MissionSite top unreached locations

HORTON, AL MORTON, AL MORTON, AL CENSUS TRACT: 01095031000 REGION: Northern Region ASOCIATION: Marshall DISTRICT: 02: Northeast Mountain District COUNTY: Marshall DISTRICT: 02: Northeast Mountain District DISTRICT: 02: Northeast Mountain DISTRICT:

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Site Location Summary

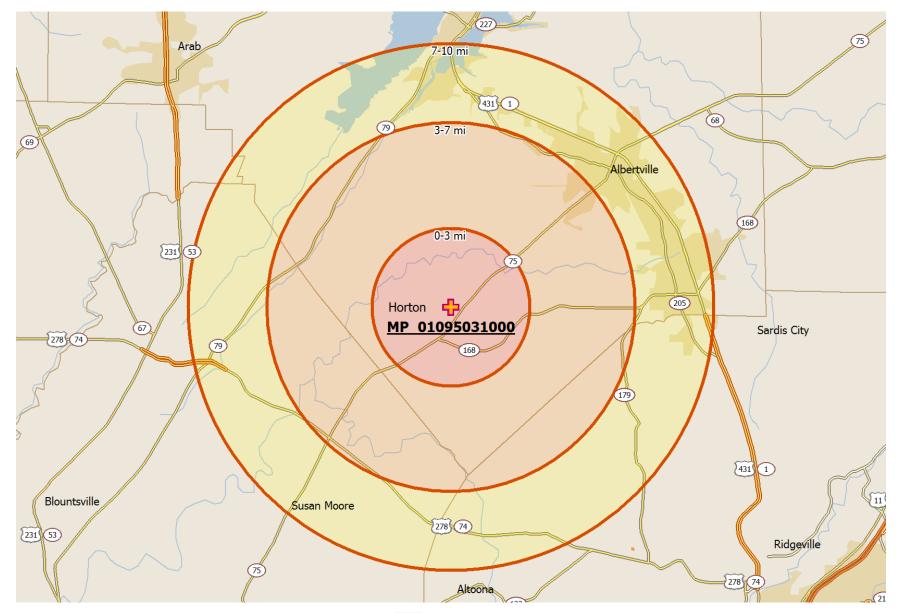
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	1516	Marshall
3	District	02	Northeast Mountain District
4	County Location	01095	Marshall
5	Zipcode	35980	Marshall
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	l1	10000-50000-50000



arts Locust Fork Abbeville Kansas Morris Creola Wilsonville Loachapoka Anniston Guin Eclectic Se Lamiton Centreville Daviston Belk Troy Uniontown Pell City Gaylesville Fridewort Albertville Greense Ina Springville Pinckard Roanoke Haleyville Wilton Hayneville Satsun for Confectual Ministry Pinson Hage Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



nt Groves Roaneke Allgood Gulf Shores Snead Sand Rock Smoke Rise Loachapeka Boligee Riverview warts Hurtsbero Moundville McIntosh Piedmont Andalusia Kellyton Chronie Alabester Mountain Break Red Level Maplesville Good Hope Holt Glencoe Toxey Brilliant Billion Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL /	СО	EXPLANATION
	URBAN	DE	
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
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	70	Micropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
8	Percent Commuting to Metro	19	Percent commuting from non metro to metro areas

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Prinson Excel Benton Flightand Lake Midland City Heath Gordon Gordo Garden City Fown Creek Newbern Enterprise Daphne Gordonville Lake Purdy Pennington Tuscher Intercultural Institute Brookside Morris Lowndesboro Walnut Grove Montevallo Louisville (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,863	11,750	36,914
2010 Households	977	4,056	13,337
2010 Group Quarters Population	0	0	462

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	13	20	31
Language Diversity National Index	32	15	48
Foreign Born Diversity National Index	0	3	1
Ancestry Diversity National Index	46	57	48
Racial Diversity National Index	28	21	40

Ider Hanceville Waterloo Tallassee La Fayette Lakeview Courtland Eva Argo Reform Orange Beach Waterloo Tallassee La Fayette Lakeview Courtland Eva Argo Reform Orange Beach West Blocton Brookside Brent Colony Malvern Harpersville Hammo (Intercultural Institute) Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Waverly Gainesville Toxey Langston Fort Rucker Vernon Berry Blue Springs Helena Clay Argo gar Belk Stevenson Napier Field Ladonia Rock Creek Hoover Grand Intercultural Institute Daphne Owens for Valley Kellyton Columbia Oakman Jasper Huguley Cardiff Ridgev for Contestual Ministry von Union Gro Copyright 2011, Intercultural Institute for Contextual Ministry Vor Falkville New Brockton McMullen Grimes Under

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	113	11.57%
Mainstay Communities	Established, Diverse Households	184	18.83%
Working Communities	Blue-collar, Working Families	117	11.98%
Country Communities	Rural, Agri. & Mining Families	536	54.86%
Aspiring Communities	Young Singles / Aspiring-Multihousing	6	0.61%
Urban Communities	High Density, Inner-city Neighborhoods	21	2.15%

Oneonta Berry Montevallo Nauvoo Heath Hackleburg Ashford Weaver Providence Ozark Piedmon Rogersville Vina Meridianville Talladega Center Point Eufaula Napro Intercultural Institute Ashville Lisman Waldo Guin Geraldine Coosada Gilbertown Thomas (ortestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Coldville Lockbart St Elorian Hokes Bluff Satsuma

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.

Gulf Shores Union Grove Sheffield Sylvania Florence Gordon Louisville Vernon Midland City Centered Petersville Clio Wilton Attalla Scottsboro Ozark Citronelle Moderna Intercultural Institute Teridianville Piedmont Camden Onycha Notasulga County Line Elberta Jos Confectual Ministry Tuskegee Or Copyright 2011, Intercultural Institute for Contextual Ministry North Courtland Gravsville Colony Obatchee Newville

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	21,099	535	2.54%
Unreached %	63.57%	54.78%	86.17
Religious But NOT Evangelical HH	4,500	95	2.1%
Religious But NOT Evangelical %	13.56%	9.68%	71.41
Spiritual But NOT Relig or Evang HH	3,459	75	2.17%
Spiritual But NOT Relig or Evang %	10.42%	7.69%	73.81
Not Evangelical, Not Interested HH	13,150	365	2.78%
Not Evangelical, Not Interested %	39.62%	37.41%	94.41



er Garden City Rainsville Centreville Cullman Double Springs Valley Head Grimes Millry Glen Allen Mill Horn Hill Rainbow City Geraldine Odenville Muscle Shoals Irondale Intercultural Institute Glencoe Orange Beach Taylor Fultondale Haleyville Lanett Wetumpka Confectual Ministry Cedar Bluff Gaylesville Consada Slocomb Harpersvill Coosada Slocomb Harpersvill

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	107	5	4.67%
Active ALSBOM Attenders	12,400	475	3.83%
Active Evangelical Households	7,580	277	3.65%
Active Evangelical Percent	22.84%	28.35%	124.13
Inactive Evangelical Households	4,510	165	3.65%
Inactive Evangelical Percent	13.59%	16.87%	124.13
# 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	Douglas First	0.60 mi	56	Growing	16	Macedonia	4.75 mi	45	Growing
2	Mt. Sinai	1.71 mi	36	Growing	17	Snead Chapel	4.85 mi	58	Growing
3	Concord	1.81 mi	32	Declining	18	High Point	5.11 mi	204	Declining
4	Bethany	2.56 mi	291	Plateauing	19	Bethel	5.82 mi	261	Growing
5	Friendship 1	2.94 mi	60	Plateauing	20	Shiloh	6.03 mi	76	Declining
6	Oak Hill	3.02 mi	79	Declining	21	Snead	6.08 mi	106	Declining
7	Mt. Hebron	3.30 mi	41	Growing	22	White Oak	6.16 mi	71	Declining
8	Union Grove 2	3.44 mi	30	Growing	23	Pleasant Grove	6.23 mi	41	Declining
9	Victory Hill	3.80 mi	31	Declining	24	Central	6.53 mi	140	Declining
10	Liberty Hill Missionary	3.94 mi	100	Declining	25	Pleasant Hill	6.57 mi	56	Declining
11	High Mound Missionary	4.04 mi	42	Plateauing	26	Pleasant Valley	6.67 mi	67	Plateauing
12	Rock Springs	4.24 mi	66	Declining	27	Solid Rock	6.71 mi	118	Growing
13	Fairview	4.38 mi	76	Growing	28	New Emmaus	6.80 mi	53	Declining
14	Whitesville	4.50 mi	35	Declining	29	Red Apple	6.97 mi	72	Plateauing
15	New Home Boaz	4.75 mi	66	Plateauing	30	Clear Springs	7.02 mi	30	Growing

Fordo Red Bay Horn Hill Pell City Fairfield Phil Campbell Moulton Newton Albertville Sumiton North Jo Creola Lester Woodland Dora Hillsboro Grant Elba Bon Air Dora Intercultural Institute Mosses Bento Intercultural Institute Pickensville Pike Road Dauphin Island Color Intercultural Institute Margaret Wo Intercultural Institute for Contextual Ministry Russellville Wilsonville Winfield Atmore Brilliant Ta 13

Using the Spirituality Indicators

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

Issues for Your Consideration

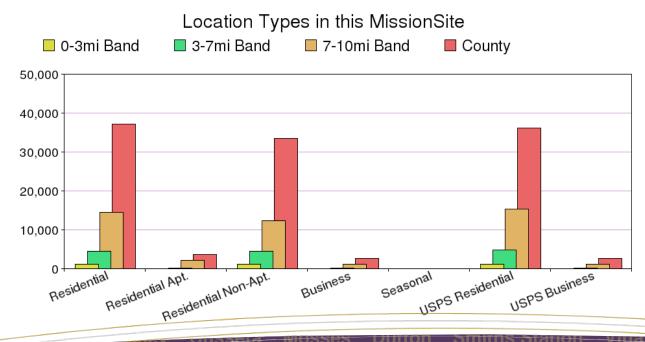
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	70,832	2,280	3.22%
2000 Population	82,231	2,613	3.18%
2010 Population	91,613	2,863	3.13%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	27,761	827	2.98%
2000 Households	32,547	977	3%
2010 Households	33,188	977	2.94%

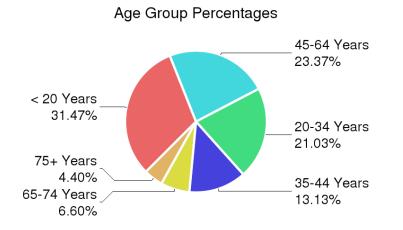


Location Type	0-3mi Band
Residential	1,131
Residential Apt.	15
Residential Non-Apt.	1,116
Business	16
Seasonal	0
USPS Residential	1,142
USPS Business	15

East Brewton Huntsville Cleveland Rainsville Dozier St. Florian Brookside Magnolia Springs Eldride Gardendale Montgomery Town Creek Wadley Lowndesboro Bay Mine Intercultural Institute Hackleburg Highland Lake Winfield Pickensville Lanett Dora Auburi for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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.

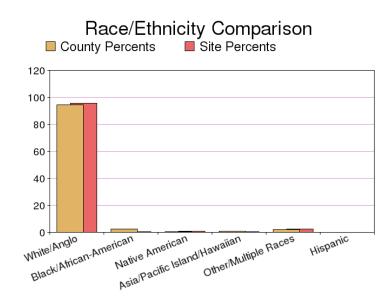


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.11%	7.06%	115.55
4-5 Years	3.09%	3.11%	100.65
6-8 Years	4.64%	5.17%	111.42
9-11 Years	4.28%	5.03%	117.52
12-13 Years	2.69%	3.18%	118.22
14-17 Years	5.22%	5.34%	102.3
18-19 Years	2.55%	2.58%	101.18
0-5 Years	9.2%	10.16%	110.43
6-12 Years	10.27%	11.81%	115
13-19 Years	9.1%	9.5%	104.4
< 20 Years	28.57%	31.47%	110.15
20-34 Years	18.2%	21.03%	115.55
35-44 Years	12.77%	13.13%	102.82
45-64 Years	25.05%	23.37%	93.29
65-74 Years	8.72%	6.6%	75.69
75+ Years	6.69%	4.4%	65.77
Median Age	38	31	83.82
Median Age (Male)	36	31	86.57
Median Age (Female)	39	35	88.91

Somerville Hayden Woodville Oak Hill Town Creek Epes Brewton Henagar Pine Apple Skyline Win Herris Brantley Black Greensboro Killen Pelham Piedmont Thorsby Intercultural Institute ruithurst County Line Cottonwood Hokes Bluff Taylor Vernon Madrid Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	94.3%	95.63%	101.41
Black, African-American	2.21%	0.59%	26.92
Native American	0.58%	0.77%	133.08
Asian	0.61%	0.31%	51.24
Pacific Island, Hawaiian	0.16%	0.07%	42.38
Other/Multiple Races	2.14%	2.58%	120.94
Hispanic	0%	11.95%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	60,076	1,756	

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	60,076	1,756	
Less than 9th Grade	11.17%	12.53%	89.19
No High School Diploma	14.78%	19.93%	74.17
High School Graduate	31.73%	34.05%	93.18
Some College, no degree	18.79%	16.69%	112.61
Associate Degree	7.92%	6.83%	115.87
College Degree	10.08%	6.15%	163.85
Graduate/Prof. degree	5.52%	3.82%	144.8

Water Moody Fort Rucker Carbon Hill Brent Vina White Hall Woodville Libertyville Littleville Eutaw Sitas Fort Payne Allgood Georgiana Blue Ridge Gantt Silverhill Have Intercultural Institute Cross Roads Florence Henagar Red Level Kellyton Addison Needham for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Natural Bridge Unior 17

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	11.71%	14.53%	164.18
\$10,000 to \$19,999	16.09%	17.3%	107.51
\$20,000 to \$29,999	14.52%	17.5%	120.56
\$30,000 to \$49,999	20.09%	23.23%	115.62
\$50,000 to \$59,999	6.26%	5.53%	88.36
\$60,000 to \$69,999	7.65%	6.76%	88.27
\$70,000 to \$79,999	5.64%	4.4%	78.07
\$80,000 to \$89,999	4.24%	2.87%	67.6
\$90,000 to \$99,999	2.81%	1.54%	54.55
\$100,000 to \$124,999	4.78%	3.89%	81.29
\$125,000 to \$149,999	2.94%	0.72%	24.34
\$150,000 to \$199,999	1.41%	0.41%	28.97
\$200,000 to \$249,999	0.32%	0.2%	63.49
\$250,000 or more	1.52%	0.82%	53.71
Median Household	36,676	31,165	84.97
Average Household	51,843	41,943	80.9
Per Capita Household	18,999	14,313	75.34
Family/Non-Family Household			
Income			
Median Family Income	46,674	36,791	78.83
Average Family Income	61,341	48,342	78.81
Median Non-Family Income	19,331	18,363	94.99
Average Non-Family Income	28,864	20,013	69.34

Newton Paint Rock Trinity Kinsey Huntsville McIntosh Valley Head Newbern Summerdale Oxford Sips Vance Lowndesboro Allgood West Jefferson Oneonta Cowarts Dutton Intercultural Institute aling Sardis City Bakerhill Troy Orange Beach Fort Deposit Ragland for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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	70.75%	77.38%	109.36
Families with Children	34.26%	39%	113.82
Families without Children	36.49%	38.38%	105.18
Non-Family Households			
% Non-Family Households	29.25%	22.62%	77.35
Non-Families with Children	0.27	0.1	38.17
Non-Families without Children	28.98	22.52	77.71
Housing Units			Index
Total Housing Units	38,722	1,114	
Vacant percent	14.29%	12.3%	86.05
Owned percent	62.94%	68.58%	108.96%
Rented Percent	22.77%	19.12%	83.98
Households by Size			Index
Avg household size	2.73	2.93	107.33
Avg family hh size	3.34	3.44	102.99
Avg non-family hh size	1.26	1.19	94.44
Households By Count of Persons			Percent
One	8,308	189	2.27%
Тwo	9,391	272	2.9%
Three or Four	11,688	382	3.27%
Five+	3,801	135	3.55%

Courtland Daphne Thorsby Hazel Green Lockhart Valley Grande Greensboro Fairfield Riverview Lei Boligee Faunsdale Smoke Rise Geraldine Midfield Selma Gaylesville Provide Borry Pisgah Auburn We ceville Wilsonville Mount Vernon Hillsboro Thomasville Oak Grove Reh for Contextual Ministry Newville Con Copyright 2011, Intercultural Institute for Contextual Ministry Pleasant Grove Ragland Goshen Leesburg Town Cr19

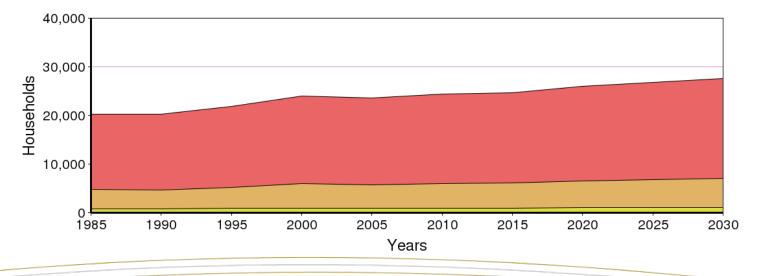
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	70,832	2,280	3.22%
2000 Population	82,231	2,613	3.18%
2010 Population	91,613	2,863	3.13%
2015 Population	97,669	3,078	3.15%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

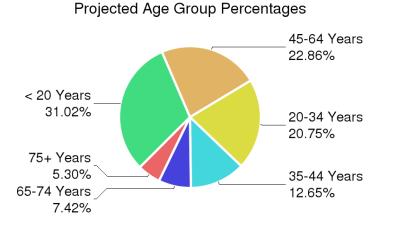
g 🛛 📕 0-10mi Ring



non Billingsley St. Flerian Silas North Johns McDonald Chapel Odenville Blue Ridge Elmore Gulf Shor Fount Olive Pinckard Vredenburgh McMullen Akron Uniontown Rutled And Intercultural Institute Sona Daleville Ethelsville Fairview Madrid Tuskegee Smoke Rise Berry Jor Confertual Ministry For Confertual Ministry Thomaston Sheffield Dutton Glencoe Piedmont 20 Stor Brantley Springville Hayden Headland Littleville Rainsville Trussville Trussville

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.

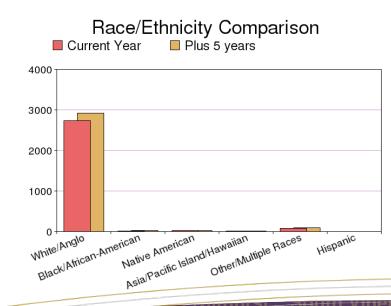


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.06%	5.75%	81.44
4-5 Years	3.11%	2.89%	92.93
6-8 Years	5.17%	5.23%	101.16
9-11 Years	5.03%	5.3%	105.37
12-13 Years	3.18%	3.31%	104.09
14-17 Years	5.34%	5.82%	108.99
18-19 Years	2.58%	2.7%	104.65
0-5 Years	10.16%	8.64%	85.04
6-12 Years	11.81%	12.25%	103.73
13-19 Years	9.5%	10.1%	106.32
< 20 Years	31.47%	30.99%	98.47
20-34 Years	21.03%	20.73%	98.57
35-44 Years	13.13%	12.64%	96.27
45-64 Years	23.37%	22.84%	97.73
65-74 Years	6.6%	7.41%	112.27
75+ Years	4.4%	5.3%	120.45
Median Age	38	33	88.43
Median Age (Male)	36	32	89.54
Median Age (Female)	39	36	92.78

Bon Air West Blocton Waterloo Scottsboro Smoke Rise Providence Elberta Blue Ridge Gravsville Re emison Coosada Fort Deposit Pleasant Grove Loxley Midway Hammon (Intercultural Institute Ionia Emelle Argo Forestdale Mentone Madrid Harpersville Centre Geopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	95.63%	94.77%	99.1
Black, African-American	0.59%	0.91%	153.2
Native American	0.77%	0.81%	105.7
Asian	0.31%	0.45%	144.69
Pacific Island, Hawaiian	0.07%	0.06%	93.01
Other/Multiple Races	2.58%	2.99%	115.64
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,756	1,897	
Less than 9th Grade	12.53%	12.34%	98.46
No High School Diploma	19.93%	17.66%	88.6
High School Graduate	34.05%	34.79%	102.16
Some College, no degree	16.69%	16.76%	100.47
Associate Degree	6.83%	8.01%	117.25
College Degree	6.15%	6.48%	105.42
Graduate/Prof. degree	3.82%	3.95%	103.62

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	14.53%	14.1%	97.01
\$10,000 to \$19,999	17.3%	17.8%	102.9
\$20,000 to \$29,999	17.5%	16.7%	95.41
\$30,000 to \$49,999	23.23%	21.7%	93.4
\$50,000 to \$59,999	5.53%	5.1%	92.27
\$60,000 to \$69,999	6.76%	7.1%	105.1
\$70,000 to \$79,999	4.4%	4.9%	106.79
\$80,000 to \$89,999	2.87%	2.4%	101.19
\$90,000 to \$99,999	1.54%	1.7%	110.73
\$100,000 to \$249,999	3.89%	5.1%	131.12
\$125,000 to \$149,999	0.72%	1%	139.57
\$150,000 to \$199,999	0.41%	0.9%	219.83
\$200,000 to \$249,999	0.2%	0.2%	97.7
\$250,000 or more	0.82%	0.8%	97.7
Median Household	31,165	31,599	101.39
Average Household	41,943	44,741	106.67
Per Capita Household	14,313	14,536	101.56
Family/Non-Family Household			
Income			
Median Family Income	36,791	40,519	110.13
Average Family Income	48,342	51,838	107.23
Median Non-Family Income	18,363	20,083	109.37
Average Non-Family Income	20,013	20,243	101.15

Mentone Midway Sipsey Waverly Yellow Bluff Myrtlewood Vernon Rock Creek Magnelia Springs Certee Springs Napier Field Oakman Onycha Hanceville Citronelle Boy Intercultural Institute on City Hodges Cherokee Tallassee Pennington Elmore Jasper Tusc (antextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	77.38%	76.3%	98.6
Families with Children	39	38.2	97.96
Families without Children	38.38	38.2	99.52
Non-Family Households			
% Non-Family Households	22.62%	23.7%	104.77
Non-Families with Children	0.1	0.3	104.77
Non-Families without Children	22.52	23.4	103.92
Housing Units			
Total Housing Units	1,114	1,138	102.15%
Vacant percent	12.3%	12.13%	98.61
Owned percent	68.58%	68.72%	100.2
Rented Percent	19.12%	19.24%	100.65
Households by Size			
Avg household size	2.93	3.08	105.12%
Avg family hh size	3.44	3.68	106.98%
Avg non-family hh size	1.19	1.14	95.8%
Households By Count of Persons			
One	189	195	103.17%
Тwo	272	235	86.4%
Three or Four	382	412	107.85%
Five+	135	158	117.04%

Prala Mount Olive Lakeview Douglas Summerdale Birmingham Excel Underwood Petersville Fultondale Hentone Margaret Montgomery Notasulga Pickensville Shiloh Besserver McKenzie Oker Linden I Green Pisgah Woodland Saks Oak Hill Selmont-West Selmont Hackle Confertual Institute Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Nater Print 2011, Intercultural Institute for Contextual Ministry Silverbill Sand Rock Memobis Edwardsville Chelsea

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:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	117	202	2,674	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	4	22	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	1	41	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	0	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	0	4	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	0	10	29	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	4	42	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	0	0	34	Central Amer.	Central Amer. 117	Central Amer. 117 183
Western Asia	0	0	0	South America	South America 0	South America 0 0
Other Asia	0	0	0	North America	North America 0	North America 0 0
				Born at sea	Born at sea 0	Born at sea 0 0

tonwood Alabaster Headland Lakeview Elkmont Eutaw Littleville Snead Russellville Deatsville Walde etta Grayson-Valley Ashland Ashville Detroit Vredenburgh Sand Rock in Intercultural Institute Orange Beach Gu-Win Lineville Edgewater Lockhart Carolina Hunts Viccopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Orange Beach Gu-Win Lineville Edgewater Lockhart Carolina Hunts Dauphin Island Sardis City 25

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	N AT HOME 0-3 3-7 7-10 SPOKEN AT HOME		SPOKEN AT HOME	0-3	3-7	•	
	MILES	MILES	MILES		MILES	М	ILES
English only	2,509	7,473	31,783	Other Indo-Euro	0	0	
Spanish	143	331	2,924	Asian/PI languages	0	0	
Other Indo-Euro	42	18	219	Chinese	0	9	
language				Japanese	0	0	
French (incl. Patois,	0	5	66	Korean	0	10	
Cajun)				Mon-Khmer,	0	0	
French Creole	0	0	0	Cambodian			
Italian	26	0	15	Miao, Hmong	0	0	
Portuguese	0	1	17	Thai	0	0	
German	16	4	77	Laotian	0	0	
Yiddish	0	0	0	Vietnamese	0	0	
Other West Germanic	0	0	2	Other Asian	0	0	
A Scandinavian	0	4	9	Tagalog	0	0	
Language				Other Pacific Is	0	0	
Greek	0	0	0	Other languages	0	0	
Russian	0	0	3	Navajo	0	0	
Polish	0	0	0	Other Native N.	0	0	
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	
Armenian	0	0	0	Arabic	0	0	
Persian	0	0	0	Hebrew	0	0	
Gujarathi	0	3	24	African languages	0	0	
Hindi	0	1	6	Other unspecified	0	0	
Urdu	0	0	0				

Springville Vance Selmont West Selmont Sumiton Greenville Autaugaville Micintosh Wetumpka Powell et of Level Plains Meridianville Grand Bay Pine Apple Cullman Luverner Intercultural Institute Eutaw Prattville Tarrant Opp Kimberly Forestdale Chatom Susan for Contextual Ministry Copyright 2011, 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	1,760	5,106	24,255		Irish	Irish 241	Irish 241 570
Arab	0	0	0		Italian	Italian 36	Italian 36 78
Armenian	0	0	0		Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0		Norwegian	Norwegian 0	Norwegian 0 10
British	3	22	165		Polish	Polish 0	Polish 0 17
Canadian	0	1	32		Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	0	4	31		Russian	Russian 0	Russian 0 1
Czechoslovak	0	0	0		Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	16	76		Scotch-Irish	Scotch-Irish 16	Scotch-Irish 16 99
Dutch	6	27	253		Scottish	Scottish 17	Scottish 17 60
English	220	617	2,831		Slovak	Slovak 0	Slovak 0 2
European	13	67	285		Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	0	6		Swedish	Swedish 0	Swedish 0 12
French (not Basque)	8	45	253		Swiss	Swiss 0	Swiss 0 0
French Canadian	3	10	35		Ukrainian	Ukrainian 0	Ukrainian 0 2
German	74	269	1,415		US/American	US/American 861	US/American 861 2,150
Greek	0	5	47		Welsh	Welsh 0	Welsh 0 2
Hungarian	0	4	16		West Indian 0	West Indian 0 7	
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 262	Other 262 1,009

Bear Creek Dadeville Cedar Bluff Indian Springs Village West Blocton Greenville Banks Beaverton Un Hentone Paint Rock Dauphin Island Orrville Dothan Rogersville Valley Intercultural Institute Gardendale Newville Coaling Cleveland Gaylesville Tuskegee Littlevil For Confectual Minustry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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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?

Edgewater Eva Stevenson Smoke Rise Forestdale Oneonta Pine Appie Rockford Scottsboro Chile bero Natural Bridge Deatsville Louisville Newville Rainbow City Frisco Contextual Institute Lynn Lakeview Abbeville Arab Carrollton Hanceville Franklin Monoeville Double Springs Fort Ruc28 Copyright 2011, 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?

Gu Win Glencoe Frisco City Mentone Wedowee Redstone Arsenal Bakerhill Selma Parrish Littleville Emore Pinson Demopolis Anniston Millry Arley Tarrant Good Hope Intercultural Institute Gordo Muscle Shoals McMullen Munford Grant Courtland Loacha of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



St. Florian Spanish Fort Red Bay Alexandria Rainbow City Huguley Tuscaloosa Theodore Oneonta AVon Waterloo Woodville Fultondale Guntersville Eufaula Leighton Intercultural Institute For Confertual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	977	100%	536	100%
AFFLUENT SUBURBIA	106	10.85%	78	14.55%
America's Wealthiest	17	1.74%	14	2.61%
Dream Weavers	68	6.96%	49	9.14%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	21	2.15%	15	2.8%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	7	0.72%	5	0.93%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	7	0.72%	5	0.93%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	129	13.2%	82	15.3%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	129	13.2%	82	15.3%
Mid-Market Enterprise	0	0%	0	0%

Brilliant Waverly Gilbertown Lipscomb Atmore Coaling Headland Blountsville Cleveland Kinston Per Forian Clayhatchee Hammondville Phil Campbell Rainsville Fort Payne Intercultural Institute Geiger Fulton Underwood-Petersville Frisco City Memphis Vance Event for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 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	977	100%	536	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	55	5.63%	37	6.9%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	8	0.82%	5	0.93%
Professional Urbanites	28	2.87%	20	3.73%
Urban Advancement	8	0.82%	5	0.93%
Amer. Great Outdoors	11	1.13%	7	1.31%
Mature America	0	0%	0	0%
METRO FRINGE	117	11.98%	80	14.93%
Steadfast Conservative	95	9.72%	65	12.13%
Moderate Conventionalists	22	2.25%	15	2.8%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

ard Summerdale Fayette Franklin Sumiton Bayou La Batre Sanford Jacksons' Gap Brewton Gaylesville selate Taylor Aliceville Gantt Jackson Albertville Loxley Union Springer Intercultural Institute Ige Blountsville Hackleburg Creola Hoover Demopolis Union Grove Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Minis

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	977	100%	536	100%
REMOTE AMERICA	62	6.35%	37	6.9%
Hardy Rural Fam.	1	0.1%	1	0.19%
Rural Southern Living	43	4.4%	25	4.66%
Coal & Crops	18	1.84%	11	2.05%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	6	0.61%	4	0.75%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	6	0.61%	4	0.75%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	474	48.52%	200	37.31%
Industrious Country Living	14	1.43%	10	1.87%
America's Farmland	9	0.92%	5	0.93%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	451	46.16%	185	34.51%

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The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	977	100%	536	100%
STRUGGLING SOCIETIES	21	2.15%	13	2.43%
Rugged Southern Style	18	1.84%	11	2.05%
Latino Nuevo	3	0.31%	2	0.37%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
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%

Ashville Edwardsville Hueytown Tallassee Lynn West End-Cobb Town Chatom Sardis City Chickas Elmore Foley Ridgeville Lakeview Union Madison Heath Hoover Intercultural Institute phin Island Loxley Mobile Section Heflin Repton Dutton Pleasant Group Hackleburg Mulga Columbiana 34 ©Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Baileyton Dadeville Silas Odenville Union Hamilton Rogersville Fruithurst Irondale Eclectic Tarrait d Stocomb Providence Rutledge Rock Creek Opelika Glenwood Boliner Intercultural Institute d Anniston Libertyville Leighton Gordo Marion Coffee Springs Carrol for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Stocome Fort Rucker Lapett Priceville Riverview Sheffield

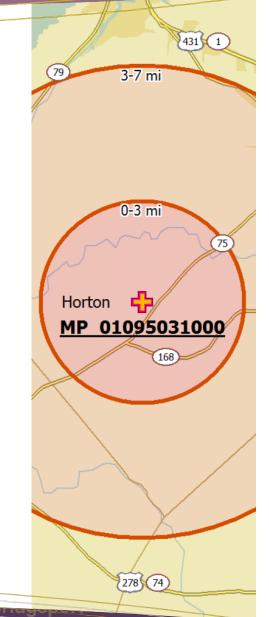
Potential Cultural Bridges

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).



Field Valley Head Arab Elba Webb Mignon Cardiff Gulf Shores Geraldine Kansas Fayette Chatom Fort Mooresville Millport Providence Southside Stevenson Kinston Intercultural Institute South Vinemont Natural Bridge Hodges Dayton Fruithurst Holt Of For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	76%	76%	75%
Use Comp. for Internet/E-mail	58%	58%	55%
Internet Use: E-Mail	47%	47%	46%
Use Comp. for Shopping	37%	37%	34%
Use Comp. for Comp. Games	37%	38%	37%
Use Comp. for Word Processing	36%	36%	35%
Use Comp. for Digital Camera	31%	31%	29%
Photo Editing			
Use Comp. for Banking	30%	30%	28%
Use Comp. for Education	29%	29%	29%
Internet Use: Banking	28%	27%	24%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	26%	26%	26%
Internet Use: News/ Weather	24%	25%	24%
PC-Network-HH Has One	21%	20%	18%
Use Comp. for News/Info./Data	20%	20%	19%
Service			
Use Comp. for Accounting	14%	14%	13%
Internet Use: Shopping: Made A	13%	13%	11%
Purchase			
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Internet Use: Shopping: Gathered	12%	12%	11%
Info. for Shopping			
Internet Use: Research/ Education	10%	10%	11%
Use Comp. for Personal Financial	10%	10%	11%
Mngmnt			

Angood Heath Lockhart Wood acksons' Gap Grand Bay Valley Head Brookwood Pike Road Creola Angood Heath Lockhart Wood m Fort Payne Hartselle Morris Rock Mills Montgomery Fayette Sardis for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry dison Abbeville North Samson Rutled 37

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	66%	66%	66%
Dining Out (Not Fast	57%	57%	56%
Food)			
Reading Books	49%	49%	51%
Card Games	43%	43%	41%
Gardening	40%	40%	37%
Go To A Beach/Lake	36%	36%	33%
Board Games	36%	35%	33%
Cooking for Fun	32%	31%	33%
Photography	20%	19%	19%
Visit Zoo	18%	18%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	65%	65%	66%
Gen./Fam. Practitioner	40%	40%	41%
Dentist	24%	24%	25%
None Of These	22%	22%	21%
Backache	21%	21%	23%
Hypertension/High Blood	19%	19%	19%
Pressure			
Eye Dr.	19%	19%	21%
Any Arthritis	18%	18%	17%
High Cholesterol	17%	17%	17%
Overweight (30 Pounds Or More)	16%	15%	15%

Perly Courtland Memphis Athens Pike Road Pine Ridge Union Grove Midway Lynn Point Clear Hazel G Hurtsboro Huguley Mobile Wadley Fyffe Montevallo Ashville Breed Intercultural Institute Pelham Snead Coaling Foley Phil Campbell Luverne Cordova Heath For Contextual Ministry Set Copyright 2011, Intercultural Institute for Contextual Ministry Prichard Greensboro Susan Moore Hackleburg Heflin

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	21.89%	22.33%	23.78%
Live Theater	16.42%	16.86%	16.87%
Live Theater Most Often	13.14%	13.6%	13.83%
Rock/Pop Concerts Most	11.78%	12.01%	12.65%
Often			
Country Concerts Most	6.33%	6.41%	6.7%
Often			
Comedy Club	4.93%	5.39%	6.87%
Movies: Comedy	35.8%	36.37%	36.55%
Movies: Action/Adventure	33.64%	33.89%	35.54%
Movies: Romantic Comedy	17.59%	17.91%	17.58%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	16.35%	16.74%	18.55%
Movies: Drama	16.27%	16.25%	16.97%
Movies: Mystery	13.34%	13.49%	14.78%
College Football Reg.	6.92%	6.74%	5.94%
Season			
MLB Baseball Reg. Season	6.65%	6.77%	5.91%
NFL Football Reg. Season	5.55%	5.64%	4.8%
College Basketball Reg.	3.97%	4.05%	3.79%
Season			
Auto Racing Events	3.43%	3.44%	2.79%
NBA Basketball Reg.	2.89%	2.86%	2.55%
Season			

Newville Kennedy Edwardsville Black Dozier Greenville New Hope Pine Ridge Selmont-West Selmont-Talladega Springs Gantt Vance Cardiff Point Clear Pine Hill Hugu Intercultural Institute Red Level Luverne Lester Mount Olive Cowarts Section Ozark University for Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Red Level Luverne Lester Mount Olive Reducted City Jackson Beaverton Jasper Millport Vesta 39

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
	MILES	MILES	MILES
Walking for Exercise	37.32%	38.13%	37.88%
Swimming	35.76%	35.58%	33.19%
Freshwater Fishing	28.45%	27.1%	22.83%
Camping Trips	25.17%	24.11%	20.33%
Bowling	22.61%	22.54%	21.36%
Hunting	19.95%	18.99%	14.96%
Billiards/Pool	18.51%	18.47%	18.17%
Basketball	15.6%	15.59%	14.59%
Weight Training	14.58%	14.53%	13.8%
Golf	13.91%	14.19%	12.58%
Mountain/Road Biking	13.17%	13.28%	11.81%
Target Shooting	12.99%	12.83%	11.25%
Backpacking/Hiking	11.83%	11.89%	10.53%
Jogging/Running	11.07%	11.68%	12.04%

rala Louisville Brewton Douglas Notasulga Crossville Piedmont Edwardsville Florence Pine Apple G Repton Clayton Sylvania Cottonwood Waverly Holly Pond Owens Cropping Intercultural Institute milton Garden City Akron Silas Lake Purdy Hillsboro Ozark Castleber Greenville Roanoke North C40 Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 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

0-3	3-7	7-10	
MILES	MILES	MILES	
6.27%	6.66%	6.82%	
5.47%	5.76%	6.19%	
5.25%	5.37%	4.58%	
5.21%	5.16%	4.36%	
5.11%	5.16%	4.48%	
4.98%	5.18%	5.61%	
4.71%	4.81%	4.23%	
4.62%	4.75%	4.52%	
4.58%	4.56%	3.83%	
4.19%	4.42%	4.39%	
	MILES 6.27% 5.47% 5.25% 5.21% 5.11% 4.98% 4.71% 4.62% 4.58%	MILES MILES 6.27% 6.66% 5.47% 5.76% 5.25% 5.37% 5.21% 5.16% 5.11% 5.16% 4.98% 5.18% 4.71% 4.81% 4.62% 4.75% 4.58% 4.56%	MILES MILES MILES 6.27% 6.66% 6.82% 5.47% 5.76% 6.19% 5.25% 5.37% 4.58% 5.21% 5.16% 4.36% 5.11% 5.16% 4.48% 4.98% 5.18% 5.61% 4.71% 4.81% 4.23% 4.62% 4.75% 4.52% 4.58% 4.56% 3.83%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Skateboarding	4.07%	4.01%	3.43%
Snowmobiling	3.66%	3.95%	3.53%
Hockey	3.46%	3.61%	3.38%
Racquetball	3.11%	3.25%	3.3%
Sailing	3.01%	3.09%	2.94%
Rock Climbing	3.01%	3.12%	3.41%
Snowboarding	2.87%	2.97%	3.03%
Auto Racing	2.82%	3.03%	4.04%
Rowing	2.64%	2.71%	2.54%
Surfing & Windsurfing	2.42%	2.46%	2.32%

Mulga Millry Brent Geraldine Ariton Monroeville Dodge City Bon Air Dora Selmont West Selmont kinan Baileyton Birmingham Sheffield Faunsdale Leesburg Ardmore Intercultural Institute Kansas Ma Ridge Killen Jemison Woodland Elmore Springville Good Hope Provide Intercultural Institute Indian Springs V Grecopyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Smoke Rise Hartford Section Hueytown Waterloo Baileyton Satsuma Attaila Mobile Decatur Frisce Ozark Susan Moore Gaylesville Carrollton Langston Akron Provide Intercultural Institute Oak Hill Thorsby McDonald Chapel Chickasaw Rainbow City Livingston Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Wilsonville Regersville Cleveland Meadowbrook Carolina Athens Killen Lanett Carrollton Owens Greenson Selmont-West Selmont Holt Section Columbia Union Grove Intercultural Institute Vance Alloc Inish Fort Gordon Natural Bridge Roanoke Brewton Pollard Garden Cit for Contextual Ministry Lake View Alto Copyright 2011, Intercultural Institute for Contextual Ministry Muscle Shoals Sheffield Opp Bridgeport Franklin

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	51%	51%	Friends More Important Than My Fam.	21%	22%	23%
Find It Difficult To Say No To My Kids	44%	43%	39%	Rarely Sit Down to a Meal Together At Home	19%	18%	18%
Woman's Place Is In The Home	36%	36%	36%	Marijuana Should Be Legalized	17%	18%	19%
Speak My Mind Even If It Upsets People	34%	34%	35%	Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Like Control Over People And Resources	33%	33%	34%	Only Work Current Job for The Money	15%	15%	15%
Like To Do Unconventional	30%	30%	31%	I Am A Workaholic	14%	14%	16%
Things				We Should Strive for Equality	10%	10%	12%
Prefer To Have Few	26%	28%	29%	for All			
Possessions As Possible				Happy With My Standard Of	10%	10%	11%
Money Is Best Measure Of	26%	26%	26%	Living			
Success				On Whole People Get What	9%	9%	10%
Don't Judge People/Way They	25%	25%	28%	They Deserve			
Live Life				Indulge My Kids With The Little	8%	8%	9%
If Won Lottery Would Never	23%	24%	24%	Extras			
Work Again				Little I Can Do To Change My	7%	7%	8%
Too Much Sponsorship In	23%	23%	24%	Life			
Arts/Sports				Very Happy With My Life As It Is	5%	5%	6%
Like to Stand Out In A Crowd	22%	22%	22%				

hington Lakeview Reckford Minor Ardmore Henagar Vestavia Hills Hackleburg Benton Meadowbrook Horn Hill St. Florian Eutaw Blue Springs Guin Moundville Rainsville Intercultural Institute ville Ashford Livingston Tillmans Corner Roanoke Saks Madison Brook for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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.



Pine Hill Myrtlewood Alabaster Colony Skyline Union Grove Priceville Kinsey Holly Pond Livingst Akron Sylvan Springs Forestdale Hollywood Rogersville South Vinemor Hartford Hurtsboro Abbeville Carolina Citronelle Falkville Gilbertown Littleville Woodstock Union Confertual Ministry Andalusia Copyright 2011, Intercultural Institute for Contextual Ministry Fayette Mount Vernon Brent Gardendale Orange Bea45

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	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	64%	63%	59%	Worried About Pollution Caused By Cars	19%	18%	18%
You Should Seize Opportunities In Life	53%	53%	55%	Enjoy Spending Time With My Fam.	16%	16%	14%
Like To Understand About Nature	33%	33%	35%	Consider Myself Interested In The Arts	16%	17%	18%
Prefer Work Part Of Team Than	33%	33%	33%	Real Men Don't Cry	16%	16%	16%
Alone				Looking for New Ideas To Improve	16%	16%	17%
Important Feel Respected By My	32%	32%	33%	Home			
Peers	/			Provide My Kids With The Little	12%	12%	12%
Important To Juggle Various	30%	30%	32%	Extras	1001	1001	1001
Tasks	000/	000/	000/	Try Not To Worry About The	10%	10%	12%
Prefer To Have Few	26%	28%	29%	Future	00/	00/	00/
Possessions As Possible	000/	000/	050/	Children Should Be Allowed To	6%	6%	6%
Have Keen Sense Of Adventure	26%	26%	25%	Express Themselves	e • <i>i</i>		10/
Good At Fixing Things	25%	25%	27%	Would Like To Set Up Own	6%	6%	4%
Is An Important Part Of Who I	21%	20%	18%	Business			
Am				Feel Very Alone In The World	5%	5%	6%
Like To Just Enjoy Life	20%	21%	22%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	20%	20%	21%	Fam.			
They Find Me				Decor Particular Interest To Me	3%	3%	3%

Sulligent Demografis Snead Hanceville Priceville Lockhart Coosada Winfield Tuscaloesa Gordon Parrish Union Grove Meridianville Ragland County Line Guin Sanford Intercultural Institute Ianton Pinckard Gurley Anniston Pennington Steele South Vinemont Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Edgewater Lockhart Calera Coffeeville Union Grove Franklin Taylor Hillsbore Napier Field Daviston Cakman Lake Purdy Mignon Gadsden Holly Pond Lakeview Thomastory Intercultural Institute Woodland Point Clear Coker Cordova Talladega Springs Geraldine Dove for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.68%	88.43%	87.01%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.28%	84.12%	82.22%
Houses-Visit Any			
McDonald's	55.42%	55.48%	55.49%
Burger King	40%	39.69%	38.71%
Subway	31.42%	31.46%	30.62%
Kentucky Fried Chicken (KFC)	31.34%	30.96%	29.79%
Wendy's	30.5%	30.27%	29.13%
Taco Bell	27.23%	27.71%	28.67%
Applebee's	26.66%	26.86%	27.02%
Pizza Hut	24.39%	23.79%	24.1%
Arby's	21.55%	22.02%	22.33%
Sonic	20.51%	19.56%	17.93%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.16%	19.24%	19.8%
Olive Garden	18.72%	18.9%	18.32%
Cracker Barrel	17.89%	17.48%	16.68%
Hardee's	16.64%	15.82%	13.91%
Red Lobster	14.34%	14.77%	15.71%
Long John Silver's	14.08%	13.31%	11.93%
Chick-Fil-A	12.82%	12.62%	11.66%
Golden Corral	12.14%	11.87%	12.09%
Outback Steakhouse	11.74%	11.81%	12.12%
Domino's Pizza	11.35%	11.7%	13.16%
Ruby Tuesday	10.45%	10.32%	10.08%
Chili's Grill and Bar	9.58%	9.83%	10.63%

ster Ariton South Vinemont Waterloo Midfield Hollywood Level Plains Brent Lynn Andalusia Woodvilk Laytor Dadeville Powell Westover Petrey Rock Mills Prattville New Brock Life Ock Hill Ider Anderson Sweet Water Snead Lake View Graysville Underwood-Petersville Kinsey for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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!



e Cordo Pine Apple Valley Head Sumiton New Brockton Guin Onycha Saks Providence Natural Bridge Herlin Springville Slocomb North Johns Montevallo Nauvoo Priceville Intercultural Institute Pine Ridge Munford Brighton Fulton Memphis Grove Hill McMullen Contextual Ministry ©Copyright 2011, 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	42.89%	43.85%	43.47%
Recycled products	29.32%	30.32%	30.78%
Worked as volunteer (non political)	16.29%	16.54%	16%
Engaged in fund raising	12.29%	12.2%	10.99%
Religious club member	8.42%	8.33%	7.7%
Church Board	5.92%	5.79%	4.98%

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.73%	5.89%	5.54%
Charitable Organization	5.48%	5.47%	5.28%
Addressed a public meeting	5.06%	4.96%	4.54%
Wrote to editor of mag or newspaper	4.76%	4.86%	5.18%
Union member	4.37%	4.53%	4.71%
Took active part in local civic issue	3.97%	4.26%	4.5%

sons' Gap Talladega Ridgeville Franklin Hammondville Geraldine Carolina Lincoln Waterloo Trafford Roanoke Anderson Newbern Holt Thomaston Fruithurst Lowndes Ashville Redstone Arsenal Attalla Hamilton Hodges Vernon Sulligent Columbiana Webb Vance for Confectual Ministry for Confectual Ministry Piedmont 50 Copyright 2011, Intercultural Institute for Contextual Ministry Silas Oakman Alexandria Lake Purdy Piedmont 50

Communication Media Content

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

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



aloosa Brookside Mooresville Harvest Emelle Guntersville Monroeville Hartselle Forestdale Goodwater Her Brantley Loxley East Brewton West Blocton North Johns Red Bay Intercultural Institute Pinson Mount Vernon Moores Mill Nectar Ethelsville Vernon Beaver For Confectual Ministry Cowarts Clar Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Pinckard Pickensville Demonolis Hokes Bluff Bockto

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	14.96%	15.2%	15.06%
Children's Books	13.93%	13.81%	13.06%
Mystery	11.27%	11.33%	11.41%
Cookbooks	10.16%	10.26%	9.85%
Religious (not Bibles)	9.81%	9.59%	9.04%
Romance	8.09%	7.79%	7.1%
History	6.27%	6.34%	6.46%
Personal/Business	5.95%	6.03%	5.87%
Self-help			
Biography	5.63%	5.8%	5.87%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	57.59%	59.06%	60.75%
Gen. Editorial	41.5%	41.81%	43.2%
Womens	37.61%	37.74%	38.36%
Service	35.41%	35.4%	34.74%
Fishing/Hunting	17.38%	16.99%	15.49%
Automotive	15.85%	15.78%	15.04%
Mens	14.82%	15.35%	16.81%
Parenthood	13.89%	13.88%	13.4%
Business/Finance	13.6%	13.72%	13.43%

le Foley Center Point Natural Bridge Dauphin Island Hartford Ranburne Double Springs Smiths Station Ena Triana Ardmore Cowarts Forkland Coffee Springs Level Plains Are <u>Intercultural Institute</u> ika Brewton Geiger New Brockton Cherokee Riverview Cleveland Loc (ontertual Ministry le Copyright 2011, 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	54.43%	54.79%	54.45%
Classified	36.94%	36.72%	35.93%
Editorial Page	31.8%	31.95%	30.92%
Sport	29.82%	30.25%	30.48%
Comics	26%	26.45%	27.42%
Business/Finance	22.65%	23.56%	24.24%
Food/Cooking	21.66%	22.12%	23.28%
TV/Radio Listings	21.39%	21.83%	22.65%
Movie Listings & Reviews	20.43%	21.16%	22.29%
Home/Gardening	19.34%	19.7%	19.72%
Travel	14.85%	15.37%	15.89%
Science/Technology	13.7%	14.56%	15.35%
Fashion	13.32%	13.32%	13%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	35.2%	33.81%	29.05%
Adult Contemporary	16.32%	16.4%	16.64%
CHR Contemp Hit Radio	14.47%	15.02%	16.99%
Classic Rock	10.6%	10.63%	10.36%
Rock	10.06%	10.61%	11.19%
Oldies	9.78%	10.14%	10.56%
News/Talk	8.71%	9.33%	9.46%
Urban Contemporary	8.13%	8.04%	9.22%
Alternative	7.64%	8.07%	7.91%
Religious	7.62%	7.52%	6.54%
Soft Contemporary	5.37%	5.38%	5.12%
Variety	4.59%	4.95%	5.97%
Gospel	4.35%	3.96%	3.48%
Classic Hits	3.83%	3.91%	3.88%
All Talk	3.52%	3.54%	3.17%
All News	3.26%	3.44%	3.59%
Sports	3.07%	3.14%	3.03%
Public	2.59%	2.54%	2.4%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	64.76%	64.76%	62.34%
Satellite Dish	60.48%	60.25%	57.21%
Soapnet	48.38%	48.54%	49.41%
Other Video-On-Demand	45.15%	45.09%	44.93%
Adult Pay Per View TV	39.66%	39.24%	34.84%
Sci-Fi Channel	36.19%	36.5%	36.18%
Nickelodeon	33.66%	33.12%	29.73%
MSNBC	33.31%	33.45%	32.66%
TV Info From Sunday TV	29.95%	29.65%	28.69%
Magazine			
Subscribe Digital Cable	28.98%	28.96%	27.74%
Hallmark Channel	25.52%	25.19%	23.31%
Adult Swim	25.36%	25.4%	24.25%

tainbero Southside Dothan Kinsey Bridgeport Cordova Heath Blue Springs Carrellton Piedmont Brain Wile Vernon Linden Hodges Chatom River Falls Castleberry Vredenburg Intercultural Institute Blountsville Thorsby Dodge City Kimberly Citronelle Adamsville Carrellton Linercultural Ministry ecopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Cinemax

18.63%

17.72%

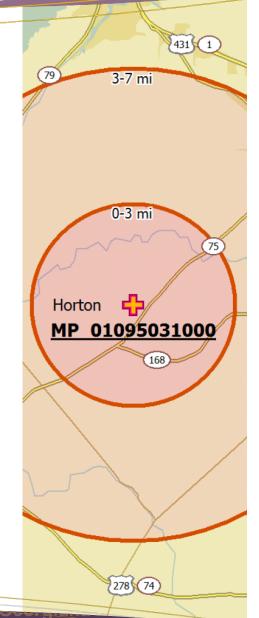
14.48%

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.



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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+)	18.21%	18.4%	17.96%
Medium Users (4-6)	9.94%	9.97%	9.99%
Light Users (1-3)	20.83%	20.95%	20.37%
Quintiles (20%)			
Newspaper I (Heavy)	0.88%	0.85%	1.05%
Newspaper II	0.84%	0.83%	1.04%
Newspaper III	2.97%	2.9%	2.54%
Newspaper IV	0.32%	0.36%	0.55%
Newspaper V (Light)	1.57%	1.47%	1.43%

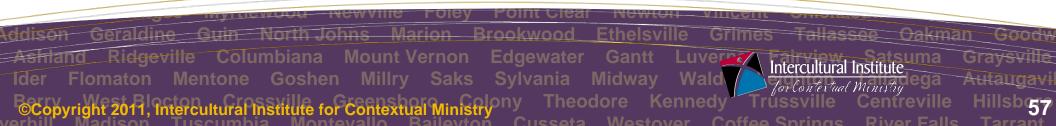
0-3	3-7	7-10
MILES	MILES	MILES
18.08%	18.03%	18.59%
9.14%	8.94%	8.7%
9.93%	9.81%	9.78%
10.5%	10.24%	10.91%
0.17%	0.21%	0.31%
3.96%	4.3%	5.54%
2.63%	2.6%	2.61%
2.21%	2.33%	2.84%
20.23%	19.77%	19.27%
25.52%	25.43%	25.39%
14.92%	14.67%	15.6%
4.66%	4.52%	5.03%
4.01%	4.1%	4.89%
24.12%	24.02%	25.02%
2.98%	2.94%	3.63%
	MILES 18.08% 9.14% 9.93% 10.5% 0.17% 3.96% 2.63% 2.21% 20.23% 25.52% 14.92% 4.66% 4.01% 24.12%	MILES MILES 18.08% 18.03% 9.14% 8.94% 9.93% 9.81% 10.5% 10.24% 0.17% 0.21% 3.96% 4.3% 2.63% 2.6% 2.21% 2.33% 20.23% 19.77% 25.52% 25.43% 14.92% 14.67% 4.01% 4.1% 24.12% 24.02%

Opelika Hayden Huguley Orrville Madison Vincent Pine Ridge McIntosh Mignon Sheffield Guin iths Station Geraldine Phenix City Pennington Good Hope Evergreen Hay ille Dauphin Island Daviston Lakeview Vance Theodore Grove Hill Malvern Grimes Lanett Clanto for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Proceedings of the Contextual Ministry Proceedings of the Contextual Ministry Confectual Ministry Con

Potential Multimedia Usage

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

MEDIUM 0-3 3-7 7-	-10 ME	E	EDIUM	EDIUM 0-3
MILES MILES M	IILES			MILES
Radio Drive Time Quntiles	TV	V Pri	me Time Quntiles (fifths /	me Time Quntiles (fifths /
fifths / 20%)	20%	0%)		
Drive Time I & II (Heavy) 2.91% 2.95% 2.	.96% Prir	rime Time I	& II (Heavy)	& II (Heavy) 4.37%
Drive Time III (Medium) 0.91% 0.95% 0.	.78% Prir	rime Time III (M	edium)	ledium) 1.47%
Radio IV & V (Light) 3.1% 2.83% 2.	.61% Prir	rime Time IV & V	(Light)	(Light) 7.66%
Radio Media Quntiles (fifths /	TV	V Early/Late Fringe	e Quntiles	e Quntiles
20%)	(fift	fths / 20%)		
Radio I & II (Heavy) 8.05% 8.03% 8.	.71% Frir	ringe I & II (Heavy)		42.99%
Radio III (Medium) 4.36% 4.32% 4.	.63% Frir	inge III (Medium)		57.58%
Radio IV & V (Light) 2.45% 2.5% 2.	.72% Frir	ringe IV (Light)		57.7%
Cable TV Quntiles (fifths /	TV	V All Day Quntiles (fifth	s /	s /
20%)	20%	0%)		
Cable I & II (Heavy) 13.54% 13.33% 12	2.46% All	l Day I & II (Heavy)		13.33%
Cable III (Medium) 5.81% 5.57% 5.	.4% All	l Day III (Medium)		28.9%
Cable IV & V (Light) 29.39% 29.81% 32	2.38% All	l Day IV (Light)		9.2%



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]	10.03%	10.21%	10.01%
6:00am - 10:00am	8.86%	9.41%	11.1%
10:00am - 3:00pm	3.36%	3.64%	4.61%
3:00pm - 7:00pm	13.17%	13.39%	13.57%
7:00pm - Midnight	9.13%	9.4%	10.33%
Midnight - 6:00am	3.15%	3.29%	3.87%
Weekend Radio			
Listeners			
Dayparts [summary]	11.64%	11.82%	12.54%
6:00am - 10:00am	2.01%	2.17%	2.67%
10:00am-3:00pm	3%	3.17%	3.51%
3:00pm - 7:00pm	5.01%	5.24%	5.72%
7:00pm - Midnight	8.35%	8.15%	7.78%
Midnight - 6:00am	6.61%	6.8%	8.06%

USAGE	0-3	3-7	7-10		
	MILES	MILES	MILES		
Prime Time TV Viewers					
8:00-11:00pm	6.39%	6.7%	6.48%		
Saturday: 8:00-11:00pm	7.56%	7.27%	7.3%		
Sunday: 7:00-11:00pm	10.3%	10.21%	9.27%		
9:00am-1:00pm	24%	24.01%	23.89%		
9:00am-4:00pm	27.63%	27.52%	27.17%		
4:00pm-7:00pm	25.72%	25.85%	25.31%		
11:00pm-1:00am	38.28%	38.66%	39.03%		
AVG Prime time Mon-Sun	1.84%	1.84%	2.29%		

Eva Irondale Good Hope Garden City Cleveland Greenville Courtland Sumiton Wilton Goldville Loachapoka Moundville Gadsden Florala Adamsville Pine Hill Upin Intercultural Institute Jackson Daviston Colony Notasulga Loxley Kellyton Mount Vernon for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Detroit Moody Atmore Jemison Hobson City Akron

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	12.51%	12.93%	14.09%	Sat: 7-10am	Sat: 7-10am 15.3%	Sat: 7-10am 15.3% 15.49%
7-9am	16.45%	16.8%	16.93%	Sat: 10am-1pm	Sat: 10am-1pm 7%	Sat: 10am-1pm 7% 7.11%
9am-12noon	18.63%	18.97%	19.53%	Sat: 1-4pm	Sat: 1-4pm 25.1%	Sat: 1-4pm 25.1% 24.88%
12noon-4pm	9%	8.55%	7.64%	Sat: 4-6pm	Sat: 4-6pm 5.52%	Sat: 4-6pm 5.52% 5.62%
4-6pm	45.17%	44.84%	42.15%	Sat: 6-7pm	Sat: 6-7pm 1.31%	Sat: 6-7pm 1.31% 1.4%
6-7pm	22.25%	21.64%	19.47%	Sat: 7-8pm	Sat: 7-8pm 0.68%	Sat: 7-8pm 0.68% 0.61%
7-7:30pm	1.27%	1.13%	1.01%	Sat: 8-11pm	Sat: 8-11pm 7.56%	Sat: 8-11pm 7.56% 7.27%
7:30-8pm	9.17%	9.34%	10.25%	Sat: 11pm-1am	Sat: 11pm-1am 3.92%	Sat: 11pm-1am 3.92% 3.86%
8-11pm	6.39%	6.7%	6.48%	Sat: 1am-7pm	Sat: 1am-7pm 22.62%	Sat: 1am-7pm 22.62% 22.99%
11pm-12am	33.31%	33.45%	32.66%	Sun: 7-10am	Sun: 7-10am 3.44%	Sun: 7-10am 3.44% 3.21%
11pm-1am	38.28%	38.66%	39.03%	Sun: 10am-1pm	Sun: 10am-1pm 8.58%	Sun: 10am-1pm 8.58% 8.16%
1-6am	22.51%	23.3%	24.98%	Sun: 1-4pm	Sun: 1-4pm 7.14%	Sun: 1-4pm 7.14% 6.94%
				Sun: 4-7pm	Sun: 4-7pm 13.7%	Sun: 4-7pm 13.7% 13.59%
				Sun: 7-11pm	Sun: 7-11pm 10.3%	Sun: 7-11pm 10.3% 10.21%
				Sun: 11pm-1am	Sun: 11pm-1am 3.12%	Sun: 11pm-1am 3.12% 3.2%
				Sun: 1-7am	Sun: 1-7am 21.01%	Sun: 1-7am 21.01% 20.9%

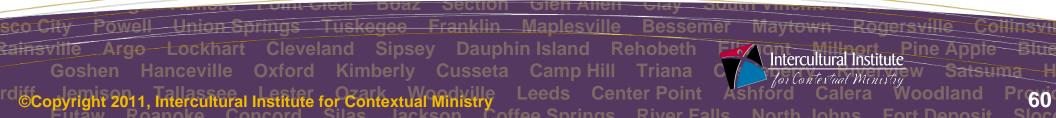
riceville Vincent Eldridge Prattville Billingsley Pisgah Midland City Douglas Hackleburg North Courties Greensboro Bear Creek Stevenson Coffeeville McMullen Hazel Green Intercultural Institute ectic Daleville Vance Cullman Coaling Monroeville Skyline Dozier To for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Geopyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

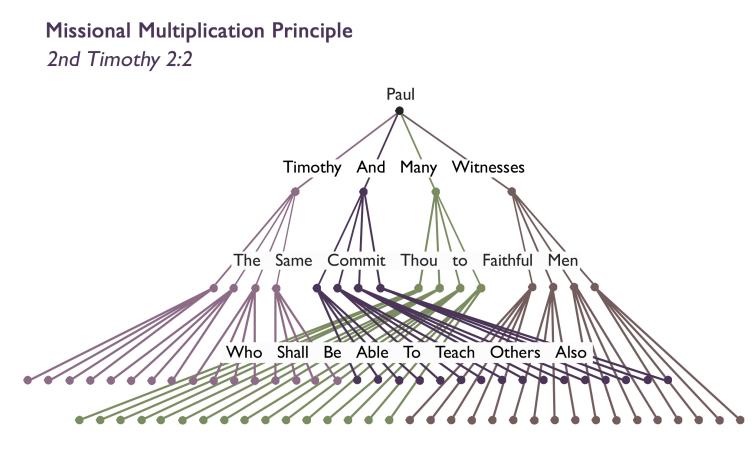
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Somerville Vina Arley Argo Blountsville Eutaw Clayton Jasper Waldo New Hope Albertville Provide the Springs Ozark Gantt Hazel Green Trinity Fulton Indian Springs Villey Intercultural Institute Clayhatchee Bay Minette Silas Fort Rucker West Point Midfield Pheropole Contextual Ministry Contextual Ministry Button Ridgeville Grand Bay Reece City Kennedy 61

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.



ton Hollywood Maplesville Millport Susan Moore Gordon Saraland Parrish Hurtsboro Midland City Bit Boaz Linden Florence Dora Leighton East Brewton Berry Bay Minetter Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Beaverton Underwood-Petersville Carolina Pike R 62

Establishing Redemptive Relationships

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

Communication Steps

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





Your MissionSite and the Missional Suite

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

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

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



ckasaw Carrollton New Site Lake Purdy Auburn Tuscaloosa Elkmont Springville Pledmont Belk Kinse ksons Gap Daphne Vina Rutledge Orrville Babbie Rock Mills Onychar Intercultural Institute Double Springs Paint Rock Billingsley Skyline Pleasant Grove Wes for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Douglas First	PO Box 242 Douglas, AL 35964	0.60 mi	56	Growing
2	Mt. Sinai	185 Mount Sinai Rd Horton, AL 35980	1.71 mi	36	Growing
3	Concord	386 Concord Rd Horton, AL 35980	1.81 mi	32	Declining
4	Bethany	PO Box 7 Horton, AL 35980	2.56 mi	291	Plateauing
5	Friendship 1	525 BOHANNON RD. Boaz, AL 35957	2.94 mi	60	Plateauing
6	Oak Hill	2090 Douglas Hyatt Rd Horton, AL 35980	3.02 mi	79	Declining
7	Mt. Hebron	4147 Mount Hebron Rd Boaz, AL 35957	3.30 mi	41	Growing
8	Union Grove 2	529 Union Grove Rd Altoona, AL 35952	3.44 mi	30	Growing
9	Victory Hill	450 Lazy Creek Circle Albertville, AL 35950	3.80 mi	31	Declining
10	Liberty Hill Missionary	P.O. Box 543 Boaz, AL 35957	3.94 mi	100	Declining
11	High Mound Missionary	1374 Holland Rd Horton, AL 35980	4.04 mi	42	Plateauing
12	Rock Springs	97 Rock Springs Rd Albertville, AL 35950	4.24 mi	66	Declining
13	Fairview	6612 Cannon Ave Guntersville, AL 35976	4.38 mi	76	Growing
14	Whitesville	1249 Niles Rd Boaz, AL 35957	4.50 mi	35	Declining
15	New Home Boaz	918 Crosson Rd Boaz, AL 35956	4.75 mi	66	Plateauing

Millry Twin Woodville Wedowee Libertyville Elberta Leesburg Lester Beatrice Oak Greve Wilson H Grand Bay Epes Lisman Alabaster Lincoln Pike Road Dadeville South Intercultural Institute Tapoka Clanton Jemison Elkmont Frisco City Rainsville Harpersville V Copyright 2011, Intercultural Institute for Contextual Ministry Pairview Camp Hill Elmore Tallassee Daleville P66

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Macedonia	5515 County Highway 21 Horton, AL 35980	4.75 mi	45	Growing
17	Snead Chapel	1142 Winfrey Rd Boaz, AL 35957	4.85 mi	58	Growing
18	High Point	1500 Horton Rd Albertville, AL 35950	5.11 mi	204	Declining
19	Bethel	PO Box 527 Snead, AL 35952	5.82 mi	261	Growing
20	Shiloh	1265 Kuykendall Rd Albertville, AL 35951	6.03 mi	76	Declining
21	Snead	42514 State Highway 75 Altoona, AL 35952	6.08 mi	106	Declining
22	White Oak	PO Box 1608 Albertville, AL 35950	6.16 mi	71	Declining
23	Pleasant Grove	6483 Section Line Rd Albertville, AL 35950	6.23 mi	41	Declining
24	Central	1967 High Point Rd Albertville, AL 35950	6.53 mi	140	Declining
25	Pleasant Hill	458 River Sight Dr Altoona, AL 35952	6.57 mi	56	Declining
26	Pleasant Valley	809 Linda St Albertville, AL 35950	6.67 mi	67	Plateauing
27	Solid Rock	2073 Section Line Rd Albertville, AL 35950	6.71 mi	118	Growing
28	New Emmaus	4442 County Highway 34 Altoona, AL 35952	6.80 mi	53	Declining
29	Red Apple	PO Box 751 Boaz, AL 35957	6.97 mi	72	Plateauing
30	Clear Springs	613 Laura Mae Ln Albertville, AL 35950	7.02 mi	30	Growing

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APPENDIX: ALSBOM Churches by Distance - Continued

			DIOTANOS		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Gethsemane	446 Willoughby Rd Albertville, AL 35951	7.11 mi	70	Plateauing
32	Mt. Olive 1	1801 Cherokee Drive Albertville, AL 35950	7.30 mi	78	Plateauing
33	Mt. Vernon	2650 Pine St Albertville, AL 35950	7.68 mi	214	Growing
34	Bethsadia	4747 County Highway 42 Oneonta, AL 35121	7.80 mi	26	Plateauing
35	New Heights	1845 Walnut St Albertville, AL 35950	7.81 mi	63	Growing
36	Southside	PO Box 1144 Albertville, AL 35950	7.94 mi	175	Plateauing
37	Pleasant Hill 2	111 Marsh Rd Guntersville, AL 35976	8.10 mi	147	Plateauing
38	Red Hill	10412 AL Highway 79 s Guntersville, AL 35976	8.11 mi	41	Growing
39	Westside Boaz	PO Box 726 Boaz, AL 35957	8.15 mi	130	Declining
40	New Prospect	PO Box 575 Snead, AL 35952	8.17 mi	94	Plateauing
41	Cahill Chapel Mission	309 East Main St Albertville, AL 35950	8.31 mi	31	Growing
42	Solitude	2935 Solitude Rd Albertville, AL 35950	8.33 mi	169	Growing
43	Cowboy Church	PO Box 1233 Albertville, AL 35950	8.43 mi	150	Plateauing
44	Brooksville	80661 US Highway 278 Blountsville, AL 35031	8.52 mi	75	Plateauing
45	Hillcrest	4742 Pleasant Grove Rd Albertville, AL 35950	8.80 mi	32	Growing

Benton Columbia Selmont-West Selmont Thomasville North Johns St. Florian Priceville Susan Moore to the sele Chelsea Anderson Lineville Intercultural Institute Ridgeville Dauphin Island Reform Steele Oak Grove Elkmont Webb Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Harpersville Crossville Carolina Glen Allen White Harpersville



6 Wateroak Court North Augusta, SC 29841

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cwatke@iicm.net
803-279-5828
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