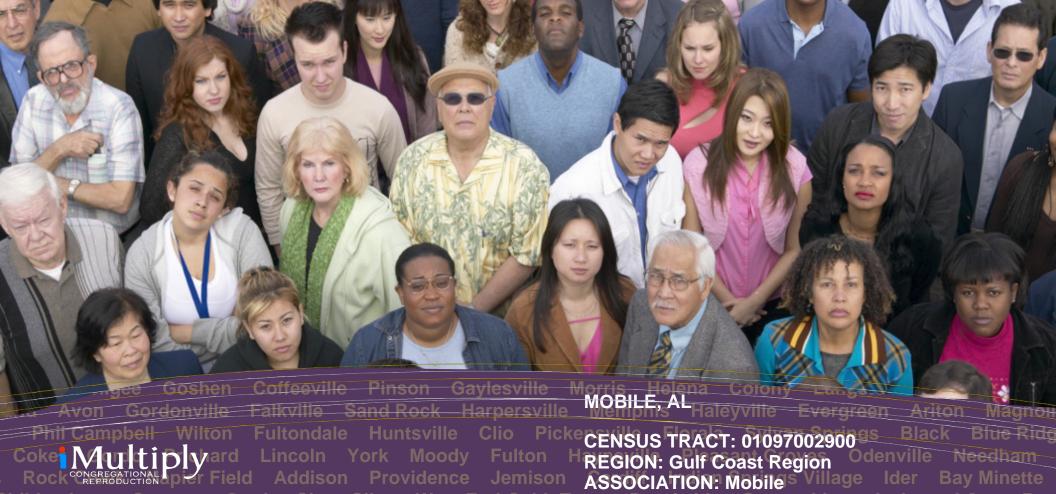
MissionSite top unreached locations

COUNTY Mobile Tallassee Anderson Fayette W



In partnership with the: Clayhatchee Arab Columbiana Point Clarton Scottsboro Parrish Intercultural Institute olis Attalla Woodlar Rucker SITESCAPE: Suburbscape WoodlanDENNTY:PATTERN:KI Albertville Powell Bento an for Contextual Ministry Sheffield Jackson Lease Alabama Baptist Convention Ragland Bright Noncomery South Vinemont Snead Ruledge Coosada State Board of Missions City Mount Olive Chatom ©Copyright 2013) Intercultura Einstitute/foreContextual Ministry Geneva Vina Pisgah Georgiana Midland City Mounta

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MissionSite (TM) Table of Contents

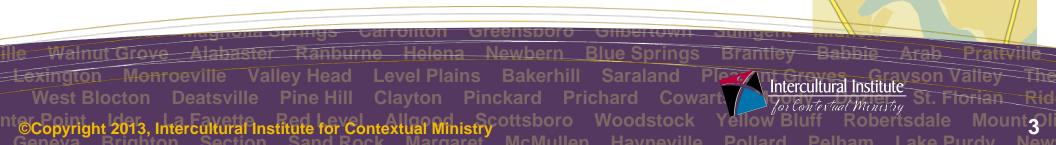
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Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 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	0105	Gulf Coast Region
2	Association	1530	Mobile
3	District	07	Gulf Coast District
4	County Location	01097	Mobile
5	Zipcode	36606	Mobile
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	100000-250000-100000



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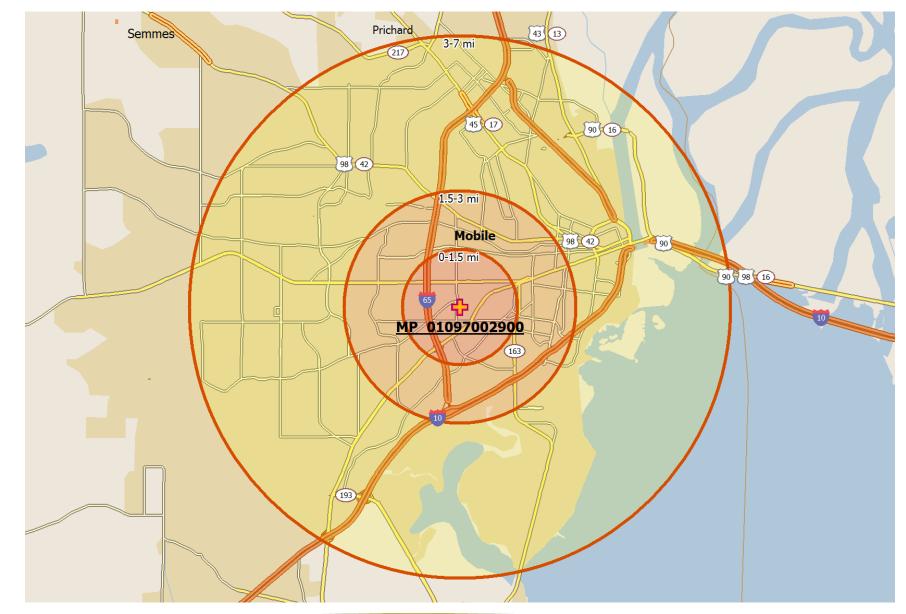
1.5-3 mi

0-1.5 mi

MP 01097002900

Mobile

Site Location Summary - Map of the Site Location



Lexington Kinsey Pleasant Grove Troy Hayneville Hollywood Mignon Auburn Vernon Birminghan aside Vance Headland Allgood Jacksonville Moulton Shiloh Tillmans Fultondale Minor Faithe Dodge City Double Springs Helena Pickensville Glencoe Valley Head Guine Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

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

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	14,803	56,476	161,871
2010 Households	6,294	23,544	62,628
2010 Group Quarters Population	247	2,067	5,943

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	61	54	40
Language Diversity National Index	30	21	14
Foreign Born Diversity National Index	82	89	82
Ancestry Diversity National Index	20	13	56
Racial Diversity National Index	70	67	37

ksons Gap Citronello Napier Field Emelle Haleyville Level Plains Indian Springs Village Falkville Midland Headowbrook Goldville West Jefferson Madrid Beatrice Bay Minette Intercultural Institute riton Glencoe Midway Georgiana Gantt Pinson Florence Grimes Waldo Leeds Onycha Selma Centre Jasper Morris 6 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Grimes Powell Gui-Win Sylvania Montevallo Pinckard Black Alexander City Kellyton Reform Athe Clio Avon Sylacauga Red Level Piedmont Pell City Steele Coaling Intercultural Institute Orange Beach Rainbow City Fort Payne South Vinemont McIntosh Confectual Ministry Dora Oak Hill Double Springs Highland Lake Helena 74 Copyright 2013, Intercultural Institute for Contextual Ministry Dora Oak Hill Double Springs Highland Lake Helena 74

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 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	344	5.47%
Mainstay Communities	Established, Diverse Households	208	3.3%
Working Communities	Blue-collar, Working Families	1,358	21.58%
Country Communities	Rural, Agri. & Mining Families	5	0.08%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,342	21.32%
Urban Communities	High Density, Inner-city Neighborhoods	3,037	48.25%

Haleyville Montevallo Notasulga Weaver Clayton Meadowbrook Robertsdale Eldridge Munford Alicevil Semer Twin Waldo Coffeeville Killen Pisgah Winfield Alexander City Intercultural Institute Tuscle Shoals Eufaula Florala Indian Springs Village Alabaster Georgian (Ontextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Wadley McMullen Slocomb Highland Lake Parrish 84

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.

Newbern Pike Road Susan Moore Ohatchee Gu-Win Georgiana Chatom Fort Deposit Blountsville Duft Sulligent Vance Rainbow City Greenville Hackleburg Talladega Springer Cheenta Cusseta Pickensville oliton Prattville Colony West Point Minor Frisco City Aliceville Sheffie Vielenburgh Creola Ethelsville Copyright 2013, Intercultural Institute for Contextual Ministry Attalla Daleville Pannington Ozark Newville Selmont-West Selmont Rutledge Arley McDonald Chanel

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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	108,949	4,396	4.03%
Unreached %	68.52%	69.84%	101.93
Religious But NOT Evangelical HH	31,903	1,428	4.48%
Religious But NOT Evangelical %	20.06%	22.69%	113.11
Spiritual But NOT Relig or Evang HH	14,612	466	3.19%
Spiritual But NOT Relig or Evang %	9.19%	7.41%	80.6
Not Evangelical, Not Interested HH	63,325	2,550	4.03%
Not Evangelical, Not Interested %	39.82%	40.51%	101.72





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	111	13	11.71%
Active ALSBOM Attenders	20,766	5,128	24.69%
Active Evangelical Households	28,249	4,925	17.43%
Active Evangelical Percent	17.77%	16.51%	92.91
Inactive Evangelical Households	21,812	3,803	17.43%
Inactive Evangelical Percent	13.72%	12.74%	92.9
# New Churches Needed	0	2	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Zion	0.88 mi	76	Declining	16	New Liberty Park	3.26 mi	30	Growing
2	Sage Avenue	1.09 mi	218	Declining	17	Airport Boulevard	3.74 mi	118	Plateauing
3	Government Street	1.19 mi	382	Plateauing	18	Mobile First	3.99 mi	254	Plateauing
4	Central	1.41 mi	58	Plateauing	19	Faith	4.17 mi	89	Growing
5	Dauphin Way	1.76 mi	884	Growing	20	Snow Road First	4.19 mi	126	Growing
6	Manor	1.99 mi	177	Declining	21	Riverside	4.57 mi	140	Declining
7	Providence	2.03 mi	6	Declining	22	International	4.60 mi	55	Growing
8	Navco	2.25 mi	53	Declining	23	Hillcrest	4.60 mi	70	Declining
9	Springhill Avenue	2.37 mi	88	Growing	24	Emmanuel	4.76 mi	96	Plateauing
10	Azalea	2.65 mi	99	Declining	25	Berean	4.79 mi	46	Declining
11	Fulton Road	2.66 mi	195	Plateauing	26	New Hope	4.86 mi	44	Declining
12	Cottage Hill	2.71 mi	1,825	Declining	27	New Home	4.92 mi	0	Plateauing
13	Spring Hill	2.88 mi	1,067	Plateauing	28	Crosspoint	4.96 mi	75	Plateauing
14	Ebenezer	3.01 mi	0	Plateauing	29	Anchor of Hope	4.97 mi	31	Growing
15	Azalea City Fellowship	3.08 mi	0	Plateauing	30	Community Calvary	4.99 mi	19	Declining

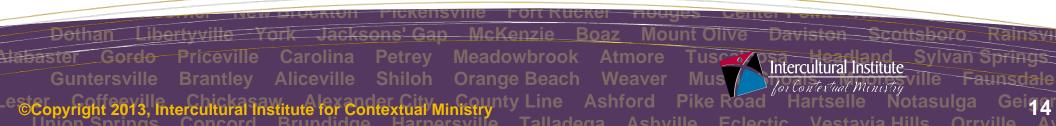
La Fayette Riverside Ashland Susan Moore Excel North Johns Woodstock Dadeville Langston Holly Florence Meadowbrook South Vinemont Detroit Haleyville Hunts Intercultural Institute Moody Kellyton Coaling Mosses Monroeville Pinckard Slocomb Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

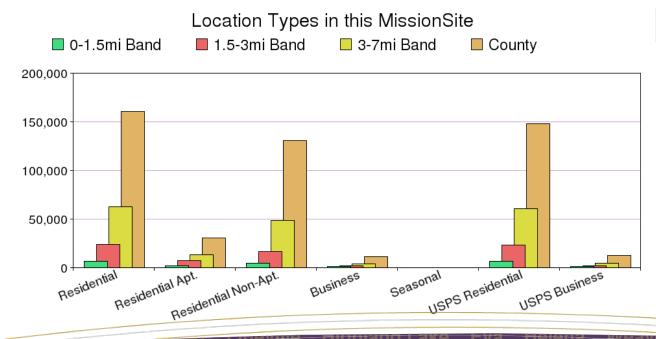
Issues for Your Consideration

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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	378,643	15,118	3.99%
2000 Population	399,843	15,630	3.91%
2010 Population	414,958	14,803	3.57%

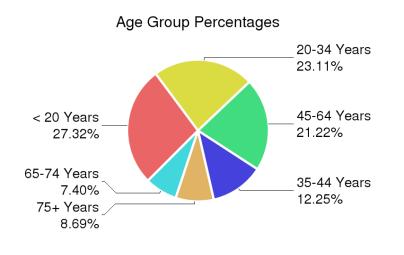


Location Type	0-1.5mi Band
Residential	6,894
Residential Apt.	2,273
Residential Non-Apt.	4,621
Business	1,034
Seasonal	0
USPS Residential	6,927
USPS Business	1,068

tain Brook Hayden Priceville Shiloh Roanoke Riverview Mosses Hanceville Brundidge Haleyville Ros endate Dozier Rehobeth Addison Elkmont Nauvoo Leesburg Moundy Mestavia Hills Hueytown Add untsville Millry Lincoln Northport Glenwood Pollard Jasper Headland Vortevial Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

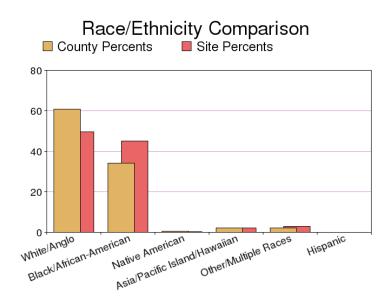


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	6.43%	114.01
4-5 Years	2.84%	3.01%	105.99
6-8 Years	4.26%	4.58%	107.51
9-11 Years	4.2%	4.09%	97.38
12-13 Years	2.77%	2.54%	91.7
14-17 Years	5.61%	4.56%	81.28
18-19 Years	2.82%	2.11%	74.82
0-5 Years	8.48%	9.44%	111.32
6-12 Years	9.85%	9.95%	101.02
13-19 Years	9.82%	7.93%	80.75
< 20 Years	28.15%	27.32%	97.05
20-34 Years	20.87%	23.11%	110.73
35-44 Years	12.34%	12.25%	99.27
45-64 Years	25.37%	21.22%	83.64
65-74 Years	7.33%	7.4%	100.95
75+ Years	5.95%	8.69%	146.05
Median Age	36	36	101.31
Median Age (Male)	34	34	99.85
Median Age (Female)	37	38	102.2

ans Corner Cardiff Hayden Rutledge Moundville Russellville Stevenson Ardmore Carbon Hill Trafford File Pollard Glenwood Waldo Childersburg Smoke Rise Wetumpka Intercultural Institute Intercultural Institute Correctual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.89%	49.61%	81.47
Black, African-American	34.22%	44.96%	131.37
Native American	0.65%	0.24%	37.53
Asian	2.04%	2.04%	99.82
Pacific Island, Hawaiian	0.06%	0.09%	151.21
Other/Multiple Races	2.13%	3.06%	143.34
Hispanic	0%	3.33%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	269,273	9,702	
Less than 9th Grade	1 15%	3 8/%	115.8/

Total Adults over age 25 years.	269,273	9,702	
Less than 9th Grade	4.45%	3.84%	115.84
No High School Diploma	11.96%	10.51%	113.78
High School Graduate	36.67%	34.77%	105.48
Some College, no degree	20.09%	23.93%	83.95
Associate Degree	7.13%	7.3%	97.7
College Degree	12.88%	13.53%	95.14
Graduate/Prof. degree	6.82%	6.11%	111.51

Posit Madrid Samson New Brockton Ridgeville Fultondale Midway Powell Thomasville Loxley New S data Jasper Blountsville Riverside Hanceville Edgewater McDonald Chaper Intercultural Institute Hammondville Valley Head Coffee Springs Excel Fairhope Trinity Confectual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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.

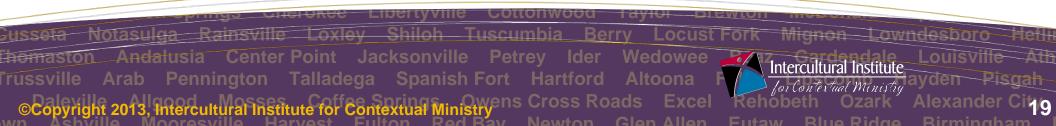
2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	11.51%	10.57%	100.48
\$10,000 to \$19,999	14.11%	18.57%	131.65
\$20,000 to \$29,999	11.52%	15.62%	135.56
\$30,000 to \$49,999	21.61%	26.98%	124.86
\$50,000 to \$59,999	8.36%	8.5%	101.65
\$60,000 to \$69,999	6.81%	4.59%	67.42
\$70,000 to \$79,999	5.96%	4%	67.16
\$80,000 to \$89,999	4.77%	2.53%	53.01
\$90,000 to \$99,999	3.13%	1.4%	44.68
\$100,000 to \$124,999	5.73%	3.94%	68.77
\$125,000 to \$149,999	2.66%	0.81%	30.42
\$150,000 to \$199,999	1.96%	1.68%	85.8
\$200,000 to \$249,999	0.58%	0.17%	29.88
\$250,000 or more	1.29%	0.67%	51.84
Median Household	40,934	33,758	82.47
Average Household	55,556	46,758	84.16
Per Capita Household	21,806	19,899	91.25
Family/Non-Family Household			
Income			
Median Family Income	49,929	40,845	81.81
Average Family Income	65,093	57,757	88.73
Median Non-Family Income	24,963	26,510	106.2
Average Non-Family Income	35,120	30,170	85.91

Anderson Chelsea Beaverton Cleveland Fayette Tuscaloosa Citronelle Guin Hartford Gurley Dutton Sylacauga Onycha Headland Providence Bessemer Winfield Graves Intercultural Institute unt Olive Edgewater Robertsdale Paint Rock Hackleburg Snead Centre for Confectual Ministry for Confectual Ministry Dora Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	68.18%	58.93%	86.43
Families with Children	34.85%	31%	88.94
Families without Children	33.33%	27.93%	83.81
Non-Family Households			
% Non-Family Households	31.82%	41.07%	129.07
Non-Families with Children	0.39	0.21	53.4
Non-Families without Children	31.43	40.86	130.01
Housing Units			Index
Total Housing Units	184,922	7,349	
Vacant percent	14.01%	14.36%	102.45
Owned percent	59.01%	46.37%	78.58%
Rented Percent	26.97%	39.27%	145.58
Households by Size			Index
Avg household size	2.55	2.31	90.59
Avg family hh size	3.21	3.12	97.2
Avg non-family hh size	1.13	1.16	102.65
Households By Count of Persons			Percent
One	44,731	2,312	5.17%
Two	47,363	1,789	3.78%
Three or Four	50,565	1,668	3.3%
Five+	16,351	525	3.21%



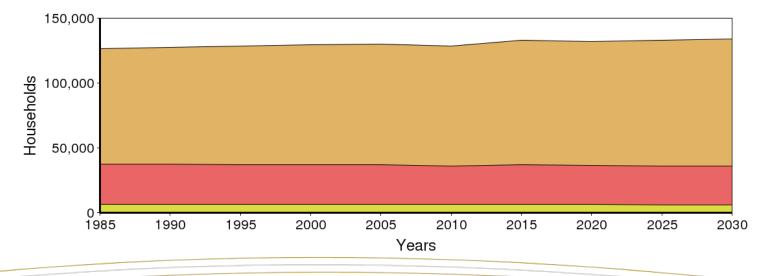
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	378,643	15,118	3.99%
2000 Population	399,843	15,630	3.91%
2010 Population	414,958	14,803	3.57%
2015 Population	431,103	14,766	3.43%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

🔲 0-7mi Ring

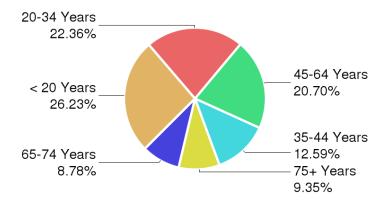


Hobson City Opp Vincent Southside Anderson Samson Valley Head Grand Bay Orange Beach Brent Good Hope Luverne Reece City Sulligent Greensboro Summerdale Midded Rainsville New Site Powell Onycha Colony Dothan Roanoke Loxley Huguley Edwards for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

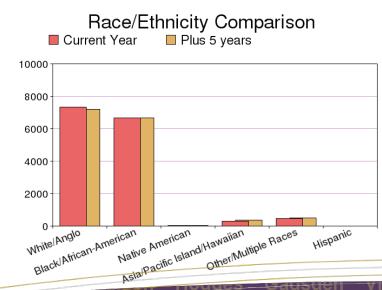


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.43%	6.03%	93.78
4-5 Years	3.01%	2.8%	93.02
6-8 Years	4.58%	4.42%	96.51
9-11 Years	4.09%	3.96%	96.82
12-13 Years	2.54%	2.56%	100.79
14-17 Years	4.56%	4.38%	96.05
18-19 Years	2.11%	2.08%	98.58
0-5 Years	9.44%	8.83%	93.54
6-12 Years	9.95%	9.67%	97.19
13-19 Years	7.93%	7.73%	97.48
< 20 Years	27.32%	26.23%	96.01
20-34 Years	23.11%	22.36%	96.75
35-44 Years	12.25%	12.59%	102.78
45-64 Years	21.22%	20.7%	97.55
65-74 Years	7.4%	8.78%	118.65
75+ Years	8.69%	9.35%	107.59
Median Age	36	37	104.33
Median Age (Male)	34	35	102.43
Median Age (Female)	37	39	105.42

op Garden City Arab Elkmont Deatsville Morris Woodville Castleberry Skyline Blue Springs Moody The Tondale Coaling Tillmans Corner Repton Paint Rock Eufaula Morris Intercultural Institute Lockhart Grimes Tuscaloosa Mignon Kansas Gantt Leighton Campon Fill New Site Good Hope Av Copyright 2013, Intercultural Institute for Contextual Ministry Columbia Argo Carbon Hill New Site Good Hope Av 21

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

For each category both the current year and the projected percents for the 0-1.5 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	49.61%	48.8%	98.37
Black, African-American	44.96%	45.12%	100.37
Native American	0.24%	0.26%	108.6
Asian	2.04%	2.31%	113.2
Pacific Island, Hawaiian	0.09%	0.12%	138.81
Other/Multiple Races	3.06%	3.37%	110.21
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	9,702	9,874	
Less than 9th Grade	3.84%	3.11%	80.87
No High School Diploma	10.51%	8.87%	84.39
High School Graduate	34.77%	36.67%	105.48
Some College, no degree	23.93%	23.19%	96.9
Associate Degree	7.3%	8.24%	112.97
College Degree	13.53%	13.71%	101.33
Graduate/Prof. degree	6.11%	6.2%	101.41

Grand Bay Woodland Indian Springs Village Talladega Springs Pennington Libertyville Babbie Arab En Frationd Muscle Shoals Margaret Rutledge Benton Nauvoo Pinson <u>Intercultural Institute</u> Satsuma Mon rhill Powell New Brockton Billingsley County Line Florence Lockhart (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 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 0-1.5 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 0-1.5 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	10.57%	9.68%	91.63
\$10,000 to \$19,999	18.57%	18.08%	97.34
\$20,000 to \$29,999	15.62%	14.75%	94.43
\$30,000 to \$49,999	26.98%	26.96%	99.94
\$50,000 to \$59,999	8.5%	8.46%	99.54
\$60,000 to \$69,999	4.59%	4.85%	105.59
\$70,000 to \$79,999	4%	4.25%	98.05
\$80,000 to \$89,999	2.53%	2.82%	106.48
\$90,000 to \$99,999	1.4%	1.52%	108.5
\$100,000 to \$249,999	3.94%	4.61%	117.09
\$125,000 to \$149,999	0.81%	1.13%	138.97
\$150,000 to \$199,999	1.68%	1.95%	116.08
\$200,000 to \$249,999	0.17%	0.22%	125.28
\$250,000 or more	0.67%	0.69%	103.12
Median Household	33,758	35,317	104.62
Average Household	46,758	49,818	106.54
Per Capita Household	19,899	21,596	108.53
Family/Non-Family Household			
Income			
Median Family Income	40,845	44,355	108.59
Average Family Income	57,757	62,191	107.68
Median Non-Family Income	26,510	27,622	104.19
Average Non-Family Income	30,170	32,134	106.51

Hoover Arley Lanett Smoke Rise Forestdale Smiths Station St. Florian Pike Road Madrid Odenville Bridgeport Vincent Hollywood Glencoe Maytown Selmont-West Selmon Midfield Millbrook Woodstoc Argo Munford Mentone Pine Apple Hueytown Madison West Jeffer for Contestual Ministry Jo Contestual Ministry Lester Tuscaloosa Tallassee Dothan Fruithurst Gar23 Reference City Riverview Union Grove Bakerbill, Geralding

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 0-1.5 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 0-1.5 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 0-1.5 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	58.93%	57.52%	97.61
Families with Children	31	29.43	94.95
Families without Children	27.93	27.01	96.7
Non-Family Households			
% Non-Family Households	41.07%	42.48%	103.42
Non-Families with Children	0.21	0.17	103.42
Non-Families without	40.86	42.31	103.53
Children			
Housing Units			
Total Housing Units	7,349	7,468	101.62%
Vacant percent	14.36%	14.37%	100.09
Owned percent	46.37%	46.18%	99.59
Rented Percent	39.27%	39.43%	100.42
Households by Size			
Avg household size	2.31	2.26	97.84%
Avg family hh size	3.12	3.12	100%
Avg non-family hh size	1.16	1.09	93.97%
Households By Count of			
Persons			
One	2,312	2,454	106.14%
Тwo	1,789	1,802	100.73%
Three or Four	1,668	1,633	97.9%
Five+	525	506	96.38%

Gordo Wetumpka Ashland Silverhill Pleasant Groves Locust Fork Chickasaw Shorter Goshen Emelle Holt Margaret West Blocton Valley Grande Carrollton Riverview <u>Intercultural Institute</u> Ocker Pine Hill G Ian Autaugaville Edwardsville Indian Springs Village Bessemer Clayhatco (ortextual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	507	1,956	3,883	Eastern Africa	Eastern Africa 5	Eastern Africa 5 48
Northern Europe	9	54	195	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	19	105	487	Northern Africa	Northern Africa 0	Northern Africa 0 11
Southern Europe	11	22	70	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	94	190	177	Western Africa	Western Africa 0	Western Africa 0 7
Other Europe	5	3	0	Other Africa	Other Africa 0	Other Africa 0 14
Eastern Asia	58	127	491	Oceania	Oceania 0	Oceania 0 2
So. Central Asia	6	105	565	Caribbean	Caribbean 56	Caribbean 56 116
SE Asia	69	590	603	Central Amer.	Central Amer. 69	Central Amer. 69 252
Western Asia	42	102	201	South America	South America 5	South America 5 120
Other Asia	16	0	18	North America	North America 43	North America 43 88
				Born at sea	Born at sea 0	Born at sea 0 0

Greensbore Sand Rock Grand Bay Glen Allen Susan Moore Epes Jackson Daleville Lexington Gle Eufaula Hueytown Calera Snead Westover Elba Sheffield Ariton New Intercultural Institute Natural Bridge Autaugaville Prattville York Waterloo Piedmont Dutt For Confectual Ministry Vecopyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry

Language Summary

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

SPOKEN AT HOME	0-1.5 1.5-3 3-7 SPOKEN AT HOME		SPOKEN AT HOME	0-1	.5	
	MILES	MILES	MILES		MILE	S
English only	14,018	50,281	140,550	Other Indo-Euro	0	
Spanish	315	1,356	2,856	Asian/PI languages	0	
Other Indo-Euro	259	996	2,502	Chinese	0	
language				Japanese	0	
French (incl. Patois,	28	410	613	Korean	82	
Cajun)				Mon-Khmer,	0	
French Creole	7	0	21	Cambodian		
Italian	35	15	57	Miao, Hmong	0	
Portuguese	0	0	51	Thai	0	
German	95	148	778	Laotian	0	
Yiddish	0	0	13	Vietnamese	78	
Other West Germanic	0	0	52	Other Asian	0	
A Scandinavian	5	6	46	Tagalog	0	
Language				Other Pacific Is	8	
Greek	21	86	185	Other languages	49	
Russian	0	17	69	Navajo	0	
Polish	0	26	31	Other Native N.	0	
Serbo-Croatian	62	67	26	American		
Other Slavic Language	0	36	15	Hungarian	0	
Armenian	0	0	0	Arabic	45	
Persian	0	43	70	Hebrew	0	
Gujarathi	6	46	0	African languages	4	
Hindi	0	17	206	Other unspecified	0	
Urdu	0	10	130			

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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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Reporting ancestry	11,990	43,632	119,607
Arab	105	303	443
Armenian	6	5	8
Austrian	6	24	102
British	96	224	422
Canadian	17	53	108
Croatian	0	41	65
Czech	8	22	44
Czechoslovak	5	24	16
Danish	18	65	62
Dutch	85	266	750
English	840	2,967	7,637
European	124	335	975
Finnish	0	20	40
French (not Basque)	230	758	2,470
French Canadian	27	98	367
German	542	2,163	5,972
Greek	44	162	369
Hungarian	14	40	113
Iranian	0	42	85

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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

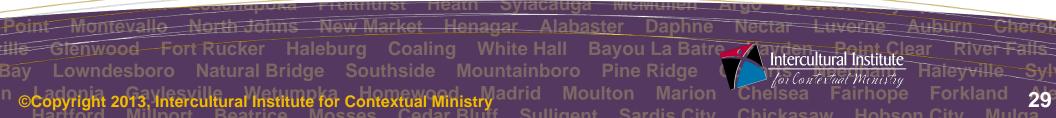
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, 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?



Using the Demographic Indicators

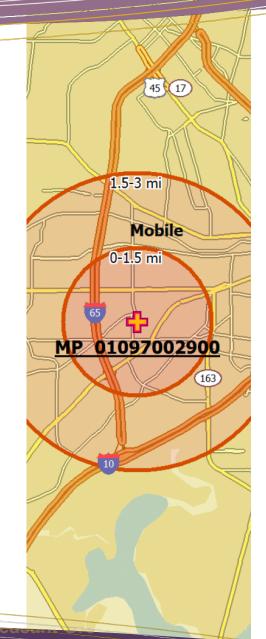
Issues for Your Consideration - continued

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



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

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



Carolina Gu-Win Akron Grand Bay Monroeville Athens Goodwater St. Florian Boligee Oneonta Cros Astevn Coker Hollywood White Hall Attalla Rogersville Childersburg Intercultural Institute Tosses Boaz Fyffe Greensboro Rockford Newbern New Brockton Billi For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 30

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,294	100%	4,397	100%
AFFLUENT SUBURBIA	25	0.4%	17	0.39%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	25	0.4%	17	0.39%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	319	5.07%	215	4.89%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	313	4.97%	210	4.78%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	6	0.1%	5	0.11%
SM TWN SUCCESS	130	2.07%	92	2.09%
2nd City Homebodies	126	2%	89	2.02%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	1	0.02%	1	0.02%
Mid-Market Enterprise	3	0.05%	2	0.05%

Lake View Malvern Hidland City Onycha Vestavia Hills Kansas Baileyton Hammondville Pennington Cusseta Rock Mills Louisville Tuscaloosa Harpersville Atmore Monte Intercultural Institute West Blocton Muscle Shoals Cowarts Enterprise Parrish Heflin Tuscul for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,294	100%	4,397	100%
BLUE COLLAR BACKBONE	126	2%	79	1.8%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	75	1.19%	45	1.02%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	51	0.81%	34	0.77%
AMER. DIVERSITY	78	1.24%	55	1.25%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	20	0.32%	13	0.3%
Professional Urbanites	54	0.86%	39	0.89%
Urban Advancement	4	0.06%	3	0.07%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	1,232	19.57%	846	19.24%
Steadfast Conservative	1,143	18.16%	783	17.81%
Moderate Conventionalists	7	0.11%	5	0.11%
Southern Blues	81	1.29%	57	1.3%
Urban Grit	0	0%	0	0%
Grass-Roots Living	1	0.02%	1	0.02%

anett Elkmont Providence Hotly Pond Alabaster Ragland Irondale Millbrook Skyline Daleville Brundie ttalla Abbeville Snead Huguley Newton Brookside Rogersville Home intercultural Institute hagar Headland Coosada Grant Selma Talladega Springs Meridianville Detroit Ashford Aliceville 32 OCopyright 2013, Intercultural Institute for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,294	100%	4,397	100%
REMOTE AMERICA	5	0.08%	3	0.07%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	5	0.08%	3	0.07%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,342	21.32%	984	22.38%
Young Cosmopolitans	5	0.08%	4	0.09%
Minority Metro Communities	780	12.39%	578	13.15%
Stable Careers	557	8.85%	402	9.14%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

ses Concord <u>Camp Hill</u> Flomaton Mountain Brook Stevenson Lakeview Double Springs Steele Rainbe Hargaret Louisville Carrollton Decatur Faunsdale Muscle Shoals Jack Intercultural Institute Billingsley Blue Springs Kinston Guntersville Hokes Bluff Dadeville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	6,294	100%	4,397	100%
STRUGGLING SOCIETIES	864	13.73%	586	13.33%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	864	13.73%	586	13.33%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2,173	34.52%	1,520	34.57%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,352	21.48%	946	21.51%
Urban Diversity	179	2.84%	129	2.93%
New Generation Activists	496	7.88%	334	7.6%
Getting By	146	2.32%	111	2.52%
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%

Ilmans Corner Valley Head Florala Taylor Pleasant Groves Ragland Vernon Hobson City Thorsby Line Littleville Abbeville Ashford Guntersville Walnut Grove Glen Allen Libertyville Highland Lake Hayneville Sylacauga Saks Mooresville Confectual Ministry Adamsville Chatom Fine Ridge Blountsville Moss 34 Copyright 2013, Intercultural Institute for Contextual Ministry Hazel Green West Blocton Pisgab Jacksonville Prichard

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Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

edy Mulga Loxley Gulf Shores Chatom Orrville Notasulga Slocomb Courtland Hanceville Florence L Eclectic Grant Hokes Bluff Meridianville New Market Midfield Arley Intercultural Institute Purdy Troy Graysville Valley Hytop Bakerhill Nectar Natural Bridge ©Copyright 2013, Intercultural Institute for Contextual Ministry Mondstock Pelbam Leighton Ladonia Cleveland Bolice

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).



Eufaula Akron Ranburne Hazel Green Pike Road Hammondville Cottonwood Prichard Balleyton Unit arbon Hill Level Plains Center Point Samson Geneva Phenix City Muscher Intercultural Institute a Level Millport Oneonta Haleyville Irondale Libertyville Reece City Warrior Confextual Ministry Copyright 2013, 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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7		BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	65%	66%	70%	-	Internet Use: News/ Weather	21%	22%	24%
Use Comp. for Internet/E-mail	46%	48%	51%		Internet Use: Banking	20%	21%	23%
Internet Use: E-Mail	39%	41%	44%		Use Comp. for News/Info./Data	18%	19%	21%
Use Comp. for Comp. Games	32%	31%	34%		Service			
Use Comp. for Education	27%	28%	30%		PC-Network-HH Has One	15%	15%	17%
Use Comp. for Word	27%	31%	33%		Internet Use: Research/ Education	10%	11%	11%
Processing					Use Comp. for Personal Financial	10%	12%	13%
Use Comp. for Shopping	26%	27%	30%		Mngmnt			
HH Owns DVD Player	24%	25%	27%		Internet Use: Shopping: Gathered	10%	12%	12%
Use Comp. for Banking	23%	25%	28%		Info. for Shopping			
Use Comp. for Digital Camera	23%	25%	28%		Internet Use: Play/ Download	9%	9%	9%
Photo Editing					Online Games			
					HH Owns Video/Webcam	9%	10%	10%

Aliceville Reece City Collinsville Theodore Winfield Brilliant Russellville Lexington Jasper Rainsville Bessemer Union Grove Lake Purdy Columbia Grand Bay Saks Oakman Antheodore Intercultural Institute Cottonwood Columbiana Smoke Rise Holt Pinson West Blocton Hay for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Use Comp. for Filing/DB Mngmnt 9%

11%

12%

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	67%	68%	68%
Reading Books	51%	52%	53%
Dining Out (Not Fast Food)	48%	50%	52%
Card Games	35%	37%	38%
Cooking for Fun	34%	34%	35%
Go To A Beach/Lake	29%	30%	32%
Board Games	27%	26%	28%
Gardening	24%	25%	27%
Going To	19%	19%	19%
Bars/Nightclubs/Dancing			
Photography	16%	17%	17%

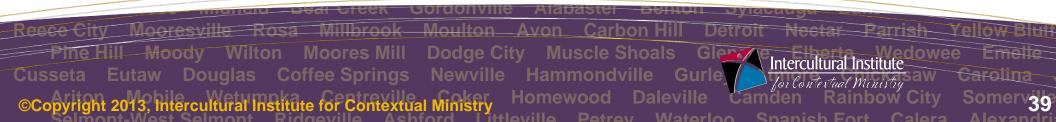
BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	64%	64%	65%
Gen./Fam. Practitioner	34%	34%	35%
Dentist	23%	24%	25%
Backache	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood	20%	19%	19%
Pressure			
Eye Dr.	20%	20%	20%
High Cholesterol	16%	16%	17%
Any Arthritis	14%	14%	14%
Acid Reflux Disease	14%	13%	14%
(GERD)			



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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	25.82%	27.19%	28.21%
Live Theater	18.35%	20.35%	21.06%
Live Theater Most Often	14.15%	15.74%	16.63%
Rock/Pop Concerts Most	14.08%	14.47%	15.3%
Often			
Comedy Club	9.89%	10.65%	10.62%
Dance Performance	9.64%	11.17%	10.82%
Movies: Comedy	40.41%	40.77%	41.5%
Movies: Action/Adventure	35.93%	38.38%	39.38%
Movies: Drama	21.88%	23.94%	24.3%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	20.7%	21.18%	21.85%
Movies: Fam.	20.14%	20.1%	21.01%
Movies: Mystery	17.03%	19.38%	19.34%
MLB Baseball Reg.	5.31%	6.98%	7.38%
Season			
NFL Football Reg. Season	4.7%	5.33%	5.9%
College Football Reg.	4.42%	5.07%	5.69%
Season			
College Basketball Reg.	3.32%	3.74%	4.25%
Season			
NBA Basketball Reg.	2.51%	3.16%	3.52%
Season			
NHL Hockey Reg. Season	2.3%	2.75%	2.83%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	36.75%	37.3%	38.44%	Golf	Golf 9.17%	Golf 9.17% 9.75%
Swimming	25.86%	25.65%	27.75%	Mountain/Road Biking	Mountain/Road Biking 8.91%	Mountain/Road Biking 8.91% 9.94%
Bowling	19.6%	19.61%	20.32%	Volleyball	Volleyball 8.59%	Volleyball 8.59% 8.16%
Billiards/Pool	17.39%	17.37%	18%	Softball	Softball 7.27%	Softball 7.27% 7.55%
Basketball	15.53%	15.4%	15.97%	Backpacking/Hiking	Backpacking/Hiking 7.11%	Backpacking/Hiking 7.11% 7.32%
Jogging/Running	14.66%	16.25%	16.59%	Target Shooting	Target Shooting 6.57%	Target Shooting6.57%6.23%
Freshwater Fishing	13.15%	12.88%	13.68%	Yoga	Yoga 6.47%	Yoga 6.47% 7.13%
Weight Training	12.78%	14.17%	15.13%	Soccer	Soccer 6.42%	Soccer 6.42% 6.38%
Football	11.54%	11.36%	11.41%	Tennis	Tennis 5.97%	Tennis 5.97% 6.51%
Baseball	11.01%	11.34%	11.08%	Roller Skating	Roller Skating 5.73%	Roller Skating 5.73% 5.95%
Using Cardio	10.85%	11.8%	12.55%	Hunting	Hunting 5.68%	Hunting 5.68% 5.14%
Machine				Saltwater Fishing	Saltwater Fishing 5.24%	Saltwater Fishing 5.24% 5.63%
Aerobics	10.35%	10.84%	10.96%	Power Boating	Power Boating 5.09%	Power Boating 5.09% 5.27%
Stationary Cycling	10.01%	11.08%	11.53%	Canoeing/Kayaking	Canoeing/Kayaking 4.74%	Canoeing/Kayaking 4.74% 4.73%
Camping Trips	9.48%	9.33%	10.04%			

Union Springs Lake Purdy Union Hayneville Malvern Albertville Saks New Market Hackleburg Glen Hing Columbiana Hueytown Hazel Green Eldridge Edgewater Elmore Intercultural Institute ddison Forestdale Tillmans Corner Providence Valley Head Autaugaville Contextual Ministry Foropyright 2013, Intercultural Institute for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Motorcycling	4.57%	4.37%	4.64%
Ice Skating	4.38%	4.95%	5.31%
Horseback Riding	3.98%	3.95%	4.27%
Racquetball	3.85%	4%	4.02%
Snorkeling	3.6%	4.07%	4.45%
Fly Fishing	3.42%	3.68%	3.91%
Hockey	3.39%	3.29%	3.36%
Downhill & X-Country	3.32%	3.7%	4.11%
Skiing			
Water Skiing	3.28%	3.23%	3.5%
Jet Skiing	3.28%	3.66%	4.11%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Archery	3.21%	3.29%	3.34%
Rock Climbing	3.1%	3.15%	3.26%
Snowboarding	2.86%	2.97%	3.21%
Snowmobiling	2.85%	2.78%	3.02%
Skateboarding	2.77%	2.84%	3.01%
Martial Arts	2.76%	2.95%	2.98%
Auto Racing	2.47%	2.67%	2.62%
Sailing	2.32%	2.63%	2.84%
Rowing	2.02%	2.1%	2.24%
Surfing & Windsurfing	1.95%	2.32%	2.47%

Hueytown <u>Owens Gross Roads</u> Anniston Killen Akron Babbie Woodstock Kellyton Centreville Go Heridianville Decatur Gardendale Langston Addison Altoona Lanett Ile Pine Hill Selmont-West Selmont Horn Hill West Blocton Myrtlewood ©Copyright 2013, Intercultural Institute for Contextual Ministry Cottonwood 41

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.



redenburgh Fairhope Demopolis Greensboro Wedowee Sheffield Vernon Morris Robertsdale Carbon H The Campbell Daphne Lakeview North Johns Clanton Orrville Leighton Intercultural Institute Midfield Westover Castleberry Hartselle Centreville Union Springs Guide Samson Ridgeville Foley 42 Confectual Ministry Fayette Lowndesboro Samson Ridgeville Foley 42

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.



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 Cullman
 Fort Deposit
 Woodland
 Loachapoka
 Woodville
 Bive Springs
 Tallassee
 West Je

 Albertville
 Jemison
 Ider
 Section
 Coffee Springs
 Grant
 Hillsboro
 Marcultural Institute
 Fast Brewton
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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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BARRIERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MIL
Important Continue Learning New Things	51%	51%	52%	Friends More Important Than My Fam.	22%	24%	24%
Like Control Over People And Resources	38%	37%	36%	Like to Stand Out In A Crowd Marijuana Should Be Legalized	20% 20%	21% 20%	22% 21%
Speak My Mind Even If It Upsets People	37%	37%	37%	Like To Pursue Challenge/Novelty/Change	20%	19%	18%
Find It Difficult To Say No To My Kids	34%	33%	35%	We Should Strive for Equality for All	17%	17%	17%
Woman's Place Is In The Home Don't Judge People/Way They	33% 32%	32% 31%	33% 31%	Only Work Current Job for The Money	16%	15%	15%
Live Life				Rarely Sit Down to a Meal	15%	15%	16%
Prefer To Have Few Possessions As Possible	30%	31%	33%	Together At Home Happy With My Standard Of	14%	14%	14%
Too Much Sponsorship In	28%	27%	27%	Living	1170	1170	117
Arts/Sports				On Whole People Get What	12%	13%	12%
Like To Do Unconventional	26%	25%	26%	They Deserve	110/	110/	100
Things If Won Lottery Would Never	24%	25%	26%	Very Happy With My Life As It Is	11%	11%	10%
Work Again	_ 170	2070	2070	Indulge My Kids With The Little	10%	9%	9%
Money Is Best Measure Of	24%	24%	24%	Extras			
	000/	0.40/	000/	I Am A Perfectionist	10%	10%	9%
I Am A Workaholic	23%	24%	23%				

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Sylvania Florence Latadega Springs Tillmans Corner Cleveland Newville Dozier Newton Saraland Val Algood Oak Grove Fairfield Hartselle Riverview Decatur Demopolis Georgiana Linden Union Grove Somerville Forestdale Notasulga Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.



Clio Riverview Sylvan Springs Dadeville Montevallo Wilsonville Providence Phil Campbell Ashville Heath Heflin Grove Hill Lake Purdy Sanford Georgiana Gulf Shored Intercultural Institute Hurtsboro Ashford Grimes Silverhill Haleyville Sumiton Lester And Intercultural Institute emopolis Allge Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	57%	57%	57%	Looking for New Ideas To Improv Home	e 19%	18%	18%
Important To Respect Customs And Beliefs	54%	55%	58%	Provide My Kids With The Little Extras	19%	18%	18%
Like To Understand About Nature	39%	39%	39%	Worried About Pollution Caused By Cars	18%	18%	19%
Prefer Work Part Of Team Than Alone	36%	35%	36%	Try Not To Worry About The Future	17%	17%	17%
Important To Juggle Various	35%	34%	33%	Real Men Don't Cry	17%	17%	16%
Tasks				Is An Important Part Of Who I Am		16%	16%
Important Feel Respected By My Peers	33%	34%	34%	Enjoy Spending Time With My Fam.	13%	13%	13%
Good At Fixing Things	31%	30%	30%	Children Should Be Allowed To	8%	7%	7%
Prefer To Have Few	30%	31%	33%	Express Themselves			
Possessions As Possible				Feel Very Alone In The World	7%	7%	6%
Have Keen Sense Of Adventure	28%	28%	28%	Like Spending Most Time With	6%	5%	5%
People Have To Take Me As	22%	23%	23%	Fam.			
They Find Me				Would Like To Set Up Own	4%	5%	5%
Consider Myself Interested In	22%	22%	21%	Business			
The Arts				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	21%	22%	22%				

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Grove Florence Pinckard Sylacauga Shorter Priceville Opp Hollywood Edgewater Union Grove Shile a fill Geneva Scottsboro Holly Pond Kellyton Goodwater Mount Oliver Intercultural Institute zier Haleyville Ohatchee Brookwood Loxley County Line Samson Cerve Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.

Acadewbrook St. Florian Grayson Valley Elmore Guntersville Morris Bakerhill Florence Pine Apple Hok Carbon Hill Henagar Baileyton Homewood Fayette Myrtlewood Walder Intercultural Institute Thorsby Woodville Hollywood Mentone Repton Mountain Brook Column for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Mobile

Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	84.05%	82.78%	84.07%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.51%	73.81%	76.32%
Houses-Visit Any			
McDonald's	54.1%	53.22%	54.56%
Burger King	39.54%	38.45%	37.95%
Kentucky Fried Chicken (KFC)	32.05%	30.93%	31.35%
Wendy's	30.58%	29.46%	30.77%
Subway	27.96%	27.23%	29.02%
Taco Bell	25.66%	25.19%	26.13%
Applebee's	25.58%	24.52%	26.41%
Pizza Hut	22.64%	21.6%	22.04%
Arby's	19.31%	18.75%	20.09%
Olive Garden	18.35%	19.15%	19.82%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Red Lobster	17.54%	17.04%	17.47%
Domino's Pizza	16.22%	15.32%	15.57%
Dairy Queen	15.51%	14.88%	15.63%
IHOP (International House Of	14.35%	14.69%	15.06%
Pancakes)			
Popeyes	14.21%	13.64%	13.53%
Dunkin' Donuts	13.45%	13.51%	13.12%
Golden Corral	13.05%	12.41%	12.55%
Outback Steakhouse	13.03%	13.25%	14.39%
TGI Friday's	12.62%	13.44%	13.96%
Sonic	12.52%	12.4%	13.01%
Denny's	12.31%	11.62%	11.79%
Chick-Fil-A	12.3%	12.51%	13.66%

ntsville Florence Pike Road Henagar Grand Bay Nectar Pelham Bridgeport Fairfield Coffee Springs S Prichard New Market Greensboro Union Springs Prattville Addison Intercultural Institute osada Taylor Decatur La Fayette Sulligent North Johns Center Point Sto Copyright 2013, Intercultural Institute for Contextual Ministry Adamsville Bakerbill Vincent Red Bay McIntosh Hammondville Double Springs Pinson Vina Highland La

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!



Vivania Needham Waterioo Talladega Springs Columbia Smoke Rise Forestdale Daviston Attalla Jacks ayneville Eutaw Gu-Win Dauphin Island Satsuma Trafford Phil Campbe Intercultural Institute Bear Creek Leeds Colony Union Moores Mill Cusseta Gadsden intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	41.69%	42.12%	43.66%
Recycled products	26.82%	27.48%	29.28%
Worked as volunteer (non political)	12.72%	13.52%	14.6%
Engaged in fund raising	11.13%	11.19%	11.42%
Religious club member	7.21%	7.19%	7.47%
Church Board	5.63%	5.34%	5.48%

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	4.89%	5.1%	5.32%
newspaper			
Wrote to elected offcl about	4.85%	5.27%	5.54%
publ bus			
Took active part in local civic	4.81%	5.09%	5.19%
issue			
Charitable Organization	4.66%	4.94%	5.02%
Union member	4.47%	4.36%	4.52%
Fraternal order member	4.39%	4.33%	4.3%

eld Hurtsboro <u>Chickasaw</u> Cowarts <u>Cedar Bluff</u> Edwardsville Indian Springs Village Mount Olive New Hop aberly Daviston Winfield Maytown Pinckard Twin Kinston Tarrant River intercultural Institute dstone Arsenal Evergreen Woodville Emelle Odenville Attalla St. Floria (*Intercultural Institute*) (or Contextual Ministry (Copyright 2013, Intercultural Institute for Contextual Ministry Cort Payright 2013, Intercultural Institute for Contextual Ministry Cort Payright 2013, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



IIIe Millbrook Carceliten Eva Robertsdale Odenville Enterprise Tallassee Underwood Petersville Russe St. Florian Brookwood County Line Sipsey Jackson Westover Warrior Intercultural Institute Piedmont Talladega Daphne Lexington Prichard Smiths Station San for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	14.27%	15.22%	15.82%
Children's Books	12.13%	12.53%	13.04%
Mystery	9.65%	10.44%	10.71%
Religious (not Bibles)	9.27%	9.26%	9.33%
Cookbooks	8.8%	9.18%	9.56%
Romance	6.84%	7.18%	7.18%
Biography	6.14%	6.47%	6.56%
History	5.98%	6.48%	6.54%
Personal/Business Self-help	5.96%	6.33%	6.57%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	66.87%	67.36%	68.24%
Gen. Editorial	49.64%	49.76%	50.35%
Womens	43.39%	43.36%	43.97%
Service	29.38%	30.53%	32.02%
Mens	19.9%	19.08%	19.25%
Music	18.07%	17.29%	16.58%
Business/Finance	17.54%	18.12%	19.44%
Sports	14.95%	14.95%	15.27%
Parenthood	13.62%	13.73%	14.19%

Henagar Argo Sylvan Springs Pennington Ragland Tuscaloosa Killen Rogersville New Hope Wea Aville Sheffield Albertville Summerdale Cleveland Nectar Pine Hill Brock Intercultural Institute Moores Mill Thomaston Opp Springville Gulf Shores Dauphin Island for Contextual Ministry De Copyright 2013, Intercultural Institute for Contextual Ministry De Copyright 2013, Intercultural Institute for Contextual Ministry Automatical Moulton Fairfield Gilbertown Memobis Avon Gle

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	49.08%	49.87%	50.93%
Classified	33.06%	33.29%	32.72%
Sport	30.28%	30.84%	31.09%
Editorial Page	25.3%	25.89%	26.79%
Business/Finance	24.46%	25.77%	27.02%
Movie Listings & Reviews	24.4%	25%	25.2%
Comics	23.58%	24.15%	24.53%
TV/Radio Listings	21.79%	22.01%	22.48%
Food/Cooking	21.16%	22.29%	23.09%
Home/Gardening	17.68%	18.44%	19.17%
Travel	16.51%	17.39%	18.18%
Fashion	15.22%	15.67%	15.74%
Science/Technology	14.28%	14.76%	15.51%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	32.58%	31.54%	30.06%
CHR Contemp Hit Radio	19.38%	18.39%	17.71%
Adult Contemporary	12.99%	13.5%	14.19%
Country	12.12%	12.21%	13.19%
Variety	10.08%	9.53%	9.49%
Oldies	9.74%	9.99%	10.35%
Rock	8.87%	8.66%	9.18%
Jazz	7.9%	7.21%	7.75%
News/Talk	7.68%	8.67%	9.78%
Alternative	6.6%	7.19%	7.8%
Classic Rock	6.35%	6.61%	7.15%
All News	6.18%	6.33%	6.6%
Gospel	5.76%	5.58%	5.6%
Religious	5.4%	5.2%	5.47%
Soft Contemporary	4.92%	5.3%	5.91%
All Talk	3.96%	4.09%	4.14%
Hispanic	3.27%	3.02%	2.71%
Sports	3.13%	3.47%	3.76%



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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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

ULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	58.45%	58.61%	60.52%
Soapnet	49.7%	49.14%	49.97%
Satellite Dish	45.9%	46.05%	48.87%
Other Video-On-Demand	39.18%	39.98%	42.5%
Sci-Fi Channel	32.97%	32.32%	33.6%
MSNBC	31.19%	30.83%	32.24%
Subscribe Digital Cable	29.8%	30.78%	31.09%
TV Info From Sunday TV	27%	26.85%	27.53%
Magazine			
Adult Pay Per View TV	26.88%	26.7%	29.34%
Comedy Central	26.5%	29.22%	30.58%
Nickelodeon	25.28%	24.71%	26%
TV Info From Newspapers	24.8%	24.74%	25.44%



The Golf Channel

19.12%

19.88%

21.74%

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.



Elba Robertsdale Evergreen Frisco City Hokes Bluff Madison Clio Silverhill Dutton Concord Lester alera Daphne Summerdale Satsuma Saraland Centreville Pike Road <u>Mathematical Intercultural Institute</u> Camden Ander Gaylesville Daviston Centre Grand Bay Lipscomb Susan Moore Steel (Source Studie Ministry) ©Copyright 2013, Intercultural Institute for Contextual Ministry Winfield Bakerhill Warrior Napier Field North Courtlar55

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.59%	17.39%	18.27%
Medium Users (4-6)	8.8%	9.09%	9.39%
Light Users (1-3)	19.98%	20.09%	19.87%
Quintiles (20%)			
Newspaper I (Heavy)	1.65%	1.29%	1.24%
Newspaper II	1.88%	1.85%	1.7%
Newspaper III	2.38%	2.64%	2.47%
Newspaper IV	0.44%	0.4%	0.43%
Newspaper V (Light)	0.95%	1.09%	1.04%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.77%	22.67%	22.14%
Magazines II	10.84%	10.46%	10.05%
Magazines III	11.2%	11.29%	10.94%
Magazines IV	14.42%	14.16%	13.74%
Magazines V (Light)	1.06%	0.79%	0.82%
Outdoor I (Heavy)	9%	8.56%	8.43%
Outdoor II	4.7%	4.36%	4.26%
Outdoor III	5.49%	5.38%	5.14%
Outdoor IV	16.61%	16.4%	16.12%
Outdoor V (Light)	22.39%	23.4%	23.98%
Yellow Pages I	16.14%	16.02%	15.68%
(Heavy)			
Yellow Pages II	8.36%	8.03%	7.78%
Yellow Pages III	9.46%	8.8%	8.82%
Yellow Pages IV	24.91%	23.85%	23.43%
Yellow Pages V	5.12%	5.12%	4.87%
(Light)			

Vest Point Woodstock Owens Cross Roads River Falls Aliceville Morris Vincent Dozier Grand Bay Good Lockhart Hamilton Gordon Parrish Cordova Holt Collinsville Practice Intercultural Institute eet Water Bear Creek Northport Dutton Columbiana Weaver Camden for Confectual Ministry City Grant N Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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 0-1.5 1.5-3 3-7	MEDIUM	MEDIUM 0-1.5
MILES MILES MILES		MILE
Radio Drive Time Quntiles	TV Prime Time	TV Prime Time Quntiles (fifths
(fifths / 20%)	/ 20%)	/ 20%)
Drive Time I & II (Heavy) 3.72% 4.04% 3.65%	Prime Time I &	Prime Time I & II (Heavy) 4.6%
Drive Time III (Medium) 1.32% 1.26% 1.11%	Prime Time III (Prime Time III (Medium) 1.51%
Radio IV & V (Light) 3.49% 3.7% 3.25%	Prime Time IV a	Prime Time IV & V (Light) 10.74
Radio Media Quntiles (fifths /	TV Early/Late F	TV Early/Late Fringe Quntiles
20%)	(fifths / 20%)	(fifths / 20%)
Radio I & II (Heavy) 11.95% 11.38% 11.23%	Fringe I & II (He	Fringe I & II (Heavy) 39.18
Radio III (Medium) 4.41% 4.44% 4.43%	Fringe III (Medi	Fringe III (Medium) 54.59
Radio IV & V (Light) 4.16% 4.25% 4.11%	Fringe IV (Light	Fringe IV (Light) 55.79
Cable TV Quntiles (fifths /	TV All Day Qun	TV All Day Quntiles (fifths /
20%)	20%)	20%)
Cable I & II (Heavy) 10.8% 11.69% 12.51%	All Day I & II (H	All Day I & II (Heavy) 17.12
Cable III (Medium) 5.14% 5.16% 5.26%	All Day III (Med	All Day III (Medium) 25.32
Cable IV & V (Light) 35.37% 35.41% 36.05%	All Day IV (Ligh	All Day IV (Light) 20.64



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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.14%	11.57%	11.79%
6:00am - 10:00am	16.04%	17.98%	17.93%
10:00am - 3:00pm	11.74%	13.18%	12.62%
3:00pm - 7:00pm	17.02%	16.96%	16.66%
7:00pm - Midnight	11.77%	12.41%	13.14%
Midnight - 6:00am	7.51%	8.21%	8.07%
Weekend Radio			
Listeners			
Dayparts [summary]	14.63%	14.5%	14.83%
6:00am - 10:00am	3.53%	3.81%	3.91%
10:00am-3:00pm	5.77%	6.67%	6.52%
3:00pm - 7:00pm	7.72%	8.65%	8.5%
7:00pm - Midnight	10.43%	10.36%	10.69%
Midnight - 6:00am	13.74%	14.29%	14.13%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.24%	6.55%	7.46%
Saturday:	9.29%	9.07%	8.81%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.49%	8.85%	9.67%
9:00am-1:00pm	21.96%	21.59%	23.19%
9:00am-4:00pm	25.43%	25.35%	26.96%
4:00pm-7:00pm	29.53%	28.96%	30.08%
11:00pm-1:00am	39.94%	39.2%	40.89%
AVG Prime time	4.29%	4.61%	4.66%
Mon-Sun			

Haleburg Brantley Shorter Summerdale New Site Talladega Louisville Millport Pickensville Centre Hilsonville Gurley Bridgeport Brighton Camden Memphis Haleyville Intercultural Institute od Franklin Camp Hill Ashford Anniston Heath Smoke Rise Florence for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.49%	17.65%	18.08%	Sat: 7-10am	Sat: 7-10am 17.57%	Sat: 7-10am 17.57% 18.08%
7-9am	21.44%	24.16%	24.38%	Sat: 10am-1pm	Sat: 10am-1pm 9.39%	Sat: 10am-1pm 9.39% 10.11%
9am-12noon	16.34%	15.63%	17.3%	Sat: 1-4pm	Sat: 1-4pm 23.11%	Sat: 1-4pm 23.11% 23.02%
12noon-4pm	9.08%	9.72%	9.66%	Sat: 4-6pm	Sat: 4-6pm 7.08%	Sat: 4-6pm 7.08% 7.72%
4-6pm	43.45%	45.08%	47.84%	Sat: 6-7pm	Sat: 6-7pm 1.8%	Sat: 6-7pm 1.8% 1.86%
6-7pm	16.53%	16.6%	17.02%	Sat: 7-8pm	Sat: 7-8pm 1.31%	Sat: 7-8pm 1.31% 1.18%
7-7:30pm	1.57%	1.69%	1.66%	Sat: 8-11pm	Sat: 8-11pm 9.29%	Sat: 8-11pm 9.29% 9.07%
7:30-8pm	9.75%	10.01%	10.5%	Sat: 11pm-1am	Sat: 11pm-1am 6.8%	Sat: 11pm-1am 6.8% 6.9%
8-11pm	6.24%	6.55%	7.46%	Sat: 1am-7pm	Sat: 1am-7pm 21.82%	Sat: 1am-7pm 21.82% 21.8%
11pm-12am	31.19%	30.83%	32.24%	Sun: 7-10am	Sun: 7-10am 2.32%	Sun: 7-10am 2.32% 2.18%
11pm-1am	39.94%	39.2%	40.89%	Sun: 10am-1pm	Sun: 10am-1pm 5.34%	Sun: 10am-1pm 5.34% 5.31%
1-6am	30.84%	30.56%	31.67%	Sun: 1-4pm	Sun: 1-4pm 5.17%	Sun: 1-4pm 5.17% 5.2%
				Sun: 4-7pm	Sun: 4-7pm 11.44%	Sun: 4-7pm 11.44% 11.89%
				Sun: 7-11pm	Sun: 7-11pm 8.49%	Sun: 7-11pm 8.49% 8.85%
				Sun: 11pm-1am	Sun: 11pm-1am 4.88%	Sun: 11pm-1am 4.88% 5.32%
				Sun: 1-7am	Sun: 1-7am 19.02%	Sun: 1-7am 19.02% 19.38%

Irondale Childersburg Prichard Pollard Riverview Smoke Rise Fyffe Silas Fultondale Oak Hill Britteld County Line Level Plains Cuba Napier Field Newville Moundville Intercultural Institute Grimes Exercise Grimes Grimes Exercise Grimes Grimes Exercise Grimes Gr

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

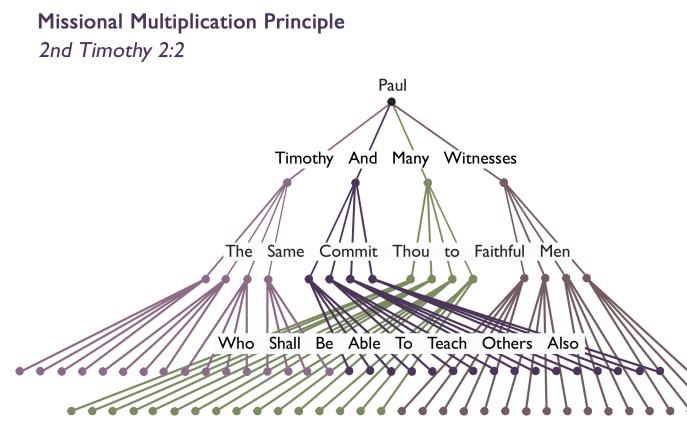
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Camp Hill Citronelle Silverhill Highland Lake Winfield Reece City Rogersville Midfield Selmon Hills Slocomb Hillsboro Horn Hill Castleberry Daleville Epes Dougle How Hone Akron Pleasant C luguley Centreville Beatrice Alexander City Brookside Webb Irondale Confectual Ministry S Magnetia Spr Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Coker Pleasant Groves Woodstock Meadowbrook Union Springs Lake Purdy Malvern Guntersville Waterk Eview Underwood-Petersville Onycha Childersburg Center Point Lisman <u>Intercultural Institute</u> Cherokee Berry Phil Campbell Phenix City Rogersville Dutton Hamilton Beaver for Contextual Ministry rdeCopyright 2013, Intercultural Institute for Contextual Ministry Geopyright 2013, Intercultural Institute for Contextual Ministry

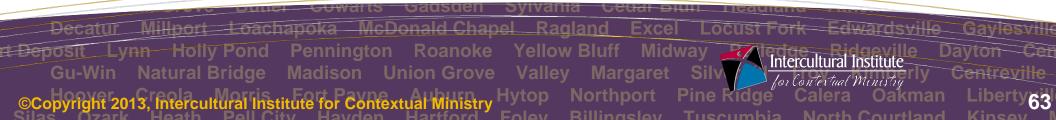
Establishing Redemptive Relationships

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

Communication Steps

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



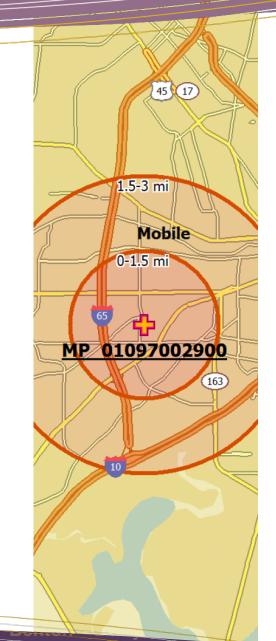


Your MissionSite and the Missional Suite

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

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

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



Guntersville Pennington Grand Bay Paint Rock Sylvan Springs Glencoe Creola Valley Mentene Nectar And Snead Greenville Sumiton Silverhill Pinckard Sardis City Leighter Intercultural Institute Atmore Double Springs Oxford Smoke Rise Monroeville Locust Fork Confectual Ministry Copyright 2013, 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.

Westover Rehobeth Heflin McDonald Chapel Hartford Glencoe Irondale Rainbow City Clayhatchee Riv Dutton Summerdale Luverne Lowndesboro Gardendale Malvern Tuson Intercultural Institute Southside Baileyton Geneva Riverview Parrish Fultondale West Encore *Los Contextual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Southside Baileyton Geneva Riverview Parrish Fultondale West Encore Trafford Elkmont New Hope Min 65

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Zion	P.O. Box 6200 Mobile, AL 36660	0.88 mi	76	Declining
2	Sage Avenue	150 S Sage Ave Mobile, AL 36606	1.09 mi	218	Declining
3	Government Street	3401 Government Blvd Mobile, AL 36693	1.19 mi	382	Plateauing
4	Central	998 Dauphin Island Pkwy Mobile, AL 36605	1.41 mi	58	Plateauing
5	Dauphin Way	3661 Dauphin St Mobile, AL 36608	1.76 mi	884	Growing
6	Manor	1604 Navco Rd Mobile, AL 36605	1.99 mi	177	Declining
7	Providence	2155 Dauphin St Mobile, AL 36606	2.03 mi	6	Declining
8	Navco	1719 Navco Rd Mobile, AL 36605	2.25 mi	53	Declining
9	Springhill Avenue	2651 Spring Hill Ave Mobile, AL 36607	2.37 mi	88	Growing
10	Azalea	4050 Halls Mill Rd Mobile, AL 36693	2.65 mi	99	Declining
11	Fulton Road	1800 Dauphin Island Pkwy Mobile, AL 36605	2.66 mi	195	Plateauing
12	Cottage Hill	PO Box 9129 Mobile, AL 36691	2.71 mi	1,825	Declining
13	Spring Hill	2 McGregor Ave S Mobile, AL 36608	2.88 mi	1,067	Plateauing
14	Ebenezer	5051 Ebenezer Dr Mobile, AL 36609	3.01 mi	0	Plateauing
15	Azalea City Fellowship	274 Jackson Dr Mobile, AL 36609	3.08 mi	0	Plateauing

nce Riverside Town Creek Midland City Northport Gainesville Highland Lake Selma Newbern Evergree Farrant Heflin Point Clear Berry Petrey Rogersville Lake View Birmer Intercultural Institute antley Millport Rosa Elmore Lakeview Wetumpka Forestdale Concord For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	New Liberty Park	654 Rice St Mobile, AL 36607	3.26 mi	30	Growing
17	Airport Boulevard	6301 Airport Blvd Mobile, AL 36608	3.74 mi	118	Plateauing
18	Mobile First	806 Government St Mobile, AL 36602	3.99 mi	254	Plateauing
19	Faith	P.O. Box 851208 Mobile, AL 36685	4.17 mi	89	Growing
20	Snow Road First	2370 Snow Rd N Semmes, AL 36575	4.19 mi	126	Growing
21	Riverside	3130 Dauphin Island Pkwy Mobile, AL 36605	4.57 mi	140	Declining
22	International	5651 Cottage Hill Rd. Mobile, AL 36609	4.60 mi	55	Growing
23	Hillcrest	1204 Hillcrest Rd Mobile, AL 36695	4.60 mi	70	Declining
24	Emmanuel	5601 Zeigler Blvd Mobile, AL 36608	4.76 mi	96	Plateauing
25	Berean	3709 Alba Club Rd Mobile, AL 36605	4.79 mi	46	Declining
26	New Hope	6390 Old Shell Rd Mobile, AL 36608	4.86 mi	44	Declining
27	New Home	1226 Neely Ave Prichard, AL 36610	4.92 mi	0	Plateauing
28	Crosspoint	256 Dogwood Dr Mobile, AL 36609	4.96 mi	75	Plateauing
29	Anchor of Hope Community	2370 Hillcrest Rd Ste G, PMB 236 Mobile, AL 36695	4.97 mi	31	Growing
30	Calvary	2105 Boykin Blvd Mobile, AL 36605	4.99 mi	19	Declining

ngham Sylvan Springs Wetumpka Jasper Daviston Decatur Mulga Morris Brookside Mountainboro U Pickensville Skyline Gaylesville Kellyton Fyffe Wilsonville East Brook Intercultural Institute Interprise Jacksons' Gap Glencoe Wedowee Sweet Water Maplesville Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry New Hone Montevallo Loxley Garden City Hoover

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Cypress Shores	4327 Higgins Rd Mobile, AL 36619	5.28 mi	168	Declining
32	Moffett Road	5555 Moffett Rd Mobile, AL 36618	5.31 mi	432	Plateauing
33	Forest Hill	P O Box 180114 Mobile, AL 36618	5.48 mi	35	Plateauing
34	Parkway Southern	1612 Staples Rd Mobile, AL 36605	5.50 mi	32	Declining
35	Dayspring	2200 Cody Rd S Mobile, AL 36695	5.83 mi	880	Growing
36	New Generation	1350 Cody Rd N Mobile, AL 36608	6.01 mi	120	Growing
37	New Jerusalem	7220 1st St Mobile, AL 36608	6.09 mi	50	Plateauing
38	Tillman's Corner First	5660 Three Notch Rd Mobile, AL 36619	6.28 mi	879	Declining
39	West Mobile	7501 Airport Blvd Mobile, AL 36608	6.36 mi	602	Growing
40	Orchard	6960 Overlook Rd Mobile, AL 36618	6.68 mi	254	Declining
41	Woodridge	2700 Schillinger Rd S Mobile, AL 36695	6.92 mi	505	Growing
42	Highpoint	2421 Lott Rd Eight Mile, AL 36613	6.98 mi	198	Growing
43	West Chickasaw	452 Thompson Blvd Chickasaw, AL 36611	7.01 mi	68	Plateauing
44	Myers Memorial	307 S Shelton Beach Rd Mobile, AL 36613	7.12 mi	194	Declining
45	Chickasaw First	92 5th St Chickasaw, AL 36611	7.28 mi	155	Declining

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