# MissionSite top unreached locations

#### Fort Deposit Abbeville Campbell Andalusia Pickensville Woodland Carrolensus TRACT: 01101005406 Prookside h Vine Multiply Millport Reece City Rutledge Shorte REGION: South Central Region and Gadsden Oak Ingee Reproduction Viedenburgh Lowndesboro Odenvill ASSOCIATION: Montgomery and Talladega Coalin Guntersville Kimberly Indian Springs Village Irondale DISTRICT: 12: Central Black Belt District/ Bridgeport Hanceville Lipscomb Carbon Hill Center Point COUNTY: Montgomeryish Coker Minor Monteva Gord

MONTGOMERY, AL

Intercultural Institute Holly Pond ArgoDENSITY PATTERN: Kille Gardendale Jasper B for Contextual Ministry ersville Shiloh Newville Alabama Baptist Conventionatur Glencoe Coffee Springs Section Sanford Clarker State Board of Missions Ki North Johns Birmingham Hoover Dothan Cullman Lake Purdy Kennedy Snead Nocopyright 2013 sintercultural Institute for Contextual Ministry ral Bridge Dauphin Island Red Level Huguley Pine Apple

#### MissionSite (TM) Table of Contents

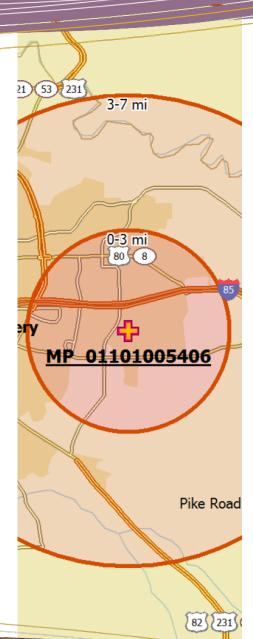
| 1  | Site Location Summary                     | 3  |
|----|---|----|
| 2  | Spirituality Indicators                   | 11 |
| 3  | Current Demographic Summary               | 15 |
| 4  | Projected Demographic Summary             | 20 |
| 5  | Ethnographic Summary                      | 25 |
| 6  | Unreached Households by Lifestyle Segment | 30 |
| 7  | Identifying Focus Groups in this Location | 35 |
| 8  | Potential Cultural Bridges                | 36 |
| 9  | Potential Cultural Barriers               | 42 |
| 10 | Potential Cultural Themes                 | 45 |
| 11 | Potential Shared Places                   | 47 |
| 12 | Potential Shared Projects                 | 49 |
| 13 | Communication Media Content               | 51 |
| 14 | Communication Media Usage                 | 55 |
| 15 | Using the Bridges, Barriers, Themes, etc. | 59 |
| 16 | Biblical Missional Multiplication         | 61 |
| 17 | Establishing Redemption Relationships     | 62 |
| 18 | Your MissionSite and the Missional Suite  | 63 |
| 19 | Notes and Sources                         | 65 |
| 20 | Appendix: ALSBOM Churches by Distance     | 66 |



#### Site Location Summary

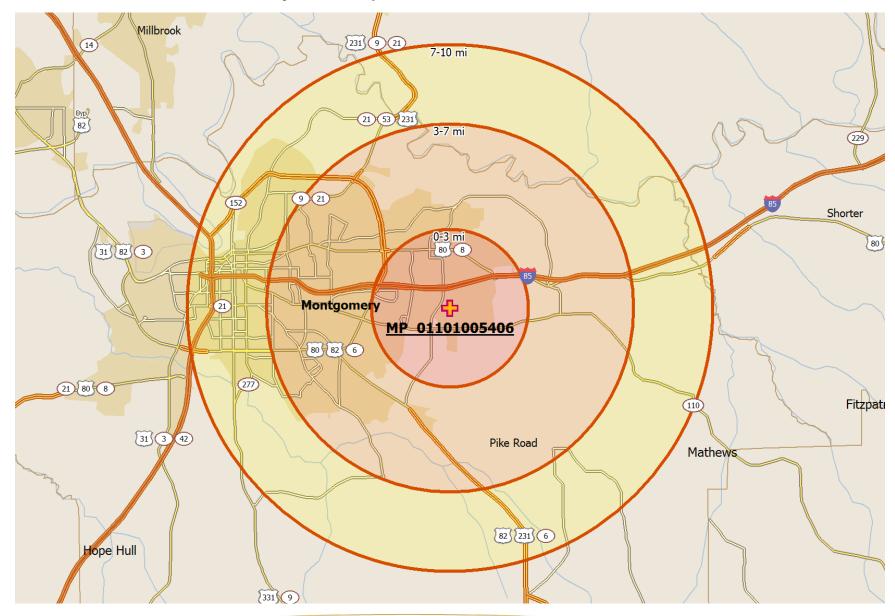
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

|   | Location Typography       | CODE  | LOCATION                              |
|---|---------------------------|-------|---------------------------------------|
| 1 | Region                    | 0103  | South Central Region                  |
| 2 | Association               | 1537  | Montgomery                            |
| 3 | District                  | 12    | Central Black Belt District           |
| 4 | County Location           | 01101 | Montgomery                            |
| 5 | Zipcode                   | 36117 | Montgomery                            |
| 6 | Sitescape Category        | 2     | Townscape                             |
| 7 | Sitescape Group           | 2.2   | Medium Towns                          |
| 8 | Sitescape Subgroup        | 2.25  | Medium towns adjacent to a large town |
| 9 | Sitescape Density Pattern | К     | 50000-100000-100000                   |



Redstone Arsenal Vance Walnut Grove York Georgiana East Brewton Glen Allen Fayette White Hall Ozar Reform Pennington Oneonta Akron New Brockton Southside McDore Intercultural Institute Pertyville Weaver Fort Rucker Piedmont Morris Vernon Sylvan Springs Confectual Ministry Baileyton Union Grove Priceville Clayton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Union Grove Priceville Clayton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Union Grove Priceville Clayton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Union Grove Priceville Clayton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Union Grove Priceville Clayton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Union Grove Priceville Clayton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Union Grove Priceville Clayton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Union Grove Priceville Clayton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Magnetic For Contextual Ministry Baileyton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Magnetic For Contextual Ministry Baileyton Franklin M3 Copyright 2013, Intercultural Institute for Contextual Ministry Baileyton Magnetic For Contextual Ministry Baileyton Franklin M3 Copyright Baileyton Franklin For Contextual Ministry Baileyton Franklin Baileyton

#### Site Location Summary - Map of the Site Location



Geraldine Somerville Elberta Wadley Luverne Gulf Shores Mount Olive Homewood Underwood-Petersvill Cellard Elmore Forestdale Banks Demopolis York Gu-Win Steele Mutor Intercultural Institute Citic Pisgah Loachapoka Woodstock Horn Hill Huntsville Brookside University for Contextual Ministry al 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<br>Continuum    | 2    | County in metro area of 250,000 to 1 million population                                       |
| 4 | NCHS Rural Urban<br>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<br>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<br>Metro | 0    | Percent commuting from non metro to metro areas   |

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 New Hope
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 Silverbill
 Elberta
 Greensbe

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 Eclectic
 Beatrice
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 Madrid
 Scottsboro
 Abbey
 Intercultural Institute
 Tuscaloesa

 ayou La Batre
 Camp Hill
 Indian Springs
 Village
 Sylvan Springs
 Lake View
 Intercultural Institute
 Enterprise

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#### Site Location Summary - Band Composition

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

| BAND COMPOSITION               | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|--------------------------------|-----------|-----------|------------|
| 2010 Population                | 35,183    | 90,638    | 67,629     |
| 2010 Households                | 15,083    | 39,039    | 26,388     |
| 2010 Group Quarters Population | 326       | 2,734     | 4,554      |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 42        | 42        | 41         |
| Language Diversity National Index     | 34        | 17        | 9          |
| Foreign Born Diversity National Index | 88        | 90        | 82         |
| Ancestry Diversity National Index     | 43        | 21        | 3          |
| Racial Diversity National Index       | 59        | 66        | 53         |

Headland Haleburg Robertsdale Fyfic Bear Creek Ashland Hobson City Auburn Munford Kinston Headland Haleburg Robertsdale Fyfic Bear Creek Ashland Hobson City Auburn Munford Kinston File Union Springs Tallassee Edgewater Courtland Hackleburg Saks Abite Hall Triana Lind Pike Road Eutaw Locust Fork Lowndesboro Uniontown Pine Hill Gave for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Waverly Application Ridgeville Raphurpe Repton Creek

# Site Location Summary - County Environment

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

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

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

eston Ashford Haleyville North Courtland Birmingham Talladega Springs Anniston Detroit Henagar Bre Halnut Grove Moulton Lynn West Blocton Rehobeth Georgiana Opport Intercultural Institute Huguley Nauvoo Rockford Columbia Repton Petrey Wedowee North Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Fulton Opycha Black Satsuma Slocomb Eva Atmos

## Site Location Summary - Social Environment

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

| SOCIAL ENVIRONMENT   | 0-3 MI BAND                            | HHLDS  | PERCENT |
|----------------------|--|--------|---------|
| Upscale Communities  | Affluent, White-collar Families        | 10,420 | 69.08%  |
| Mainstay Communities | Established, Diverse Households        | 325    | 2.15%   |
| Working Communities  | Blue-collar, Working Families          | 66     | 0.44%   |
| Country Communities  | Rural, Agri. & Mining Families         | 0      | 0%      |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 3,808  | 25.25%  |
| Urban Communities    | High Density, Inner-city Neighborhoods | 462    | 3.06%   |

Mills Haleburg Hontevallo Grove Hill Kimberly Sylacauga Hayden New Brockton Beligee Elkmont Fre ak Grove Sipsey Cherokee Oxford Loxley Silas Dozier Lakeview Rate Intercultural Institute New Site Samson Prattville Grand Bay Calera McIntosh Prichard For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Corported Springs Lincoln Silverbill Eufaula Hammondville 8

# 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.

Grand Bay Hamilton Madison Jacksonville Excel Hobson City Newville Providence Muscle Shoals Big Chatom Hueytown Meridianville Chickasaw McDonald Chapel Brantley Intercultural Institute redenburgh Forestdale Red Level Arley Littleville Oak Hill Madrid Oh Geopyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Livingston Sipsey Rockford Rogersville Avon Clanton Nectar Wedowee Double Springs Silverhill The Bakerhill Valley Grande Moundville Pine Hill Dutton Childersburg Intercultural Institute New Brockton Ladonia Forkland Loxley Collinsville Gordon Lism for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

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

| EVANGELSCAPE: SPIRITUALITY          | COUNTY | 0-3 MILE BAND | % INDEX |
|-------------------------------------|--------|---------------|---------|
| Unreached Households                | 64,240 | 10,864        | 16.91%  |
| Unreached %                         | 70.84% | 72.03%        | 101.67  |
| Religious But NOT Evangelical HH    | 21,627 | 2,705         | 12.51%  |
| Religious But NOT Evangelical %     | 23.85% | 17.94%        | 75.2    |
| Spiritual But NOT Relig or Evang HH | 7,049  | 1,803         | 25.58%  |
| Spiritual But NOT Relig or Evang %  | 7.77%  | 11.96%        | 153.82  |
| Not Evangelical, Not Interested HH  | 36,036 | 6,355         | 17.64%  |
| Not Evangelical, Not Interested %   | 39.74% | 42.13%        | 106.03  |



Auburn Brundidge Excel West Point Creola Reece City Abbeville Wetumpka Gardendale Selmont Wetumpka Gardendale Selmont Wetumpka Gardendale Selmont Wetumpka Gardendale Selmont Wetumpka Gardendale Courtland Gardendale Selmont Wetumpka Gardendale Selmont Wet

# **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          | 51     | 5      | 9.8%    |
| Active ALSBOM Attenders         | 11,001 | 2,152  | 19.56%  |
| Active Evangelical Households   | 19,894 | 3,173  | 15.95%  |
| Active Evangelical Percent      | 21.94% | 21.04% | 95.89   |
| Inactive Evangelical Households | 6,547  | 1,045  | 15.96%  |
| Inactive Evangelical Percent    | 7.22%  | 6.93%  | 95.93   |
| # New Churches Needed           | 0      | 3      | 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<br>AVG | IICM<br>CGR |    | CHURCHES                 | DIST.   | WRSHP<br>AVG | IICM<br>CGR |
|----|----------------------------|---------|--------------|-------------|----|--------------------------|---------|--------------|-------------|
| 1  | Taylor Road                | 0.81 mi | 549          | Growing     | 16 | Pinedale                 | 6.07 mi | 58           | Plateauing  |
| 2  | Vaughn Forest              | 1.08 mi | 998          | Growing     | 17 | McGehee Road             | 6.12 mi | 187          | Plateauing  |
| 3  | Thorington Road            | 1.72 mi | 270          | Plateauing  | 18 | Valley Park              | 6.19 mi | 62           | Declining   |
| 4  | Lakeview                   | 1.80 mi | 139          | Plateauing  | 19 | Green Ridge              | 6.47 mi | 8            | Plateauing  |
| 5  | Gateway                    | 2.52 mi | 196          | Plateauing  | 20 | Hope Community<br>Church | 6.73 mi | 60           | Declining   |
| 6  | Ridgecrest                 | 3.51 mi | 444          | Declining   | 21 | Morningview              | 6.80 mi | 427          | Declining   |
| 7  | Eastdale                   | 3.59 mi | 317          | Declining   | 22 | Capitol Heights          | 6.98 mi | 236          | Declining   |
| 8  | Eastern Oaks               | 3.83 mi | 94           | Plateauing  | 23 | Mountain View            | 7.25 mi | 202          | Plateauing  |
| 9  | St. James Holt<br>Crossing | 3.93 mi | 83           | Declining   | 24 | Highland Avenue          | 7.27 mi | 164          | Plateauing  |
| 10 | Eastmont                   | 4.55 mi | 1,068        | Declining   | 25 | Victory                  | 7.57 mi | 44           | Growing     |
| 11 | Heritage                   | 4.93 mi | 775          | Plateauing  | 26 | Highland Gardens         | 7.73 mi | 110          | Declining   |
| 12 | Faith and Grace            | 5.55 mi | 25           | Plateauing  | 27 | Bridgeview               | 7.77 mi | 36           | Growing     |
| 13 | Pike Road                  | 5.66 mi | 116          | Plateauing  | 28 | Cloverdale               | 8.06 mi | 103          | Declining   |
| 14 | Dalraida                   | 5.73 mi | 305          | Plateauing  | 29 | Lao New Life             | 8.18 mi | 21           | Plateauing  |
| 15 | Eastern Hills              | 5.93 mi | 789          | Plateauing  | 30 | Yarbrough Street         | 8.26 mi | 115          | Declining   |

Hope Florala Summerciale Cuba Woodville York Hodges Dodge City Allgood Horris Birmingham Bir Grant Magnolia Springs Geiger Hayneville Dadeville Clay Daviston <u>Intercultural Institute</u> t Wilsonville Odenville Colony Fairhope Stevenson Vestavia Hills Ection Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Eairview Vernon Petrey Center Point Double Springs

# 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

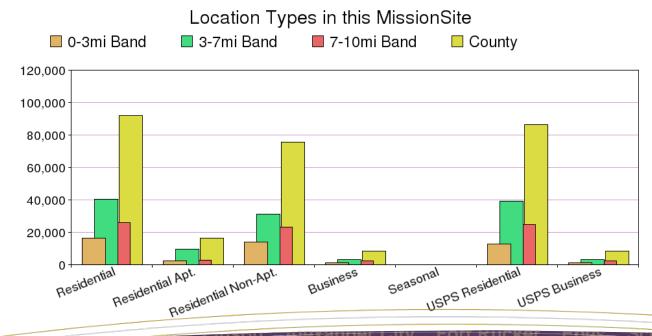
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

Daviston Woodland Elba Jasper Hytop Mountainboro Excel Opelika Cedar Bluff Brent Aliceville Parrish Red Level Calera Munford Loxley Kimberly Kansas Provider Indian Springs Village Haleb Valley Head Muscle Shoals Phenix City Sheffield Powell Brilliant Sylav Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Billingsley Brewton Phil Campbell Gurley Ethelsville

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

| DEMOSCAPE       | COUNTY  | BAND   | % OF CO |
|-----------------|---------|--------|---------|
| 1990 Population | 209,085 | 14,398 | 6.89%   |
| 2000 Population | 223,510 | 25,218 | 11.28%  |
| 2010 Population | 223,356 | 35,183 | 15.75%  |

| DEMOSCAPE       | COUNTY | BAND   | % OF CO |
|-----------------|--------|--------|---------|
| 1990 Households | 77,174 | 5,400  | 7%      |
| 2000 Households | 86,068 | 10,165 | 11.81%  |
| 2010 Households | 90,681 | 15,083 | 16.63%  |

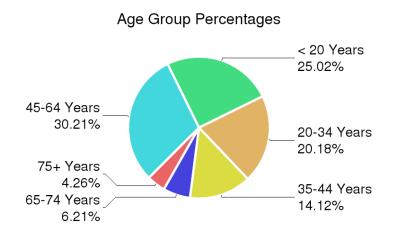


| Location Type        | 0-3mi Band |
|----------------------|------------|
| Residential          | 16,438     |
| Residential Apt.     | 2,474      |
| Residential Non-Apt. | 13,964     |
| Business             | 1,316      |
| Seasonal             | 0          |
| USPS Residential     | 12,932     |
| USPS Business        | 1,208      |

wille Pollard Wetumpka Adamsville Ladonia Point Clear Selma Addison Toxey Grant Black Anderson Heath Chelsea Akron Waldo Smoke Rise Mobile Mentone Rosa Intercultural Institute Grande Newville Russellville Haleburg Winfield Summerdale Castleberry Jox Confextual Ministry Confextual Ministry Confextual 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

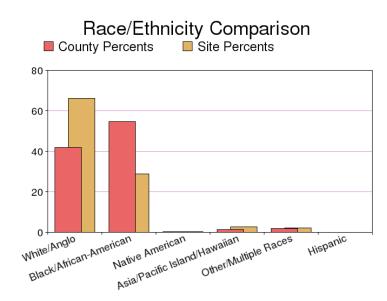


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 5.61%  | 5.72%  | 101.96 |
| 4-5 Years           | 2.83%  | 2.53%  | 89.4   |
| 6-8 Years           | 4.25%  | 3.81%  | 89.65  |
| 9-11 Years          | 4.09%  | 3.65%  | 89.24  |
| 12-13 Years         | 2.65%  | 2.51%  | 94.72  |
| 14-17 Years         | 5.55%  | 4.52%  | 81.44  |
| 18-19 Years         | 2.78%  | 2.28%  | 82.01  |
| 0-5 Years           | 8.44%  | 8.25%  | 97.75  |
| 6-12 Years          | 9.67%  | 8.71%  | 90.07  |
| 13-19 Years         | 9.65%  | 8.05%  | 83.42  |
| < 20 Years          | 27.76% | 25.01% | 90.09  |
| 20-34 Years         | 22.88% | 20.18% | 88.2   |
| 35-44 Years         | 12.59% | 14.12% | 112.15 |
| 45-64 Years         | 24.02% | 30.2%  | 125.73 |
| 65-74 Years         | 6.64%  | 6.21%  | 93.52  |
| 75+ Years           | 6.1%   | 4.26%  | 69.84  |
| Median Age          | 35     | 41     | 117.98 |
| Median Age (Male)   | 32     | 40     | 122.75 |
| Median Age (Female) | 37     | 41     | 113.26 |



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

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



| 2010 POP. ESTIMATES             | COUNTY  | BAND   | INDEX  |
|---------------------------------|---------|--------|--------|
| Race/Ethnicity                  |         |        |        |
| White, Anglo                    | 41.83%  | 66.18% | 158.2  |
| Black, African-American         | 54.56%  | 28.84% | 52.85  |
| Native American                 | 0.28%   | 0.2%   | 72.7   |
| Asian                           | 1.41%   | 2.69%  | 191.36 |
| Pacific Island, Hawaiian        | 0.04%   | 0.04%  | 88.88  |
| Other/Multiple Races            | 1.87%   | 2.04%  | 109.04 |
| Hispanic                        | 0%      | 2.43%  | 0      |
|                                 |         |        |        |
| Education of Adults (25 yrs+)   |         |        |        |
| Total Adults over age 25 years. | 143,758 | 24,351 |        |

| Total Adults over age 25 years. | 143,758 | 24,351 |        |
|---------------------------------|---------|--------|--------|
| Less than 9th Grade             | 4.05%   | 1.11%  | 363.97 |
| No High School Diploma          | 10.81%  | 3.54%  | 305    |
| High School Graduate            | 27.8%   | 17.81% | 156.04 |
| Some College, no degree         | 20.93%  | 19.05% | 109.87 |
| Associate Degree                | 6.2%    | 5.35%  | 115.86 |
| College Degree                  | 17.89%  | 31.07% | 57.6   |
| Graduate/Prof. degree           | 12.32%  | 22.06% | 55.85  |
|                                 |         |        |        |

Gantt Camp Hill Dayton Jacksonville Sanford Coosada Jemison Ethelsville Hollywood Wilton For Sheffield Red Bay Concord Fairview Blue Ridge Northport Section Intercultural Institute den Petrey Eufaula Nectar Orange Beach Evergreen Chatom Parrish for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

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

| 2010 HOUSEHOLD              | COUNTY | BAND    | INDEX  |
|-----------------------------|--------|---------|--------|
| ESTIMATES                   |        |         |        |
| Household Income            |        |         |        |
| < \$10,000                  | 8.69%  | 1.6%    | 23.98  |
| \$10,000 to \$19,999        | 14.05% | 3.78%   | 26.9   |
| \$20,000 to \$29,999        | 11.92% | 5.23%   | 43.9   |
| \$30,000 to \$49,999        | 19.89% | 13.25%  | 66.63  |
| \$50,000 to \$59,999        | 7.83%  | 7.76%   | 99.14  |
| \$60,000 to \$69,999        | 6.57%  | 7.25%   | 110.32 |
| \$70,000 to \$79,999        | 6.1%   | 8.6%    | 141.01 |
| \$80,000 to \$89,999        | 5.07%  | 8.36%   | 164.78 |
| \$90,000 to \$99,999        | 3.46%  | 6.33%   | 183.09 |
| \$100,000 to \$124,999      | 6.51%  | 13.6%   | 208.96 |
| \$125,000 to \$149,999      | 3.48%  | 7.98%   | 229.24 |
| \$150,000 to \$199,999      | 3.4%   | 9.1%    | 267.29 |
| \$200,000 to \$249,999      | 1.06%  | 3.06%   | 288.41 |
| \$250,000 or more           | 1.97%  | 4.09%   | 208.05 |
| Median Household            | 44,321 | 83,974  | 189.47 |
| Average Household           | 63,576 | 106,379 | 167.33 |
| Per Capita Household        | 27,275 | 45,614  | 167.24 |
| Family/Non-Family Household |        |         |        |
| Income                      |        |         |        |
| Median Family Income        | 57,701 | 97,809  | 169.51 |
| Average Family Income       | 77,283 | 122,056 | 157.93 |
| Median Non-Family Income    | 30,897 | 55,701  | 180.28 |
| Average Non-Family Income   | 40,525 | 67,652  | 166.94 |

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

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

| 2010 HOUSEHOLD                 | COUNTY  | BAND   |         |
|--------------------------------|---------|--------|---------|
| ESTIMATES                      |         |        |         |
| Family Households              |         |        | Index   |
| % Family Households            | 62.71%  | 68.18% | 108.73  |
| Families with Children         | 32.38%  | 30.27% | 93.47   |
| Families without Children      | 30.33%  | 37.92% | 125.01  |
| Non-Family Households          |         |        |         |
| % Non-Family Households        | 37.29%  | 31.82% | 85.33   |
| Non-Families with Children     | 0.21    | 0.09   | 44.3    |
| Non-Families without Children  | 37.08   | 31.72  | 85.56   |
| Housing Units                  |         |        | Index   |
| Total Housing Units            | 104,246 | 16,596 |         |
| Vacant percent                 | 13.01%  | 9.12%  | 70.06   |
| Owned percent                  | 55.8%   | 72.63% | 130.17% |
| Rented Percent                 | 31.19%  | 18.25% | 58.52   |
| Households by Size             |         |        | Index   |
| Avg household size             | 2.33    | 2.31   | 99.14   |
| Avg family hh size             | 3.07    | 2.90   | 94.46   |
| Avg non-family hh size         | 1.07    | 1.06   | 99.07   |
| Households By Count of Persons |         |        | Percent |
| One                            | 30,810  | 4,399  | 14.28%  |
| Two                            | 27,478  | 5,379  | 19.58%  |
| Three or Four                  | 25,496  | 4,455  | 17.47%  |
| Five+                          | 6,897   | 850    | 12.32%  |
|                                |         |        |         |

S Ben Air Flomaton Odenville Parrish Fort Rucker Roanoke Clayton Hurtsbore Walnut Grove Beaver Southside Pleasant Grove Brundidge Pennington Eutaw Greenville Line Phenix City Malvern Auburn Mountain Brook Bridgeport Repton Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry North Johns Florence Trinity Bayou La Batre North Contextual Ministry

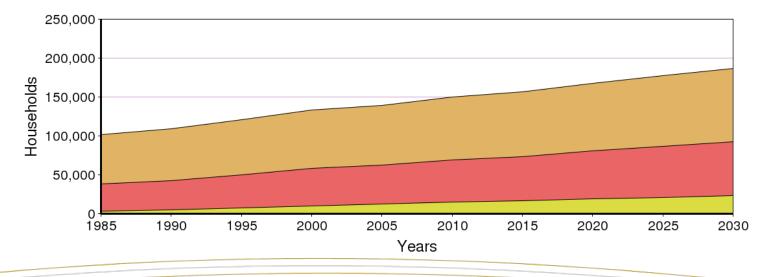
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

| DEMOSCAPE       | COUNTY  | RING   | % OF CO |
|-----------------|---------|--------|---------|
| 1990 Population | 209,085 | 14,398 | 6.89%   |
| 2000 Population | 223,510 | 25,218 | 11.28%  |
| 2010 Population | 223,356 | 35,183 | 15.75%  |
| 2015 Population | 219,578 | 35,809 | 16.31%  |

Household Change from 1985 to 2030

🗖 0-3mi Ring 🛛 🗖 0-7mi Ring

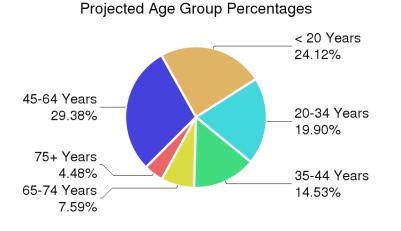
ı 🛛 🔲 0-10mi Ring



nmondville Florence Gaylesville Sumiton Mosses Newbern Waterloo Locust Fork Newville Yellow Bluff Jacksonville Carolina Castleberry Daleville Union York Lanett Piper Intercultural Institute tonwood Greenville Wilsonville Elberta Leeds Blue Ridge Holt Meado Los Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

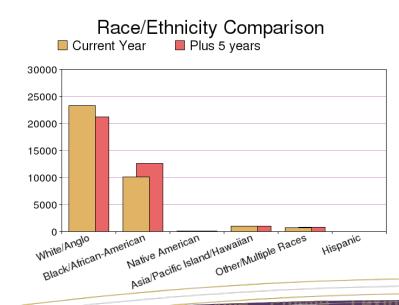


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 5.72%   | 5.27%        | 92.13  |
| 4-5 Years             | 2.53%   | 2.4%         | 94.86  |
| 6-8 Years             | 3.81%   | 3.73%        | 97.9   |
| 9-11 Years            | 3.65%   | 3.69%        | 101.1  |
| 12-13 Years           | 2.51%   | 2.65%        | 105.58 |
| 14-17 Years           | 4.52%   | 4.35%        | 96.24  |
| 18-19 Years           | 2.28%   | 2.03%        | 89.04  |
| 0-5 Years             | 8.25%   | 7.68%        | 93.09  |
| 6-12 Years            | 8.71%   | 8.74%        | 100.34 |
| 13-19 Years           | 8.05%   | 7.7%         | 95.65  |
| < 20 Years            | 25.01%  | 24.12%       | 96.44  |
| 20-34 Years           | 20.18%  | 19.9%        | 98.61  |
| 35-44 Years           | 14.12%  | 14.53%       | 102.9  |
| 45-64 Years           | 30.2%   | 29.38%       | 97.28  |
| 65-74 Years           | 6.21%   | 7.59%        | 122.22 |
| 75+ Years             | 4.26%   | 4.48%        | 105.16 |
| Median Age            | 35      | 41           | 119.98 |
| Median Age (Male)     | 32      | 40           | 124.54 |
| Median Age (Female)   | 37      | 42           | 115.29 |

Ashland Pleasant Groves Russellville Adamsville Malvern Vernon Fairhope Brewton Huevtown Kansa Springs Childersburg Rock Mills Sylvania River Falls Chatom New Site Intercultural Institute rilliant Ridgeville Coffeeville Lakeview Cusseta Newton Kinsey Head (or Confextual 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 race/ethnicity and education categories for the site location for five years from the current year appears on the right.

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



| CURRENT VS. PROJECTED           | CURRENT | PLUS 5 YRS | INDEX  |
|---------------------------------|---------|------------|--------|
| Race/Ethnicity                  |         |            |        |
| White, Anglo                    | 66.18%  | 59.26%     | 89.55  |
| Black, African-American         | 28.84%  | 35.25%     | 122.25 |
| Native American                 | 0.2%    | 0.27%      | 135.62 |
| Asian                           | 2.69%   | 2.88%      | 106.75 |
| Pacific Island, Hawaiian        | 0.04%   | 0.04%      | 98.25  |
| Other/Multiple Races            | 2.04%   | 2.29%      | 112.19 |
| Hispanic                        | 0%      | 0%         | 0      |
|                                 |         |            |        |
| Education of Adults (25 yrs+)   |         |            |        |
| Total Adults over age 25 years. | 24,351  | 25,316     |        |
| Less than 9th Grade             | 1.11%   | 0.92%      | 82.7   |
| No High School Diploma          | 3.54%   | 3.32%      | 93.74  |
| High School Graduate            | 17.81%  | 19.07%     | 107.03 |
| Some College, no degree         | 19.05%  | 18.19%     | 95.48  |
| Associate Degree                | 5.35%   | 5.8%       | 108.37 |
| College Degree                  | 31.07%  | 30.51%     | 98.2   |
| Graduate/Prof. degree           | 22.06%  | 22.2%      | 100.61 |
|                                 |         |            |        |

Dozier Blountsville Birmingham Parrish Pine Ridge McIntosh Fruithurst Detroit Louisville Oakman Clear Hillsboro Berry Hayden Onycha Edwardsville Smiths Station <u>Intercultural Institute</u> Hayneville S inton Weaver Minor Webb Anderson Killen Talladega Autaugaville *for Contextual Ministry* Hayneville S Copyright 2013, Intercultural Institute for Contextual Ministry West End-Cobb Town Fairfield Coker Midland City 22

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

| CURRENT VS. PROJECTED          | CURRENT | PLUS 5 YEARS | INDEX  |
|--------------------------------|---------|--------------|--------|
| Household Income               |         |              |        |
| < \$10,000                     | 1.6%    | 1.37%        | 85.52  |
| \$10,000 to \$19,999           | 3.78%   | 3.76%        | 99.48  |
| \$20,000 to \$29,999           | 5.23%   | 4.69%        | 89.74  |
| \$30,000 to \$49,999           | 13.25%  | 11.98%       | 90.39  |
| \$50,000 to \$59,999           | 7.76%   | 7.22%        | 93.04  |
| \$60,000 to \$69,999           | 7.25%   | 7.12%        | 98.15  |
| \$70,000 to \$79,999           | 8.6%    | 8.83%        | 94.52  |
| \$80,000 to \$89,999           | 8.36%   | 8.69%        | 99.06  |
| \$90,000 to \$99,999           | 6.33%   | 6.26%        | 98.83  |
| \$100,000 to \$249,999         | 13.6%   | 14.08%       | 103.47 |
| \$125,000 to \$149,999         | 7.98%   | 8.41%        | 105.45 |
| \$150,000 to \$199,999         | 9.1%    | 9.86%        | 108.43 |
| \$200,000 to \$249,999         | 3.06%   | 3.21%        | 105.08 |
| \$250,000 or more              | 4.09%   | 4.17%        | 101.98 |
| Median Household               | 83,974  | 86,695       | 103.24 |
| Average Household              | 106,379 | 114,867      | 107.98 |
| Per Capita Household           | 45,614  | 52,146       | 114.32 |
|                                |         |              |        |
| Family/Non-Family Household    |         |              |        |
| Income                         |         |              |        |
| Median Family Income           | 97,809  | 101,630      | 103.91 |
| Average Family Income          | 122,056 | 132,340      | 108.43 |
| Median Non-Family Income       | 55,701  | 59,180       | 106.25 |
| Assessed Niew Franklinders and | 07.050  | 75 0 40      | 440.00 |

67,652

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ladega Peli City Cuba Maytown West Jefferson Vincent Horn Hill Robertsdale Westover Pike Road B Whatchee Fairfield Kennedy Rutledge Argo Center Point Bessemer Der Intercultural Institute Fort Payne Midway Parrish Jacksons' Gap Pollard Valley Grande Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bartford Crossyille Enterprise Brookwood Taylor

Average Non-Family Income

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

| CURRENT VS. PROJECTED      | CURRENT | PLUS 5 YEARS | INDEX   |
|----------------------------|---------|--------------|---------|
| Family Households          |         |              |         |
| % Family Households        | 68.18%  | 65.98%       | 96.77   |
| Families with Children     | 30.27   | 28.32        | 93.57   |
| Families without Children  | 37.92   | 37.89        | 99.94   |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 31.82%  | 34.02%       | 106.92  |
| Non-Families with Children | 0.09    | 0.03         | 106.92  |
| Non-Families without       | 31.72   | 33.99        | 107.13  |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 16,596  | 17,896       | 107.83% |
| Vacant percent             | 9.12%   | 9.19%        | 100.77  |
| Owned percent              | 72.63%  | 71.52%       | 98.48   |
| Rented Percent             | 18.25%  | 19.29%       | 105.69  |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.31    | 2.18         | 94.37%  |
| Avg family hh size         | 2.90    | 2.77         | 95.52%  |
| Avg non-family hh size     | 1.06    | 1.04         | 98.11%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 4,399   | 5,156        | 117.21% |
| Two                        | 5,379   | 5,952        | 110.65% |
| Three or Four              | 4,455   | 4,425        | 99.33%  |
| Five+                      | 850     | 720          | 84.71%  |

alkville Hurtsboro West Blocton Indian Springs Village Snead Anderson Dodge City Millbrook Gilberton ekee Boligee Riverview Grant Columbiana Castleberry Brundidge Argen Ottenwood North Johns Re Andalusia Oneonta Clio West End-Cobb Town Allgood Avon Jasper Goldville Faunsdale Lake 2 ©Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

| BORN IN:         | 0-3   | 3-7   | 7-10  | BOR             | N IN: | N IN: 0-3 | N IN: 0-3 3-7 |
|------------------|-------|-------|-------|-----------------|-------|-----------|---------------|
|                  | MILES | MILES | MILES |                 |       | MILES     | MILES MILES   |
| Foreign Born Pop | 1,160 | 2,349 | 640   | Eastern Africa  | à     | a 4       | a 4 6         |
| Northern Europe  | 133   | 275   | 49    | Middle Africa   |       | 0         | 0 0           |
| Western Europe   | 133   | 263   | 114   | Northern Africa |       | 12        | 12 5          |
| Southern Europe  | 26    | 52    | 13    | Southern Africa |       | 9         | 9 5           |
| Eastern Europe   | 55    | 88    | 10    | Western Africa  |       | 19        | 19 172        |
| Other Europe     | 0     | 0     | 0     | Other Africa    |       | 7         | 7 39          |
| Eastern Asia     | 252   | 204   | 52    | Oceania         |       | 9         | 9 67          |
| So. Central Asia | 101   | 133   | 24    | Caribbean       | 2     | 23        | 23 90         |
| SE Asia          | 180   | 353   | 91    | Central Amer.   | 47    | 7         | 7 370         |
| Western Asia     | 42    | 53    | 5     | South America   | 81    |           | 88            |
| Other Asia       | 11    | 0     | 0     | North America   | 1     | 6         | 6 86          |
|                  |       |       |       | Born at sea     | 0     |           | 0             |



# Language Summary

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

| SPOKEN AT HOME        | 0-3<br>MILES | 3-7    | 7-10<br>MILES | SPOKEN AT HOME     | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|-----------------------|--------------|--------|---------------|--------------------|--------------|--------------|---------------|
| English anly          |              | MILES  | 64,054        | Other Indo-Euro    | 24           | 22           |               |
| English only          | 25,214       | 80,625 | ,             |                    |              |              | 0<br>0        |
| Spanish               | 591          | 1,630  | 1,221         | Asian/PI languages | 0            | 0            | -             |
| Other Indo-Euro       | 555          | 972    | 578           | Chinese            | 235          | 59           | 38            |
| language              | 100          |        |               | Japanese           | 4            | 55           | 24            |
| French (incl. Patois, | 128          | 308    | 300           | Korean             | 102          | 98           | 35            |
| Cajun)                |              |        |               | Mon-Khmer,         | 0            | 0            | 0             |
| French Creole         | 0            | 5      | 0             | Cambodian          |              |              |               |
| Italian               | 52           | 43     | 52            | Miao, Hmong        | 0            | 0            | 0             |
| Portuguese            | 0            | 34     | 6             | Thai               | 39           | 23           | 27            |
| German                | 120          | 291    | 123           | Laotian            | 0            | 65           | 46            |
| Yiddish               | 0            | 7      | 18            | Vietnamese         | 13           | 104          | 10            |
| Other West Germanic   | 64           | 7      | 5             | Other Asian        | 27           | 63           | 0             |
| A Scandinavian        | 19           | 3      | 0             | Tagalog            | 79           | 158          | 7             |
| Language              |              |        |               | Other Pacific Is   | 32           | 32           | 0             |
| Greek                 | 12           | 108    | 18            | Other languages    | 77           | 236          | 47            |
| Russian               | 27           | 12     | 0             | Navajo             | 0            | 0            | 0             |
| Polish                | 0            | 0      | 16            | Other Native N.    | 0            | 20           | 5             |
| Serbo-Croatian        | 0            | 0      | 0             | American           |              |              |               |
| Other Slavic Language | 7            | 13     | 10            | Hungarian          | 0            | 0            | 0             |
| Armenian              | 27           | 6      | 0             | Arabic             | 56           | 43           | 10            |
| Persian               | 0            | 0      | 0             | Hebrew             | 0            | 0            | 0             |
| Gujarathi             | 26           | 30     | 9             | African languages  | 21           | 173          | 20            |
| Hindi                 | 49           | 71     | 16            | Other unspecified  | 0            | 0            | 12            |
| Urdu                  | 0            | 12     | 5             |                    | č            | Ŭ            |               |

ena Cuba Alexandria Hueytown Sylacauga Snead Chatom Wedowee Fayette Attalia Cullman Moute Chapoka Excel Lanett Trussville Gordo Marion Dadeville Bridgeport Intercultural Institute Margaret Vance Rainsville Sheffield River Falls Hazel Green Adams Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

| ANCESTRY            | 0-3    | 3-7    | 7-10   | ANCESTRY           | ANCESTRY 0-3           | ANCESTRY 0-3 3-7           |
|---------------------|--------|--------|--------|--------------------|------------------------|----------------------------|
|                     | MILES  | MILES  | MILES  |                    | MILES                  | MILES MILES                |
| Reporting ancestry  | 21,944 | 67,859 | 54,232 | Irish              | Irish 1,809            | Irish 1,809 4,061          |
| Arab                | 151    | 71     | 19     | Italian            | Italian 549            | Italian 549 811            |
| Armenian            | 6      | 21     | 16     | Lithuanian         | Lithuanian 0           | Lithuanian 0 102           |
| Austrian            | 8      | 61     | 11     | Norwegian          | Norwegian 159          | Norwegian 159 331          |
| British             | 211    | 475    | 117    | Polish             | Polish 210             | Polish 210 275             |
| Canadian            | 34     | 29     | 36     | Portuguese         | Portuguese 15          | Portuguese 15 37           |
| Croatian            | 1      | 13     | 9      | Romanian           | Romanian 25            | Romanian 25 28             |
| Czech               | 2      | 40     | 82     | Russian            | Russian 44             | Russian 44 34              |
| Czechoslovak        | 14     | 53     | 14     | Scandinavian       | Scandinavian 41        | Scandinavian 41 39         |
| Danish              | 38     | 83     | 21     | Scotch-Irish       | Scotch-Irish 1,034     | Scotch-Irish 1,034 2,080   |
| Dutch               | 168    | 443    | 183    | Scottish           | Scottish 604           | Scottish 604 1,578         |
| English             | 2,303  | 6,114  | 2,549  | Slovak             | Slovak 17              | Slovak 17 58               |
| European            | 555    | 640    | 331    | Subsaharan African | Subsaharan African 292 | Subsaharan African 292 772 |
| Finnish             | 0      | 21     | 11     | Swedish            | Swedish 183            | Swedish 183 312            |
| French (not Basque) | 404    | 992    | 479    | Swiss              | Swiss 33               | Swiss 33 56                |
| French Canadian     | 75     | 154    | 86     | Ukrainian          | Ukrainian 22           | Ukrainian 22 56            |
| German              | 1,406  | 3,180  | 1,586  | US/American        | US/American 3,350      | US/American 3,350 11,031   |
| Greek               | 14     | 120    | 26     | Welsh              | Welsh 90               | Welsh 90 263               |
| Hungarian           | 75     | 46     | 7      | West Indian        | West Indian 30         | West Indian 30 115         |
| Iranian             | 1      | 19     | 0      | Yugoslavian        | Yugoslavian 0          | Yugoslavian 0 0            |
|                     |        |        |        | Other              | Other 7,971            | Other 7,971 33,244         |

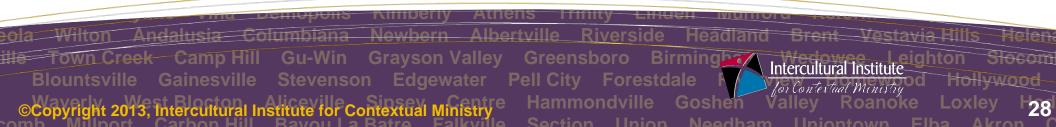
Falkville Greensboro Leeds Edgewater Saks Glenwood Coker Eclectic Loachapoka New Brockton File Faunsdale Red Bay McDonald Chapel Gardendale Union Walnut Charter Pelham Southside y Lincoln Mooresville Ranburne Sardis City Natural Bridge Daviston Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# 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

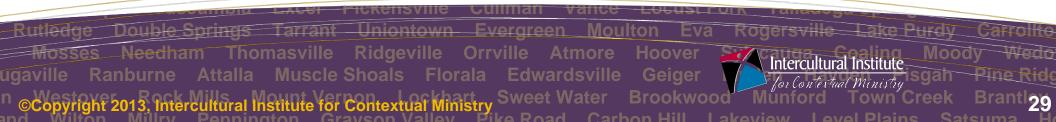
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing,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

21 53 231 3-7 mi 0-3 mi 80 8 MP 01101005406 Pike Road 82 231

Lake Purdy Hammondville Homewood Brantley Anderson New Hope Wadley Dayton Cardiff Jemison Woodville Gardendale South Vinemont Dauphin Island Pine Hill Smith Dayton Cardiff Jemison Millport Wedowee Blountsville Locust Fork Pinson Oxford Dodge Confectual Ministry Confectual Ministry Point Clear Scottsboro Margaret Talladega Providenc30 toside Element Silas Pinton Providenc 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds            | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|------------------------------|------------------|--------|------------------------|--------|
| Total                        | 15,083           | 100%   | 10,864                 | 100%   |
| AFFLUENT SUBURBIA            | 9,135            | 60.56% | 6,472                  | 59.57% |
| America's Wealthiest         | 1,425            | 9.45%  | 1,144                  | 10.53% |
| Dream Weavers                | 2,707            | 17.95% | 1,937                  | 17.83% |
| White Collar Suburbia        | 0                | 0%     | 0                      | 0%     |
| Upscale Suburbia             | 0                | 0%     | 0                      | 0%     |
| Enterprising Couples         | 1,519            | 10.07% | 1,019                  | 9.38%  |
| Small Town Success           | 1,155            | 7.66%  | 800                    | 7.36%  |
| New Suburbia Fam.            | 2,329            | 15.44% | 1,572                  | 14.47% |
| UPSCALE AMERICA              | 1,285            | 8.52%  | 913                    | 8.4%   |
| Status Conscious Consumers   | 270              | 1.79%  | 189                    | 1.74%  |
| Affluent Urban Professionals | 36               | 0.24%  | 29                     | 0.27%  |
| Urban Commuter Fam.          | 501              | 3.32%  | 336                    | 3.09%  |
| Solid Suburban Mix           | 0                | 0%     | 0                      | 0%     |
| 2nd Generation Success       | 0                | 0%     | 0                      | 0%     |
| Successful Urban Sprawl      | 478              | 3.17%  | 359                    | 3.3%   |
| SM TWN SUCCESS               | 83               | 0.55%  | 57                     | 0.52%  |
| 2nd City Homebodies          | 16               | 0.11%  | 11                     | 0.1%   |
| Prime Middle America         | 11               | 0.07%  | 7                      | 0.06%  |
| Urban Optimists              | 0                | 0%     | 0                      | 0%     |
| Family Convenience           | 0                | 0%     | 0                      | 0%     |
| Mid-Market Enterprise        | 56               | 0.37%  | 39                     | 0.36%  |
|                              |                  |        |                        |        |

Pellard Homewood Louisville Florala Troy Arab Nauvoo Haleyville Montgomery Rock Creek Opp Farrant York Gardendale Fairhope Vredenburgh Natural Bridge Rehober Intercultural Institute Grove Hill Moores Mill Argo New Site Talladega Springs Dayton Les Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Butley Brookwood Jackson Holt Lake Purdy Greenville Oa

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

| 2010 MOSAIC HHIds         | 0-3 HH & Percent |       | Unreached HH & Percent |       |
|---------------------------|------------------|-------|------------------------|-------|
| Total                     | 15,083           | 100%  | 10,864                 | 100%  |
| BLUE COLLAR BACKBONE      | 0                | 0%    | 0                      | 0%    |
| Nuevo Hispanic Fam.       | 0                | 0%    | 0                      | 0%    |
| Working Rural Suburbia    | 0                | 0%    | 0                      | 0%    |
| Lower Income Essentials   | 0                | 0%    | 0                      | 0%    |
| Small Town Endeavors      | 0                | 0%    | 0                      | 0%    |
| AMER. DIVERSITY           | 242              | 1.6%  | 179                    | 1.65% |
| Ethnic Urban Mix          | 0                | 0%    | 0                      | 0%    |
| Urban Blues               | 0                | 0%    | 0                      | 0%    |
| Professional Urbanites    | 194              | 1.29% | 140                    | 1.29% |
| Urban Advancement         | 0                | 0%    | 0                      | 0%    |
| Amer. Great Outdoors      | 0                | 0%    | 0                      | 0%    |
| Mature America            | 48               | 0.32% | 39                     | 0.36% |
| METRO FRINGE              | 66               | 0.44% | 45                     | 0.41% |
| Steadfast Conservative    | 54               | 0.36% | 37                     | 0.34% |
| Moderate Conventionalists | 12               | 0.08% | 8                      | 0.07% |
| Southern Blues            | 0                | 0%    | 0                      | 0%    |
| Urban Grit                | 0                | 0%    | 0                      | 0%    |
| Grass-Roots Living        | 0                | 0%    | 0                      | 0%    |

asaw Hollywood Grand Bay Parrish Memphis Georgiana Sylvan Springs Baileyton Webb Carolina Bo ntesh Sanford Argo Midfield Piedmont Phil Campbell Pell City Ariton Intercultural Institute Sulligent Glenwood Harpersville Waterloo Phenix City Minor Yellow Boo Confertual Ministry Confertual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds          | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|----------------------------|------------------|--------|------------------------|--------|
| Total                      | 15,083           | 100%   | 10,864                 | 100%   |
| REMOTE AMERICA             | 0                | 0%     | 0                      | 0%     |
| Hardy Rural Fam.           | 0                | 0%     | 0                      | 0%     |
| Rural Southern Living      | 0                | 0%     | 0                      | 0%     |
| Coal & Crops               | 0                | 0%     | 0                      | 0%     |
| Native America             | 0                | 0%     | 0                      | 0%     |
| ASPIRING CONTEMP'S         | 3,808            | 25.25% | 2,861                  | 26.33% |
| Young Cosmopolitans        | 1,774            | 11.76% | 1,389                  | 12.79% |
| Minority Metro Communities | 1,466            | 9.72%  | 1,086                  | 10%    |
| Stable Careers             | 80               | 0.53%  | 58                     | 0.53%  |
| Aspiring Hispania          | 488              | 3.24%  | 328                    | 3.02%  |
| 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%     |

Maplesville Cleveland Ozark Trafford Hoover Monroeville Billingsley East Brewton Mentone Walnut Pell City Cherokee Brookside Pisgah Gurley Scottsboro Beatrice Intercultural Institute Carrollton Guin Carbon Hill Calera Headland Wilton Phenix City A 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

| 2010 MOSAIC HHIds        | 0-3 HH & Percent |       | Unreached HH & Percent |       |
|--------------------------|------------------|-------|------------------------|-------|
| Total                    | 15,083           | 100%  | 10,864                 | 100%  |
| STRUGGLING SOCIETIES     | 77               | 0.51% | 64                     | 0.59% |
| Rugged Southern Style    | 0                | 0%    | 0                      | 0%    |
| Latino Nuevo             | 0                | 0%    | 0                      | 0%    |
| Struggling city Centers  | 0                | 0%    | 0                      | 0%    |
| College Town Communities | 77               | 0.51% | 64                     | 0.59% |
| New Beginnings           | 0                | 0%    | 0                      | 0%    |
| URBAN ESSENCE            | 385              | 2.55% | 273                    | 2.51% |
| Unattached Multicultures | 0                | 0%    | 0                      | 0%    |
| Academic Necessities     | 0                | 0%    | 0                      | 0%    |
| Af. Amer. Neighborhoods  | 67               | 0.44% | 47                     | 0.43% |
| Urban Diversity          | 0                | 0%    | 0                      | 0%    |
| New Generation Activists | 188              | 1.25% | 127                    | 1.17% |
| Getting By               | 130              | 0.86% | 99                     | 0.91% |
| 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%    |

Millbrook Eva Cullman Marion Moulton Beaverton Lowndesboro Saks Highland Lake Town Creek Preville Satsuma Tuscaloosa Selmont-West Selmont Coaling Moores Murrente Sheals Weaver Sardis Riverview Paint Rock Pinckard Rainbow City Hueytown Selma Ashlan (Soutestual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Shorter Kellyton Headland Chickasaw Alabaster Berry Gurley Sylvan Springs Oneonta Cardiff Mounds Werne Carolina Foley Steele Brilliant Town Creek Stevenson Beaverter Faunsdale Cottonwood Glea Hobson City Silas West End-Cobb Town Madison Saraland Hurtsboro <sup>at</sup> Copyright 2013, Intercultural Institute for Contextual Ministry <sup>at</sup> Copyright 2013, Intercultural Institute for Contextual Ministry <sup>at</sup> Copyright 2013, Intercultural Institute for Contextual Ministry

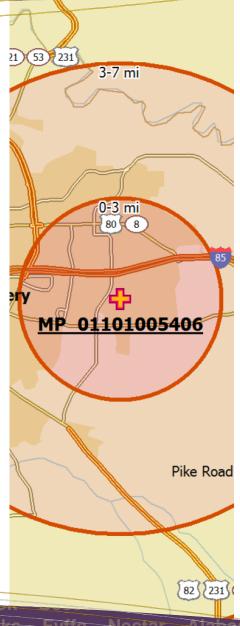
#### **Potential Cultural Bridges**

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

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

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

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



Dertsdale Indian Springs Village Russellville New Brockton Hytop Needham Banks Fyte Nectar Alabasi Vina Emelle Epes Fultondale Heath Moulton Cusseta Frisco City Intercultural Institute Malvern Orrville Madrid Gadsden River Falls Ohatchee Hokes Blue for Contextual Ministry Contextual Ministry Meadowbrook Saraland Langston Snead York Ed 36 Accopyright 2013, Intercultural Institute for Contextual Ministry

**WIGW** 

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

| BRIDGES                       | 0-3   | 3-7   | 7-10  |
|-------------------------------|-------|-------|-------|
|                               | MILES | MILES | MILES |
| PC-HH Own                     | 88%   | 78%   | 73%   |
| Use Comp. for Internet/E-mail | 75%   | 61%   | 55%   |
| Internet Use: E-Mail          | 66%   | 53%   | 48%   |
| Use Comp. for Word Processing | 56%   | 42%   | 37%   |
| Use Comp. for Shopping        | 50%   | 38%   | 33%   |
| Use Comp. for Banking         | 46%   | 34%   | 30%   |
| Use Comp. for Comp. Games     | 45%   | 39%   | 36%   |
| Use Comp. for Digital Camera  | 44%   | 34%   | 30%   |
| Photo Editing                 |       |       |       |
| Use Comp. for Education       | 41%   | 34%   | 32%   |
| Internet Use: News/ Weather   | 40%   | 30%   | 27%   |

| BRIDGES                          | 0-3   | 3-7   | 7-10  |
|----------------------------------|-------|-------|-------|
|                                  | MILES | MILES | MILES |
| HH Owns DVD Player               | 39%   | 32%   | 29%   |
| Use Comp. for News/Info./Data    | 37%   | 27%   | 24%   |
| Service                          |       |       |       |
| Internet Use: Banking            | 37%   | 28%   | 25%   |
| PC-Network-HH Has One            | 32%   | 22%   | 20%   |
| Use Comp. for Personal Financial | 26%   | 18%   | 15%   |
| Mngmnt                           |       |       |       |
| Use Comp. for Accounting         | 22%   | 16%   | 14%   |
| Internet Use: Shopping: Gathered | 20%   | 15%   | 14%   |
| Info. for Shopping               |       |       |       |
| Internet Use: Shopping: Made A   | 19%   | 13%   | 11%   |
| Purchase                         |       |       |       |
| Use Comp. for Filing/DB Mngmnt   | 19%   | 14%   | 13%   |
| Use Comp. for Telecommuting      | 18%   | 12%   | 10%   |

Blountsville Fyffe Pickensville Mosses Coffeeville St. Florian Forestdale Pleasant Groves East Bree Oak Grove Phil Campbell Graysville Dora Jemison Billingsley Rose Intercultural Institute ay Bridgeport Centreville Phenix City New Brockton Munford Bakerhill for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Listening To Music         | 71%   | 69%   | 69%   |
| Dining Out (Not Fast Food) | 67%   | 59%   | 54%   |
| Reading Books              | 63%   | 57%   | 55%   |
| Go To A Beach/Lake         | 45%   | 37%   | 34%   |
| Card Games                 | 45%   | 42%   | 40%   |
| Cooking for Fun            | 42%   | 38%   | 36%   |
| Board Games                | 36%   | 33%   | 30%   |
| Gardening                  | 36%   | 31%   | 29%   |
| Visit Museum               | 31%   | 24%   | 22%   |
| Going To                   | 24%   | 21%   | 20%   |
| Bars/Nightclubs/Dancing    |       |       |       |

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Any Ailment                | 65%   | 67%   | 66%   |
| Gen./Fam. Practitioner     | 39%   | 38%   | 36%   |
| Dentist                    | 35%   | 30%   | 27%   |
| None Of These              | 23%   | 20%   | 20%   |
| Eye Dr.                    | 22%   | 22%   | 21%   |
| Backache                   | 20%   | 21%   | 21%   |
| High Cholesterol           | 18%   | 18%   | 17%   |
| OB/GYN                     | 16%   | 13%   | 12%   |
| Hypertension/High Blood    | 16%   | 19%   | 19%   |
| Pressure                   |       |       |       |
| Acid Reflux Disease (GERD) | 12%   | 14%   | 14%   |



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

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Concert                  | 37.84% | 31.78% | 29.86% |
| Live Theater             | 31.12% | 25.06% | 23.1%  |
| Live Theater Most Often  | 25.07% | 20.2%  | 18.38% |
| Rock/Pop Concerts Most   | 20.53% | 17.27% | 16.12% |
| Often                    |        |        |        |
| Comedy Club              | 12.09% | 10.94% | 10.95% |
| Dance Performance        | 11.76% | 10.82% | 11%    |
| Movies: Comedy           | 44.95% | 41.75% | 41.52% |
| Movies: Action/Adventure | 44.24% | 40.74% | 40.2%  |
| Movies: Drama            | 26.63% | 23.83% | 24.02% |

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Romantic Comedy  | 25.72% | 22.66% | 22.28% |
| Movies: Fam.             | 22.62% | 21.22% | 21.31% |
| Movies: Mystery          | 19.32% | 18.85% | 19.21% |
| MLB Baseball Reg. Season | 13.6%  | 9.17%  | 8%     |
| College Football Reg.    | 11.85% | 7.72%  | 6.66%  |
| Season                   |        |        |        |
| NFL Football Reg. Season | 10.88% | 8%     | 6.92%  |
| College Basketball Reg.  | 8.43%  | 5.32%  | 4.73%  |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 6.96%  | 4.77%  | 4.18%  |
| Season                   |        |        |        |
| NHL Hockey Reg. Season   | 5.72%  | 3.57%  | 3.05%  |

Clayhatchee Waterloo Hidway Jackson Autaugaville Notasulga Smiths Station Tarrant McIntesh Minor Lisman Greenville Lowndesboro Carbon Hill West Point Ider Evergree Intercultural Institute erokee Hueytown Coffeeville Underwood-Petersville Arab Clayton Glen Intercultural Institute for Contextual Ministry Cusseta Frisco City Paint Rock Section Monroevi39

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

| RIDGES               | 0-3    | 3-7    | 7-10   | BRIDGES            |
|----------------------|--------|--------|--------|--------------------|
|                      | MILES  | MILES  | MILES  |                    |
| alking for Exercise  | 48%    | 42.77% | 40.53% | Backpacking/Hiking |
| wimming              | 40.55% | 33.3%  | 30.12% | Tennis             |
| Bowling              | 25.15% | 22.96% | 22.07% | Baseball           |
| Veight Training      | 23.64% | 18.51% | 16.94% | Yoga               |
| Ising Cardio Machine | 21.72% | 16.42% | 14.5%  | Football           |
| ogging/Running       | 20.96% | 18.07% | 17.7%  | Soccer             |
| Golf                 | 20.45% | 15.21% | 13.14% | Power Boating      |
| Silliards/Pool       | 19.97% | 18.56% | 18.1%  | Volleyball         |
| lountain/Road Biking | 17.05% | 13.5%  | 11.94% | Downhill & X-Count |
| asketball            | 16.35% | 16.46% | 16.64% | Skiing             |
| tationary Cycling    | 16.33% | 13.52% | 12.47% | Canoeing/Kayaking  |
| erobics              | 14.08% | 12.32% | 11.95% | Softball           |
| amping Trips         | 13.39% | 12.13% | 10.79% | Saltwater Fishing  |
| reshwater Fishing    | 13.13% | 14.33% | 13.97% | Ice Skating        |
|                      |        |        |        |                    |

| BRIDGES              | 0-3    | 3-7    | 7-10   |
|----------------------|--------|--------|--------|
|                      | MILES  | MILES  | MILES  |
| Backpacking/Hiking   | 13.08% | 10.4%  | 9.07%  |
| Tennis               | 11.19% | 8.55%  | 7.82%  |
| Baseball             | 10.73% | 11.23% | 11.49% |
| Yoga                 | 9.69%  | 8.06%  | 7.57%  |
| Football             | 9.46%  | 10.91% | 11.51% |
| Soccer               | 9.4%   | 8.17%  | 7.58%  |
| Power Boating        | 9.11%  | 7.65%  | 6.76%  |
| Volleyball           | 8.27%  | 8.57%  | 8.55%  |
| Downhill & X-Country | 7.89%  | 5.63%  | 4.93%  |
| Skiing               |        |        |        |
| Canoeing/Kayaking    | 7.62%  | 6.46%  | 5.68%  |
| Softball             | 7.49%  | 7.78%  | 7.77%  |
| Saltwater Fishing    | 7.15%  | 7.11%  | 6.73%  |
| Ice Skating          | 6.99%  | 5.93%  | 5.67%  |
| Target Shooting      | 6.37%  | 6.98%  | 6.74%  |

nnedy Mountainboro Mobile Good Hope Owens Cross Roads Harvest Childersburg Trussville Kinsey G Frisco City Wadley Daphne Arley Rockford Brookwood Gantt Woodwig Leighton Hayden Emelle B Brundidge Midway Theodore Fayette Lisman Hurtsboro Sipsey Grand Gottextual Ministry Concord Decatur Dora Bon Air Skyline Millbrook 40

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

| BRIDGES          | 0-3   | 3-7   | 7-10  |
|------------------|-------|-------|-------|
|                  | MILES | MILES | MILES |
| Snorkeling       | 6.24% | 5.14% | 4.74% |
| Roller Skating   | 5.9%  | 6%    | 6.15% |
| Jet Skiing       | 5.76% | 4.87% | 4.51% |
| Hunting          | 5.69% | 6.35% | 5.89% |
| Motorcycling     | 5.59% | 5.37% | 4.99% |
| Water Skiing     | 5.49% | 4.48% | 4.05% |
| Horseback Riding | 5.41% | 4.92% | 4.6%  |
| Martial Arts     | 4.83% | 4.04% | 3.64% |
| Sailing          | 4.37% | 3.59% | 3.24% |
| Racquetball      | 4.22% | 4.37% | 4.39% |

| BRIDGES               | 0-3   | 3-7   | 7-10  |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Rock Climbing         | 3.86% | 3.64% | 3.48% |
| Hockey                | 3.82% | 3.9%  | 3.74% |
| Fly Fishing           | 3.77% | 4.06% | 4.06% |
| Snowboarding          | 3.43% | 3.55% | 3.41% |
| Archery               | 3.18% | 3.53% | 3.46% |
| Rowing                | 3.11% | 2.94% | 2.66% |
| Snowmobiling          | 2.94% | 3.26% | 3.14% |
| Surfing & Windsurfing | 2.76% | 2.8%  | 2.7%  |
| Skateboarding         | 2.73% | 3.26% | 3.27% |
| Auto Racing           | 2.69% | 2.84% | 2.86% |

Water Opelika <u>Thomasville</u> Nauvoo Mount Olive Fyffe Lisman Midfield Billingsley West End-Cobb Town Fort Deposit Minor Baileyton Jacksonville Lynn Hartford Langstone Intercultural Institute New Market Samson Fort Payne Bon Air Eufaula Vestavia Hills Cross for Contextual Ministry O Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Potential Cultural Barriers -- Introduction (part 1)

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

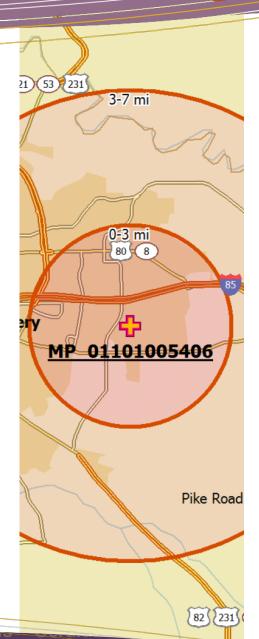
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Arab Memphis Fort Payne Grayson Valley Sanford Thorsby Ladonia Lake View Mosses Cordova Control Prichard County Line Georgiana Greenville Selmont-West Selmont Contextual Institute Weaver Midway Point Clear Blue Ridge Redstone Arsenal Babbie Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

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

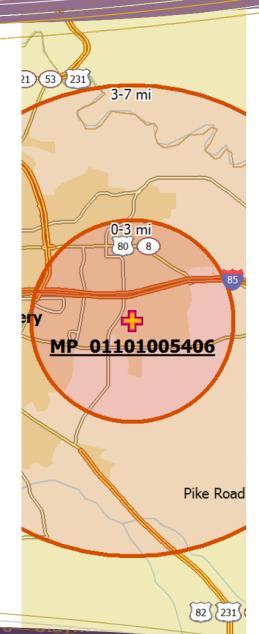
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Wilsonville Nectar Russellville Bay Minette Boaz Oxford Jemison Shilon Clayton Mulga Rogersville Opp Malvern Frisco City Loxley Sylvania Rock Creek Bessemer Clio Grayson Valley Phil Campbell Twin Priceville Allgood Onycha Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

| BARRIERS                                      | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | BARRIERS                                      | 0-3<br>MILES  |  |
|---|--------------|--------------|---------------|---|---------------|--|
| Important Continue Learning<br>New Things     | 50%          | 51%          | 52%           | Too Much Sponsorship In<br>Arts/Sports        | 20%           |  |
| Prefer To Have Few<br>Possessions As Possible | 45%          | 38%          | 35%           | Like to Stand Out In A Crov<br>Like To Pursue | vd 20%<br>19% |  |
| Find It Difficult To Say No To My             | 40%          | 38%          | 36%           | Challenge/Novelty/Change                      |               |  |
| Kids<br>If Won Lottery Would Never            | 34%          | 30%          | 28%           | Happy With My Standard C<br>Living            | Of 17%        |  |
| Work Again                                    | 01/0         | 0070         | 2070          | I Am A Workaholic                             | 17%           |  |
| Speak My Mind Even If It Upsets People        | 33%          | 36%          | 37%           | Rarely Sit Down to a Meal<br>Together At Home | 16%           |  |
| Woman's Place Is In The Home                  | 33%          | 33%          | 33%           | We Should Strive for Equal                    | lity 13%      |  |
| Friends More Important Than My                | 31%          | 27%          | 25%           | for All                                       |               |  |
| Fam.  | 210/         | 240/         | 260/          | Only Work Current Job for                     | The 13%       |  |
| Like Control Over People And Resources        | 31%          | 34%          | 36%           | Money<br>On Whole People Get Wha              | at 11%        |  |
| Don't Judge People/Way They                   | 29%          | 29%          | 30%           | They Deserve                                  |               |  |
| Live Life                                     |              |              |               | Indulge My Kids With The I                    | _ittle 9%     |  |
| Like To Do Unconventional                     | 26%          | 28%          | 27%           | Extras  |               |  |
| Things  |              |              |               | I Am A Perfectionist                          | 7%            |  |
| Money Is Best Measure Of Success              | 26%          | 26%          | 25%           | Little I Can Do To Change<br>Life             | My 7%         |  |
| Marijuana Should Be Legalized                 | 24%          | 22%          | 22%           |   |               |  |

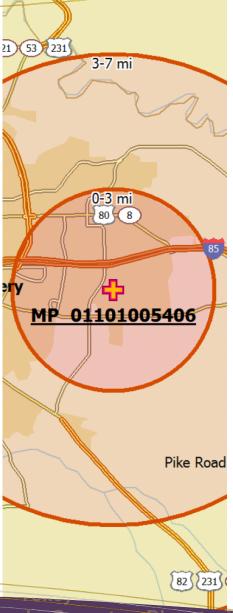
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Klin Filmans Corner Eva Kepton Hytop Eclectic Grimes Cherokee Pelham Grange Beach Pine Hill Faunsdale Haleburg Fort Payne Muscle Shoals New Market Benton Meridianville Brantley Ranburne Clayhatchee Grant Gordonville Pin <mark>Intercultural Institute</mark> Gor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Cultural Themes**

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

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



Aidland City Blue Springs Tallassee Colony Reece City Ashford Dutton Homewood Cowarts Blountsville Madison Madrid Linden Gurley Warrior Bakerhill Blue Ridge Born Intercultural Institute fighland Lake Fairhope Kinsey White Hall Foley York Cullman Ardmon Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

| THEMES  | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | THEMES   | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|---|--------------|--------------|---------------|--|--------------|--------------|---------------|
| Important To Respect Customs<br>And Beliefs                   | 74%          | 64%          | 61%           | Consider Myself Interested In The<br>Arts                                    | 19%          | 19%          | 20%           |
| You Should Seize Opportunities<br>In Life                     | 59%          | 58%          | 57%           | Real Men Don't Cry<br>Try Not To Worry About The                             | 17%<br>15%   | 17%<br>15%   | 17%<br>16%    |
| Prefer To Have Few  | 45%          | 38%          | 35%           | Future   | 1 / 0/       | 150/         | 150/          |
| Possessions As Possible<br>Like To Understand About<br>Nature | 41%          | 39%          | 39%           | Is An Important Part Of Who I Am<br>Looking for New Ideas To Improve<br>Home | 14%<br>14%   | 15%<br>17%   | 15%<br>18%    |
| Prefer Work Part Of Team Than Alone                           | 34%          | 35%          | 36%           | Enjoy Spending Time With My<br>Fam.  | 12%          | 12%          | 12%           |
| Important Feel Respected By My Peers                          | 33%          | 34%          | 34%           | Provide My Kids With The Little<br>Extras                                    | 8%           | 14%          | 16%           |
| People Have To Take Me As<br>They Find Me                     | 29%          | 25%          | 24%           | Children Should Be Allowed To<br>Express Themselves                          | 5%           | 6%           | 7%            |
| Have Keen Sense Of Adventure                                  | 28%          | 28%          | 28%           | Feel Very Alone In The World   | 4%           | 5%           | 6%            |
| Important To Juggle Various<br>Tasks                          | 27%          | 31%          | 32%           | Like Spending Most Time With Fam.  | 4%           | 5%           | 5%            |
| Like To Just Enjoy Life                                       | 27%          | 23%          | 22%           | Decor Particular Interest To Me  | 3%           | 4%           | 4%            |
| Good At Fixing Things   | 25%          | 28%          | 29%           | Would Like To Set Up Own   | 3%           | 4%           | 4%            |
| Worried About Pollution Caused<br>By Cars                     | 25%          | 21%          | 20%           | Business   |              |              |               |

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Jacksonville Grayson Valley Headland Valley Head Thomasville Dauphin Island Alabaster Favette S Deatsville Ohatchee Priceville Vredenburgh Wilsonville West Bloctory Intercultural Institute Needham Oak Hill Stevenson Belk Rosa Midland City Selma Heath Jor 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.

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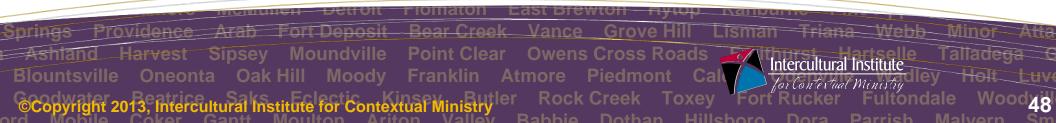
Russellville Cordova Camp Hill Edgewater Colony Woodville Cleveland Fort Deposit Providence Arley Shead Detroit Rock Mills Magnolia Springs Grayson Valley Hayneville Intercultural Institute Allen Madrid Sipsey Theodore Shiloh Steele Clayton Ladonia Oran for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Shared Places:**

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

| PLACE                        | 0-3    | 3-7    | 7-10   |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Fam. Restaurants/Steak       | 85.07% | 81.35% | 78.55% |
| Houses-Visit Any             |        |        |        |
| Fast Food/Drive-In           | 84.51% | 84.55% | 84.26% |
| Restaurant-Visit Any         |        |        |        |
| McDonald's                   | 56.01% | 55.35% | 54.89% |
| Burger King                  | 33.19% | 36.71% | 37.57% |
| Applebee's                   | 31.35% | 29.48% | 27.54% |
| Subway                       | 31.25% | 30.14% | 29.36% |
| Wendy's                      | 31.13% | 30.68% | 30.6%  |
| Taco Bell                    | 26.67% | 27.13% | 26.47% |
| Kentucky Fried Chicken (KFC) | 24.53% | 28.72% | 30.42% |
| Olive Garden                 | 24.13% | 21.54% | 20.5%  |
| Arby's                       | 22.38% | 21.57% | 20.69% |
| Starbucks                    | 21.94% | 15.63% | 14.42% |

| PLACE                        | 0-3    | 3-7    | 7-10   |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Chili's Grill and Bar        | 20.24% | 15.32% | 14.03% |
| Outback Steakhouse           | 19.18% | 16.13% | 15.08% |
| Chick-Fil-A                  | 18.77% | 15.91% | 15.16% |
| Pizza Hut                    | 18.66% | 21.23% | 21.82% |
| TGI Friday's                 | 17.2%  | 15.3%  | 14.91% |
| Red Lobster                  | 16.69% | 17.5%  | 17.63% |
| IHOP (International House Of | 16.52% | 15.92% | 15.66% |
| Pancakes)                    |        |        |        |
| Cracker Barrel               | 15.91% | 14.22% | 12.9%  |
| Panera Bread                 | 15.22% | 10.94% | 9.64%  |
| Dairy Queen                  | 14.29% | 15.36% | 15.23% |
| Quiznos Sub                  | 14.06% | 11.87% | 11.09% |
| Domino's Pizza               | 13.83% | 15.21% | 15.62% |



### **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!

21 53 231 3-7 mi 0-3 mi 80 8 MP 01101005406 Pike Road 82 231

Emelle Dothan Sweet Water Waldo Leighton Georgiana Fort Deposit Millry West Jefferson Theodo Notasulga Northport Haleyville Hammondville Arab Indian Springs Intercultural Institute IIIIport Sylvan Springs Smoke Rise Pinson Gilbertown Saks Powell Confectual Ministry Copyright 2013, 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-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| PROJECTS                              | 0-3    | 3-7    | 7-10   |
|---------------------------------------|--------|--------|--------|
|                                       | MILES  | MILES  | MILES  |
| Voted in fed/state/local election     | 53.45% | 48.68% | 45.78% |
| Recycled products                     | 45.17% | 36.35% | 32%    |
| Worked as volunteer (non political)   | 22.14% | 17.72% | 15.84% |
| Engaged in fund raising               | 13.87% | 12.57% | 12.09% |
| Religious club member                 | 8.51%  | 8.3%   | 8.01%  |
| Wrote to elected offcl about publ bus | 8.13%  | 6.51%  | 5.94%  |

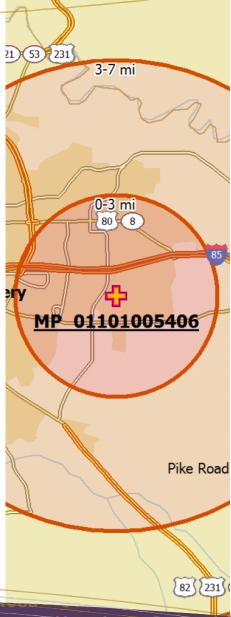
| PROJECTS                        | 0-3   | 3-7   | 7-10  |
|---------------------------------|-------|-------|-------|
|                                 | MILES | MILES | MILES |
| Charitable Organization         | 7.23% | 5.9%  | 5.45% |
| Wrote to editor of mag or       | 6.82% | 5.94% | 5.49% |
| newspaper                       |       |       |       |
| Addressed a public meeting      | 6.43% | 5.27% | 4.81% |
| Took active part in local civic | 6.32% | 5.77% | 5.5%  |
| issue                           |       |       |       |
| Union member                    | 5.5%  | 5.55% | 5.1%  |
| Church Board                    | 5.16% | 5.89% | 5.91% |

Opp Redstone Arsenal Athens Addison Billingsley Talladega Springs Pleasant Grove Tuscaloosa Carbo Peint Clear Muscle Shoals Wilton St. Florian Memphis Dayton Geneva Intercultural Institute Hobson City Mobile Minor Lester Hartford Valley Head Louisville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 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.



Sumiton Paint Rock Collinsville Excel Pinckard Fairhope Onycha East Brewton Huguley Greensbor Eclectic Fort Deposit Silas Brent Louisville Mosses Providence Variation Intercultural Institute Florala Mount Olive Bakerhill Newbern Vina Lincoln Tallassee Lanet for Contextual Ministry Copyright 2013, Intercultural Institute for 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

| BOOKS                  | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Novel                  | 23.95% | 19.07% | 17.24% |
| Children's Books       | 16.19% | 14.27% | 13.73% |
| Mystery                | 14.62% | 11.94% | 11.07% |
| Cookbooks              | 11.69% | 10.58% | 9.8%   |
| Personal/Business      | 9.92%  | 7.93%  | 7.27%  |
| Self-help              |        |        |        |
| History                | 9.64%  | 7.53%  | 6.93%  |
| Biography              | 9.35%  | 7.73%  | 7.13%  |
| Religious (not Bibles) | 9.07%  | 9.52%  | 9.6%   |
| Romance                | 7.15%  | 7.16%  | 7.27%  |

| MAGAZINES               | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Newspaper Distributed   | 73.84% | 71.09% | 69.3%  |
| Gen. Editorial          | 51.93% | 51.04% | 50.74% |
| Womens                  | 45.8%  | 45.37% | 44.99% |
| Service                 | 40.1%  | 35.03% | 33.12% |
| <b>Business/Finance</b> | 27.5%  | 22.84% | 21.17% |
| Mens                    | 20.62% | 19.62% | 19.14% |
| Sports                  | 19.12% | 16.78% | 15.86% |
| Parenthood              | 13.87% | 13.89% | 14.06% |
| Health                  | 13.49% | 13.67% | 13.4%  |

Oak Grove Crossville Hazel Green Waldo Walnut Grove Douglas West Jefferson Sulligent Riverview Elmore St. Florian Oxford Rainsville Thomasville Rogersville Eutaw <u>Intercultural Institute</u> Onycha Pisge Ile Blue Ridge Leeds Ariton Argo Pickensville Toxey Hytop Moores (Source that Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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### Potential Print & Audio Media Content:

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

| NEWSPAPERS               | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Gen. News                | 58.83% | 54.76% | 52.37% |
| Business/Finance         | 38.01% | 31.44% | 28.85% |
| Sport                    | 35.4%  | 32.63% | 31.6%  |
| Editorial Page           | 32.17% | 29.59% | 27.77% |
| Movie Listings & Reviews | 30.04% | 27.35% | 26.1%  |
| Food/Cooking             | 28.48% | 25.77% | 24.2%  |
| Classified               | 27.9%  | 30.68% | 31.66% |
| Travel                   | 26.28% | 21.76% | 19.86% |
| Comics                   | 26.2%  | 25.43% | 24.51% |
| Home/Gardening           | 25.65% | 22.3%  | 20.67% |
| TV/Radio Listings        | 24.95% | 23.85% | 22.94% |
| Science/Technology       | 22.21% | 18.83% | 16.99% |
| Fashion                  | 17.55% | 16.85% | 16.6%  |

| RADIO                 | 0-3    | 3-7    | 7-10   |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Adult Contemporary    | 20.53% | 16.37% | 14.63% |
| CHR Contemp Hit Radio | 19.23% | 18.62% | 18.27% |
| News/Talk             | 18.5%  | 13.12% | 11%    |
| Country               | 14.74% | 14.12% | 13.09% |
| Urban Contemporary    | 13.88% | 23.49% | 28.42% |
| Alternative           | 13.51% | 9.62%  | 8.15%  |
| Oldies                | 12.11% | 11.01% | 10.48% |
| Rock                  | 11.76% | 10.41% | 9.25%  |
| Classic Rock          | 11.58% | 8.8%   | 7.55%  |
| All News              | 11.02% | 8.67%  | 7.94%  |
| Variety               | 10.11% | 10%    | 9.95%  |
| Soft Contemporary     | 9.2%   | 7.21%  | 6.49%  |
| Jazz                  | 7.8%   | 8.6%   | 8.6%   |
| Sports                | 7.39%  | 5.12%  | 4.45%  |
| Religious             | 6.67%  | 6.4%   | 5.96%  |
| Classical             | 6.31%  | 4.52%  | 3.86%  |
| All Talk              | 5.93%  | 4.97%  | 4.56%  |
| Public                | 5.63%  | 3.63%  | 3.05%  |
|                       |        |        |        |

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### **Potential Multimedia Content:**

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

| MULTIMEDIA: TV          | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Fox News Channel        | 69.72% | 64.45% | 62.3%  |
| Satellite Dish          | 60.55% | 53.48% | 51.24% |
| Soapnet                 | 56.25% | 52.26% | 50.98% |
| Comedy Central          | 46.35% | 36.18% | 32.72% |
| Other Video-On-Demand   | 40.67% | 41.06% | 41.48% |
| Sci-Fi Channel          | 39.72% | 36.49% | 35%    |
| MSNBC                   | 35.69% | 33.38% | 32.5%  |
| ESPN Classic            | 34.89% | 25.41% | 22.46% |
| ABC Fam.                | 34.51% | 27.53% | 25.53% |
| TV Info From Sunday TV  | 33.98% | 30.17% | 28.9%  |
| Magazine                |        |        |        |
| Subscribe Digital Cable | 33.54% | 32.9%  | 32.97% |
| Adult Pay Per View TV   | 33.14% | 32.29% | 30.65% |

| MULTIMEDIA: TV               | 0-3    | 3-7    | 7-10   |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Hallmark Channel             | 32.64% | 26.81% | 25.19% |
| Adult Swim                   | 31.08% | 25.75% | 23.45% |
| The Golf Channel             | 30.79% | 25.63% | 23.46% |
| Video-On-Demand Movies       | 30.21% | 23.77% | 21.36% |
| TCM (Turner Classic          | 29.91% | 26.07% | 24.75% |
| Movies)                      |        |        |        |
| ESPN2                        | 29.83% | 25.98% | 25.09% |
| USA Network                  | 29.68% | 25.38% | 23.81% |
| ESPN News                    | 29.46% | 22.04% | 19.81% |
| Nickelodeon                  | 29.27% | 27.1%  | 26.23% |
| TV Info From Newspapers      | 29.18% | 26.85% | 26.21% |
| BET (Black Entertainment TV) | 27.81% | 24.63% | 24.13% |
| Discovery Health Channel     | 27.27% | 18.67% | 16.21% |

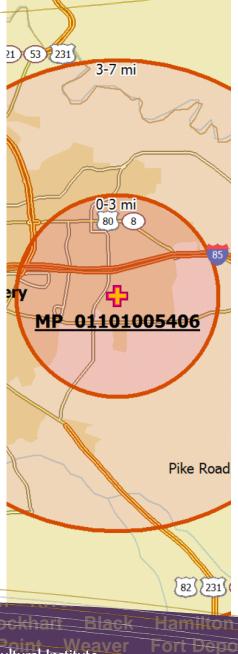
Beaverton Rogersville Kansas Holt Alabaster Babbie Uniontown Talladega Springs White Hall Wa pringville Providence McKenzie Oneonta Greensboro Spanish Fort Harve Carbon Hill Wetumpka Elle Kimberly Sweet Water Eclectic Steele Good Hope Grand Bay Redst for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Communication Media Usage**

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

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

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



Mosses Taylor Grove Hill Lanett Tarrant Creola Somerville Arley Beik Lockhart Black Hamilton The Apple Atmore Vance Robertsdale Wetumpka Thomaston Hayneville Mest Point Weaver Fort Depos Phil Campbell Millport Owens Cross Roads Sardis City Yellow Bluff Det Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

| MEDIUM              | 0-3    | 3-7    | 7-10   |
|---------------------|--------|--------|--------|
|                     | MILES  | MILES  | MILES  |
| Book Readers        |        |        |        |
| Heavy Users (7+)    | 26.05% | 21.21% | 19.4%  |
| Medium Users (4-6)  | 13.26% | 11.1%  | 10.12% |
| Light Users (1-3)   | 21.05% | 20.75% | 20.4%  |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 0.94%  | 1.06%  | 1.03%  |
| Newspaper II        | 1.29%  | 1.64%  | 1.7%   |
| Newspaper III       | 2.48%  | 2.34%  | 2.53%  |
| Newspaper IV        | 0.2%   | 0.31%  | 0.33%  |
| Newspaper V (Light) | 0.81%  | 0.76%  | 0.83%  |

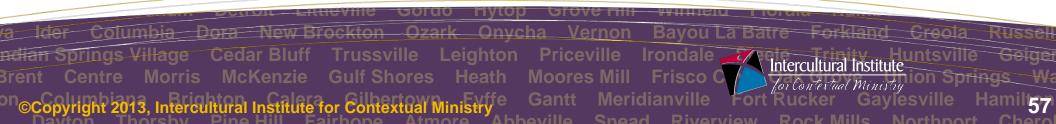
| MEDIUM                 | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Quintiles (20%)        |        |        |        |
| Magazines I (Heavy)    | 20.5%  | 20.07% | 21.24% |
| Magazines II           | 8.67%  | 9.07%  | 9.69%  |
| Magazines III          | 9.84%  | 9.9%   | 10.52% |
| Magazines IV           | 11.73% | 12.03% | 13.06% |
| Magazines V (Light)    | 0.7%   | 0.83%  | 0.85%  |
| Outdoor I (Heavy)      | 7.85%  | 7.88%  | 8.13%  |
| Outdoor II             | 2.84%  | 3.42%  | 3.88%  |
| Outdoor III            | 3.49%  | 4.24%  | 4.79%  |
| Outdoor IV             | 14.96% | 15.85% | 16.04% |
| Outdoor V (Light)      | 24.81% | 24.79% | 24.13% |
| Yellow Pages I         | 13%    | 14.88% | 15.28% |
| (Heavy)                |        |        |        |
| Yellow Pages II        | 7.39%  | 7.45%  | 7.7%   |
| Yellow Pages III       | 5.28%  | 6.72%  | 7.7%   |
| Yellow Pages IV        | 19.05% | 21.48% | 22.33% |
| Yellow Pages V (Light) | 3%     | 3.91%  | 4.42%  |



# Potential Multimedia Usage

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

| Radio Drive Time Quntiles<br>(fifths / 20%)       TV Prime Time Quntiles (fifths /<br>20%)       TV Prime Time Quntiles (fifths /<br>20%)         Drive Time I & II (Heavy)       2.66%       3.14%       3.45%         Drive Time III (Medium)       0.62%       0.8%       1%         Radio IV & V (Light)       1.86%       2.7%       3.09%         Radio Media Quntiles (fifths /<br>20%)       1.86%       2.7%       3.09%         Radio IV & V (Light)       1.86%       2.7%       3.09%         Radio IV & V (Light)       1.86%       2.7%       3.09%         Radio I & II (Heavy)       10.29%       9.71%       10.59%         Radio I & II (Medium)       5.22%       4.54%       4.49%         Radio IV & V (Light)       3.17%       3.79%       4.08%         Cable TV Quntiles (fifths /<br>20%)       51.64%       51.1%       51.         Fringe IV (Light)       52.63%       53.64%       54.         Q0%)       51.04%       52.63%       53.64%       54.   | MEDIUM   | 0-3    | 3-7    | 7-10   | MEDIUM                           | 0-3    | 3-7    | 7-10  |
|--|--|--------|--------|--------|----------------------------------|--------|--------|-------|
| (fifths / 20%)       2.66%       3.14%       3.45%         Drive Time I & II (Heavy)       2.66%       3.14%       3.45%         Drive Time III (Medium)       0.62%       0.8%       1%         Radio IV & V (Light)       1.86%       2.7%       3.09%         Radio Media Quntiles (fifths /       20%)       7/1%       3.09%         Radio I & II (Heavy)       10.29%       9.71%       10.59%         Radio III (Medium)       5.22%       4.54%       4.49%         Radio IV & V (Light)       3.17%       3.79%       4.08%         Cable TV Quntiles (fifths /       20%)       52.63%       53.64%       54.         20%)       TV All Day Quntiles (fifths /       20%)       20%)       51.1%       51.   |  | MILES  | MILES  | MILES  |                                  | MILES  | MILES  | MILE  |
| Drive Time I & II (Heavy)       2.66%       3.14%       3.45%         Drive Time II (Medium)       0.62%       0.8%       1%         Radio IV & V (Light)       1.86%       2.7%       3.09%         Radio Media Quntiles (fifths /       2.7%       3.09%         Radio I & II (Heavy)       10.29%       9.71%       10.59%         Radio I & II (Medium)       10.29%       9.71%       10.59%         Radio I & II (Medium)       5.22%       4.54%       4.49%         Radio IV & V (Light)       3.17%       3.79%       4.08%         Cable TV Quntiles (fifths /       20%)       52.63%       53.64%       54.54%         20%)       TV All Day Quntiles (fifths /       52.63%       53.64%       54.54%   | Radio Drive Time Quntiles                                    |        |        |        | TV Prime Time Quntiles (fifths / |        |        |       |
| Drive Time III (Medium)       0.62%       0.8%       1%         Radio IV & V (Light)       1.86%       2.7%       3.09%         Radio Media Quntiles (fifths /<br>20%)       2.7%       3.09%         Radio I & II (Heavy)       10.29%       9.71%       10.59%         Radio III (Medium)       5.22%       4.54%       4.49%         Radio IV & V (Light)       3.17%       3.79%       4.08%         Cable TV Quntiles (fifths /<br>20%)       52.63%       53.64%       54.         Z0%)       TV All Day Quntiles (fifths /<br>20%)       52.63%       53.64%       54.  | (fifths / 20%)   |        |        |        | 20%)                             |        |        |       |
| Radio IV & V (Light)       1.86%       2.7%       3.09%       Prime Time IV & V (Light)       8.93%       8.85%       9.8         Radio Media Quntiles (fifths /       - <td< td=""><td>Drive Time I &amp; II (Heavy)</td><td>2.66%</td><td>3.14%</td><td>3.45%</td><td>Prime Time I &amp; II (Heavy)</td><td>3.22%</td><td>3.8%</td><td>4.11%</td></td<>  | Drive Time I & II (Heavy)                                    | 2.66%  | 3.14%  | 3.45%  | Prime Time I & II (Heavy)        | 3.22%  | 3.8%   | 4.11% |
| Radio Media Quntiles (fifths /       Image: Second Se | Drive Time III (Medium)                                      | 0.62%  | 0.8%   | 1%     | Prime Time III (Medium)          | 1.82%  | 1.66%  | 1.55% |
| 20%)       Radio I & II (Heavy)       10.29%       9.71%       10.59%       Fringe I & II (Heavy)       41.46%       39.91%       39.         Radio III (Medium)       5.22%       4.54%       4.49%       Fringe I & II (Medium)       48.68%       51.1%       51.         Radio IV & V (Light)       3.17%       3.79%       4.08%       Fringe IV (Light)       52.63%       53.64%       54.         Cable TV Quntiles (fifths /       20%)       20%       20%       20%       20%       20%   | Radio IV & V (Light)   | 1.86%  | 2.7%   | 3.09%  | Prime Time IV & V (Light)        | 8.93%  | 8.85%  | 9.89% |
| Radio I & II (Heavy)       10.29%       9.71%       10.59%       Fringe I & II (Heavy)       41.46%       39.91%<  | Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles |        |        |        |                                  |        |        |       |
| Radio III (Medium)       5.22%       4.54%       4.49%         Radio IV & V (Light)       3.17%       3.79%       4.08%         Cable TV Quntiles (fifths / 20%)       52.63%       53.64%       54.         20%)       TV All Day Quntiles (fifths / 20%)       50%       54.   | 20%)   |        |        |        | (fifths / 20%)                   |        |        |       |
| Radio IV & V (Light)         3.17%         3.79%         4.08%         Fringe IV (Light)         52.63%         53.64%         54.           Cable TV Quntiles (fifths /<br>20%)         -   | Radio I & II (Heavy)   | 10.29% | 9.71%  | 10.59% | Fringe I & II (Heavy)            | 41.46% | 39.91% | 39.66 |
| Cable TV Quntiles (fifths /<br>20%)TV All Day Quntiles (fifths /<br>20%)   | Radio III (Medium)   | 5.22%  | 4.54%  | 4.49%  | Fringe III (Medium)              | 48.68% | 51.1%  | 51.88 |
| 20%)   | Radio IV & V (Light)   | 3.17%  | 3.79%  | 4.08%  | Fringe IV (Light)                | 52.63% | 53.64% | 54.01 |
|  | Cable TV Quntiles (fifths /                                  |        |        |        | TV All Day Quntiles (fifths /    |        |        |       |
| Cable I & II (Heavy)         18.62%         15.18%         13.95%         All Day I & II (Heavy)         12.68%         14.56%         16.   | 20%)   |        |        |        | 20%)                             |        |        |       |
|  | Cable I & II (Heavy)   | 18.62% | 15.18% | 13.95% | All Day I & II (Heavy)           | 12.68% | 14.56% | 16.02 |
| Cable III (Medium)         4.31%         4.53%         4.93%         All Day III (Medium)         23.05%         23.11%         23.  | Cable III (Medium)   | 4.31%  | 4.53%  | 4.93%  | All Day III (Medium)             | 23.05% | 23.11% | 23.62 |
| Cable IV & V (Light)         33.1%         34.4%         35.17%         All Day IV (Light)         15.04%         16.4%         18.  | Cable IV & V (Light)   | 33.1%  | 34.4%  | 35.17% | All Day IV (Light)               | 15.04% | 16.4%  | 18.05 |



# Potential Audio & Prime Time TV Media Usage:

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

| USAGE              | 0-3    | 3-7    | 7-10   |
|--------------------|--------|--------|--------|
|                    | MILES  | MILES  | MILES  |
| Day-time Radio     |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 13.22% | 12.58% | 12.06% |
| 6:00am - 10:00am   | 25.35% | 19.68% | 18.8%  |
| 10:00am - 3:00pm   | 8.59%  | 10.26% | 11.86% |
| 3:00pm - 7:00pm    | 13.61% | 14.49% | 15.6%  |
| 7:00pm - Midnight  | 16.87% | 14.18% | 13.41% |
| Midnight - 6:00am  | 6.26%  | 7.03%  | 7.52%  |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 14.89% | 14.63% | 14.66% |
| 6:00am - 10:00am   | 5.35%  | 4.36%  | 4.01%  |
| 10:00am-3:00pm     | 9.69%  | 7.61%  | 7.21%  |
| 3:00pm - 7:00pm    | 7.53%  | 7.89%  | 8.35%  |
| 7:00pm - Midnight  | 10.45% | 9.88%  | 10.19% |
| Midnight - 6:00am  | 13.45% | 13.05% | 13.66% |

| USAGE                     | 0-3    | 3-7    | 7-10   |
|---------------------------|--------|--------|--------|
|                           | MILES  | MILES  | MILES  |
| Prime Time TV Viewers     |        |        |        |
| 8:00-11:00pm              | 11.94% | 8.94%  | 8.02%  |
| Saturday: 8:00-11:00pm    | 8.82%  | 8.77%  | 8.85%  |
| Sunday: 7:00-11:00pm      | 12.12% | 10.13% | 9.61%  |
| 9:00am-1:00pm             | 26.81% | 24.62% | 23.69% |
| 9:00am-4:00pm             | 30.64% | 28.74% | 27.7%  |
| 4:00pm-7:00pm             | 33.87% | 31.54% | 30.85% |
| 11:00pm-1:00am            | 43.66% | 41.78% | 41.15% |
| AVG Prime time<br>Mon-Sun | 3.85%  | 4.05%  | 4.51%  |

Fairfield Melntosh Brighton Sulligent McMullen Attalla Sand Rock Bear Creek West Jefferson Nap Littleville Forestdale Yellow Bluff Billingsley Linden Loxley Green Intercultural Institute River Falls Killen Meadowbrook Beatrice Selma Point Clear Alexa 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

| TV VIEWERS | 0-3    | 3-7    | 7-10   | <b>TV VIEWERS</b> | TV VIEWERS 0-3       | TV VIEWERS 0-3 3-7         |
|------------|--------|--------|--------|-------------------|----------------------|----------------------------|
|            | MILES  | MILES  | MILES  |                   | MILES                | MILES MILES                |
| Weekday    |        |        |        | Weekend           | Weekend              | Weekend                    |
| 6-7am      | 21.04% | 17.85% | 17.52% | Sat: 7-10am       | Sat: 7-10am 24.93%   | Sat: 7-10am 24.93% 20.31%  |
| 7-9am      | 29.83% | 25.98% | 25.09% | Sat: 10am-1pm     | Sat: 10am-1pm 10.16% | Sat: 10am-1pm 10.16% 9.4%  |
| 9am-12noon | 22.23% | 19.82% | 18.31% | Sat: 1-4pm        | Sat: 1-4pm 28.43%    | Sat: 1-4pm 28.43% 25.44%   |
| 12noon-4pm | 8.41%  | 8.92%  | 9.39%  | Sat: 4-6pm        | Sat: 4-6pm 8.26%     | Sat: 4-6pm 8.26% 7.95%     |
| 4-6pm      | 62.39% | 53.34% | 50.77% | Sat: 6-7pm        | Sat: 6-7pm 2.34%     | Sat: 6-7pm 2.34% 2.1%      |
| 6-7pm      | 18.27% | 17.84% | 17.38% | Sat: 7-8pm        | Sat: 7-8pm 1.66%     | Sat: 7-8pm 1.66% 1.32%     |
| 7-7:30pm   | 1.71%  | 1.84%  | 1.8%   | Sat: 8-11pm       | Sat: 8-11pm 8.82%    | Sat: 8-11pm 8.82% 8.77%    |
| 7:30-8pm   | 10.51% | 10.77% | 10.72% | Sat: 11pm-1am     | Sat: 11pm-1am 6.07%  | Sat: 11pm-1am 6.07% 6.31%  |
| 8-11pm     | 11.94% | 8.94%  | 8.02%  | Sat: 1am-7pm      | Sat: 1am-7pm 29.68%  | Sat: 1am-7pm 29.68% 25.38% |
| 11pm-12am  | 35.69% | 33.38% | 32.5%  | Sun: 7-10am       | Sun: 7-10am 1.94%    | Sun: 7-10am 1.94% 2.25%    |
| 11pm-1am   | 43.66% | 41.78% | 41.15% | Sun: 10am-1pm     | Sun: 10am-1pm 6.69%  | Sun: 10am-1pm 6.69% 6.21%  |
| 1-6am      | 39.42% | 34.63% | 32.88% | Sun: 1-4pm        | Sun: 1-4pm 8.02%     | Sun: 1-4pm 8.02% 6.25%     |
|            |        |        |        | Sun: 4-7pm        | Sun: 4-7pm 14.86%    | Sun: 4-7pm 14.86% 13.18%   |
|            |        |        |        | Sun: 7-11pm       | Sun: 7-11pm 12.12%   | Sun: 7-11pm 12.12% 10.13%  |
|            |        |        |        | Sun: 11pm-1am     | Sun: 11pm-1am 6.04%  | Sun: 11pm-1am 6.04% 5.35%  |
|            |        |        |        | Sun: 1-7am        | Sun: 1-7am 25.39%    | Sun: 1-7am 25.39% 21.94%   |

araland Pickensville Ranburne Anderson Meridianville Locust Fork Lincoin Atmore Billingsley Webb araland Fruithurst Blountsville Talladega Epes Cusseta Dutton Deatsville Trafford Linden Headland Hartford Millbrook Geiger Pike Road Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Coffee Springs Sweet Water Tarrapt Scottsboro Grant

# 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

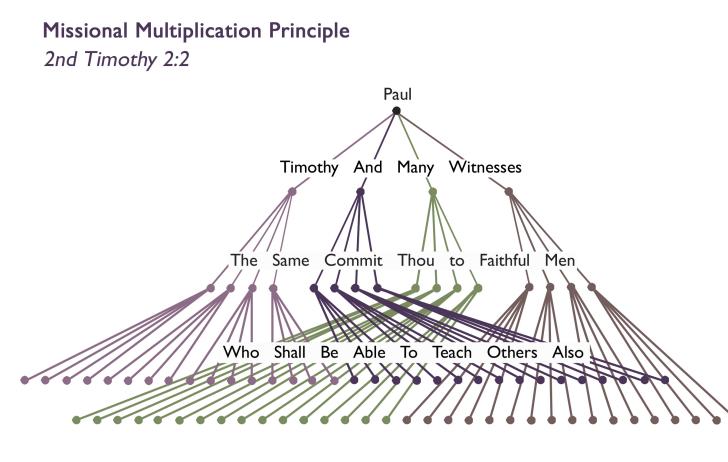
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Constant Mosses Eutaw Homewood Baileyton Valley Grande Hoover Gardendale Lanett Vina Columbia B Geraldine Gulf Shores Sylvania Lincoln Munford Colony Carolina Intercultural Institute Redstone Arsenal Union Glen Allen Prattville Moundville Goshen North Intercultural Institute Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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.



Meadowbrook St. Florian Mulga Glenwood Ashford Tuscaloosa Hazel Green Belk Guba Kimberly Map Tafford Vredenburgh Midway Underwood-Petersville Piedmont Jackson Intercultural Institute Geraldine Geiger Steele Ashville Altoona Silas Sylvania Lockha for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

### **Communication Steps**

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



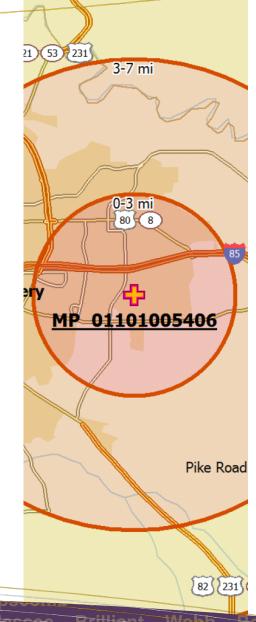


### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS
- 4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.
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- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

Hayneville Ashland Greensboro Ragland Sheffield Glencoe Alexander City Andalusia Concord Gay Tuscumbia Frisco City Pisgah York Dayton Brookside Odenville <u>Intercultural Institute</u> Sardis City Malvern Petrey Edgewater South Vinemont Beaverton Butler Ashford *for Contextual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry New Brockton Bridgeport Shilob Castleberry Birmin

## APPENDIX: ALSBOM Churches by Distance

|    | CHURCH                  | ADDRESS  | DISTANCE | WRSHP AVG | IICM CGR   |
|----|-------------------------|--|----------|-----------|------------|
| 1  | Taylor Road             | 1685 Taylor Rd<br>Montgomery, AL 36117         | 0.81 mi  | 549       | Growing    |
| 2  | Vaughn Forest           | 8660 Vaughn Rd<br>Montgomery, AL 36117         | 1.08 mi  | 998       | Growing    |
| 3  | Thorington Road         | 450 Ray Thorington Rd<br>Montgomery, AL 36117  | 1.72 mi  | 270       | Plateauing |
| 4  | Lakeview                | 9225 Atlanta Hwy<br>Montgomery, AL 36117       | 1.80 mi  | 139       | Plateauing |
| 5  | Gateway                 | 3300 Bell Rd<br>Montgomery, AL 36116           | 2.52 mi  | 196       | Plateauing |
| 6  | Ridgecrest              | 5260 Vaughn Rd<br>Montgomery, AL 36116         | 3.51 mi  | 444       | Declining  |
| 7  | Eastdale                | 400 N Burbank Dr<br>Montgomery, AL 36117       | 3.59 mi  | 317       | Declining  |
| 8  | Eastern Oaks            | 7505 Wares Ferry Rd<br>Montgomery, AL 36117    | 3.83 mi  | 94        | Plateauing |
| 9  | St. James Holt Crossing | 3033 Vaughn Rd<br>Montgomery, AL 36106         | 3.93 mi  | 83        | Declining  |
| 10 | Eastmont                | 4505 Atlanta Hwy<br>Montgomery, AL 36109       | 4.55 mi  | 1,068     | Declining  |
| 11 | Heritage                | 1849 Perry Hill Rd<br>Montgomery, AL 36106     | 4.93 mi  | 775       | Plateauing |
| 12 | Faith and Grace         | 4020 Wallace Dr<br>Montgomery, AL 36116        | 5.55 mi  | 25        | Plateauing |
| 13 | Pike Road               | 4790 Pike Rd<br>Pike Road, AL 36064            | 5.66 mi  | 116       | Plateauing |
| 14 | Dalraida                | 3838 Wares Ferry Rd<br>Montgomery, AL 36109    | 5.73 mi  | 305       | Plateauing |
| 15 | Eastern Hills           | 3604 Pleasant Ridge Rd<br>Montgomery, AL 36109 | 5.93 mi  | 789       | Plateauing |

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## **APPENDIX: ALSBOM Churches by Distance - Continued**

|    | CHURCH                | ADDRESS                                     | DISTANCE | WRSHP AVG | <b>IICM CGR</b> |
|----|-----------------------|---|----------|-----------|-----------------|
| 10 |                       |   |          |           |                 |
| 16 | Pinedale              | 4785 McInnis Rd<br>Montgomery, AL 36116     | 6.07 mi  | 58        | Plateauing      |
| 17 | McGehee Road          | 2877 McGehee Rd<br>Montgomery, AL 36111     | 6.12 mi  | 187       | Plateauing      |
| 18 | Valley Park           | 3820 Woodley Rd<br>Montgomery, AL 36116     | 6.19 mi  | 62        | Declining       |
| 19 | Green Ridge           | 68 Albritton Ln<br>Wetumpka, AL 36093       | 6.47 mi  | 8         | Plateauing      |
| 20 | Hope Community Church | PO Box 11091<br>Montgomery, AL 36111        | 6.73 mi  | 60        | Declining       |
| 21 | Morningview           | 125 Calhoun Rd<br>Montgomery, AL 36109      | 6.80 mi  | 427       | Declining       |
| 22 | Capitol Heights       | 2514 Madison Ave<br>Montgomery, AL 36107    | 6.98 mi  | 236       | Declining       |
| 23 | Mountain View         | 1025 Rifle Range Rd<br>Wetumpka, AL 36093   | 7.25 mi  | 202       | Plateauing      |
| 24 | Highland Avenue       | PO Box 70006<br>Montgomery, AL 36107        | 7.27 mi  | 164       | Plateauing      |
| 25 | Victory               | 5795 Narrow Lane Rd<br>Montgomery, AL 36116 | 7.57 mi  | 44        | Growing         |
| 26 | Highland Gardens      | 2014 Johnson St<br>Montgomery, AL 36110     | 7.73 mi  | 110       | Declining       |
| 27 | Bridgeview            | 1460 Anderson Rd<br>Montgomery, AL 36110    | 7.77 mi  | 36        | Growing         |
| 28 | Cloverdale            | 608 E Fairview Ave<br>Montgomery, AL 36106  | 8.06 mi  | 103       | Declining       |
| 29 | Lao New Life          | 125 Calhoun Rd<br>Montgomery, AL 36109      | 8.18 mi  | 21        | Plateauing      |
| 30 | Yarbrough Street      | PO Box 210324<br>Montgomery, AL 36121       | 8.26 mi  | 115       | Declining       |

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## APPENDIX: ALSBOM Churches by Distance - Continued

|    |                                     |  | DIATANA  |           |            |
|----|-------------------------------------|--|----------|-----------|------------|
|    | CHURCH                              | ADDRESS  | DISTANCE | WRSHP AVG | IICM CGR   |
| 31 | Walk With Jesus Daily<br>Ministries | 2435 Lower Wetumpka Rd<br>Montgomery, AL 36110 | 8.50 mi  | 41        | Plateauing |
| 32 | Chisholm                            | 2938 Lower Wetumpka Rd<br>Montgomery, AL 36110 | 8.60 mi  | 114       | Declining  |
| 33 | Central Community Church            | 981 S Perry St<br>Montgomery, AL 36104         | 8.66 mi  | 55        | Declining  |
| 34 | Blue Ridge                          | 4471 Jasmine Hill Rd<br>Wetumpka, AL 36093     | 8.75 mi  | 174       | Declining  |
| 35 | Montgomery First                    | 305 S Perry St<br>Montgomery, AL 36104         | 8.76 mi  | 1,358     | Growing    |
| 36 | River Region Korean                 | 305 S Perry St<br>Montgomery, AL 36104         | 8.78 mi  | 0         | Plateauing |
| 37 | Bible Missionary                    | 2750 Tremont St<br>Montgomery, AL 36110        | 9.21 mi  | 64        | Growing    |
| 38 | Open Acres                          | 47 Maplewood Dr<br>Montgomery, AL 36110        | 9.22 mi  | 71        | Plateauing |
| 39 | Redland                             | 1266 Dozier Rd<br>Wetumpka, AL 36093           | 9.91 mi  | 106       | Growing    |
| 40 | Westside                            | 2510 Westgate St<br>Montgomery, AL 36108       | 10.22 mi | 134       | Plateauing |
| 41 | Snowdoun                            | 6564 Norman Bridge Rd<br>Montgomery, AL 36105  | 10.68 mi | 69        | Growing    |
| 42 | Memorial Heights                    | 3182 Bozeman Dr<br>Montgomery, AL 36108        | 10.70 mi | 83        | Declining  |
| 43 | Hillside                            | PO Box 297<br>Wetumpka, AL 36092               | 11.47 mi | 37        | Declining  |
| 44 | Southlawn                           | 5340 Mobile Hwy<br>Montgomery, AL 36108        | 11.77 mi | 81        | Declining  |
| 45 | Trinity                             | 2700 Old Selma Rd<br>Montgomery, AL 36108      | 11.94 mi | 42        | Declining  |

JUIN FORT RUCKER Pleasant Grove DUI

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