iranian	54	65	93		Yugoslavian	Yugoslavian 31	Yugoslavian 31 2
					Other	Other 5,773	Other 5,773 15,122

nsville Sipsey Newton Tuskegee Sardis City Grimes Ardmore Frisco City Madison Piedmont Louisville Columbiana Falkville Oak Hill Brighton Pine Ridge Skyline Littleville Intercultural Institute iverside Twin Smiths Station Pike Road Paint Rock Southside Jasper for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Could Shores Belk, Columbia, Evife, Thomasville, Blue B

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?

Clio Luverne Coffee Springs Moulton Loachapoka Creola Hayden Valley Head Calera Rock Mills J den City Cordova Florence Benton Banks Littleville Glencoe New Site Intercultural Institute homasville Athens Gadsden Huntsville Abbeville Mobile Petrey Deats for Confextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

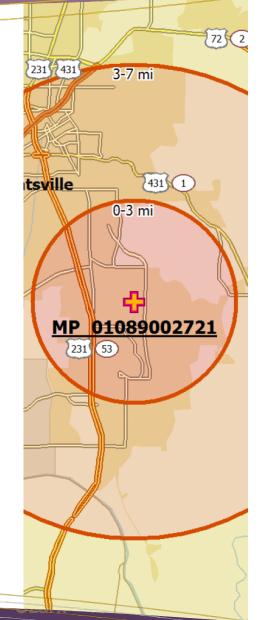
Issues for Your Consideration - continued

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

nesville Geraldine Locust Fork South Vinemont Opp Hammondville Childersburg Grines Vincent West Montgomery Memphis Ashville Brookside Jemison Cullman Benter Intercultural Institute oeville Leeds Chelsea Hayden Edwardsville Tuscaloosa Scottsboro Joi Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



Her Tuscaloosa Elba Opp Cusseta Avon Andalusia Needham Malvern Morris Grove Hill Oakman Dauphin Island Lynn Creola Wilsonville Montevallo Clanton Shiloh Intercultural Institute To New Hope Hartford Gu-Win Grant Brilliant Hoover Daphne Pinck for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	16,535	100%	11,550	100%
AFFLUENT SUBURBIA	4,672	28.26%	3,310	28.66%
America's Wealthiest	612	3.7%	491	4.25%
Dream Weavers	286	1.73%	205	1.77%
White Collar Suburbia	313	1.89%	255	2.21%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	1,739	10.52%	1,167	10.1%
Small Town Success	1,694	10.24%	1,173	10.16%
New Suburbia Fam.	28	0.17%	19	0.16%
UPSCALE AMERICA	6,987	42.26%	4,722	40.88%
Status Conscious Consumers	403	2.44%	283	2.45%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	6,347	38.39%	4,261	36.89%
Solid Suburban Mix	25	0.15%	19	0.16%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	212	1.28%	159	1.38%
SM TWN SUCCESS	577	3.49%	382	3.31%
2nd City Homebodies	90	0.54%	64	0.55%
Prime Middle America	453	2.74%	295	2.55%
Urban Optimists	20	0.12%	14	0.12%
Family Convenience	10	0.06%	6	0.05%
Mid-Market Enterprise	4	0.02%	3	0.03%

Guntersville Gravsville Columbia Needham Pickensville McDonald Chapel Bakerhill Gulf Shores Bo Nectar Mount Vernon Waterloo Hazel Green Sumiton Vredenburgh by Napier Field Leesburg Dothan Orange Beach Pelham Smoke Rise recopyright 2013, Intercultural Institute for Contextual Ministry angston Fultondale Lake View Alexandria Lynn Citrate Alexandria Benton Mosses

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	16,535	100%	11,550	100%
BLUE COLLAR BACKBONE	418	2.53%	254	2.2%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	394	2.38%	238	2.06%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	24	0.15%	16	0.14%
AMER. DIVERSITY	1,400	8.47%	1,006	8.71%
Ethnic Urban Mix	50	0.3%	35	0.3%
Urban Blues	20	0.12%	13	0.11%
Professional Urbanites	1,281	7.75%	926	8.02%
Urban Advancement	24	0.15%	16	0.14%
Amer. Great Outdoors	25	0.15%	16	0.14%
Mature America	0	0%	0	0%
METRO FRINGE	185	1.12%	129	1.12%
Steadfast Conservative	93	0.56%	64	0.55%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	92	0.56%	65	0.56%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Sardis City Hollywood Stevenson Castleberry Summerdale Haleyville Sweet Water Dauphin Island Wes Haleburg Hoover Lester Linden Elberta Brent Sumiton Loxley <u>Intercultural Institute</u> ope Rock Mills Fairview Owens Cross Roads Selma Vestavia Hills Mar *Intercultural Institute Jos Contextual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry McIntosh Double Springs Meridianville Vernon White

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	16,535	100%	11,550	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	751	4.54%	583	5.05%
Young Cosmopolitans	659	3.99%	516	4.47%
Minority Metro Communities	47	0.28%	35	0.3%
Stable Careers	45	0.27%	32	0.28%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	101	0.61%	62	0.54%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	99	0.6%	61	0.53%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	2	0.01%	1	0.01%

edenburgh Mountainboro Holly Pond Citronelle Tuscaloosa Marion Camp Hill Point Clear Toxey Harti Billingsley Oak Grove Daviston Smoke Rise Florala Lexington Elba Triana Wilton Phil Campbell Kinsey Moundville Underwood-Petersvill for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Brent Castleberry Steele Gamesville Bay Minester Jacksons' Gan Sylvan Springs Valley Cuba Waterloo

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	16,535	100%	11,550	100%
STRUGGLING SOCIETIES	464	2.81%	385	3.33%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	464	2.81%	385	3.33%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	981	5.93%	717	6.21%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	209	1.26%	146	1.26%
Urban Diversity	132	0.8%	95	0.82%
New Generation Activists	133	0.8%	90	0.78%
Getting By	507	3.07%	386	3.34%
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%

Boaz New Market Woodland Blue Ridge Steele Rehobeth Underwood-Petersville Daleville Somerville L Russellville Town Creek Beatrice Bakerhill Edwardsville Midfield Intercultural Institute Vern Luverne Memphis Indian Springs Village Saraland Pleasant Groves for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Loxley Hackleburg Lanett Parrish Elberta Lincoln Sand Rock Union Grove Berry Grove Hill Hammer Needham Steele Cuba Coosada Monroeville Cherokee York Hart Intercultural Institute Chatom Skyline Hytop Montgomery Leeds New Site Riverview Car Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Mastaver Glenwood Elorence Asbyille Bridgeport

Potential Cultural Bridges

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

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

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

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

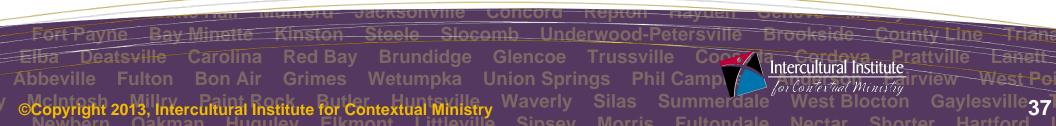


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The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the missional site location that participate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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	83%	79%	75%
Use Comp. for Internet/E-mail	70%	64%	58%
Internet Use: E-Mail	61%	55%	50%
Use Comp. for Word Processing	50%	45%	40%
Use Comp. for Shopping	44%	40%	35%
Use Comp. for Comp. Games	44%	41%	38%
Use Comp. for Digital Camera	41%	37%	33%
Photo Editing			
Use Comp. for Banking	39%	36%	32%
Internet Use: News/ Weather	36%	32%	28%
Use Comp. for Education	36%	35%	32%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	34%	32%	30%
Internet Use: Banking	32%	29%	26%
Use Comp. for News/Info./Data	32%	28%	25%
Service			
PC-Network-HH Has One	26%	22%	20%
Use Comp. for Personal Financial	21%	18%	16%
Mngmnt			
Use Comp. for Accounting	20%	17%	15%
Internet Use: Shopping: Gathered	19%	17%	15%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	18%	15%	14%
Internet Use: Research/ Education	16%	14%	13%
Internet Use: Shopping: Made A Purchase	15%	14%	12%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	71%	69%	69%
Dining Out (Not Fast Food)	67%	61%	57%
Reading Books	60%	58%	55%
Go To A Beach/Lake	44%	40%	36%
Card Games	43%	43%	42%
Cooking for Fun	39%	38%	36%
Gardening	38%	35%	31%
Board Games	34%	33%	31%
Visit Museum	28%	24%	22%
Photography	24%	21%	20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	67%	66%
Gen./Fam. Practitioner	41%	40%	38%
Dentist	35%	31%	28%
Eye Dr.	23%	22%	21%
None Of These	21%	21%	20%
Backache	20%	21%	21%
High Cholesterol	19%	18%	17%
Hypertension/High Blood	18%	19%	19%
Pressure			
Any Arthritis	14%	14%	14%
Acid Reflux Disease (GERD)	14%	14%	14%

ton <u>Selma</u> Thersby <u>Gardendale</u> Triana <u>Dozier</u> Brewton Roanoke Muscle Shoals <u>Hueytown</u> Grimes Hamilton Coaling Littleville Coker Blue Springs Adamsville White Hall <u>Intercultural Institute</u> Intercultural Institute or donville Ather Copyright 2013, Intercultural Institute for Contextual Ministry Becopyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	36.5%	32.57%	30.42%
Live Theater	30.21%	26.43%	24.13%
Live Theater Most Often	24.83%	21.42%	19.29%
Rock/Pop Concerts Most	20.27%	17.22%	16.14%
Often			
Dance Performance	10.81%	10.46%	10.53%
Comedy Club	10.55%	10.62%	10.77%
Movies: Comedy	41.97%	41.44%	40.95%
Movies: Action/Adventure	40.77%	40.44%	39.6%
Movies: Romantic Comedy	23.96%	22.24%	21.86%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	23.82%	23.3%	23.09%
Movies: Fam.	19.84%	20.72%	20.55%
Movies: Mystery	19.03%	19.34%	19.1%
MLB Baseball Reg. Season	11.31%	9.85%	8.76%
College Football Reg.	9.61%	8.15%	7.03%
Season			
NFL Football Reg. Season	9.26%	8.04%	7.13%
College Basketball Reg.	6.42%	5.43%	4.83%
Season			
NBA Basketball Reg.	4.77%	4.86%	4.25%
Season			
NHL Hockey Reg. Season	4.42%	3.94%	3.3%

Aver Summerdale Pine Apple Coaling Kimberly Vestavia Hills Satsuma Hokes Bluff Sataland Greensberg Skyline Auburn Southside Ider Glenwood Concord Kellyton Fairer Intercultural Institute Creola Lincoln Millry Heath Brookside Guin Littleville Mount Oliver 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 -0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	BRID	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	46.82%	43.61%	41.28%	Back	Backpacking/Hiking	Backpacking/Hiking 12.18%	Backpacking/Hiking 12.18% 11.07%
Swimming	38.63%	35.62%	32.35%	Base	Baseball	Baseball 10.51%	Baseball 10.51% 10.62%
Bowling	22.89%	22.2%	22.05%	Powe	Power Boating	Power Boating 10.33%	Power Boating 10.33% 9%
Billiards/Pool	19.81%	18.99%	18.5%	Foot	Football	Football 9.22%	Football 9.22% 9.92%
Weight Training	19.64%	18.48%	17.03%	Tenn	Tennis	Tennis 9.04%	Tennis 9.04% 8.22%
Golf	19.46%	16.65%	14.32%	Yoga	Yoga	Yoga 8.56%	Yoga 8.56% 7.94%
Using Cardio Machine	18.46%	16.84%	14.91%	Volle	Volleyball	Volleyball 8.33%	Volleyball 8.33% 8.61%
Jogging/Running	17.87%	16.96%	16.88%	Soco	Soccer	Soccer 7.99%	Soccer 7.99% 7.38%
Mountain/Road Biking	16.3%	14.54%	12.85%	Targ	Target Shooting	Target Shooting 7.87%	Target Shooting 7.87% 7.75%
Basketball	15.21%	15.19%	15.78%	Cano	Canoeing/Kayaking	Canoeing/Kayaking 7.73%	Canoeing/Kayaking 7.73% 7.15%
Stationary Cycling	15.11%	13.99%	12.78%	Softb	Softball	Softball 7.7%	Softball 7.7% 7.5%
Freshwater Fishing	15.06%	14.79%	15.17%	Saltv	Saltwater Fishing	Saltwater Fishing 7.66%	Saltwater Fishing 7.66% 7.26%
Camping Trips	14.72%	14.13%	12.68%	Hunt	Hunting	Hunting 7.26%	Hunting 7.26% 7.29%
Aerobics	12.55%	11.55%	11.44%	Moto	Motorcycling	Motorcycling 6.06%	Motorcycling 6.06% 5.74%

Linden Warrior Akron Dadeville Clanton Millry Coffee Springs Alexander City Elkmont Beaverton in De Abbeville Silverhill Point Clear Allgood Enterprise Brent Petrey Intercultural Institute Sylvan Springs Sardis City Phil Campbell Jacksons' Gap Bridgeport Grevial Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Carbon Hill Gardendale Brewton Owens Cross Roa

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Ice Skating	5.94%	5.96%	5.5%
Snorkeling	5.93%	5.64%	5.04%
Downhill & X-Country	5.69%	5.61%	4.87%
Skiing			
Roller Skating	5.62%	5.61%	5.87%
Jet Skiing	5.53%	5.12%	4.68%
Horseback Riding	5.27%	4.98%	4.9%
Water Skiing	4.89%	4.57%	4.14%
Rock Climbing	4.43%	3.88%	3.66%
Fly Fishing	4.41%	4.3%	4.24%
Sailing	4.11%	3.84%	3.36%

0-3	3-7	7-10
MILES	MILES	MILES
4.05%	3.68%	3.43%
4%	3.85%	4.14%
3.98%	4.03%	3.98%
3.75%	3.55%	3.58%
3.68%	3.82%	3.58%
3.52%	3.48%	3.31%
3.14%	3%	2.74%
3.09%	2.99%	2.78%
3.05%	3.18%	3.06%
2.91%	3.06%	3.15%
	MILES 4.05% 4% 3.98% 3.75% 3.68% 3.52% 3.14% 3.09% 3.05%	MILESMILES4.05%3.68%4%3.85%3.98%4.03%3.75%3.55%3.68%3.82%3.52%3.48%3.14%3%3.09%2.99%3.05%3.18%

Wadley Gadsden Birmingham Detroit Faunsdale Montgomery Cuba Chickasaw Carrollton Warrior R Carbon Hill Hodges Abbeville Brent Toxey Montevallo Needham Charland Northnort Good Hope rd Loxley Clanton Spanish Fort Bayou La Batre Florala Muscle Shoals for Contextual Ministry rd Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

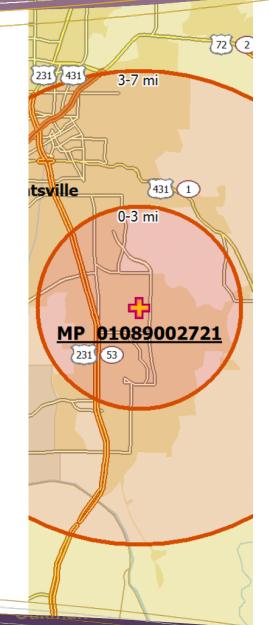
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Tuscumbia Union Foley Brilliant Huntsville Akron Dodge City Mount Olive Gainesville Coffeeville Brockton Union Springs Livingston Millbrook Millport Avon Hillsbook Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Moulton Pike Road Warrior Gordonville Shiloh Garden City Fayette Susan Moore Brewton Cullman And Hartselle Clio Argo Vincent East Brewton Rockford New Brock Intercultural Institute Ayrtlewood Akron Geiger Linden Ashville Riverside Sand Rock Selma for Confectual Ministry Scopyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

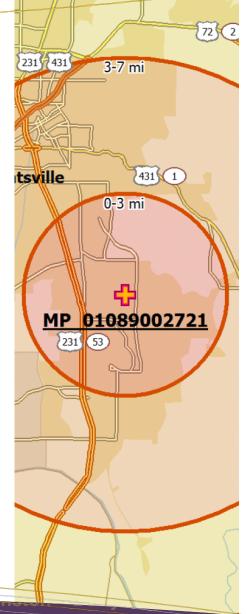
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning New Things	48%	50%	51%	Like To Pursue Challenge/Novelty/Change	19%	18%	18%
Prefer To Have Few Possessions As Possible	45%	39%	35%	Like to Stand Out In A Crowd Too Much Sponsorship In	19% 19%	20% 22%	20% 24%
Find It Difficult To Say No To My Kids	39%	37%	37%	Arts/Sports Happy With My Standard Of	16%	15%	14%
Speak My Mind Even If It Upsets People	34%	35%	36%	Living I Am A Workaholic	16%	17%	20%
If Won Lottery Would Never Work Again	33%	30%	28%	Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Woman's Place Is In The Home Friends More Important Than My	32% 31%	32% 27%	32% 26%	We Should Strive for Equality for All	13%	14%	15%
Fam. Like Control Over People And	30%	31%	33%	Only Work Current Job for The Money	12%	13%	14%
Resources Don't Judge People/Way They	29%	29%	29%	On Whole People Get What They Deserve	10%	10%	11%
Live Life Like To Do Unconventional	27%	27%	27%	Indulge My Kids With The Little Extras	8%	8%	9%
Things Money Is Best Measure Of	26%	25%	25%	Little I Can Do To Change My Life	7%	8%	8%
Success Marijuana Should Be Legalized	22%	21%	21%	I Am A Perfectionist	7%	7%	8%

Ile Sand Rock Riverview Vestavia Hills Grand Bay York Wilsonville Livingston Gaylesville Saks Mill Fine Apple St. Florian Point Clear Heath Millport Midland City Courter Intercultural Institute Tarrant Moundville Newville Hayden Prichard Nectar Elmore Oak 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.



Dadeville Detroit Fairview Samson Leeds Holt Walnut Grove Blue Springs Repton Skyline Heflin Shorter Linden Auburn Opp Thomaston Goshen Webb Louisville Intercultural Institute Gilbertown Reece City Lincoln Montevallo Pine Ridge Fyffe McIntosh Confextual Ministry Nectar Pisgah Woodstock Magnolia Springs 045 Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3	3-7	7-10	THE	MES	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important To Respect Customs And Beliefs	68%	64%	61%	Cons Arts	sider Myself Interested In The	18%	19%	20%
You Should Seize Opportunities	57%	57%	57%	Real	Men Don't Cry	16%	16%	16%
In Life					Important Part Of Who I Am	15%	15%	16%
Prefer To Have Few Possessions As Possible	45%	39%	35%	Try N Futur	Not To Worry About The re	14%	15%	15%
Like To Understand About Nature	40%	38%	39%	Look Hom	ing for New Ideas To Improve e	14%	16%	16%
Important Feel Respected By My Peers	34%	34%	34%	Enjoy Fam.	y Spending Time With My	11%	12%	12%
Prefer Work Part Of Team Than Alone	32%	33%	35%	Provi Extra	ide My Kids With The Little as	8%	11%	14%
Have Keen Sense Of Adventure	28%	27%	27%	Feel	Very Alone In The World	5%	5%	6%
Important To Juggle Various Tasks	27%	29%	31%		Iren Should Be Allowed To ess Themselves	5%	5%	6%
Good At Fixing Things	26%	27%	28%	Like	Spending Most Time With	4%	5%	5%
Like To Just Enjoy Life	25%	23%	22%	Fam.				
People Have To Take Me As They Find Me	25%	25%	24%	Woul Busir	ld Like To Set Up Own ness	4%	4%	4%
Worried About Pollution Caused By Cars	22%	21%	20%	Deco	or Particular Interest To Me	3%	4%	4%

y Beaverton Jemison Ashford Cherokee Demopolis Baileyton Daphne Hobson City Creola Triana E Locust Fork Highland Lake Walnut Grove Alexandria Sylacauga Saralary Intercultural Institute Dertsdale Altoona Warrior Belk Elkmont Kennedy Citronelle Gunters (ontextual Ministry Creek Pickens @Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Potential Shared Places

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



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Potential Shared Places:

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

PLACE	0-3	3-7	7-10		PLACE	PLACE 0-3	PLACE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fam. Restaurants/Steak	84.91%	82.1%	79.59%		Pizza Hut	Pizza Hut 17.41%	Pizza Hut 17.41% 19.75%
Houses-Visit Any					Starbucks	Starbucks 16.73%	Starbucks 16.73% 14.99%
Fast Food/Drive-In	83.82%	84.53%	84.05%		Red Lobster	Red Lobster 16.6%	Red Lobster 16.6% 16.97%
Restaurant-Visit Any					Dairy Queen	Dairy Queen 16.08%	Dairy Queen 16.08% 16.59%
McDonald's	54.75%	55.98%	55.12%		Chili's Grill and Bar	Chili's Grill and Bar 15.62%	Chili's Grill and Bar 15.62% 15.12%
Burger King	33.76%	35.8%	36.87%		Cracker Barrel	Cracker Barrel 15.62%	Cracker Barrel 15.62% 14.76%
Applebee's	32.49%	30.73%	28.53%		TGI Friday's	TGI Friday's 15.11%	TGI Friday's 15.11% 14.25%
Subway	30.86%	30.37%	29.42%		IHOP (International House Of	IHOP (International House Of 14.94%	IHOP (International House Of 14.94% 15.23%
Wendy's	29.71%	29.74%	29.74%		Pancakes)	Pancakes)	Pancakes)
Taco Bell	26.1%	27.61%	26.78%		Dunkin' Donuts	Dunkin' Donuts 14.31%	Dunkin' Donuts 14.31% 12.97%
Kentucky Fried Chicken (KFC)	23.3%	26.17%	28.17%		Chick-Fil-A	Chick-Fil-A 13.7%	Chick-Fil-A 13.7% 14.02%
Olive Garden	23.12%	21.9%	21.03%		Panera Bread	Panera Bread 13.13%	Panera Bread 13.13% 11.32%
Arby's	20.93%	21.43%	20.81%		Quiznos Sub	Quiznos Sub 12.66%	Quiznos Sub 12.66% 11.49%
Outback Steakhouse	19.4%	17.09%	15.68%				

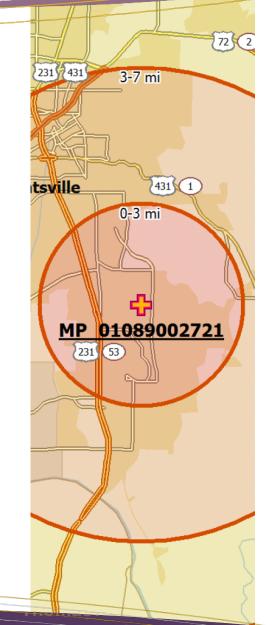


Potential Shared Projects

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!



 Arilliant
 Orange Beach
 Fallassee
 McKenzie
 Meadowbrook
 Excel
 West Point
 Fort Rucker
 Saks
 Calera
 Arithmetical

 Ayette
 Elkmont
 Wetumpka
 Horn Hill
 Midfield
 Allgood
 Oxford
 Andress
 Intercultural Institute
 Enterprise
 Elba

 Ide
 Steele
 Walnut Grove
 Leeds
 Pleasant Grove
 Taylor
 Adamsville
 Abb
 Intercultural Institute
 Bayeu La Ba

 ©Copyright 2013, Intercultural Institute for Contextual Ministry
 Bridgeport
 Kennedy
 Fairview
 Madison
 Nanier Fide

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	53.5%	49.7%	47%
Recycled products	42.81%	38.41%	33.91%
Worked as volunteer (non political)	21.6%	19.32%	17.02%
Engaged in fund raising	12.94%	12.04%	11.96%
Religious club member	8.2%	7.92%	7.86%
Wrote to elected offcl about publ bus	7.87%	6.97%	6.37%

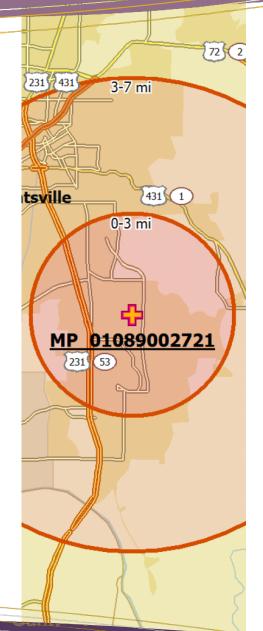
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or newspaper	6.84%	6.52%	5.89%
Charitable Organization	6.54%	6.06%	5.65%
Took active part in local civic issue	6.35%	5.89%	5.59%
Addressed a public meeting	5.96%	5.39%	4.95%
Union member	5.89%	5.38%	5.15%
Fraternal order member	5.48%	4.81%	4.66%

vel Hillsboro Kennedy New Hope Vernon South Vinemont Valley Head Ariton Beaverton Hodges Pied as Providence Troy Geneva Oak Hill Ashville Steele Robertsdale Intercultural Institute Intercultural Institute Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Vestavia Hills Daphne Millport Madrid Saks Have

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.



Stevenson Madrid Pelham Clanton Good Hope Banks Camden Fruithurst Westover Reform Taylor Partish Russellville Libertyville Kinston Waldo Colony Ashville Provide Kinsov Hillsboro Genco undville Grand Bay Montevallo Beaverton Owens Cross Roads Clay Montevial Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	21.82%	19.82%	17.99%
Children's Books	15.28%	14.09%	13.74%
Mystery	14.59%	13.24%	12.13%
Cookbooks	12.65%	11.38%	10.39%
Biography	9%	7.94%	7.35%
Religious (not Bibles)	8.77%	8.85%	9.31%
Personal/Business	8.75%	7.68%	7.21%
Self-help			
History	8.56%	8.01%	7.34%
Romance	7.29%	7.15%	7.42%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	73.92%	71.56%	69.65%
Gen. Editorial	49.01%	49.28%	49.01%
Womens	42.37%	43.26%	43.37%
Service	39.25%	37.44%	34.82%
Business/Finance	23.97%	21.81%	20.17%
Mens	19.04%	19.01%	18.58%
Sports	17.88%	17.07%	15.93%
Mature Market	14.53%	13.19%	12.22%
Parenthood	13.54%	14.08%	13.93%

wville Haleyville Henagar Magnolia Springs Gurley Decatur Valley Grande Petrey Gordo Rockford Sile artiand Gardendale Steele Bear Creek Warrior Triana Ridgeville Lips Intercultural Institute Eldridge Sulligent Wetumpka Fultondale Powell Ragland Lineville Copyright 2013, Intercultural Institute for Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry Bartford Autaugaville Jacksopyille Cherokee Oak Gro

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	60.14%	56.79%	54.4%
Business/Finance	36.82%	32.9%	30.02%
Sport	34.37%	33.03%	32.15%
Editorial Page	33.7%	31.58%	29.6%
Classified	30.3%	31.38%	32.46%
Movie Listings & Reviews	29.47%	27.75%	26.51%
Food/Cooking	29.18%	27%	25.25%
Comics	28.87%	27.76%	26.29%
TV/Radio Listings	25.31%	24.57%	23.5%
Home/Gardening	24.61%	22.7%	21.25%
Travel	24.26%	21.99%	20.27%
Science/Technology	22.11%	19.56%	17.71%
Fashion	16.73%	15.68%	15.96%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Adult Contemporary	20.46%	18.78%	16.4%
CHR Contemp Hit Radio	18.07%	18.01%	17.96%
News/Talk	17.85%	14.81%	12.21%
Country	16.77%	17.67%	16.42%
Alternative	13.55%	11.23%	9.26%
Rock	13.54%	12.27%	10.76%
Oldies	13.3%	12.06%	11.11%
Classic Rock	12.33%	10.72%	8.95%
Urban Contemporary	10.75%	15.43%	21.77%
Variety	9.67%	8.6%	8.9%
All News	8.86%	7.31%	7.09%
Soft Contemporary	8.56%	7.4%	6.69%
Religious	6.87%	6.36%	6.15%
Sports	6.07%	4.94%	4.35%
All Talk	5.99%	5.15%	4.82%
Jazz	5.59%	5.71%	6.42%
Classical	5.55%	4.61%	3.94%
Classic Hits	4.4%	4.15%	3.64%

Ouisville Black Concord Blountsville Benton Eclectic Guin Twin Glencoe Eutaw Level Plains Rogen Hagnolia Springs Webb Center Point Guntersville Andalusia Fultondale Trafford Deatsville Skyline Dora Kansas Daleville Newville Baileyton Copyright 2013, Intercultural Institute for Contextual Ministry Jefferson Summerdale Chatom Cordova Walnut Grov 53 Pennington West Point

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: 1
	MILES	MILES	MILES	
Fox News Channel	65.71%	64.17%	62.37%	TV Info From Su
Satellite Dish	59.79%	55.2%	52.47%	Magazine
Soapnet	53.15%	52.08%	50.86%	ESPN2
Comedy Central	43.57%	38.17%	33.88%	Hallmark Channe
Other	41.81%	42.11%	41.04%	BET (Black Ente
Video-On-Demand				TV)
Adult Pay Per View TV	37.84%	34.29%	31.84%	The Golf Channe
Sci-Fi Channel	36.31%	36.11%	34.84%	Nickelodeon
MSNBC	34.23%	33.57%	32.33%	USA Network
ABC Fam.	31.59%	28.41%	25.73%	TCM (Turner Cla
Subscribe Digital Cable	31.5%	31.02%	31.71%	Movies)
ESPN Classic	31.28%	26.53%	23.08%	TV Info From Ne
Adult Swim	31.11%	27.96%	25.11%	Video-On-Dema

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TV Info From Sunday TV	30.94%	29.86%	28.99%
Magazine			
ESPN2	29.58%	26.77%	25.41%
Hallmark Channel	29.39%	27.28%	25.53%
BET (Black Entertainment	28.18%	26.36%	24.85%
TV)			
The Golf Channel	28.11%	25.83%	23.55%
Nickelodeon	27.69%	27.38%	26.68%
USA Network	27.53%	26.01%	24.35%
TCM (Turner Classic	27.51%	26.34%	24.77%
Movies)			
TV Info From Newspapers	27.35%	26.58%	26.17%
Video-On-Demand Movies	26.69%	24.43%	21.86%
ESPN News	25.81%	22.92%	20.31%
Nick At Nite	25.41%	25.07%	23.7%

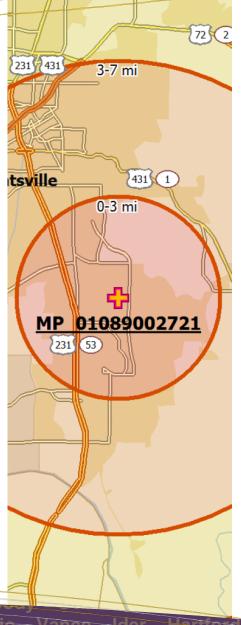
Ham Oxford West Jefferson Mountainboro North Johns Louisville River Fails Addison Phil Campbell C Hapoka Helena Northport Columbia Lowndesboro Morris Creola Gulf Intercultural Institute Cottonwood Bakerhill Oneonta Tarrant Talladega Red Level Tusc Intercultural Institute for Contextual Ministry Scoppright 2013, Intercultural Institute for Contextual Ministry Havneville Nectar Glencoe Russellville Oak Hill Ministry

Communication Media Usage

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

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

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



He Woodstock Tallassee Citronelle Rock Creek Epes Wedowee Crossville Clio Vance Ider Hartford West Jefferson Daleville Pinckard Boaz Sumiton Lockhart Kinstoner Intercultural Institute Littleville Sand Rock Luverne Smiths Station Carbon Hill Samson Confertual Ministry Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	24.57%	22.18%	20.23%
Medium Users (4-6)	12.59%	11.87%	10.67%
Light Users (1-3)	21.55%	20.69%	20.82%
Quintiles (20%)			
Newspaper I (Heavy)	0.83%	1.13%	1.04%
Newspaper II	1.4%	1.49%	1.63%
Newspaper III	2.04%	2.09%	2.47%
Newspaper IV	0.16%	0.41%	0.38%
Newspaper V (Light)	0.88%	1%	0.95%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.71%	19.05%	20.37%
Magazines II	7.71%	8.54%	9.37%
Magazines III	9.17%	9.73%	10.38%
Magazines IV	9.12%	10.87%	12.05%
Magazines V (Light)	0.64%	0.68%	0.74%
Outdoor I (Heavy)	6.97%	7.21%	7.35%
Outdoor II	2.36%	2.92%	3.24%
Outdoor III	2.73%	3.45%	4.08%
Outdoor IV	14.97%	15.13%	15.78%
Outdoor V (Light)	25.49%	25.5%	24.69%
Yellow Pages I	13.56%	14.03%	14.77%
(Heavy)			
Yellow Pages II	6.33%	6.2%	6.76%
Yellow Pages III	5.39%	5.93%	6.64%
Yellow Pages IV	18.71%	20.3%	21.53%
Yellow Pages V (Light)	2.56%	3.32%	3.84%
Yellow Pages IV	18.71%	20.3%	21.53%

eville Citronelle Elmere Memphis Cusseta Haleburg Natural Bridge Gordon Abbeville Linden Oakman Ashland Silas Double Springs St. Florian Orrville Alexandria Triana <u>Intercultural Institute</u> t Rucker Indian Springs Village New Site Valley Head Collinsville Clayha Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	/		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.04%	3.02%	3.5%	Prime Time I & II (Heavy)	3.83%	3.42%	3.95%
Drive Time III (Medium)	0.19%	0.53%	0.84%	Prime Time III (Medium)	1.84%	1.89%	1.72%
Radio IV & V (Light)	1.88%	2.24%	2.82%	Prime Time IV & V (Light)	7.74%	9.21%	9.79%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.51%	9.23%	9.87%	Fringe I & II (Heavy)	41.39%	39.49%	39.97%
Radio III (Medium)	4.62%	4.6%	4.64%	Fringe III (Medium)	50.58%	50.84%	51.79%
Radio IV & V (Light)	3.05%	3.34%	3.78%	Fringe IV (Light)	53.18%	53.68%	54.26%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	16.13%	15.48%	14.17%	All Day I & II (Heavy)	11.94%	13.24%	15.06%
Cable III (Medium)	4%	4.35%	4.66%	All Day III (Medium)	22.31%	22.71%	23.26%
Cable IV & V (Light)	31.54%	33.14%	33.65%	All Day IV (Light)	14.29%	14.58%	16.149

Hytep McDonald Chapel Kansas Pelham Goodwater Taylor Abbeville Marion Dodge City Stevenson Cordova Silas Powell Akron Bon Air Banks Courtland Newton Intercultural Institute Town Creek Allgood Opelika Sanford Saks Cherokee Riverside Lest For Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.94%	12.35%	12.03%
6:00am - 10:00am	21.45%	19.18%	18.29%
10:00am - 3:00pm	9.3%	9.92%	10.96%
3:00pm - 7:00pm	13.96%	14.87%	15.27%
7:00pm - Midnight	17.56%	14.99%	13.63%
Midnight - 6:00am	6.96%	7.16%	7.12%
Weekend Radio			
Listeners			
Dayparts [summary]	14.99%	15.09%	14.64%
6:00am - 10:00am	5.87%	4.88%	4.37%
10:00am-3:00pm	8.04%	7.1%	6.87%
3:00pm - 7:00pm	7.94%	8.51%	8.47%
7:00pm - Midnight	10.16%	10.05%	10.09%
Midnight - 6:00am	13.2%	13.33%	13.16%

USAGE	0-3	3-7	7-10		
	MILES	MILES	MILES		
Prime Time TV Viewers					
8:00-11:00pm	11.7%	9.92%	8.61%		
Saturday: 8:00-11:00pm	8.28%	8.05%	8.43%		
Sunday: 7:00-11:00pm	11.58%	10.8%	9.88%		
9:00am-1:00pm	25.41%	25.07%	23.7%		
9:00am-4:00pm	29.26%	28.77%	27.5%		
4:00pm-7:00pm	31.67%	30.58%	30.08%		
11:00pm-1:00am	41.32%	41.19%	40.14%		
AVG Prime time Mon-Sun	3.09%	3.41%	3.75%		

Luverne Eutaw Minor Indian Springs Village Riverview Millbrook Opp Geiger Stevenson Andalusie Carolina Clanton Aliceville Vestavia Hills Sylacauga Dozier Midfield Intercultural Institute Tytop Clayhatchee Oakman Clayton Millport Brent Monroeville Gu-Win Intercultural Institute pelika Cheroke Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	20.72%	19.3%	17.98%	Sat: 7-10am	Sat: 7-10am 22.79%	Sat: 7-10am 22.79% 20.72%
7-9am	29.58%	26.77%	25.41%	Sat: 10am-1pm	Sat: 10am-1pm 8.71%	Sat: 10am-1pm 8.71% 8.56%
9am-12noon	20.99%	20.12%	18.57%	Sat: 1-4pm	Sat: 1-4pm 26.02%	Sat: 1-4pm 26.02% 25.15%
12noon-4pm	8.27%	8.65%	8.94%	Sat: 4-6pm	Sat: 4-6pm 7.13%	Sat: 4-6pm 7.13% 7.17%
4-6pm	55.79%	52.07%	49.97%	Sat: 6-7pm	Sat: 6-7pm 2.67%	Sat: 6-7pm 2.67% 2.21%
6-7pm	17.86%	18.23%	17.73%	Sat: 7-8pm	Sat: 7-8pm 1.73%	Sat: 7-8pm 1.73% 1.36%
7-7:30pm	1.7%	1.44%	1.57%	Sat: 8-11pm	Sat: 8-11pm 8.28%	Sat: 8-11pm 8.28% 8.05%
7:30-8pm	9.63%	10.42%	10.36%	Sat: 11pm-1am	Sat: 11pm-1am 5.82%	Sat: 11pm-1am 5.82% 5.44%
8-11pm	11.7%	9.92%	8.61%	Sat: 1am-7pm	Sat: 1am-7pm 27.53%	Sat: 1am-7pm 27.53% 26.01%
11pm-12am	34.23%	33.57%	32.33%	Sun: 7-10am	Sun: 7-10am 2.27%	Sun: 7-10am 2.27% 2.1%
11pm-1am	41.32%	41.19%	40.14%	Sun: 10am-1pm	Sun: 10am-1pm 7.13%	Sun: 10am-1pm 7.13% 6.59%
1-6am	37.88%	35.77%	32.83%	Sun: 1-4pm	Sun: 1-4pm 7.07%	Sun: 1-4pm 7.07% 6.35%
				Sun: 4-7pm	Sun: 4-7pm 14.32%	Sun: 4-7pm 14.32% 13.79%
				Sun: 7-11pm	Sun: 7-11pm 11.58%	Sun: 7-11pm 11.58% 10.8%
				Sun: 11pm-1am	Sun: 11pm-1am 5.37%	Sun: 11pm-1am 5.37% 5.3%
				Sun: 1-7am	Sun: 1-7am 23.38%	Sun: 1-7am 23.38% 22.31%

Livingston Orrville Grimes Alexandria Meridianville Talladega Tillmans Corner Rock Creek Courtland Holt Bay Minette Priceville St. Florian Akron Monroeville Trafford Intercultural Institute Natural Natural Natural Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Banks Camp Hill Castleberry Susan Moore Bridgeport Sumiton Coaling Fyffe Rock Mills Edgeward tourt Olive Flomaton Moores Mill Brent Addison Somerville Hollywood Chertrille Cherokee Weaver Tuscumbia Anderson Fayette Oxford Irondale Tillmans Corner Oxfor Contextual Ministry PCopyright 2013, Intercultural Institute for Contextual Ministry Contextual Contextual Ministry Charter Contextual Contextual Contextual Contextual Contextual Ministry Contextual Contextu

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

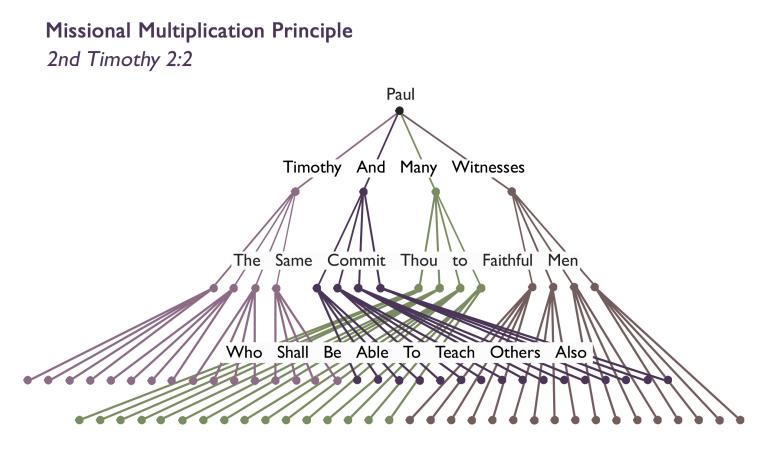
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Chickasaw Ozark Colony West End-Cobb Town Satsuma Clayton Mentone Lanett Cedar Bluff Jac The Woodville Pine Hill Tuscaloosa Union East Brewton Weaver Sand Intercultural Institute Tomasville Andalusia West Point Mosses Fairfield Theodore Coffee Spin Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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





Establishing Redemptive Relationships

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

Communication Steps

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



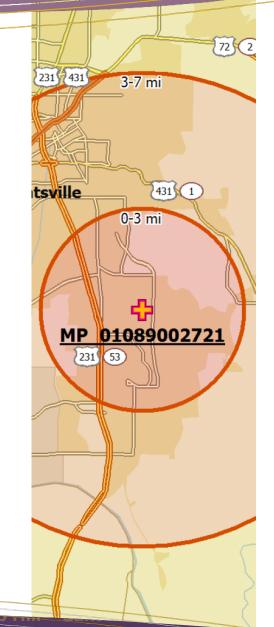


Your MissionSite and the Missional Suite

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

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

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



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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.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Life's Journey	1425 Weatherly Rd Ste 202 Huntsville, AL 35803	0.44 mi	0	Plateauing
2	Weatherly Heights	1306 Cannstatt Dr SE Huntsville, AL 35803	0.69 mi	259	Plateauing
3	Willowbrook	7625 Bailey Cove Rd SE Huntsville, AL 35802	1.25 mi	1,396	Growing
4	Hillwood	300 Kohler Rd SE Huntsville, AL 35803	1.74 mi	330	Declining
5	Whitesburg	6806 Whitesburg Dr S Huntsville, AL 35802	2.06 mi	1,506	Growing
6	New Salem	314 James Rd Owens Cross Roads, AL 35763	2.99 mi	181	Growing
7	The Church at Hampton Cove	110A Woodside Dr Owens Cross Roads, AL 35763	3.44 mi	206	Growing
8	Farley Community	12302 Bell Rd SW Huntsville, AL 35803	3.60 mi	238	Growing
9	Huntsville (Korean)	2670 Johnson Rd Huntsville, AL 35805	3.84 mi	153	Growing
10	Morningside	15001 Bailey Cove Rd SE Huntsville, AL 35803	3.84 mi	93	Plateauing
11	Korean First	2807 Hood Rd SW Huntsville, AL 35805	4.45 mi	75	Plateauing
12	Southside	209 Marsheutz Ave SE Huntsville, AL 35801	4.79 mi	768	Declining
13	Hillsboro Heights	3614 Drake Ave SW Huntsville, AL 35805	5.26 mi	167	Plateauing
14	Lao/Thai Mission	3614 Drake Ave SW Huntsville, AL 35805	5.26 mi	44	Declining
15	Huntsville Park	3120 Triana Blvd SW Huntsville, AL 35805	5.29 mi	159	Plateauing

al Bridge Irondale Summerdale Memphis Holly Pond Pleasant Grove Red Level Epes Linden Kellyton BillingSley Sweet Water Rosa Andalusia Bayou La Batre Smiths Station Intercultural Institute aylor Sheffield Mooresville West End-Cobb Town Brewton Sipsey Clan [or Contextual Ministry] ©Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Huntsville First	600 Governors Dr SW Huntsville, AL 35801	5.32 mi	1,235	Plateauing
17	Central	2204 1st St SW Huntsville, AL 35805	5.43 mi	58	Declining
18	Mountain View	1413 McClung Ave SE Huntsville, AL 35801	5.44 mi	102	Declining
19	Monte Sano	605 Monte Sano Blvd SE Huntsville, AL 35801	6.00 mi	52	Plateauing
20	Westlawn	2515 17th St SW Huntsville, AL 35805	6.29 mi	124	Plateauing
21	Five Points	801 Beirne Ave NE Huntsville, AL 35801	6.40 mi	68	Declining
22	Meadow Drive	602 Galway St NW Huntsville, AL 35816	6.66 mi	20	Declining
23	East Huntsville	808 Maysville Rd NE Huntsville, AL 35801	6.73 mi	50	Growing
24	Jackson Way	1001 Andrew Jackson Way NE Huntsville, AL 35801	6.89 mi	366	Plateauing
25	Owens Cross Roads	PO Box 103 Owens Cross Roads, AL 35763	7.08 mi	43	Growing
26	Legacy	139 Candle Stand Cir Gurley, AL 35748	7.10 mi	0	NoData
27	Sweetwater Fellowship	115 McCormick Dr NW Huntsville, AL 35811	7.10 mi	37	Growing
28	Third Baptist	1116 Church St NW Huntsville, AL 35801	7.16 mi	58	Declining
29	Oak Park	2105 Cloys Ave NE Huntsville, AL 35811	7.20 mi	132	Growing
30	University	809 Jordan Ln NW Huntsville, AL 35816	7.20 mi	442	Declining

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	The Fellowship of Faith	2117 Oakwood Ave Huntsville, AL 35810	7.45 mi	216	Growing
32	Northside	2900 Meridian St N Huntsville, AL 35811	7.77 mi	89	Plateauing
33	Cave Spring	1107 Cave Spring Rd Owens Cross Roads, AL 35763	7.86 mi	150	Declining
34	Fellowship	308 Wall Rd Huntsville, AL 35811	8.16 mi	34	Declining
35	Sherwood	6600 Old Madison Pike NW Huntsville, AL 35806	8.33 mi	209	Declining
36	Cornerstone	1091 Ryland Pike Huntsville, AL 35811	8.47 mi	208	Growing
37	Lakewood	2101 Mastin Lake Rd NW Huntsville, AL 35810	8.57 mi	104	Plateauing
38	Christ Church	PO Box 18725 Huntsville, AL 35804	8.66 mi	52	Declining
39	Brownsboro	4315 Highway 72 E Brownsboro, AL 35741	8.66 mi	183	Growing
40	Woodland Hill	1705 Sparkman Dr NW Huntsville, AL 35816	8.83 mi	88	Declining
41	Bethlehem, Lacey Spring	PO Box 27 Laceys Spring, AL 35754	9.08 mi	118	Plateauing
42	Bethany	PO Box 3178 Huntsville, AL 35810	9.20 mi	83	Declining
43	Galilee	4262 Old Highway 431 New Hope, AL 35760	9.21 mi	60	Plateauing
44	Highlands	2525 Aspen Ave NW Huntsville, AL 35810	9.22 mi	209	Declining
45	New Birth Missionary	4640 Meridian St N Huntsville, AL 35811	9.26 mi	75	Declining

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