MissionSite top unreached locations

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Talladega Rutledge Akron Ohatchee Pollard Hay CENSUS TRACT: 01089010100 Horn Hill Leven Multiply hill Indian Springs Village Opp Kimberly Gadsden REGION: Northern Region Region Association: Madison Clear Alexandria Union Tallassee Sumiton Luverne Centre Blue Springs DISTRICT: 01 Central Mountain District tdale Hamn In partnership with the untsville Ashville County Line Ardm COUNTY: Madison mbia Eufaula Parrish Meridia Intercultural Institute Coston Constitute Coston Coston Constitute Coston Carlor Contextual Ministry tsdale Midland City Anderson Henagar Glencoe Fort Payne Guin Boaz Automatical Alabama Baptist Convention Birmingham Postate Board of Missions **Grand Bav** ©Copyright 2013, Interdultural Institute Fork Contextual Ministryn Valley Dadeville Paint Rock Killen New Market Kinsey

MissionSite (TM) Table of Contents

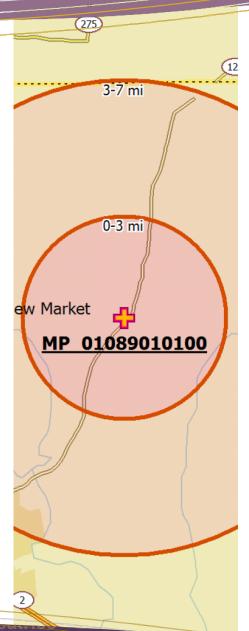
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Site Location Summary

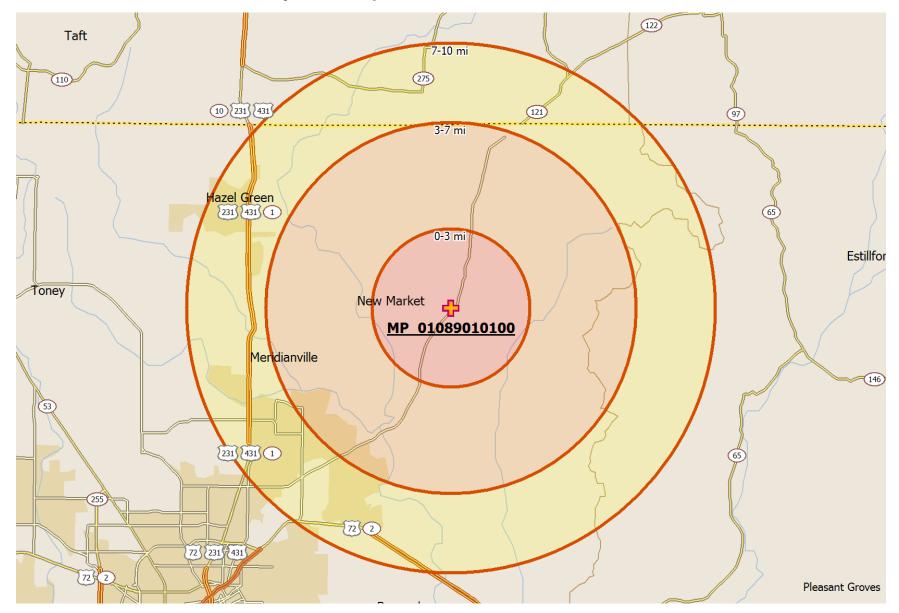
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	35761	Madison
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	E1	10000-50000-50000



Hammondville Montevallo Tarrant Springville Lester Banks Geneva Thorsby Arab Kellyton Bon Air Gordo Mobile Moulton Dutton Pelham Fort Deposit Moundville Spont Intercultural Institute urdy Gadsden Eldridge McKenzie Sulligent Auburn Orrville Tuskegee for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Trafford Oneonta Graysville West Jefferson Hayden Beatrice Ashland Intercultural Institute Line Needham Contextual Ministry Line Needham Copyright 2013, Intercultural Institute for Contextual Ministry Livingston Midland City Taylor Eldridge Killen Madis

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 /	СО	EXPLANATION
	URBAN	DE	
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 Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

ele Phenix City Selma Riverside Paint Rock Holt Evergreen Cleveland New Hope Centre Beaverton Florala Hodges Gordo Fairfield Priceville Wilsonville Mignon Sand Contextual Institute Fairview Ladonia Garden City Theodore Bay Minette Valley Head Live Contextual Ministry Concerning of Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,853	22,387	28,421
2010 Households	1,389	8,221	9,969
2010 Group Quarters Population	20	51	1,663

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	8	23	24
Language Diversity National Index	3	9	15
Foreign Born Diversity National Index	61	63	61
Ancestry Diversity National Index	42	52	61
Racial Diversity National Index	41	31	31

wood Deatsville Auburn wempilis waytown

Consider Chapel Linevite Shifton Bon Air Pine Ridge Horn Hill Lincoln Grayson valley Cordon Linden A Alexander City Phenix City Fultondale Gordo Fulton Tuscaloosa Nation <u>Intercultural Institute</u> Andalust Childersburg Madison Tarrant Haleyville Snead New Brockton Arab Jor Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Gadsden Millry Oakman Springville Grimes Pall

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

Yellow Bluff Oxford Oak Hill Moores Mill Hayden Goldville Littleville Pine Ridge West Point Selma Autaugaville Pickensville Beatrice Piedmont Red Bay Moody Wood Intercultural Institute Shiloh Collinsville Daviston Henagar Gordonville Carbon Hill Nauvo for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	59	4.25%
Mainstay Communities	Established, Diverse Households	257	18.5%
Working Communities	Blue-collar, Working Families	296	21.31%
Country Communities	Rural, Agri. & Mining Families	541	38.95%
Aspiring Communities	Young Singles / Aspiring-Multihousing	85	6.12%
Urban Communities	High Density, Inner-city Neighborhoods	150	10.8%

amden West Jefferson Pike Road Opp Addison Beatrice Theodore Kansas Brookwood Hanceville Fe Hillsboro Newbern Lincoln York Hammondville Creola Rainsville Intercultural Institute Mignon Rockfe a Hills Hartford Kellyton Cedar Bluff Onycha Dodge City Kimberly Gave Contextual Ministry re New Market Copyright 2013, Intercultural Institute for Contextual Ministry Warrior Moulton Geneva Ladonia Newton Provident

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.

dge Tillmans Corner Toxey Steele Dothan Point Clear McDonald Chapel Mobile Pell City Trinity Lanes Odenville Decatur Smoke Rise Lester Libertyville Emelle Daphne Intercultural Institute wbrook Ashville Flomaton Dutton Arley Heath North Johns Edwardsv Guite and Ministry Geopyright 2013, Intercultural Institute for Contextual Ministry Hartford Mendianville Georgiana Ladonia Vellow Bluff Centreville Montgomery Oak Grove Leighton

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?

ort Rucker Woodville Irondale Sand Rock Greenville Edgewater Aliceville Muscle Shoals Rainsville Hit Stock Fruithurst Cardiff Epes Eclectic Daphne Pelham Kimberly Here Intercultural Institute Babbie Walnut Grove Pleasant Groves Natural Bridge McDonald Chape Foi Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	90,812	839	0.92%
Unreached %	68.91%	60.4%	87.64
Religious But NOT Evangelical HH	24,922	184	0.74%
Religious But NOT Evangelical %	18.91%	13.21%	69.86
Spiritual But NOT Relig or Evang HH	13,277	127	0.96%
Spiritual But NOT Relig or Evang %	10.07%	9.18%	91.09
Not Evangelical, Not Interested HH	52,881	528	1%
Not Evangelical, Not Interested %	40.13%	38.01%	94.71



eedham Town <u>Creek Irondale Trafford Excel</u> Shorter Alabaster Decatur Cuba Castleberry Tuscaloosa The Lockhart Somerville Harvest Linden Valley Attalla Holt Prichard <u>Intercultural Institute</u> ontown Hazel Green Thomasville Riverview Dodge City Nectar Dougla ^eCopyright 2013, Intercultural Institute for Contextual Ministry ^eCopyright 2013, Intercultural Institute for Contextual Ministry ^eCopyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	92	4	4.35%
Active ALSBOM Attenders	18,746	227	1.21%
Active Evangelical Households	26,971	361	1.34%
Active Evangelical Percent	20.47%	26.03%	127.16
Inactive Evangelical Households	13,997	188	1.34%
Inactive Evangelical Percent	10.62%	13.53%	127.34
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Neeley's Chapel	1.41 mi	38	Plateauing	16	Meridianville First	7.41 mi	331	Growing
2	New Market	1.60 mi	53	Growing	17	Antioch	7.93 mi	99	Growing
3	Patterson Road	1.85 mi	21	Growing	18	Wears Chapel	8.63 mi	42	Declining
4	Union Grove	2.86 mi	115	Plateauing	19	Christ Church	8.69 mi	52	Declining
5	Hurricane Grove	3.18 mi	41	Growing	20	Cornerstone	8.93 mi	208	Growing
6	Locust Grove	3.25 mi	413	Plateauing	21	Pleasant Springs	9.04 mi	106	Growing
7	Flint River Fist	3.90 mi	40	Growing	22	Fellowship	9.50 mi	34	Declining
8	Celebration	4.07 mi	162	Growing	23	New Birth Missionary	10.03 mi	75	Declining
9	Hayes Chapel	5.15 mi	81	Plateauing	24	Charity	10.08 mi	37	Growing
10	Bethsaida	5.72 mi	14	Plateauing	25	Murphy Hill	10.39 mi	158	Declining
11	Flint River	6.77 mi	638	Declining	26	Brownsboro	10.67 mi	183	Growing
12	Hazel Green First	6.97 mi	389	Growing	27	Oak Park	10.90 mi	132	Growing
13	Oakley	7.12 mi	73	Plateauing	28	Lakewood	11.34 mi	104	Plateauing
14	Bevill's Chapel	7.19 mi	106	Plateauing	29	Northside	11.36 mi	89	Plateauing
15	Winchester Road	7.40 mi	185	Growing	30	Monte Sano	11.47 mi	52	Plateauing

Sville Henagar Nauvee Colony West Blocton Oxford Smiths Station Tallassee Courtland Luverne Sa New Brockton Center Point Sumiton Grayson Valley Brookside Mount Intercultural Institute Beaverton Auburn Fort Deposit Flomaton Geraldine Cullman Ardm Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Silverbill Madrid Newton Creola Silas White Hall Brooks

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.

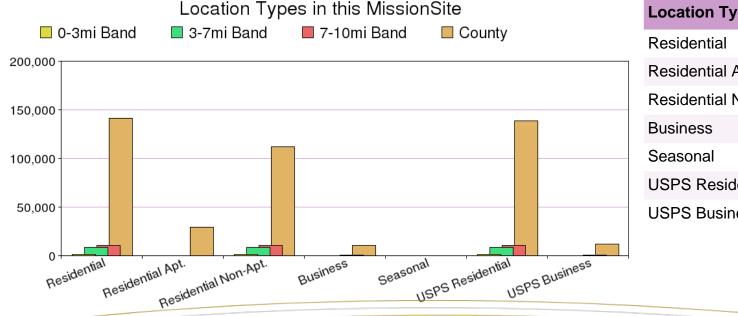
Issues for Your Consideration

- 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
1990 Population	238,912	2,392	1%	1990 Households	91,210	830
2000 Population	276,700	3,130	1.13%	2000 Households	109,955	1,129
2010 Population	334,713	3,853	1.15%	2010 Households	131,781	1,389

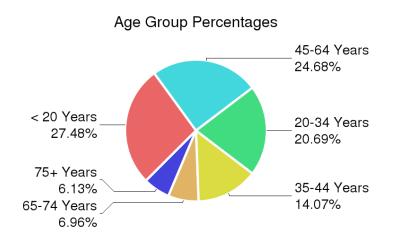


Location Type0-3mi BandResidential1,242Residential Apt.12Residential Non-Apt.1,230Business26Seasonal0USPS Residential1,265USPS Business30

Eable Spanish Fort Prichard Akron Geraldine Douglas Rock Mills Triana Clanton Creola Iale West End-Cobb Town Pleasant Grove Guntersville Valley Midway Correctual Institute for Contextual Ministry Correctual Institute for Contextual Ministry Correctual Institute for Contextual Ministry Correctual Contextual Contextual Ministry Correctual Contextual Contextual Ministry Correctual Contextual Contextual Contextual Ministry Correctual Contextual Contextual Contextual Ministry Contextual Context

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.

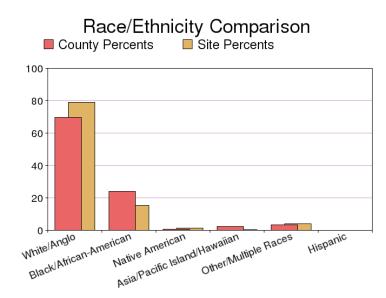


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	4.67%	87.45
4-5 Years	2.57%	2.26%	87.94
6-8 Years	3.8%	3.79%	99.74
9-11 Years	3.87%	4.23%	109.3
12-13 Years	2.62%	3.37%	128.63
14-17 Years	5.51%	5.94%	107.8
18-19 Years	2.84%	3.22%	113.38
0-5 Years	7.9%	6.93%	87.72
6-12 Years	8.98%	9.68%	107.8
13-19 Years	9.66%	10.87%	112.53
< 20 Years	26.54%	27.48%	103.54
20-34 Years	20.42%	20.69%	101.32
35-44 Years	13.01%	14.07%	108.15
45-64 Years	26.8%	24.68%	92.09
65-74 Years	7.3%	6.96%	95.34
75+ Years	5.92%	6.13%	103.55
Median Age	37	37	100.16
Median Age (Male)	36	38	103.64
Median Age (Female)	39	36	93.93

Sardis City Banks Thomasville Heath Midfield Meadowbrook Littleville Lake View Ethelsville Pine App Fondale Avon Vina Clay Millry Somerville Theodore Franklin Fort Contextual Institute In Underwood-Petersville Red Bay Cleveland McMullen Woodstock Un Contextual Ministry Prichard Pin Coopyright 2013, Intercultural Institute for Contextual Ministry 6 Coopyright 2013, Intercultural Institute for Contextual Ministry 6 Coopyright 2013, Intercultural Institute for Contextual Ministry 76 Coopyright 2013, Intercultural Institute for Contextual Ministry 76

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%	78.9%	113.37
Black, African-American	24.05%	15.18%	63.14
Native American	0.65%	1.48%	228.82
Asian	2.37%	0.47%	19.69
Pacific Island, Hawaiian	0.06%	0.03%	45.48
Other/Multiple Races	3.28%	3.92%	119.33
Hispanic	0%	3.35%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	222,291	2,534	
Less than 9th Grade	3.83%	11.4%	33.59
No High School Diploma	7.94%	15.55%	51.06
High School Graduate	23.15%	31.02%	74.65

Total Adults over age 25 years.	222,291	2,534	
Less than 9th Grade	3.83%	11.4%	33.59
No High School Diploma	7.94%	15.55%	51.06
High School Graduate	23.15%	31.02%	74.65
Some College, no degree	20.19%	15.86%	127.27
Associate Degree	6.53%	6.75%	96.78
College Degree	25.17%	13.46%	187.06
Graduate/Prof. degree	13.18%	5.96%	221.2

Camp Hill Attalla Edwardsville Addison Coffee Springs South Vinemont Southside Newville Excel Lipscomb Prattville Walnut Grove Dodge City Moundville Taylor Carrollton Maytown Lexington Smoke Rise Chatom Phil Campbell for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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%	5.47%	101.81	
\$10,000 to \$19,999	10.05%	16.99%	169.09	
\$20,000 to \$29,999	10.7%	12.24%	114.38	
\$30,000 to \$49,999	18.71%	25.63%	136.95	
\$50,000 to \$59,999	8.06%	9.58%	118.84	
\$60,000 to \$69,999	7.33%	5.9%	80.49	
\$70,000 to \$79,999	6.34%	4.75%	74.99	
\$80,000 to \$89,999	5.13%	3.6%	70.12	
\$90,000 to \$99,999	3.81%	2.52%	66.1	
\$100,000 to \$124,999	9.62%	7.85%	81.59	
\$125,000 to \$149,999	5.31%	1.58%	29.83	
\$150,000 to \$199,999	5.53%	2.02%	36.46	
\$200,000 to \$249,999	1.39%	0.72%	51.96	
\$250,000 or more	1.69%	1.15%	68.01	
Median Household	55,208	41,635	75.41	
Average Household	73,838	58,935	79.82	
Per Capita Household	29,765	21,267	71.45	
Family/Non-Family Household				
Income				
Median Family Income	70,258	48,829	69.5	
Average Family Income	88,537	63,140	71.31	
Median Non-Family Income	32,776	26,936	82.18	
Average Non-Family Income	45,483	42,364	93.14	

Pike Road Excel Indian Springs Village Birmingham Auburn South Vinemont Chatem Natural Bridge Water Redstone Arsenal Ridgeville Addison McKenzie Castleberry West Chatem Adamsville Coker To rdendale Lynn Fort Deposit McDonald Chapel Eldridge Double Springs For Confectual Ministry Cleveland Red Bay Ministry Sellville Fultondale Center Point Bakerhill Satsuma 18 Compyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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%	74.08%	112.48
Families with Children	31.51%	36.29%	115.16
Families without Children	34.35%	37.8%	110.03
Non-Family Households			
% Non-Family Households	34.14%	25.92%	75.92
Non-Families with Children	0.34	0.29	85.09
Non-Families without Children	33.8	25.63	75.82
Housing Units			Index
Total Housing Units	147,407	1,562	
Vacant percent	10.6%	11.08%	104.48
Owned percent	62.98%	75.93%	120.56%
Rented Percent	26.42%	13.06%	49.44
Households by Size			Index
Avg household size	2.48	2.76	111.29
Avg family hh size	3.15	3.28	104.13
Avg non-family hh size	1.19	1.29	108.4
Households By Count of Persons			Percent
One	38,867	312	0.8%
Two	40,118	395	0.98%
Three or Four	41,415	547	1.32%
Five+	11,381	135	1.19%
Five+	11,381	135	1.19%

Langston Oak Grove Troy Oak Hill Sand Rock Dozier Butler Powell Guin Fyffe Somerville Emelle Petrey Gordonville Louisville Bakerhill Needham Jacksons' Gap Ider Memphis Lake View Pickensville Steele Glen Allen Town Creek IgeCopyright 2013, Intercultural Institute for Contextual Ministry Reaction of the Contextual Ministry Shorter Gravson Valley Hodges West Point Double Spring

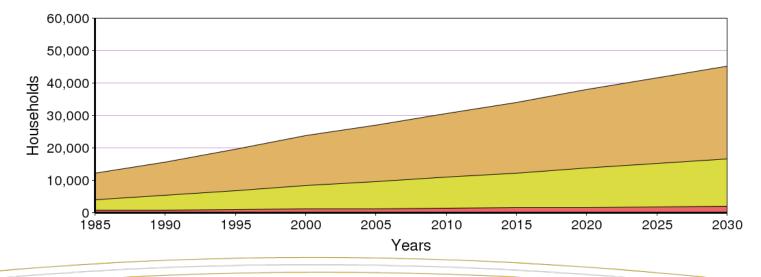
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	2,392	1%
2000 Population	276,700	3,130	1.13%
2010 Population	334,713	3,853	1.15%
2015 Population	369,521	4,204	1.14%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

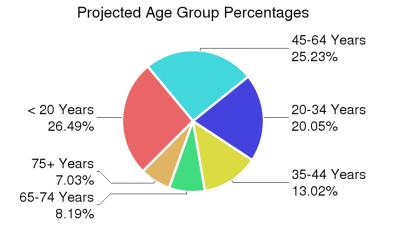
📃 0-10mi Ring



Grove Hill Rainsville Fort Rucker Luverne Citronelle Mountainboro Coffee Springs Hodges Point Clear Point Opelika Tuscaloosa Boligee Selmont-West Selmont McMullen Intercultural Institute Mobile Springville Vernon Northport Muscle Shoals Ashland Keni (a) Confertual Ministry Joi Confertual 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.

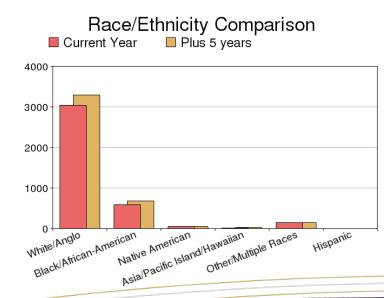


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.67%	5.07%	108.57
4-5 Years	2.26%	2.31%	102.21
6-8 Years	3.79%	3.88%	102.37
9-11 Years	4.23%	4.09%	96.69
12-13 Years	3.37%	3.07%	91.1
14-17 Years	5.94%	5.38%	90.57
18-19 Years	3.22%	2.69%	83.54
0-5 Years	6.93%	7.37%	106.35
6-12 Years	9.68%	9.47%	97.83
13-19 Years	10.87%	9.63%	88.59
< 20 Years	27.48%	26.47%	96.32
20-34 Years	20.69%	20.03%	96.81
35-44 Years	14.07%	13.01%	92.47
45-64 Years	24.68%	25.21%	102.15
65-74 Years	6.96%	8.18%	117.53
75+ Years	6.13%	7.02%	114.52
Median Age	37	41	109.25
Median Age (Male)	36	40	109.46
Median Age (Female)	39	40	104.91

Oncenta Troy Tuscaloosa Calera Gantt Hayneville Loachapoka Phenix City Argo Akron Owens Cros Livingston Midland City Level Plains Adamsville Memphis Littleville <u>Intercultural Institute</u> Sylvania Valley Head Hytop Albertville Huguley Hueytown Irondale Copyright 2013, Intercultural Institute for Contextual Ministry Brent West Jefferson Alexandria Rock Mills Attalla

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	78.9%	78.31%	99.25
Black, African-American	15.18%	16.29%	107.32
Native American	1.48%	1.31%	88.43
Asian	0.47%	0.67%	142.57
Pacific Island, Hawaiian	0.03%	0.02%	91.65
Other/Multiple Races	3.92%	3.4%	86.8
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,534	2,828	
Less than 9th Grade	11.4%	10.04%	88.05
No High School Diploma	15.55%	13.83%	88.92
High School Graduate	31.02%	32.07%	103.4
Some College, no degree	15.86%	15.31%	96.51
Associate Degree	6.75%	7.04%	104.28
College Degree	13.46%	14.78%	109.84

5.96%

6.93%

116.31

Fort Deposit Henagar Fulton Samson Onycha Susan Moore Grove Hill Vance Fruitburst Gordo Rain Leverne Montgomery McIntosh Citronelle Pike Road Rutledge Millport Intercultural Institute Inder City Nectar Cusseta Tuscumbia Crossville Rainsville Pickensville for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	5.47%	4.99%	91.14
\$10,000 to \$19,999	16.99%	16.08%	94.62
\$20,000 to \$29,999	12.24%	11.48%	93.82
\$30,000 to \$49,999	25.63%	23.62%	92.17
\$50,000 to \$59,999	9.58%	9.12%	95.25
\$60,000 to \$69,999	5.9%	6.1%	103.37
\$70,000 to \$79,999	4.75%	5.25%	99.43
\$80,000 to \$89,999	3.6%	4.27%	116.66
\$90,000 to \$99,999	2.52%	2.69%	106.77
\$100,000 to \$249,999	7.85%	9.25%	117.9
\$125,000 to \$149,999	1.58%	2.17%	136.71
\$150,000 to \$199,999	2.02%	2.1%	104.16
\$200,000 to \$249,999	0.72%	1.05%	145.83
\$250,000 or more	1.15%	1.31%	113.93
Median Household	41,635	44,576	107.06
Average Household	58,935	64,256	109.03
Per Capita Household	21,267	23,314	109.63
Family/Non-Family Household			
Income			
Median Family Income	48,829	53,376	109.31
Average Family Income	63,140	70,669	111.92
Median Non-Family Income	26,936	26,890	99.83
Average Non-Family Income	42,364	43,131	101.81

Ashville River Falls Adamsville Selma Ragland Millbrook Grimes La Fayette Forestdale Clay McMa te Georgiana Creola Prichard Brent Ardmore Millport Berry Billings <u>Intercultural Institute</u> Blocton New E Level Plains Cowarts Gantt Vestavia Hills Lipscomb Red Bay Hurtsborg for Confectual Ministry Confectual Ministry Wilsonville Tarrant Anderson Columbiana Thorsby 23 Of Confectual Ministry Detroit Oxford Marion Springville Futaula

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	74.08%	72.31%	97.61
Families with Children	36.29	33.99	93.67
Families without Children	37.8	39.24	103.81
Non-Family Households			
% Non-Family Households	25.92%	27.69%	106.84
Non-Families with Children	0.29	0.33	106.84
Non-Families without	25.63	27.36	106.76
Children			
Housing Units			
Total Housing Units	1,562	1,709	109.41%
Vacant percent	11.08%	10.83%	97.74
Owned percent	75.93%	76.3%	100.49
Rented Percent	13.06%	12.87%	98.57
Households by Size			
Avg household size	2.76	2.75	99.64%
Avg family hh size	3.28	3.33	101.52%
Avg non-family hh size	1.29	1.21	93.8%
Households By Count of			
Persons			
One	312	363	116.35%
Two	395	422	106.84%
Three or Four	547	590	107.86%
Five+	135	151	111.85%

Westover Ider Calera Sylvan Springs Flomaton Shorter Blue Springs Providence Benton Selmontth Fort Deposit Roanoke Springville Trussville Bridgeport Kennedy **Frovidence Benton Selmont-**Brantley Meridianville Reform Collinsville Faunsdale Phil Campbell B Fort Contestual Institute Castleberry W Contestual Ministry Sylvania Grayson Valley North Courtland West Jefferso 2 Courtest and Springs Fruitburst

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	0	321	286	Eastern Africa	0	0	
Northern Europe	0	13	25	Middle Africa	0	0	
Western Europe	0	64	49	Northern Africa	0	0	
Southern Europe	0	6	5	Southern Africa	0	0	
Eastern Europe	0	35	11	Western Africa	0	0	(
Other Europe	0	0	0	Other Africa	0	0	(
Eastern Asia	0	77	68	Oceania	0	2	8
So. Central Asia	0	45	27	Caribbean	0	11	3
SE Asia	0	24	37	Central Amer.	0	28	З
Western Asia	0	9	5	South America	0	6	7
Other Asia	0	0	0	North America	0	1	5
				Born at sea	0	0	0

When Coffeeville Odenville Brent Woodstock Pine Ridge Lipscomb Cordova Brewton Detroit Orville Hontevallo La Fayette Elba Hammondville Sylacauga New Site Section Intercultural Institute Well River Falls Spanish Fort Leighton Lincoln Courtland Glenwood For Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	0	18,894	16,653	Other Indo-Euro	0	2	7
Spanish	0	234	308	Asian/PI languages	0	0	0
Other Indo-Euro	0	166	163	Chinese	0	0	2
language				Japanese	0	6	14
French (incl. Patois,	0	27	32	Korean	0	42	35
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	3	22
German	0	71	69	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	13	22
Other West Germanic	0	0	0	Other Asian	0	28	11
A Scandinavian	0	10	4	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	6	9	Other languages	0	43	13
Russian	0	4	13	Navajo	0	0	0
Polish	0	22	12	Other Native N.	0	0	3
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	5	11	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	21	4
Persian	0	4	6	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	22	6
Urdu	0	0	0				

Onycha Hueytown New Hope Brei

East Brewton Wettempka Aliceville Ranburne Webb Double Springs Gamesville Ariton Opelika Bit Talassee Leachapoka Toxey Prattville Minor Walnut Grove Glencoe Intercultural Institute Dadeville Graysville Haleburg Hurtsboro Bayou La Batre Livingston for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	0	14,954	13,139	Irish	Irish 0	Irish 0 1,596
Arab	0	41	6	Italian	Italian 0	Italian 0 199
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 4
Austrian	0	4	7	Norwegian	Norwegian 0	Norwegian 0 94
British	0	62	78	Polish	Polish 0	Polish 0 149
Canadian	0	16	21	Portuguese	Portuguese 0	Portuguese 0 9
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 10
Czech	0	4	14	Russian	Russian 0	Russian 0 37
Czechoslovak	0	29	11	Scandinavian	Scandinavian 0	Scandinavian 0 47
Danish	0	37	22	Scotch-Irish	Scotch-Irish 0	Scotch-Irish 0 432
Dutch	0	67	154	Scottish	Scottish 0	Scottish 0 197
English	0	1,457	1,605	Slovak	Slovak 0	Slovak 0 1
European	0	238	190	Subsaharan African	Subsaharan African 0	Subsaharan African 0 64
Finnish	0	10	22	Swedish	Swedish 0	Swedish 0 97
French (not Basque)	0	224	279	Swiss	Swiss 0	Swiss 0 2
French Canadian	0	106	54	Ukrainian	Ukrainian 0	Ukrainian 0 31
German	0	1,174	1,137	US/American	US/American 0	US/American 0 4,517
Greek	0	8	17	Welsh	Welsh 0	Welsh 0 51
Hungarian	0	23	31	West Indian	West Indian 0	West Indian 0 12
Iranian	0	5	11	Yugoslavian	Yugoslavian 0	Yugoslavian 0 2
				Other	Other 0	Other 0 3,898

e Redstone Arsenal Union County Line Dothan New Market Citronelle Piedmont Midtletd Geneva Idence Shiloh Lakeview Cowarts Fairview Midland City Shorter Phil Contextual Institute Idence Dutton Jemison Florala Dadeville New Brockton Sweet Water O Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Franklin Brock Carbon Hill, Glen Allen, Hill

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Using the Demographic Indicators

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

Issues for Your Consideration

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

Heath Montgomery Concord Cusseta Cordova Bon Air Magnolia Springs Mooresville Talladega Fault He Notasulga Town Creek Gainesville Pleasant Grove Rainsville Louisville Intercultural Institute Semer Dauphin Island Huntsville Winfield Jackson Guin Selma Edge for Contextual Ministry Corportight 2013, Intercultural Institute for Contextual Ministry Corportight 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

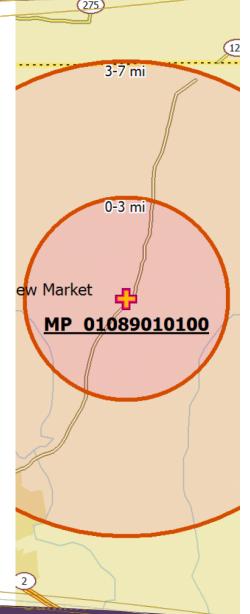
Issues for Your Consideration - continued

- 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?



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.



She Ridge Arge Carrellton Sand Rock Rutledge Weaver Garden City Fultondale Maplesville Roanoke Grove Hill Kennedy East Brewton Sylacauga Pennington Irondale Brog Intercultural Institute ville Faunsdale Red Bay Talladega Wetumpka Vredenburgh Flomaton For Confectual Ministry Foley Brillian Copyright 2013, Intercultural Institute for Contextual Ministry Wedley McKenzie Elkmont Harpersville Headland

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,389	100%	840	100%
AFFLUENT SUBURBIA	4	0.29%	3	0.36%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	4	0.29%	3	0.36%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	55	3.96%	37	4.4%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	55	3.96%	37	4.4%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	239	17.21%	154	18.33%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	120	8.64%	78	9.29%
Urban Optimists	0	0%	0	0%
Family Convenience	119	8.57%	76	9.05%
Mid-Market Enterprise	0	0%	0	0%

Oxford Trinity Munford Riverside Theodore Selma Kinsey Blue Springs Mount Vernon Creola Ash Hammondville Adamsville Indian Springs Village Hodges Wadley Cross Intercultural Institute more Harvest Dadeville Brewton Hayneville Beatrice Jacksonville Doverside Ministry Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bluff Midfield Memphis Calera Red Level Ozark

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,389	100%	840	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	18	1.3%	12	1.43%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	10	0.72%	7	0.83%
Amer. Great Outdoors	8	0.58%	5	0.6%
Mature America	0	0%	0	0%
METRO FRINGE	296	21.31%	203	24.17%
Steadfast Conservative	296	21.31%	203	24.17%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Lanett Sylvan Springs Waterloo Argo Gainesville Mosses Robertsdale Susan Moore River Falls Ro ga Boaz Smoke Rise Samson Valley Grande Valley Ranburne Trinity Intercultural Institute Sardis City Ro Allen Epes Walnut Grove Maytown Grayson Valley Sulligent Pell City Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,389	100%	840	100%
REMOTE AMERICA	60	4.32%	35	4.17%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	60	4.32%	35	4.17%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	85	6.12%	63	7.5%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	85	6.12%	63	7.5%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	481	34.63%	229	27.26%
Industrious Country Living	101	7.27%	69	8.21%
America's Farmland	0	0%	0	0%
Comfy Country Living	21	1.51%	13	1.55%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	359	25.85%	147	17.5%

Ouisville Woodstock Tuscaloosa Gadsden Ashland Trinity Gordo Hokes Bluff Fruithurst Red Level El Contestant Dadeville Natural inboro Gordon Reform Hartford Falkville Banks Moundville Orrville Gordon Reform Hartford Falkville Banks Hallo Apple Demopolis Mooresville West Jefferson Lockha 33

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 & Perc	cent
Total	1,389	100%	840	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	150	10.8%	104	12.38%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	91	6.55%	64	7.62%
Urban Diversity	0	0%	0	0%
New Generation Activists	59	4.25%	40	4.76%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

The Brookwood Silas Eldridge Mountainboro Talladega Springs McMullen Moores Mill Birmingham Har Southside Sanford Faunsdale Valley Midway Eufau Southside Excel Gordo Bessemer Akron Toxey

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?

Susan Moore Walnut Grove Forestdale Millry Somerville Shiloh Rock Creek Ider Westover Beatrice Attalla Rogersville Locust Fork Robertsdale Carrollton Trussville Intercultural Institute Interville Excel mson Chickasaw Alexander City Trinity Orrville Grimes Homewood K for Contextual Ministry Interville Excel in Copyright 2013, Intercultural Institute for Contextual Ministry Baar Coek Kimberly Shaffield Crossville New Hope Aliceville

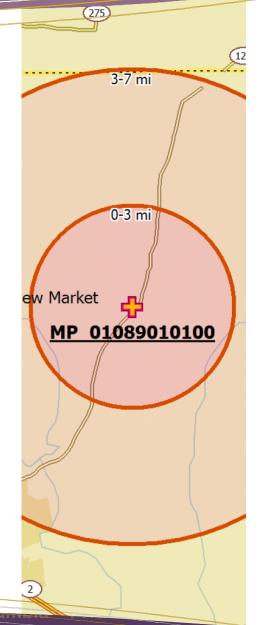
Potential Cultural Bridges

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).



Provide Resa Louisville Haleburg Ranburne Phil Campbell Newville Montgomery Faunsdale Trussville Behl Town Creek Tuskegee York Bay Minette Waterloo Kennedy Gurley Intercultural Institute Idville Daviston Cuba Glenwood Dadeville Pell City Lowndesboro Briter (or Contextual Ministry Contextual Ministry Pell City Contextual Ministry Pell City Contextual Ministry Pleasant Groves Pinckard 36

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	73%	82%	82%
Use Comp. for Internet/E-mail	55%	68%	67%
Internet Use: E-Mail	45%	56%	56%
Use Comp. for Comp. Games	37%	43%	43%
Use Comp. for Shopping	34%	43%	42%
Use Comp. for Word Processing	33%	45%	45%
Use Comp. for Digital Camera	30%	41%	40%
Photo Editing			
Use Comp. for Banking	29%	38%	38%
Use Comp. for Education	29%	35%	35%
Internet Use: Banking	26%	32%	31%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	25%	31%	31%
Internet Use: News/ Weather	24%	30%	30%
Use Comp. for News/Info./Data	19%	26%	26%
Service			
PC-Network-HH Has One	18%	21%	21%
Use Comp. for Accounting	12%	17%	17%
Use Comp. for Filing/DB Mngmnt	11%	14%	14%
Internet Use: Shopping: Made A	11%	12%	12%
Purchase			
Internet Use: Shopping: Gathered	11%	15%	15%
Info. for Shopping			
Use Comp. for Personal Financial	10%	15%	15%
Mngmnt			
Internet Use: Research/ Education	10%	12%	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	67%	69%	69%
Dining Out (Not Fast	56%	62%	62%
Food)			
Reading Books	49%	52%	53%
Card Games	41%	44%	44%
Gardening	37%	38%	37%
Go To A Beach/Lake	34%	41%	41%
Board Games	34%	36%	36%
Cooking for Fun	33%	35%	35%
Photography	19%	20%	20%
Visit Zoo	18%	22%	22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	65%	68%	68%
Gen./Fam. Practitioner	40%	43%	43%
Dentist	24%	28%	28%
Backache	22%	22%	22%
None Of These	22%	21%	21%
Eye Dr.	19%	20%	20%
Hypertension/High Blood	19%	18%	18%
Pressure			
Any Arthritis	17%	14%	14%
High Cholesterol	17%	17%	17%
Overweight (30 Pounds Or	15%	14%	14%
More)			

Beaverton Hern Hill Rehobeth Brookwood Cusseta Frisco City Flomaton Indian Springs Village Hazel Eutaw Lakeview Livingston Talladega Maytown Rockford Wilsonviller Intercultural Institute Illiant Fairview Dozier Hillsboro Hayneville Douglas Spanish Fort Han For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	22.82%	27.53%	27.88%		Movies: Fam.	Movies: Fam. 17.77%	Movies: Fam. 17.77% 21.94%
Live Theater	16.48%	20.53%	21.08%		Movies: Drama	Movies: Drama 16.27%	Movies: Drama 16.27% 18.06%
Live Theater Most Often	13.15%	16.82%	17.31%		Movies: Mystery	Movies: Mystery 13.63%	Movies: Mystery 13.63% 14.89%
Rock/Pop Concerts Most	12.45%	14.42%	14.73%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 6.15%	MLB Baseball Reg. Season 6.15% 9.83%
Often					College Football Reg.	College Football Reg. 5.78%	College Football Reg. 5.78% 7.03%
Comedy Club	7.12%	10.48%	10.78%		Season	Season	Season
Country Concerts Most	6.24%	8.73%	8.4%		NFL Football Reg. Season	NFL Football Reg. Season 5.47%	NFL Football Reg. Season 5.47% 8.2%
Often					College Basketball Reg.	College Basketball Reg. 3.78%	College Basketball Reg. 3.78% 4.77%
Movies: Comedy	37.26%	41.78%	41.88%		Season	Season	Season
Movies: Action/Adventure	34.35%	40.19%	40.26%		Auto Racing Events	Auto Racing Events 3.13%	Auto Racing Events 3.13% 4.61%
Movies: Romantic Comedy	18.06%	20.68%	20.97%		NBA Basketball Reg.	NBA Basketball Reg. 2.42%	NBA Basketball Reg. 2.42% 4.47%
					Season	Season	Season

Uglas Tallassee Colony Midway Anderson Uniontown Ariton Eclectic Skyline Spanish Fort Indian Spr Cusseta Redstone Arsenal Glenwood Westover Langston Arab Spr Intercultural Institute Concord Pollard Geiger Coker Woodstock Hayden Russellville 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			BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Walking for Exercise	37.73%	41.55%	41.87%	-		Using Cardio Machine	Using Cardio Machine 11.2%	Using Cardio Machine 11.2% 14.85%
Swimming	33.76%	38.41%	37.96%			Football	Football 10.64%	Football 10.64% 10.71%
Freshwater Fishing	24.54%	22.82%	21.94%		S	Stationary Cycling	Stationary Cycling 10.36%	Stationary Cycling 10.36% 11.47%
Bowling	22.42%	23.63%	23.69%		Ba	ckpacking/Hiking	ckpacking/Hiking 10.34%	ckpacking/Hiking 10.34% 10.76%
Camping Trips	20.54%	18.96%	18.28%		Vo	lleyball	lleyball 9.26%	lleyball 9.26% 8.64%
Billiards/Pool	18.61%	20.93%	20.77%		A	erobics	erobics 8.57%	erobics 8.57% 8.89%
Hunting	16.05%	13.18%	12.41%		ç	Saltwater Fishing	Saltwater Fishing 8.55%	Saltwater Fishing 8.55% 9.91%
Basketball	15.5%	16.02%	16.18%		S	Softball	Softball 7.85%	Softball 7.85% 9.14%
Weight Training	13.99%	18.43%	18.56%		Pow	ver Boating	ver Boating 7.51%	ver Boating 7.51% 9.01%
Target Shooting	12.17%	11.31%	10.93%		Horse	eback Riding	eback Riding 7.31%	eback Riding 7.31% 6.93%
Golf	12.16%	15.19%	15.35%		Arch	nery	nery 6.74%	nery 6.74% 5.74%
Jogging/Running	11.96%	14.15%	14.65%		С	anoeing/Kayaking	anoeing/Kayaking 6.69%	anoeing/Kayaking 6.69% 7.16%
Mountain/Road Biking	11.94%	13.63%	13.58%			Tennis	Tennis 6.37%	Tennis 6.37% 7.2%
Baseball	11.62%	12.16%	12.29%			Motorcycling	Motorcycling 6.37%	Motorcycling 6.37% 7.48%

ockton Phenix City Union Springs Webb Fulton Daphne Hytop Citronelle Gaylesville Frisco City Berry Taylor Vina Sheffield Headland Ozark Wadley Epes Muscle Shoaler Intercultural Institute Grayson Valley Owens Cross Roads Geiger Vincent Double Springs of Confectual Ministry allassee Opeli Se Copyright 2013, Intercultural Institute for Contextual Ministry of Stellor Contextual Ministry of Stellor Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Soccer	5.79%	6.57%	6.71%
Yoga	5.34%	6.5%	6.62%
Fly Fishing	5.31%	5.1%	5.03%
Roller Skating	5.01%	5.36%	5.51%
Water Skiing	4.59%	4.38%	4.42%
Snorkeling	4.55%	5.84%	5.88%
Jet Skiing	4.37%	5.2%	5.29%
Ice Skating	4.22%	4.63%	4.76%
Snowmobiling	3.95%	4.15%	4.16%
Skateboarding	3.76%	3.48%	3.54%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Martial Arts	3.69%	3.25%	3.32%
Downhill & X-Country	3.69%	4.63%	4.71%
Skiing			
Racquetball	3.59%	3.78%	3.94%
Hockey	3.36%	2.85%	3.02%
Auto Racing	3.25%	3.22%	3.19%
Rock Climbing	3.03%	3.53%	3.64%
Snowboarding	2.87%	3.45%	3.59%
Rowing	2.71%	3.26%	3.29%
Sailing	2.55%	3.16%	3.19%
Surfing & Windsurfing	2.25%	2.99%	3.08%

Madison Tratford Avon Lexington Hokes Bluff McKenzie Waverly Andalusia Troy Moody Elmore Cle Pennington West Blocton Tallassee Evergreen Rosa Section Valley of Intercultural Institute Mount Olive Sheffield Satsuma Ohatchee Slocomb Gaylesville Eufau Occopyright 2013, Intercultural Institute for Contextual Ministry Correctual Ministry Hobson City, Goldville Mentone Union Springs, Point Clear

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.



Talladega Hayden Magnolia Springs Spanish Fort Troy Dadeville Myrtlewood Glen Allen Grant Tallade Creek Calera Centreville Lockhart McKenzie Glencoe Jacksons' Gap Boligee Carrollton Phil Campbell Saraland Mignon Brantley Billings Addison To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Mi

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.



Butler North Johns Heath Bridgeport Hayneville Thorsby Robertsdale Haleburg Gilbertown Alabaster Guin Minor Saraland West End-Cobb Town Highland Lake Somerville Haven der Mobile Sipsey eville Bayou La Batre Boaz Trussville Collinsville Clanton Kinsey Rai for Contextual Ministry Winfield Kille Copyright 2013, Intercultural Institute for Contextual Ministry Cowarts Tuscumbia Hartselle Louisville Midfield High

Potential Cultural Barriers:

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

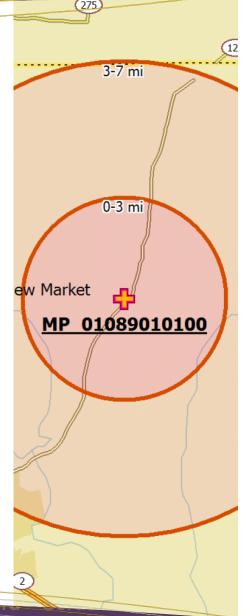
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-1(MIL
Important Continue Learning New Things	50%	50%	50%	Friends More Important Than My Fam.	21%	22%	23%
Find It Difficult To Say No To My Kids	41%	43%	42%	Rarely Sit Down to a Meal Together At Home	18%	18%	17%
Woman's Place Is In The Home	36%	35%	35%	Marijuana Should Be Legalized	17%	19%	20%
Speak My Mind Even If It Upsets People	35%	34%	35%	Like To Pursue Challenge/Novelty/Change	17%	15%	15%
Like Control Over People And	34%	30%	31%	I Am A Workaholic	17%	18%	18%
Resources				Only Work Current Job for The	15%	13%	13%
Like To Do Unconventional	30%	31%	30%	Money			
Things				We Should Strive for Equality	12%	12%	12%
Don't Judge People/Way They	27%	27%	28%	for All			
Live Life					10%	9%	9%
Prefer To Have Few	26%	30%	31%	They Deserve			
Possessions As Possible				115 5	10%	9%	10%
Money Is Best Measure Of	26%	25%	25%	Living			
Success				0,	9%	9%	9%
Too Much Sponsorship In	24%	21%	21%	Extras			
Arts/Sports				0,	7%	8%	8%
If Won Lottery Would Never	23%	28%	29%	Life			
Work Again				Very Happy With My Life As It Is	6%	5%	5%
Like to Stand Out In A Crowd	21%	21%	21%				

Millbrook Hackleburg Maplesville Babbie Clio Minor Attalla La Fayette Franklin Pollard Luverne Government of the second station Hartford Crossville Opp Market Station Providence Fort Payne Bon Air Hammondville Ozark Roanoke Beaverton Elkmo Joi 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.



Hay Mountainbore Natural Bridge West Blocton Roanoke Woodland Gaylesville Columbia Vernon Pike Smiths Station New Brockton Hollywood Langston Kimberly Hartford Intercultural Institute Irondale Meadowbrook Midland City Newville Wetumpka Mooresville Copyright 2013, Intercultural Institute for Contextual Ministry 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 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	61%	69%	69%	Worried About Pollution Caused By Cars	18%	21%	21%
You Should Seize Opportunities In Life	54%	56%	56%	Consider Myself Interested In The Arts	17%	16%	17%
Prefer Work Part Of Team Than	34%	33%	34%	Real Men Don't Cry	16%	16%	16%
Alone				Looking for New Ideas To Improve	16%	16%	16%
Like To Understand About	34%	35%	36%	Home			
Nature				Enjoy Spending Time With My	15%	13%	13%
Important Feel Respected By My	32%	31%	31%	Fam.			
Peers				Provide My Kids With The Little	13%	10%	11%
Important To Juggle Various	31%	28%	28%	Extras			
Tasks				Try Not To Worry About The	12%	12%	12%
Good At Fixing Things	26%	25%	26%	Future			
Prefer To Have Few	26%	30%	31%	Children Should Be Allowed To	6%	5%	5%
Possessions As Possible				Express Themselves			
Have Keen Sense Of Adventure	26%	26%	26%	Feel Very Alone In The World	5%	4%	4%
People Have To Take Me As	21%	24%	24%	Like Spending Most Time With	5%	5%	5%
They Find Me				Fam.			
Like To Just Enjoy Life	21%	20%	20%	Would Like To Set Up Own	5%	3%	3%
Is An Important Part Of Who I	18%	15%	15%	Business			
Am				Decor Particular Interest To Me	3%	4%	4%

ilywood Cuba Samson Fulki

Controlle Bakerhill Linden Theodore Deatsville Eldridge Frinity Redstone Arsenal Fischville Alexandria Jacksonville Tillmans Corner Pine Ridge Rehobere Intercultural Institute Glen Allen Childersburg Ashland Myrtlewood Piedmont Wetumpka Contextual Ministry Eva Thomasville Gantt Millbrook Hefin Blue Sprin 46 Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Eva Thomasville Gantt Millbrook Hefin Blue Sprin 46

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.



275

3-7 mi

0-3 mi

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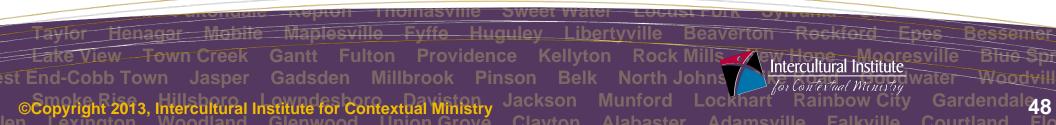
12

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.79%	88.77%	88.43%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.97%	87.12%	86.75%
Houses-Visit Any			
McDonald's	56.52%	60.49%	59.96%
Burger King	39.91%	37.37%	37.34%
Kentucky Fried Chicken (KFC)	31.6%	28.73%	28.58%
Subway	31.49%	34.99%	34.66%
Wendy's	31.29%	32.52%	32.54%
Taco Bell	28.93%	32.77%	32.46%
Applebee's	28.53%	34%	33.54%
Pizza Hut	23.94%	22.91%	22.66%
Arby's	23.31%	26.36%	25.91%
Olive Garden	19.24%	21.97%	22.07%

0-3	3-7	7-10
MILES	MILES	MILES
18.23%	18.57%	18.15%
17.87%	17.29%	16.76%
17.15%	18.34%	17.88%
15.88%	16.3%	16.4%
14.44%	11.85%	11.34%
13.63%	17.71%	17.57%
13.32%	12.59%	12.34%
12.67%	13.05%	13.19%
12.03%	16%	16.23%
11.41%	8.51%	8.24%
11.31%	13.7%	13.65%
10.84%	13.58%	13.82%
	MILES18.23%17.87%17.15%15.88%14.44%13.63%13.32%12.67%12.03%11.41%11.31%	MILESMILES18.23%18.57%17.87%17.29%17.15%18.34%15.88%16.3%14.44%11.85%13.63%17.71%13.32%12.59%12.67%13.05%12.03%16%11.41%8.51%11.31%13.7%



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!



Cottonwood Allgood Lexington Midfield Northport South Vinemont Bon Air Homewood Littleville St Edgewater Livingston Cherokee Calera Luverne Eldridge Rainsville intercultural Institute Sumiton Dayton Gu-Win Edwardsville West End-Cobb Town Dora Car (Intercultural Institute) wood Mountai Confertual Ministry Notasulga Toxey Hayden Union Springs Smoke Ris 9 Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	43.81%	48.65%	48.88%
Recycled products	29.57%	36.47%	36.46%
Worked as volunteer (non political)	15.14%	18.2%	18.2%
Engaged in fund raising	11.62%	11.78%	11.93%
Religious club member	8%	8.51%	8.57%
Church Board	5.85%	5.34%	5.48%

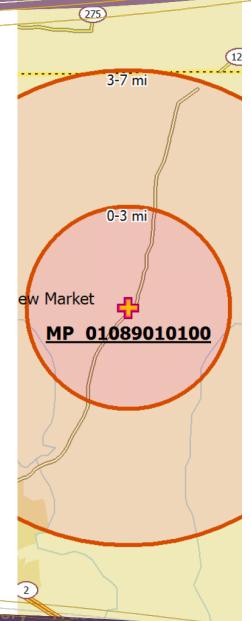
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.68%	7.33%	7.36%
Union member	5.05%	5.5%	5.56%
Charitable Organization	5.05%	5.45%	5.42%
Wrote to editor of mag or newspaper	4.95%	6.25%	6.23%
Addressed a public meeting	4.46%	5.15%	5.1%
Took active part in local civic issue	4.46%	5.2%	5.3%

ro Hobson City Kennedy Gulf Shores Harpersville Auburn Vina Bessemer Kinston Creola Headland Beville River Falls Napier Field Talladega Springs Geiger Lake View Jack Mille Birmingham Millry Ed Linden Kimberly Cuba Redstone Arsenal Castleberry Mountainboro Hong for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Province City Brookside Havneyille Baileyton Lisman Nauvoo

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.



Mignon North Johns Hartselle Childersburg Lincoln Babbie Winfield Smoke Rise Phenix City Ash Houlton Satsuma Vestavia Hills Ider Marion Black Courtland Heflin Provide Florala Greenville Jem esburg Faunsdale Montevallo York Smiths Station Goshen Sumiton Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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	14.47%	18.28%	18.46%
Children's Books	13.11%	14.36%	14.52%
Mystery	10.53%	12.52%	12.46%
Religious (not Bibles)	9.96%	10.49%	10.48%
Cookbooks	9.78%	10.87%	10.82%
Romance	7.67%	8%	8.03%
History	6.12%	7.56%	7.54%
Personal/Business	5.86%	6.86%	7.01%
Self-help			
Biography	5.67%	6.62%	6.8%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	61.85%	67.3%	67.82%
Gen. Editorial	43.29%	43.96%	44.41%
Womens	39.29%	41.63%	42%
Service	34.02%	38.47%	38.18%
Mens	16.7%	17.88%	17.99%
Fishing/Hunting	15.81%	14.5%	13.93%
Automotive	15.12%	13.49%	13.24%
Parenthood	13.6%	14.69%	14.75%
Business/Finance	13.47%	17.05%	17.64%

Demopolis Coosada Brookwood Kansas Rogersville Flomaton Camden Harpersville Dozier Jackson F Loton Cowarts Weaver Cottonwood Attalla Kinsey Castleberry Ohator Intercultural Institute Inderson Abbeville Petrey Tuscumbia Camp Hill Grove Hill Waverly Montestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-3 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	53.87%	57.22%	57.16%
Classified	37.17%	35.35%	34.88%
Editorial Page	30.95%	32.87%	32.48%
Sport	30.31%	32.16%	32.1%
Comics	26.09%	28.15%	27.89%
Business/Finance	23.42%	29.56%	29.87%
Food/Cooking	22.22%	24.99%	25.04%
Movie Listings & Reviews	22.08%	24.67%	24.91%
TV/Radio Listings	22.08%	23.24%	23.16%
Home/Gardening	19.26%	21.65%	21.64%
Travel	15.54%	19.36%	19.57%
Science/Technology	14.6%	17.8%	17.97%
Fashion	13.41%	14.07%	14.44%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	29.65%	28.67%	27.13%
CHR Contemp Hit Radio	16.93%	17.07%	17.12%
Adult Contemporary	15.52%	18.59%	18.32%
Urban Contemporary	13.81%	9.9%	11.37%
Rock	11.09%	14.25%	14.01%
Oldies	9.99%	11.42%	11.48%
Classic Rock	9.69%	11.41%	11.18%
News/Talk	8.46%	12.65%	12.87%
Alternative	7.48%	9.78%	9.88%
Religious	7.01%	7.49%	7.51%
Variety	6.27%	7.09%	7.57%
Soft Contemporary	5.31%	7.95%	7.98%
Gospel	4.49%	3.15%	3.28%
Classic Hits	3.93%	5.84%	5.72%
Jazz	3.5%	4.07%	4.57%
All Talk	3.42%	4.75%	4.92%
All News	3.38%	4.34%	4.84%
Sports	2.67%	3.41%	3.58%

The Roangke Carolina Thorsby Calera Coaling Myrtlewood Morris Clio Waverly Rock Greek Holly Personal Registration of the Regis

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

IULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	64.07%	67.7%	67.51%
Satellite Dish	57.65%	60.29%	59.95%
Soapnet	49.79%	51.39%	51.56%
Other Video-On-Demand	41.78%	42.67%	42.57%
Adult Pay Per View TV	36.53%	37.85%	37.63%
Sci-Fi Channel	36.24%	39.42%	39.29%
MSNBC	33.46%	35.89%	35.62%
Nickelodeon	32.21%	34.04%	33.5%
TV Info From Sunday TV	29.64%	30.32%	30.36%
Magazine			
Subscribe Digital Cable	28.29%	27.3%	27.81%
TV Info From Newspapers	26.34%	28.45%	28.44%
Adult Swim	24.33%	30.26%	30.06%



TV Info From Other

19.26%

21.24%

21.47%

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.



herdale Waverly Webb Leesburg Rainbow City Belk Cowarts Sardis City Arley South Vinemont Grays Scorner Kansas Pollard Athens Brilliant Myrtlewood Blue Springs End Intercultural Institute North Johns Dauphin Island Bridgeport Fairfield Smiths Station Gunt Confertual Ministry Grayson V55 Copyright 2013, Intercultural Institute for Contextual Ministry Covers Cross Reads Brantley Decature Wedgewer Triana Notasulga Sheffield Loachanoka Pleasant Grove

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+)	17.69%	21.16%	21.19%
Medium Users (4-6)	9.53%	11.25%	11.24%
Light Users (1-3)	20.83%	21.48%	21.63%
Quintiles (20%)			
Newspaper I (Heavy)	1.23%	1.46%	1.41%
Newspaper II	1.23%	1.24%	1.25%
Newspaper III	2.87%	2.26%	2.31%
Newspaper IV	0.59%	0.98%	0.92%
Newspaper V (Light)	1.27%	1.13%	1.09%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.14%	20.43%	20.43%
Magazines II	10.25%	9.84%	9.8%
Magazines III	11.18%	11.1%	11.14%
Magazines IV	11.24%	11.5%	11.55%
Magazines V (Light)	0.53%	0.72%	0.76%
Outdoor I (Heavy)	4.81%	5.26%	5.53%
Outdoor II	2.83%	2.06%	2.15%
Outdoor III	2.88%	2.57%	2.71%
Outdoor IV	18.79%	15.74%	15.74%
Outdoor V (Light)	24.52%	24.96%	24.86%
Yellow Pages I	15.23%	14.33%	14.32%
(Heavy)			
Yellow Pages II	5.15%	4.38%	4.65%
Yellow Pages III	5.11%	4.36%	4.58%
Yellow Pages IV	24.48%	22.97%	22.83%
Yellow Pages V (Light)	3.18%	2.43%	2.55%
(Heavy) Yellow Pages II Yellow Pages III Yellow Pages IV	5.15% 5.11% 24.48%	4.38% 4.36% 22.97%	4.65% 4.58% 22.83%



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.

MILES MILES <th< th=""></th<>
(fifths / 20%) 20%) Drive Time I & II (Heavy) 3.35% 2.96% 3% Prime Time I & II (Heavy) 4.13% 3.24 Drive Time III (Medium) 0.95% 0.74% 0.76% Prime Time III (Medium) 1.77% 2.14
Drive Time I & II (Heavy) 3.35% 2.96% 3% Prime Time I & II (Heavy) 4.13% 3.2 Drive Time III (Medium) 0.95% 0.74% 0.76% Prime Time III (Medium) 1.77% 2.1
Drive Time III (Medium) 0.95% 0.74% 0.76% Prime Time III (Medium) 1.77% 2.14
Radio IV & V (Light) 2.8% 2.06% 2.14% Prime Time IV & V (Light) 9.15% 11.
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles
20%) (fifths / 20%)
Radio I & II (Heavy) 9.51% 10.19% 10.16% Fringe I & II (Heavy) 41.56% 39.4
Radio III (Medium) 5.01% 5.69% 5.64% Fringe III (Medium) 56.52% 51.4%
Radio IV & V (Light) 3.37% 3.68% 3.77% Fringe IV (Light) 58.04% 57.4
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths /
20%) 20%)
Cable I & II (Heavy) 13.15% 16.44% 16.48% All Day I & II (Heavy) 13.99% 12.7
Cable III (Medium) 4.88% 4.46% 4.44% All Day III (Medium) 27.12% 23.2
Cable IV & V (Light) 30.71% 31.65% 31.95% All Day IV (Light) 11.72% 11.



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]	10.76%	12.18%	12.25%
6:00am - 10:00am	10.29%	13.18%	13.76%
10:00am - 3:00pm	5.29%	5.42%	5.89%
3:00pm - 7:00pm	13.67%	13.97%	14.15%
7:00pm - Midnight	9.5%	12.31%	12.69%
Midnight - 6:00am	3.87%	4.44%	4.67%
Weekend Radio			
Listeners			
Dayparts [summary]	13.48%	16.23%	16.15%
6:00am - 10:00am	2.38%	3.41%	3.5%
10:00am-3:00pm	3.48%	3.89%	4.2%
3:00pm - 7:00pm	6.03%	7.56%	7.62%
7:00pm - Midnight	8.57%	10.24%	10.32%
Midnight - 6:00am	8.38%	9.2%	9.41%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.03%	10.44%	10.4%
Saturday: 8:00-11:00pm	8.25%	7.91%	7.96%
Sunday: 7:00-11:00pm	9.63%	11.27%	11.12%
9:00am-1:00pm	24.27%	28.81%	28.57%
9:00am-4:00pm	27.71%	32.59%	32.41%
4:00pm-7:00pm	27.07%	31.06%	31.44%
11:00pm-1:00am	40.04%	42.67%	42.47%
AVG Prime time Mon-Sun	2.22%	2.36%	2.53%

Elberta Trinity Babbie Evergreen Fort Payne Lowndesboro Millport Ider Summerdale Napier Field Be town Sheffield Headland Pike Road Cedar Bluff Jasper Woodland Hard Intercultural Institute Hill Hanceville Gordonville Locust Fork Roanoke Childersburg Walnut for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	тν	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				We	Weekend	Weekend	Weekend
6-7am	13.05%	17.04%	17.25%	Sa	Sat: 7-10am	Sat: 7-10am 15.98%	Sat: 7-10am 15.98% 18.4%
7-9am	17.8%	21.95%	22.43%	Sa	Sat: 10am-1pm	Sat: 10am-1pm 7.79%	Sat: 10am-1pm 7.79% 7.83%
9am-12noon	19.37%	24.91%	24.69%	Sa	Sat: 1-4pm	Sat: 1-4pm 25.05%	Sat: 1-4pm 25.05% 26.24%
12noon-4pm	8.34%	7.68%	7.72%	Sa	Sat: 4-6pm	Sat: 4-6pm 6.44%	Sat: 4-6pm 6.44% 7.22%
4-6pm	44.12%	51.42%	52.11%	Sa	Sat: 6-7pm	Sat: 6-7pm 1.52%	Sat: 6-7pm 1.52% 1.86%
6-7pm	20.96%	21.07%	20.73%	Sa	Sat: 7-8pm	Sat: 7-8pm 0.77%	Sat: 7-8pm 0.77% 1.11%
7-7:30pm	1.28%	1.29%	1.43%	Sa	Sat: 8-11pm	Sat: 8-11pm 8.25%	Sat: 8-11pm 8.25% 7.91%
7:30-8pm	10.39%	12.09%	11.94%	Sa	Sat: 11pm-1am	Sat: 11pm-1am 4.66%	Sat: 11pm-1am 4.66% 4.53%
8-11pm	7.03%	10.44%	10.4%	Sa	Sat: 1am-7pm	Sat: 1am-7pm 23.29%	Sat: 1am-7pm 23.29% 25.08%
11pm-12am	33.46%	35.89%	35.62%	Su	Sun: 7-10am	Sun: 7-10am 2.92%	Sun: 7-10am 2.92% 2.37%
11pm-1am	40.04%	42.67%	42.47%	Su	Sun: 10am-1pm	Sun: 10am-1pm 7.48%	Sun: 10am-1pm 7.48% 7.98%
1-6am	25.28%	30.64%	31.06%	Su	Sun: 1-4pm	Sun: 1-4pm 6.8%	Sun: 1-4pm 6.8% 7.25%
				Su	Sun: 4-7pm	Sun: 4-7pm 13.69%	Sun: 4-7pm 13.69% 16.27%
				Su	Sun: 7-11pm	Sun: 7-11pm 9.63%	Sun: 7-11pm 9.63% 11.27%
				Su	Sun: 11pm-1am	Sun: 11pm-1am 3.97%	Sun: 11pm-1am 3.97% 5.89%
				Su	Sun: 1-7am	Sun: 1-7am 20.82%	Sun: 1-7am 20.82% 24.55%

Section Brighton Coffee Springs Tarrant Moulton Memphis Saks Prichard Ganti Arley Excel Steel an Springs Georgiana Oak Grove Robertsdale Dothan Collinsville Road Intercultural Institute Chickasaw Ardmore Selma Union Prattville Childersburg Sylvania 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.

en Brilliant Cottonwood Ladonia Thorsby Mosses Blue Springs Boaz Cedar Bluff Clanton Tallassee Leeds Weaver Alabaster Lockhart Woodville Geneva Hartselle Ind Rock Margaret Union Springs West Blocton Springville Slocomb Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Aliceville Huntsville Falloville Gordo Georgiana Myrtle

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

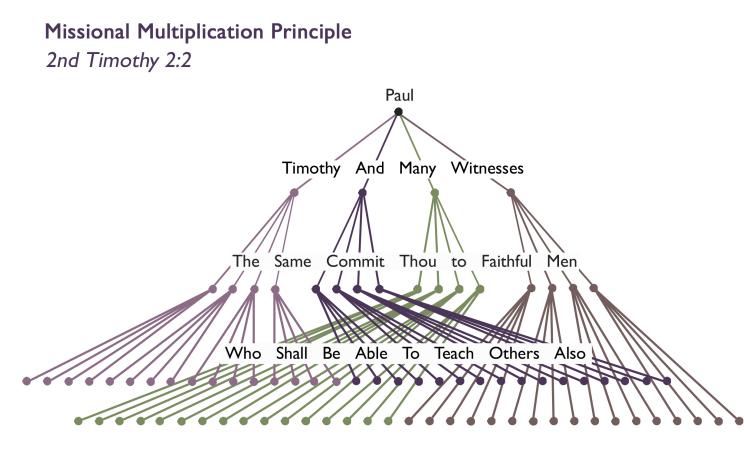
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Alexania Black Alexandre Berry Demopolis Helena Pinson Paint Rock Shorter County Line Ariton Day and Lake Clanton Hueytown Fulton Piedmont Dothan Chatom Smoke Mandstock Skyline Heflin sville Cullman Dauphin Island Winfield Lester Mignon Haleyville Midla Intercultural Institute for Contextual Ministry a Copyright 2013, Intercultural Institute for Contextual Ministry Barbaro Arley Fairbone Douglas Geraldine Thomas

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.



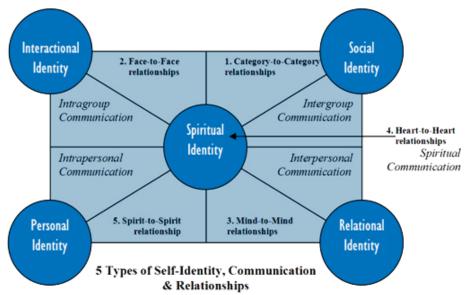
Tarrant Pleasant Grove Billingsley Glencoe Steele Ider Oak Hill Russellville Ashville Brundidge Might Chycha Berry Louisville Susan Moore Point Clear Flomaton Section Intercultural Institute Ozark Fultondale Prattville Benton Satsuma Winfield Wadley Movie for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

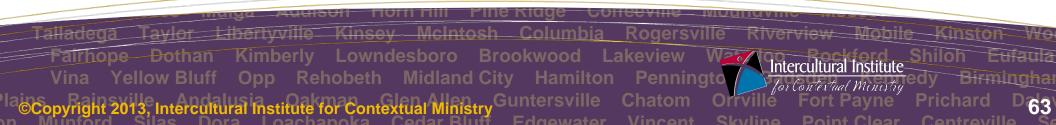
Establishing Redemptive Relationships

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

Communication Steps

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



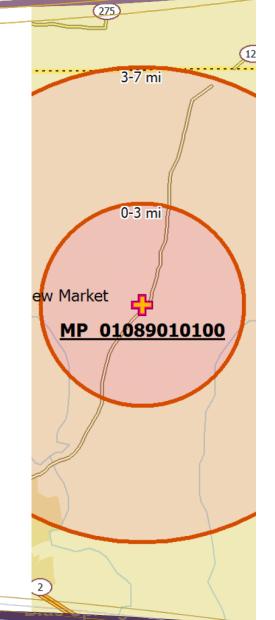


Your MissionSite and the Missional Suite

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:

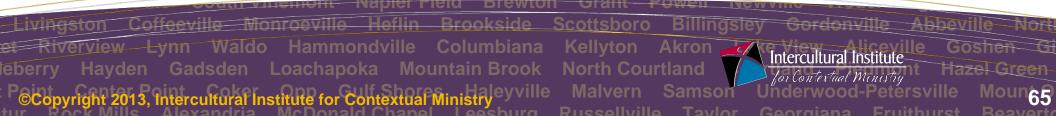
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org



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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	Neeley's Chapel	3514 Winchester Rd. NE New Market, AL 35761	1.41 mi	38	Plateauing
2	New Market	P. O. Box 128 New Market, AL 35761	1.60 mi	53	Growing
3	Patterson Road	728 W Arbor Dr NW Huntsville, AL 35811	1.85 mi	21	Growing
4	Union Grove	1498 Butler Rd New Market, AL 35761	2.86 mi	115	Plateauing
5	Hurricane Grove	863 Upper Hurricane Rd New Market, AL 35761	3.18 mi	41	Growing
6	Locust Grove	171 County Lake Rd New Market, AL 35761	3.25 mi	413	Plateauing
7	Flint River Fist	8519 Moores Mill Rd Meridianville, AL 35759	3.90 mi	40	Growing
8	Celebration	2940 Winchester Rd New Market, AL 35761	4.07 mi	162	Growing
9	Hayes Chapel	199 Saint Clair Rd New Market, AL 35761	5.15 mi	81	Plateauing
10	Bethsaida	906 Boles Rd Hazel Green, AL 35750	5.72 mi	14	Plateauing
11	Flint River	12945 Hwy. 231/431 N Hazel Green, AL 35750	6.77 mi	638	Declining
12	Hazel Green First	225 Hunt Dr Hazel Green, AL 35750	6.97 mi	389	Growing
13	Oakley	540 Oakley Chapel Rd New Market, AL 35761	7.12 mi	73	Plateauing
14	Bevill's Chapel	592 Bevills Church Rd Hazel Green, AL 35750	7.19 mi	106	Plateauing
15	Winchester Road	1262 Winchester Rd NE Huntsville, AL 35811	7.40 mi	185	Growing

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Meridianville First	175 Monroe Rd Meridianville, AL 35759	7.41 mi	331	Growing
17	Antioch	139 Countess Rd NE Huntsville, AL 35810	7.93 mi	99	Growing
18	Wears Chapel	938 Ryland Pike Huntsville, AL 35811	8.63 mi	42	Declining
19	Christ Church	PO Box 18725 Huntsville, AL 35804	8.69 mi	52	Declining
20	Cornerstone	1091 Ryland Pike Huntsville, AL 35811	8.93 mi	208	Growing
21	Pleasant Springs	409 Winchester Rd NE Huntsville, AL 35811	9.04 mi	106	Growing
22	Fellowship	308 Wall Rd Huntsville, AL 35811	9.50 mi	34	Declining
23	New Birth Missionary	4640 Meridian St N Huntsville, AL 35811	10.03 mi	75	Declining
24	Charity	1127 Charity Ln Hazel Green, AL 35750	10.08 mi	37	Growing
25	Murphy Hill	626 Murphy Hill Rd Toney, AL 35773	10.39 mi	158	Declining
26	Brownsboro	4315 Highway 72 E Brownsboro, AL 35741	10.67 mi	183	Growing
27	Oak Park	2105 Cloys Ave NE Huntsville, AL 35811	10.90 mi	132	Growing
28	Lakewood	2101 Mastin Lake Rd NW Huntsville, AL 35810	11.34 mi	104	Plateauing
29	Northside	2900 Meridian St N Huntsville, AL 35811	11.36 mi	89	Plateauing
30	Monte Sano	605 Monte Sano Blvd SE Huntsville, AL 35801	11.47 mi	52	Plateauing

r Uniontown Lincoln Dothan Loxley Camden Fort Deposit Sheffield Camp Hill Wilsonville Grayson Ve Latega Springs Dadeville Tillmans Corner Columbia Parrish Lipscomb Intercultural Institute Rainbow City Huntsville Robertsdale Tuscaloosa Gardendale Yellow Deposit Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry County Line Pickensville Coffee Springs Kinsey Cleve Coffee Springs Kinsey Holt

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	East Huntsville	808 Maysville Rd NE Huntsville, AL 35801	11.72 mi	50	Growing
32	Jackson Way	1001 Andrew Jackson Way NE Huntsville, AL 35801	12.26 mi	366	Plateauing
33	Sweetwater Fellowship	115 McCormick Dr NW Huntsville, AL 35811	12.32 mi	37	Growing
34	Five Points	801 Beirne Ave NE Huntsville, AL 35801	12.41 mi	68	Declining
35	Bethlehem Hazel Green	1936 Elkwood Section Rd Hazel Green, AL 35750	12.46 mi	562	Plateauing
36	Bethany	PO Box 3178 Huntsville, AL 35810	12.85 mi	83	Declining
37	Mountain View	1413 McClung Ave SE Huntsville, AL 35801	12.90 mi	102	Declining
38	Third Baptist	1116 Church St NW Huntsville, AL 35801	12.92 mi	58	Declining
39	The Fellowship of Faith	2117 Oakwood Ave Huntsville, AL 35810	12.96 mi	216	Growing
40	Mt. Nebo	PO Box 50 Hollytree, AL 35751	12.99 mi	67	Growing
41	Calvary	1267 Opp Reynolds Rd Toney, AL 35773	13.37 mi	86	Plateauing
42	West Mastin Lake	PO Box 3332 Huntsville, AL 35810	13.43 mi	90	Plateauing
43	Highlands	2525 Aspen Ave NW Huntsville, AL 35810	13.59 mi	209	Declining
44	Halls Chapel	P O Box 122 Princeton, AL 35766	13.61 mi	16	Plateauing
45	Gurley First	PO Box 126 Gurley, AL 35748	13.94 mi	68	Plateauing

shford Priceville <u>Gurley McKenzie Cleveland Ashland Nectar</u> Pine Apple Cottonwood Gainesville Cite Rosa Lake Purdy Muscle Shoals Point Clear Brent Killen Trafford Kellyton Selmont-West Selmont Bakerhill Altoona Lineville Jemison Copyright 2013, Intercultural Institute for Contextual Ministry Coosada Walnut Grove Snead Newville Ohatchee 68



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