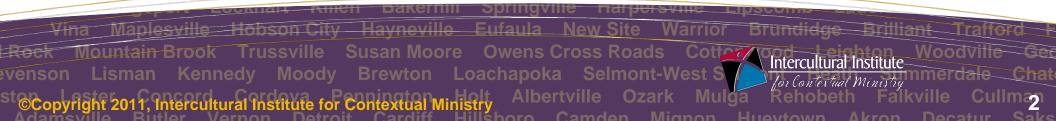
MissionSite top unreached locations



MissionSite (TM) Table of Contents

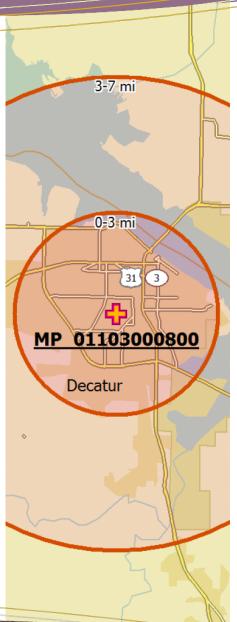
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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

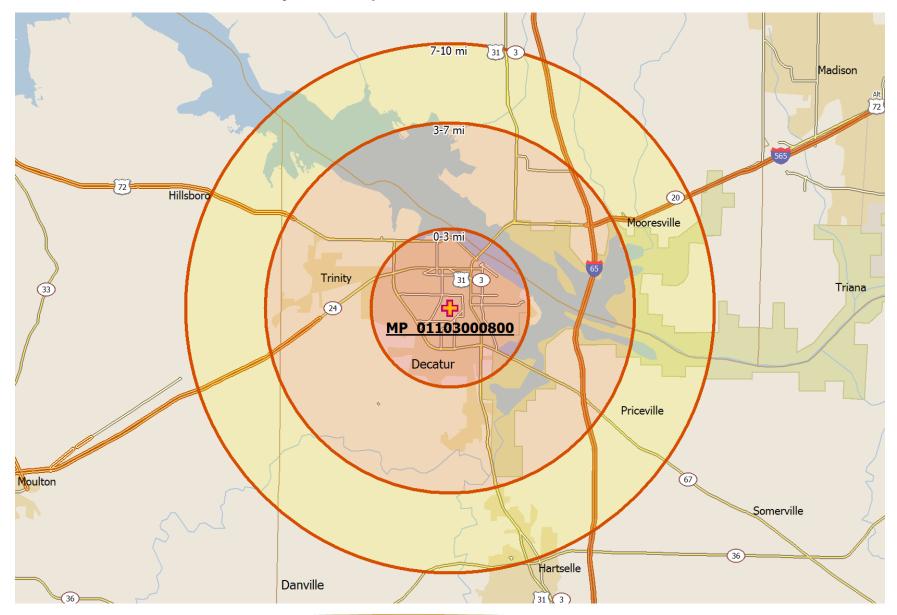
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	0101	Northern Region
2	Association	1544	Morgan
3	District	01	Central Mountain District
4	County Location	01103	Morgan
5	Zipcode	35601	Morgan
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.3	Large Towns
8	Sitescape Subgroup	2.34	Large towns adjacent to a medium town
9	Sitescape Density Pattern	13	100000-50000-50000



Northport Sylacauga Alabaster La Fayette Oak Hill Dothan County Line Tuskegee Alexander City Lest Somerville Leeds Waldo Union McKenzie Brookside Satsuma Ruter Intercultural Institute Tallassee Brewton Valley Tuscaloosa Midfield West End-Cobb Town Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Brighton Springville Geiger Blountsville Elmore Rosa Forestdale Hueytown Hartford Underwood Providence Oak Hill Tarrant Montgomery Jackson Fairhope Heath Blue Ridge North Courtland West End-Cobb Town Cowarts Mignon Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999
			population
5	NCES Urban Centric Locale	13	City: Small: Territory inside an urbanized area and inside a principal city with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Grove Scottsboro Decatur Mosses Carbon Hill Taylor Eva Oak Hill Witton Atmore Chickasaw Cons Parrish Ashville Owens Cross Roads Talladega Springs Prattville Free Intercultural Institute Southside Glenwood Jacksons' Gap Mount Vernon Vina Union Bea for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	51,257	14,348	20,653
2010 Households	20,690	5,443	7,807
2010 Group Quarters Population	1,110	313	12

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	49	17	24
Language Diversity National Index	30	11	5
Foreign Born Diversity National Index	11	49	51
Ancestry Diversity National Index	35	57	55
Racial Diversity National Index	55	23	25

Carroliton Ethelsville Opelika Elmore Kimberly Pennington Brewton Indian Springs Village Summer Cadsden Vina Collinsville McDonald Chapel Huguley Underwood-Peter Intercultural Institute Vance Avon Montgomery Pollard Garden City Georgiana McMullen Vestavia Hills Phenix City Bayou 6 a ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Tove Mosses Wadley Kinsey Saraland Kimberly Lake Purdy Fort Payne Highland Lake Linden Killen Valley Head Meadowbrook Hueytown Vernon Bear Creek Bay Minette Intercultural Institute Deatsville Dadeville Fruithurst Grayson Valley Reform Woodville Susan Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,991	19.29%
Mainstay Communities	Established, Diverse Households	3,871	18.71%
Working Communities	Blue-collar, Working Families	6,903	33.36%
Country Communities	Rural, Agri. & Mining Families	133	0.64%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,315	6.36%
Urban Communities	High Density, Inner-city Neighborhoods	4,477	21.64%

ston Point Clear Dodge City Clayton Linden Oneonta County Line Waterloo Clayhatchee Underwood-F Kinsey Double Springs Heath Maytown Boaz Douglas Indian Springs Intercultural Institute Ranburne Citronelle Winfield Abbeville Eufaula Priceville Kellyton (or Contextual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry Emelle Hayneville Newbern Cusseta Hobson City S8

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.



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	29,799	14,142	47.46%
Unreached %	64.31%	68.35%	106.28
Religious But NOT Evangelical HH	6,812	3,764	55.26%
Religious But NOT Evangelical %	14.7%	18.19%	123.75
Spiritual But NOT Relig or Evang HH	4,629	1,968	42.51%
Spiritual But NOT Relig or Evang %	9.99%	9.51%	95.2
Not Evangelical, Not Interested HH	18,440	8,490	46.04%
Not Evangelical, Not Interested %	39.8%	41.04%	103.11



rinity Kimberly <u>Tallassee</u> Southside Napier Field Columbiana Butler Meridianville New Market Hytop Hayneville Thomasville Blue Springs Mignon Glenwood Kansas <u>Intercultural Institute</u> Bon Air B River Falls Cedar Bluff Beatrice Millbrook Sweet Water Baileyton Flor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	82	17	20.73%
Active ALSBOM Attenders	13,095	5,404	41.27%
Active Evangelical Households	10,885	4,311	39.6%
Active Evangelical Percent	23.49%	20.84%	88.69
Inactive Evangelical Households	5,649	2,237	39.6%
Inactive Evangelical Percent	12.19%	10.81%	88.69
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Austinville First	0.52 mi	164	Declining	I	16	Memorial	2.36 mi	68	Declining
2	Westmeade	1.12 mi	512	Plateauing		17	Cedar Ridge	2.38 mi	104	Growing
3	Southside	1.16 mi	311	Declining		18	Flint	4.01 mi	198	Plateauing
4	Fifth Avenue	1.24 mi	61	Declining		19	Stoney Acres	4.03 mi	42	Plateauing
5	Central Park	1.31 mi	340	Declining		20	Unity	4.03 mi	60	Declining
6	Fellowship	1.49 mi	139	Declining		21	Light of Life	4.24 mi	16	Plateauing
7	Parkview	1.59 mi	462	Growing		22	Autumnwood	4.39 mi	330	Declining
8	Decatur Baptist	1.68 mi	1,015	Plateauing		23	Pleasant Valley	4.93 mi	67	Plateauing
9	Central	1.70 mi	1,034	Declining		24	Macedonia	5.06 mi	60	Declining
10	Oak Park	1.97 mi	75	Declining		25	Pleasant Hill	5.21 mi	91	Declining
11	Agape	1.99 mi	0	Plateauing		26	Trinity	5.23 mi	482	Plateauing
12	Sixteenth Avenue	2.05 mi	83	Declining		27	Deer Springs	5.40 mi	56	Growing
13	Chapel	2.17 mi	136	Declining		28	Point Mallard Pkwy.	5.46 mi	110	Growing
14	Decatur First	2.29 mi	832	Growing		29	Cave Spring	6.95 mi	119	Growing
15	Vestavia Hills	2.33 mi	68	Plateauing		30	Walden Chapel	7.24 mi	68	Growing

Prattville Sylvan Springs Creola Summerdale Clayton Cordova Concord Rosa Pickensville Robertse te Gu-Win Childersburg Rainsville Eva Mountain Brook Geraldine r Argo Hartford Cullman Lowndesboro Brewton Henagar Lakeview Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

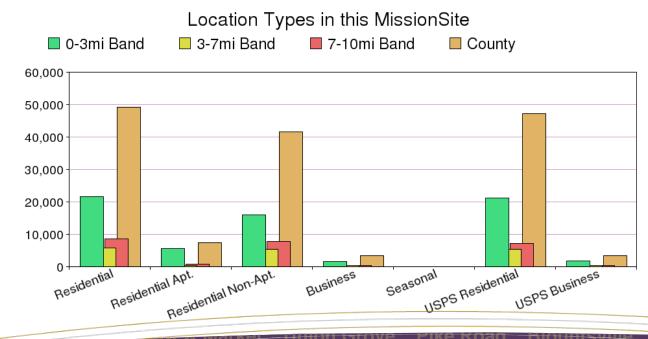
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	100,044	45,606	45.59%
2000 Population	111,064	49,693	44.74%
2010 Population	118,364	51,257	43.3%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	37,799	18,069	47.8%
2000 Households	43,602	20,118	46.14%
2010 Households	46,334	20,690	44.65%

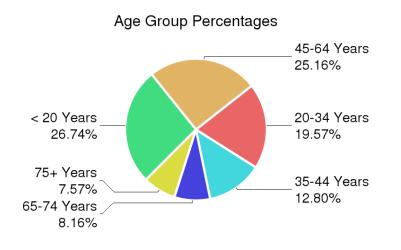


Location Type	0-3mi Band
Residential	21,676
Residential Apt.	5,594
Residential Non-Apt.	16,082
Business	1,566
Seasonal	0
USPS Residential	21,106
USPS Business	1,714

Berry Libertyville Beatrice Red Bay Dayton Ethelsville Shorter Collinsville Vredenburgh Lester Rehe Triana Tuscumbia Brundidge Samson Yellow Bluff Linden Geral Calora Elba Heath Cullma West Jefferson Moundville Ridgeville Hartford Fulton Vestavia Hills S Confectual Ministry Vestavia Hills S Confectual Ministry Saraland M15 Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Saraland M15

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.

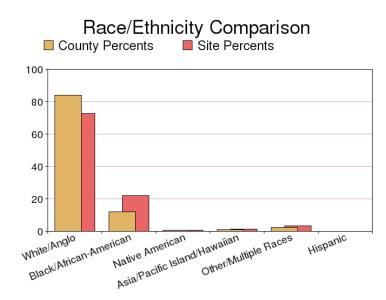


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.04%	5.37%	106.55
4-5 Years	2.66%	2.62%	98.5
6-8 Years	4.06%	4.18%	102.96
9-11 Years	4.04%	4.06%	100.5
12-13 Years	2.68%	2.65%	98.88
14-17 Years	5.31%	5.2%	97.93
18-19 Years	2.65%	2.67%	100.75
0-5 Years	7.7%	7.99%	103.77
6-12 Years	9.45%	9.58%	101.38
13-19 Years	9.3%	9.17%	98.6
< 20 Years	26.45%	26.74%	101.1
20-34 Years	18.14%	19.57%	107.88
35-44 Years	13.16%	12.8%	97.26
45-64 Years	27.06%	25.16%	92.98
65-74 Years	8.43%	8.16%	96.8
75+ Years	6.76%	7.57%	111.98
Median Age	39	40	101.58
Median Age (Male)	38	38	99.89
Median Age (Female)	41	41	101.84

ike Road Town Creek Clio Lake View Sweet Water Weaver Vance South Vinement Coodwater Bessend Hinette Holly Pond River Falls Benton Collinsville Camp Hill Lake Purch Ashford Dora Frisco City S Paint Rock Fairhope Arley Columbiana Baileyton Union Springs Log Contextual Ministry Cite Copyright 2011, Intercultural Institute for Contextual Ministry Discomption Contextual Ministry Cite Copyright 2011, Intercultural Institute for Contextual Ministry Cite Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	84.11%	72.67%	86.4
Black, African-American	12.02%	22.08%	183.74
Native American	0.7%	0.59%	84.43
Asian	0.86%	1.28%	148.81
Pacific Island, Hawaiian	0.06%	0.12%	190.9
Other/Multiple Races	2.25%	3.25%	144.59
Hispanic	0%	12.95%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	79,784	34,037	
Less than 9th Grade	6.09%	5.66%	107.64
No High School Diploma	10.21%	9.65%	105.78
High School Graduate	32.93%	30.32%	108.58
Some College, no degree	24.36%	25.23%	96.53
Associate Degree	6.64%	6.52%	101.81
College Degree	13.78%	15.7%	87.77
Graduate/Prof. degree	6.01%	6.92%	86.79

Union Grove Lisman Meridianville Kimberly Glencoe Leesburg Ariton Abbeville Enterprise Calera Ne Citronelle Fayette Repton Flomaton Sipsey Bessemer Indian Spring Intercultural Institute Marion Valley Frisco City La Fayette Monroeville Forestdale Attail for Contextual Ministry Copyright 2011, 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	7.29%	8.73%	162.78
\$10,000 to \$19,999	13.85%	15.45%	111.54
\$20,000 to \$29,999	12.53%	13.44%	107.28
\$30,000 to \$49,999	21.94%	21.09%	96.13
\$50,000 to \$59,999	8.19%	7.98%	97.54
\$60,000 to \$69,999	6.94%	6.52%	93.94
\$70,000 to \$79,999	5.95%	5.43%	91.27
\$80,000 to \$89,999	4.92%	4.47%	90.8
\$90,000 to \$99,999	3.41%	3.02%	88.59
\$100,000 to \$124,999	7.17%	6.97%	97.27
\$125,000 to \$149,999	3.08%	2.35%	76.37
\$150,000 to \$199,999	3.35%	3.17%	94.51
\$200,000 to \$249,999	0.74%	0.76%	103.46
\$250,000 or more	0.65%	0.59%	92.12
Median Household	44,339	43,208	97.45
Average Household	58,514	57,373	98.05
Per Capita Household	23,258	23,183	99.68
Family/Non-Family Household			
Income			
Median Family Income	55,248	54,886	99.34
Average Family Income	68,242	65,943	96.63
Median Non-Family Income	23,573	25,699	109.02
Average Non-Family Income	35,154	37,507	106.69

Birmingham Enterprise Jackson Weaver Kinsey Coffee Springs Elba Auburn Ashford Uniontown River Hinor Louisville Wilsonville New Site Bessemer Beaverton Mooresville Intercultural Institute ant Pinson Collinsville Black Forkland Kennedy Lincoln County Line for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bavour Black Forkland Kennedy Lincoln County Line Geopyright 2011, Intercultural Institute for Contextual Ministry Bavour Black Forkland Kennedy Lincoln County Line Geopyright 2011, Intercultural Institute for Contextual Ministry Bavour Black Forkland Kennedy Lincoln County Line Bavour Black Forkland Kennedy Lincoln County Line Geopyright 2011, Intercultural Institute for Contextual Ministry Bavour Black Forkland Kennedy Lincoln County Line Geopyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	70.6%	64.76%	91.72
Families with Children	33.91%	32.53%	95.93
Families without Children	36.69%	32.22%	87.84
Non-Family Households			
% Non-Family Households	29.4%	35.24%	119.88
Non-Families with Children	0.06	0.05	94.75
Non-Families without Children	29.34	35.19	119.93
Housing Units			Index
Total Housing Units	50,952	23,086	
Vacant percent	9.06%	10.38%	114.51
Owned percent	66.8%	55.19%	82.62%
Rented Percent	24.13%	34.43%	142.67
Households by Size			Index
Avg household size	2.52	2.42	96.03
Avg family hh size	3.10	3.11	100.32
Avg non-family hh size	1.12	1.17	104.46
Households By Count of Persons			Percent
One	12,085	6,473	53.56%
Two	15,107	6,368	42.15%
Three or Four	15,217	6,083	39.98%
Five+	3,925	1,766	44.99%

Opp Union Springs Hayden Pelham Avon Weaver Grayson Valley Meadowbrook Cullman Fayette Cell City Glenwood Sulligent Margaret Sylvania West Jefferson Helena Dre Vredenburgh Deatsville Chickasaw Hammondville Sand Rock Geral Contextual Ministry Woodland Carr Contextual Ministry Contextual Ministry Elkmont Harpersville Centre Warrior Point Clear H19

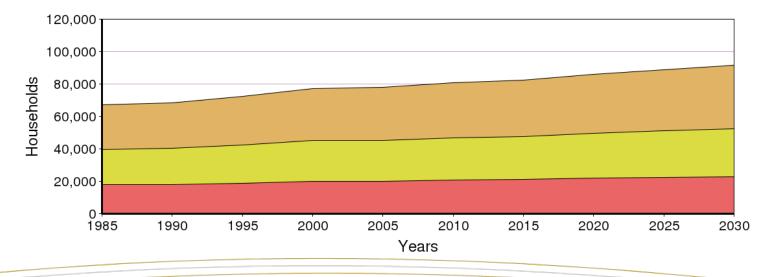
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	100,044	45,606	45.59%
2000 Population	111,064	49,693	44.74%
2010 Population	118,364	51,257	43.3%
2015 Population	123,706	53,149	42.96%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

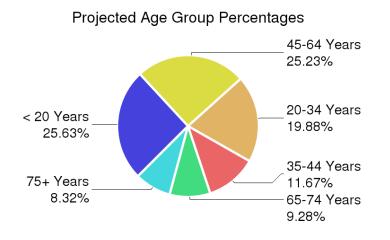
📕 0-10mi Ring



Saks Red Bay Valley Grande Hartford Magnolia Springs Hayden County Line Beaverton Goshen Hayden Geiger Dozier North Courtland Red Level Goodwater Hoover Ministry Intercultural Institute of Contextual Ministry Frantley Evergreen Theodore West Jefferson Slocom 20

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.



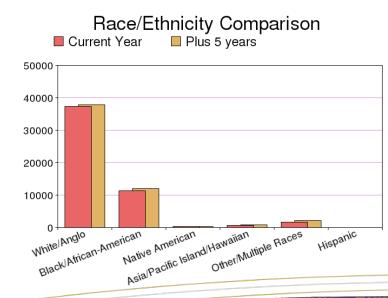
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.37%	4.83%	89.94
4-5 Years	2.62%	2.41%	91.98
6-8 Years	4.18%	3.86%	92.34
9-11 Years	4.06%	3.92%	96.55
12-13 Years	2.65%	2.66%	100.38
14-17 Years	5.2%	5.25%	100.96
18-19 Years	2.67%	2.7%	101.12
0-5 Years	7.99%	7.23%	90.49
6-12 Years	9.58%	9.12%	95.2
13-19 Years	9.17%	9.28%	101.2
< 20 Years	26.74%	25.63%	95.85
20-34 Years	19.57%	19.88%	101.58
35-44 Years	12.8%	11.67%	91.17
45-64 Years	25.16%	25.23%	100.28
65-74 Years	8.16%	9.28%	113.73
75+ Years	7.57%	8.32%	109.91
Median Age	39	41	104.88
Median Age (Male)	38	39	103.17
Median Age (Female)	41	43	104.96

t Prichard Powell woodville Livi

Steele Susan Moore Tarrant McKenzie Eva St. Florian Ardmore Grimes Russellville Cleveland G terriport Leeds Rogersville Wetumpka Section Lineville Nauvoo Jacker <u>Intercultural Institute</u> Millbrook Brund funtsville Brookwood Mooresville Emelle Beaverton Leighton Excel Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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	72.67%	71.3%	98.11
Black, African-American	22.08%	22.53%	102.05
Native American	0.59%	0.58%	97.72
Asian	1.28%	1.53%	119.23
Pacific Island, Hawaiian	0.12%	0.14%	113.55
Other/Multiple Races	3.25%	3.92%	120.61
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	34,037	35,668	
Less than 9th Grade	5.66%	4.8%	84.82
No High School Diploma	9.65%	7.74%	80.26
High School Graduate	30.32%	31.3%	103.21
Some College, no degree	25.23%	26.23%	103.94
Associate Degree	6.52%	6.94%	106.39
College Degree	15.7%	16.02%	102.07

6.92%

6.98%

100.77

th Union Hackleburg Harvest Fort Rucker Baileyton Selmont-West Selmont Ashland Oak Grove Holly Red Level Geiger Elkmont Coosada Mount Vernon Fultondale Lownder Intercultural Institute forthport Anniston Jacksonville Oneonta Anderson Parrish Providence for Contextual Ministry Union Springs Gurl Copyright 2011, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	8.73%	7.51%	85.95
\$10,000 to \$19,999	15.45%	15.33%	99.23
\$20,000 to \$29,999	13.44%	12.91%	96.02
\$30,000 to \$49,999	21.09%	20.57%	97.5
\$50,000 to \$59,999	7.98%	7.54%	94.43
\$60,000 to \$69,999	6.52%	6.44%	98.79
\$70,000 to \$79,999	5.43%	5.78%	100.53
\$80,000 to \$89,999	4.47%	4.93%	106.09
\$90,000 to \$99,999	3.02%	3.08%	102.05
\$100,000 to \$249,999	6.97%	7.94%	113.92
\$125,000 to \$149,999	2.35%	2.64%	111.97
\$150,000 to \$199,999	3.17%	3.66%	115.56
\$200,000 to \$249,999	0.76%	0.89%	116.49
\$250,000 or more	0.59%	0.62%	104.03
Median Household	43,208	45,958	106.36
Average Household	57,373	60,983	106.29
Per Capita Household	23,183	24,144	104.15
Family/Non-Family Household			
Income			
Median Family Income	54,886	58,732	107.01
Average Family Income	65,943	71,129	107.86
Median Non-Family Income	25,699	26,469	103
Average Non-Family Income	37,507	38,258	102

Piedmont Union Petrey Taylor Abbeville Lockhart Carbon Hill Mountainboro Enterprise Toxey Bill Myrtlewood Gantt Killen Eva Vincent Highland Lake Akron Dodger Linscomb Emelle Pieasa ne Ridge Paint Rock New Market Bridgeport Avon Lynn Ashland Cour Linscom Gontextual Ministry Grant Grimes ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	64.76%	64.1%	98.98
Families with Children	32.53	31.64	97.26
Families without Children	32.22	32.08	99.55
Non-Family Households			
% Non-Family Households	35.24%	35.9%	101.87
Non-Families with Children	0.05	0.03	101.87
Non-Families without	35.19	35.87	101.94
Children			
Housing Units			
Total Housing Units	23,086	23,462	101.63%
Vacant percent	10.38%	10.4%	100.25
Owned percent	55.19%	55.16%	99.93
Rented Percent	34.43%	34.44%	100.02
Households by Size			
Avg household size	2.42	2.48	102.48%
Avg family hh size	3.11	3.22	103.54%
Avg non-family hh size	1.17	1.15	98.29%
Households By Count of			
Persons			
One	6,473	6,651	102.75%
Two	6,368	6,063	95.21%
Three or Four	6,083	6,293	103.45%
Five+	1,766	2,015	114.1%

 Oosa
 Billingsley
 Frisce City
 Enterprise
 Coffeeville
 Loachapoka
 Hazel Green
 Millbrook
 Geneva
 Creola

 Geneva
 Chelsea
 Meadowbrook
 Vina
 Dauphin Island
 Hueytown
 Holly Pond
 Intercultural Institute
 Condexta
 Meridian vila

 Centreville
 Grimes
 Lockhart
 Opelika
 Robertsdale
 Centre
 New Brook feetaal Ministry
 Good Hope
 S

 Copyright 2011, Intercultural Institute for Contextual Ministry
 Greenville
 Greenville
 Fairhope
 Graysville
 Piedmont
 Davisto 24

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	1	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	2,412	135	128	Eastern Afr	rica	rica 0	rica 0 0
Northern Europe	57	17	6	Middle Africa		0	0 0
Western Europe	63	0	35	Northern Africa		0	0 0
Southern Europe	28	0	8	Southern Africa		0	0 0
Eastern Europe	44	0	0	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	98	55	10	Oceania		7	7 0
So. Central Asia	107	21	23	Caribbean		67	67 0
SE Asia	31	15	3	Central Amer.		1,799	1,799 0
Western Asia	0	0	0	South America		70	70 0
Other Asia	0	0	0	North America		36	36 27
				Born at sea		5	5 0

Addison Abbeville Reece City Goldville Woodland Newton Pleasant Grove Bear Creek Clayhatches yten Guin Pell City Castleberry Dodge City Double Springs Belk Norther Intercultural Institute ka Carbon Hill Grant Midland City Silas Argo Geraldine Kinsey Altor for Confextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Confextual Ministry Manlesville Alexandria Red Bay Thorsby Wedowee Ta

Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
English only	46,986	7,460	17,561	Other Indo-Euro	22	0	0
Spanish	2,296	114	285	Asian/PI languages	0	0	0
Other Indo-Euro	425	81	95	Chinese	17	0	0
language				Japanese	51	62	6
French (incl. Patois,	108	9	29	Korean	10	0	17
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	28	0	9	Miao, Hmong	0	0	0
Portuguese	27	0	0	Thai	0	0	0
German	81	10	23	Laotian	0	7	0
Yiddish	5	0	0	Vietnamese	64	6	1
Other West Germanic	0	11	0	Other Asian	0	0	0
A Scandinavian	0	12	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	16	16	4	Other languages	109	0	10
Russian	0	0	5	Navajo	0	0	0
Polish	8	2	6	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	5	0	0
Persian	10	21	0	Hebrew	5	0	0
Gujarathi	0	0	1	African languages	17	0	10
Hindi	19	0	18	Other unspecified	82	0	0
Urdu	28	0	0	·			

Bakerhill Boligee New Market Horn Hill North Johns Dothan Newton Memphis Clanton Littleville West Blocton Pell City Orrville Childersburg Kennedy Notasulga Hytop Intercultural Institute Needham New Brockton Hueytown Kimberly Concord Geraldine Ider Anter Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	39,763	5,436	12,904	Irish	Irish 4,019	Irish 4,019 608
Arab	88	0	1	Italian	Italian 544	Italian 544 29
Armenian	0	1	4	Lithuanian	Lithuanian 48	Lithuanian 48 0
Austrian	27	0	5	Norwegian	Norwegian 77	Norwegian 77 18
British	132	10	24	Polish	Polish 260	Polish 260 35
Canadian	22	9	4	Portuguese	Portuguese 6	Portuguese 6 3
Croatian	0	2	0	Romanian	Romanian 12	Romanian 12 0
Czech	5	6	14	Russian	Russian 24	Russian 24 10
Czechoslovak	17	0	0	Scandinavian	Scandinavian 10	Scandinavian 10 19
Danish	31	7	22	Scotch-Irish	Scotch-Irish 1,199	Scotch-Irish 1,199 185
Dutch	252	74	166	Scottish	Scottish 652	Scottish 652 70
English	4,110	455	1,460	Slovak	Slovak 18	Slovak 18 0
European	344	122	149	Subsaharan African	Subsaharan African 286	Subsaharan African 286 5
Finnish	6	0	3	Swedish	Swedish 68	Swedish 68 39
French (not Basque)	573	89	192	Swiss	Swiss 44	Swiss 44 4
French Canadian	58	24	13	Ukrainian	Ukrainian 7	Ukrainian 7 0
German	3,189	371	900	US/American	US/American 8,516	US/American 8,516 1,907
Greek	31	6	20	Welsh	Welsh 206	Welsh 206 43
Hungarian	18	5	10	West Indian	West Indian 37	West Indian 37 0
Iranian	10	10	11	Yugoslavian	Yugoslavian 0	Yugoslavian 0 3
				Other	Other 14,819	Other 14,819 1,267

Bridge New Site Montgomery Abbeville Bridgeport Union Springs Hartford Twin Lisman Rainbow City Point Wadley Fort Deposit Owens Cross Roads Carolina Valley Grande Intercultural Institute Nywood Priceville Fort Payne Napier Field Scottsboro Birmingham Kim for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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?

Lapier Field Wedowee Forestdale Shorter Orrville North Johns Smiths Station New Brockton Opelika The Intel Grove Geiger Baileyton Billingsley Wilsonville Sylvan Springs Sipser Intercultural Institute ee Camp Hill Vestavia Hills Elkmont Troy Newbern Gu-Win Edwardsv For Confertual Ministry Intercultural Institute for Contextual Ministry Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

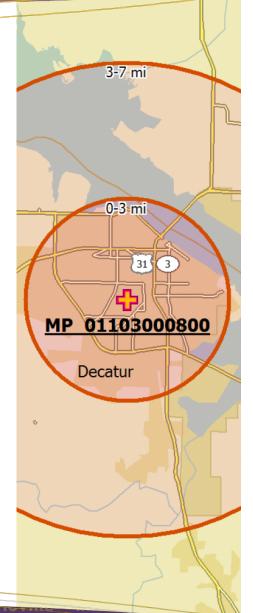
Issues for Your Consideration - continued

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

Ariton Oak Hill Wetumpka Opp Enterprise Cleveland Red Level Littleville Goodwater Arley Emel Silverhill Lineville Valley Paint Rock Benton Clanton Maplesville <u>Intercultural Institute</u> Reece City Tus Courtland Boaz Homewood Baileyton Hartselle Bon Air Concord Po for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Second Strand Baileyton Hartselle Bon Air Concord New Hope Midland City Glen Alle29

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.



Elberta Clencoe Black Coffee Springs Dozier Loachapoka Walnut Grove North Johns Carbon Hill Union Grove Ashland Theodore Bear Creek Riverside Ladonia Killen Print Clear North Court Voodville St. Florian Vincent Morris Wadley Edgewater Waverly Gord To Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	20,690	100%	14,143	100%
AFFLUENT SUBURBIA	1,324	6.4%	917	6.48%
America's Wealthiest	10	0.05%	8	0.06%
Dream Weavers	18	0.09%	13	0.09%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	76	0.37%	51	0.36%
Small Town Success	1,220	5.9%	845	5.97%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	2,667	12.89%	1,808	12.78%
Status Conscious Consumers	41	0.2%	29	0.21%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	2,432	11.75%	1,633	11.55%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	194	0.94%	146	1.03%
SM TWN SUCCESS	2,659	12.85%	1,735	12.27%
2nd City Homebodies	62	0.3%	44	0.31%
Prime Middle America	1,759	8.5%	1,146	8.1%
Urban Optimists	0	0%	0	0%
Family Convenience	635	3.07%	405	2.86%
Mid-Market Enterprise	203	0.98%	140	0.99%

Ben Air Morris Benton Trinity Evergreen Center Point Thorsby Millport Montevallo Colony Warrior Lipscomb Grove Hill Powell Piedmont Repton Meridianville Libertyville Intercultural Institute Point Clear Kellyton Samson Daphne Midway Wedowee Attalla Emeril Contevtual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Montevent Samson Daphne Midway Bedowee Sand Rock Glen Allen Kinston

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	20,690	100%	14,143	100%
BLUE COLLAR BACKBONE	1,047	5.06%	681	4.82%
Nuevo Hispanic Fam.	15	0.07%	11	0.08%
Working Rural Suburbia	354	1.71%	213	1.51%
Lower Income Essentials	279	1.35%	188	1.33%
Small Town Endeavors	399	1.93%	269	1.9%
AMER. DIVERSITY	1,212	5.86%	822	5.81%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	472	2.28%	304	2.15%
Professional Urbanites	441	2.13%	319	2.26%
Urban Advancement	244	1.18%	164	1.16%
Amer. Great Outdoors	55	0.27%	35	0.25%
Mature America	0	0%	0	0%
METRO FRINGE	5,856	28.3%	4,026	28.47%
Steadfast Conservative	4,999	24.16%	3,426	24.22%
Moderate Conventionalists	102	0.49%	69	0.49%
Southern Blues	411	1.99%	290	2.05%
Urban Grit	34	0.16%	25	0.18%
Grass-Roots Living	310	1.5%	216	1.53%

Abbeville Fairhope Cordova Kinsey Hokes Bluff Dadeville Twin Thomaston Fulton Meadowbrook Ri-Satsuma Goldville Pleasant Grove Oneonta Clanton Section Clio Hard Intercultural Institute ast Brewton Elberta Town Creek Midway Chickasaw Valley Head Alice for Contextual Ministry Scopyright 2011, Intercultural Institute for Contextual Ministry Bon Air Sand Rock Atmore Lynn Mountain Brook Eldridge So

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	20,690	100%	14,143	100%
REMOTE AMERICA	23	0.11%	14	0.1%
Hardy Rural Fam.	13	0.06%	8	0.06%
Rural Southern Living	10	0.05%	6	0.04%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,315	6.36%	954	6.75%
Young Cosmopolitans	15	0.07%	12	0.08%
Minority Metro Communities	623	3.01%	461	3.26%
Stable Careers	520	2.51%	375	2.65%
Aspiring Hispania	157	0.76%	106	0.75%
RURAL VILLAGES & FARMS	110	0.53%	66	0.47%
Industrious Country Living	2	0.01%	1	0.01%
America's Farmland	0	0%	0	0%
Comfy Country Living	90	0.43%	55	0.39%
Small Town Connections	18	0.09%	10	0.07%
Hinterland Fam.	0	0%	0	0%

Kinston Forestdale Morris Midland City Parrish Creola Section Linden Chickasaw Edwardsville Educed Bessemer Columbiana Needham Coosada Centreville Thorsburg Intercultural Institute Pine Hill Brookwood Vina Sylacauga Tuscumbia Fairfield Addison ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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	20,690	100%	14,143	100%
STRUGGLING SOCIETIES	2,134	10.31%	1,464	10.35%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	438	2.12%	298	2.11%
Struggling city Centers	1,450	7.01%	983	6.95%
College Town Communities	0	0%	0	0%
New Beginnings	246	1.19%	183	1.29%
URBAN ESSENCE	2,343	11.32%	1,656	11.71%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,629	7.87%	1,139	8.05%
Urban Diversity	315	1.52%	227	1.61%
New Generation Activists	160	0.77%	108	0.76%
Getting By	239	1.16%	182	1.29%
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%

North Johns Gordonville Skyline Demopolis Smoke Rise Geneva New Site Stevenson Emelle Vine Gordo Fairview River Falls Benton Butler Hodges Athens La Fayer Intercultural Institute Lakeview Robertsdale Brookwood Banks Moulton Trafford Langsto for Confestual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

nd-Cobb Town Blountsville Rockford Valley Head Nauvoo Baileyton Miliry Montevallo Trafford Town Gr Spanish Fort Rainbow City Powell Rosa La Fayette Cherokee Union Intercultural Institute Georgiana Elberta Fyffe Ethelsville Alexander City Pickensville Sus for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Boy Spanish Fort Rainbow City Powell Rosa La Fayette Cherokee Union Intercultural Institute Reform Roan Copyright 2011, Intercultural Institute for Contextual Ministry Description Reform Roan Copyright 2011, Intercultural Institute for Contextual Ministry

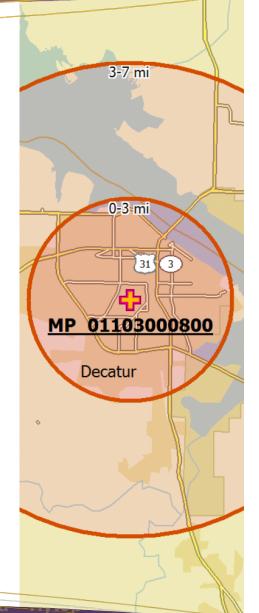
Potential Cultural Bridges

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).



Pouglas Glenwood Anniston Pine Ridge Arab Robertsdale Cordova Coker Henagar Clayhatchee Anda derwood Petersville Butler Dayton Mignon Hueytown Leeds Lincoln Oakman Cedar Bluff Colony Harpersville Kansas Birmingham Spanis Pocopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	74%	76%	76%
Use Comp. for Internet/E-mail	56%	59%	59%
Internet Use: E-Mail	47%	49%	49%
Use Comp. for Comp. Games	38%	39%	40%
Use Comp. for Word Processing	37%	39%	39%
Use Comp. for Shopping	33%	35%	36%
Use Comp. for Education	31%	33%	33%
Use Comp. for Digital Camera	31%	33%	33%
Photo Editing			
Use Comp. for Banking	30%	32%	32%
HH Owns DVD Player	27%	28%	28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	26%	27%	27%
Internet Use: Banking	24%	25%	26%
Use Comp. for News/Info./Data	22%	23%	23%
Service			
PC-Network-HH Has One	17%	18%	19%
Use Comp. for Personal Financial	13%	14%	13%
Mngmnt			
Use Comp. for Accounting	12%	13%	14%
Internet Use: Shopping: Gathered	12%	13%	13%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	12%	13%	13%
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Read Magazines/	10%	10%	10%
Newspapers			

okee Eldridge <u>Montgomery Ozark Gadsden</u> Indian Springs Village Pickensville Russellville Jemison Sta Pruithurst Shorter Talladega Bessemer Chickasaw Detroit Fairvier Menschis Sardis City Altoona ville Loxley Pinckard Grimes Dauphin Island Vredenburgh Sand Rock Jor Confectual Ministry Intercultural Institute for Contextual Ministry Hayden Wadley Dutton Hackleburg Gordonville 37

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	68%	68%
Dining Out (Not Fast Food)	55%	57%	57%
Reading Books	52%	53%	53%
Card Games	39%	40%	41%
Go To A Beach/Lake	35%	36%	37%
Cooking for Fun	34%	35%	35%
Gardening	33%	34%	35%
Board Games	31%	32%	33%
Going To	19%	20%	19%
Bars/Nightclubs/Dancing			
Visit Museum	19%	20%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	40%	40%	41%
Dentist	27%	28%	28%
Backache	22%	22%	22%
Eye Dr.	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood	19%	19%	19%
Pressure			
High Cholesterol	17%	18%	18%
Any Arthritis	15%	15%	15%
Acid Reflux Disease (GERD)	14%	14%	14%

Leighton Heath Cardiff Ragland Cleveland Frisco City Coker Collinsville Dutton West Blocton Gard Leverne Mignon Beaverton Fruithurst Haleyville Red Level Satsuma Colonia Columbiana Black Wash ide Fulton Newton North Courtland West End-Cobb Town Clanton New Confectual Institute Confectual Institute for Contextual Ministry Conald Chapel Boaz Clay Rehobeth Dozier Ohatch 38 Confectual Institute for Contextual Ministry Conald Chapel Boaz Clay Rehobeth Dozier Ohatch 38 Confectual Institute for Contextual Ministry Conald Chapel Boaz Clay Rehobeth Dozier Ohatch 38

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	27.3%	27.95%	27.13%
Live Theater	19.87%	20.78%	20.37%
Live Theater Most Often	16.21%	17.02%	16.72%
Rock/Pop Concerts Most	14.84%	15.18%	14.63%
Often			
Comedy Club	9.84%	9.79%	9.31%
Dance Performance	9.25%	9.01%	8.43%
Movies: Comedy	40.18%	40.34%	39.96%
Movies: Action/Adventure	38.72%	39.04%	38.61%
Movies: Fam.	20.78%	20.91%	20.57%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	20.13%	20.08%	19.51%
Movies: Romantic Comedy	19.98%	20.3%	19.99%
Movies: Mystery	16.79%	16.57%	16.11%
MLB Baseball Reg. Season	7.23%	7.83%	7.77%
NFL Football Reg. Season	6.13%	6.55%	6.5%
College Football Reg.	5.62%	6.1%	6.26%
Season			
College Basketball Reg.	3.85%	4.07%	4.14%
Season			
NBA Basketball Reg.	3.24%	3.57%	3.54%
Season			
Auto Racing Events	2.79%	3%	3.11%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	
	MILES	MILES	MILES		MILES	
Walking for Exercise	39.82%	40.62%	40.44%	Football	10.15%	
Swimming	30.8%	32.26%	32.91%	Aerobics	9.89%	
Bowling	20.73%	21.22%	21.45%	Backpacking/Hiking	9.07%	
Billiards/Pool	18.88%	18.99%	18.94%	Target Shooting	8.74%	
Freshwater Fishing	16.24%	16.97%	18.52%	Volleyball	8.69%	
Weight Training	15.4%	16.14%	16.04%	Hunting	8.53%	
Basketball	14.91%	15%	15.16%	Softball	7.84%	
Jogging/Running	14.81%	14.98%	14.62%	Power Boating	7.57%	
Camping Trips	14.22%	15.05%	16.28%	Saltwater Fishing	7.13%	
Using Cardio Machine	13.01%	13.57%	13.3%	Soccer	7.07%	
Golf	12.57%	13.45%	13.67%	Yoga	6.81%	
Mountain/Road Biking	11.74%	12.47%	12.68%	Tennis	6.63%	
Stationary Cycling	11.6%	11.98%	11.79%	Canoeing/Kayaking	6.28%	
Baseball	11.48%	11.43%	11.26%	Motorcycling	6.03%	

Enterprise Calera Pennington Brent Lake View Gadsden York Haleyville Harpersville Town Creek North Courtland Spanish Fort Geraldine South Vinemont Banks Warrier Midfield Alexander City Glent Hill Elberta Gurley Blountsville Gordo Bear Creek Cullman Alexandria for Contextual Ministry OCopyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Roller Skating	5.66%	5.68%	5.56%
Horseback Riding	5.28%	5.45%	5.95%
Ice Skating	4.95%	5.03%	5.02%
Snorkeling	4.64%	4.87%	4.94%
Jet Skiing	4.45%	4.68%	4.74%
Fly Fishing	4.35%	4.47%	4.66%
Archery	4.31%	4.56%	5.03%
Downhill & X-Country	4.17%	4.49%	4.55%
Skiing			
Water Skiing	4.02%	4.25%	4.44%
Racquetball	3.91%	3.87%	3.75%
Archery Downhill & X-Country Skiing Water Skiing	4.31% 4.17% 4.02%	4.56% 4.49% 4.25%	5.03% 4.55% 4.44%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Rock Climbing	3.72%	3.75%	3.64%
Snowmobiling	3.54%	3.66%	3.8%
Hockey	3.47%	3.42%	3.4%
Snowboarding	3.47%	3.53%	3.46%
Auto Racing	3.41%	3.46%	3.47%
Martial Arts	3.25%	3.27%	3.34%
Skateboarding	3.04%	3.15%	3.28%
Sailing	3%	3.14%	3.13%
Rowing	2.62%	2.73%	2.72%
Surfing & Windsurfing	2.55%	2.67%	2.65%

urtland Moores Mill Cherokee Nectar Jasper Louisville McIntosh Rehobeth Madison Webb Irondale Coaling Helena Napier Field Cuba Avon Benton Dora Somerville Herond Libert Gardendale South E ck Creek Kellyton Susan Moore Walnut Grove Boligee Paint Rock Akro Joi Contextual Ministry Monroe 41 Copyright 2011, Intercultural Institute for Contextual Ministry Fort Deposit Smoke Rise Centre Libertyville Monroe 41

Potential Cultural Barriers -- Introduction (part 1)

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

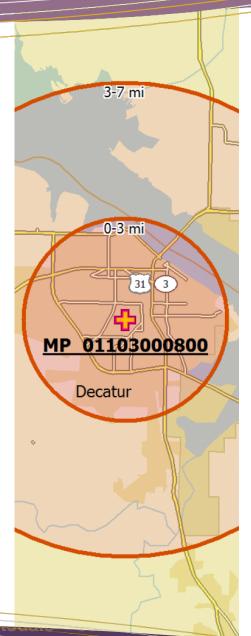
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



 Oresville
 Chickage
 South Vinement
 Stevenson
 Sylacauga
 Beaverton
 Britiant
 Addison
 Mignon

 Daviston
 Dodge City
 Altoona
 Gordonville
 Arab
 Mentone
 Trinity
 Intercultural Institute
 Boaz
 Hereit

 Lakeview
 Clanton
 Hayneville
 Myrtlewood
 Ashford
 Carolina
 Geige
 Intercultural Institute
 Grant

 V
 Copyright 2011, Intercultural Institute for Contextual Ministry
 Henagar
 Epes
 Lease
 Davision
 Davision
 Davision
 Davision
 Con 242

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.

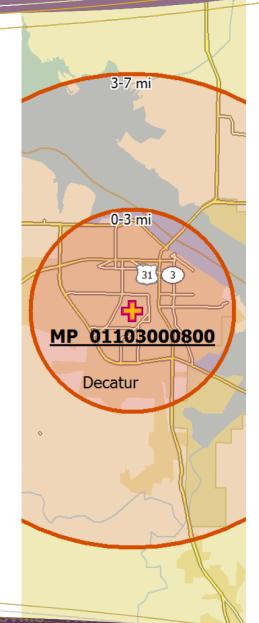
CULTURAL BARRIERS OF ACCEPTANCE

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.



Calera Florence Cito Odenville Hackleburg Reece City Powell Bayou La Batre Brent West Jefferson Brookwoed Aliceville Ashland Mulga Oakman Mosses Cowarts Intercultural Institute Sove Hill Piedmont Concord Twin Theodore Brilliant Webb Waverly Sovering Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	50%	50%	50%	Like to Stand Out In A Crowd	21%	21%	21%
New Things				Marijuana Should Be Legalized	20%	20%	20%
Speak My Mind Even If It Upsets	36%	36%	36%	I Am A Workaholic	20%	19%	18%
People				Like To Pursue	18%	18%	18%
Find It Difficult To Say No To My	36%	37%	38%	Challenge/Novelty/Change			
Kids				Rarely Sit Down to a Meal	16%	17%	17%
Woman's Place Is In The Home	34%	35%	35%	Together At Home			
Like Control Over People And Resources	34%	33%	33%	Only Work Current Job for The Money	14%	14%	14%
Prefer To Have Few Possessions As Possible	33%	34%	33%	We Should Strive for Equality for All	14%	14%	13%
Don't Judge People/Way They Live Life	29%	29%	28%	Happy With My Standard Of Living	12%	12%	12%
Like To Do Unconventional Things	28%	29%	29%	On Whole People Get What They Deserve	11%	11%	10%
If Won Lottery Would Never Work Again	27%	28%	27%	Indulge My Kids With The Little Extras	10%	9%	9%
Money Is Best Measure Of Success	25%	25%	25%	Little I Can Do To Change My Life	8%	8%	8%
Too Much Sponsorship In Arts/Sports	25%	24%	24%	Very Happy With My Life As It Is	8%	7%	7%
Friends More Important Than My Fam.	25%	25%	24%				

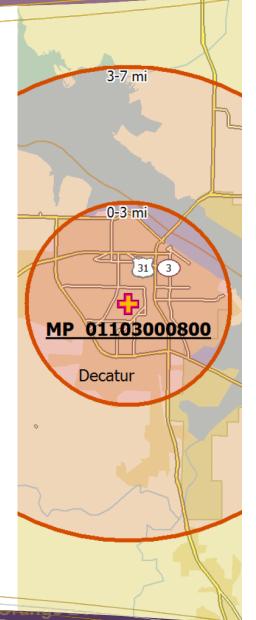
Copyright 2011, Intercultural Institute for Contextual Ministry

NOOL

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.



Layden Akron <u>Helena Foley Point Clear Beaverton</u> Owens Cross Roads Smoke Rise Petham Mount Oliver reek Birmingham Elkmont Bessemer Brent Libertyville Summerdale <u>Intercultural Institute</u> Russellville El ocust Fork Auburn Redstone Arsenal Falkville Riverview Reform Altoo for Confectual Ministry Indited Pennin ©Copyright 2011, Intercultural Institute for Contextual Ministry Meadowbrook Blue Springs Wetumpka Eldridge Nev45

Potential Cultural Themes:

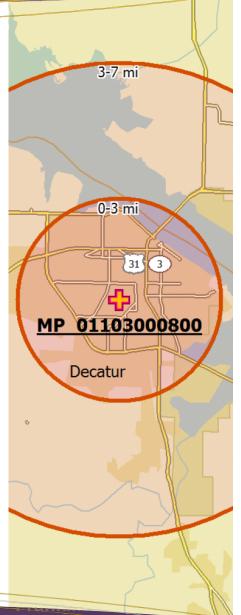
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	59%	61%	62%	Worried About Pollution Caused By Cars	18%	18%	18%
You Should Seize Opportunities In Life	57%	57%	56%	Looking for New Ideas To Improve Home	17%	17%	17%
Like To Understand About	38%	38%	37%	Real Men Don't Cry	16%	16%	16%
Nature Prefer Work Part Of Team Than Alone	34%	34%	34%	Is An Important Part Of Who I Am Try Not To Worry About The Future	16% 15%	15% 15%	16% 14%
Important Feel Respected By My Peers	33%	33%	33%	Provide My Kids With The Little Extras	13%	13%	12%
Prefer To Have Few Possessions As Possible	33%	34%	33%	Enjoy Spending Time With My Fam.	13%	13%	13%
Important To Juggle Various Tasks	32%	31%	31%	Children Should Be Allowed To Express Themselves	6%	6%	6%
Good At Fixing Things	29%	28%	28%	Feel Very Alone In The World	6%	5%	5%
Have Keen Sense Of Adventure	27%	27%	27%	Like Spending Most Time With	5%	5%	5%
People Have To Take Me As They Find Me	23%	23%	23%	Fam. Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	22%	22%	22%	Would Like To Set Up Own	4%	4%	4%
Consider Myself Interested In The Arts	20%	19%	19%	Business			

Hanceville Bon Air Repton Maplesville Fayette Cowarts Benton Heath Berk Columbia Hackleburg The Centre Orange Beach Silverhill Union Springs Ashford Brilliant Des Intercultural Institute Jefferson Brookwood Russellville South Vinemont Robertsdale McKenz for Confectual Ministry in Confectual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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



Lineville Satsuma New Hope Horn Hill Louisville Geiger Level Plains Montevallo Providence Brooks Giffy Bay Minette New Market Sanford Edgewater West Jefferson Brilling Cat Hill Newbern Beaverton terprise Russellville Rutledge Heflin Opp Lanett Vernon Deatsville ke Copyright 2011, Intercultural Institute for Contextual Ministry Ke Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10		PLACE	PLACE 0-3	PLACE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fast Food/Drive-In	85.75%	85.97%	86.49%		Dairy Queen	Dairy Queen 18%	Dairy Queen 18% 18.08%
Restaurant-Visit Any					Red Lobster	Red Lobster 16.92%	Red Lobster 16.92% 16.81%
Fam. Restaurants/Steak	80.8%	81.9%	82.47%		Domino's Pizza	Domino's Pizza 15.19%	Domino's Pizza 15.19% 14.65%
Houses-Visit Any					Sonic	Sonic 14.25%	Sonic 14.25% 14.19%
McDonald's	56.15%	56.42%	56.73%		IHOP (International House Of	IHOP (International House Of 14.07%	IHOP (International House Of 14.07% 13.97%
Burger King	38.72%	38.31%	38.35%		Pancakes)	Pancakes)	Pancakes)
Subway	30.42%	30.98%	31.31%		Outback Steakhouse	Outback Steakhouse 14.07%	Outback Steakhouse 14.07% 14.64%
Wendy's	30.41%	30.64%	30.66%		Cracker Barrel	Cracker Barrel 13.73%	Cracker Barrel 13.73% 14.42%
Taco Bell	29.65%	29.48%	29.29%		Chick-Fil-A	Chick-Fil-A 12.97%	Chick-Fil-A 12.97% 13.34%
Kentucky Fried Chicken (KFC)	29.39%	28.96%	29.24%		Denny's	Denny's 12.96%	Denny's 12.96% 12.5%
Applebee's	29.07%	29.79%	29.63%		Chili's Grill and Bar	Chili's Grill and Bar 12.82%	Chili's Grill and Bar 12.82% 13.26%
Pizza Hut	22.81%	22.51%	22.76%		Golden Corral	Golden Corral 11.98%	Golden Corral 11.98% 11.71%
Arby's	22.34%	22.71%	23.1%		TGI Friday's	TGI Friday's 11.85%	TGI Friday's 11.85% 12.05%
Olive Garden	20.03%	20.52%	20.24%				

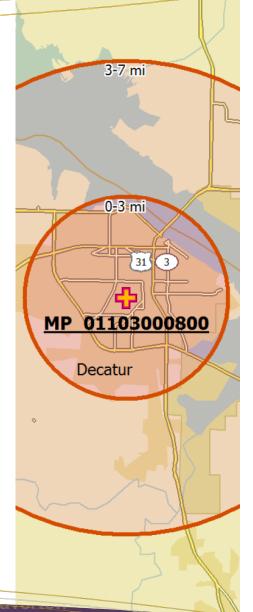


Potential Shared Projects

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!



dmont Red Bay Babbie Fairhope Weaver Brundidge Uniontown Creola Clayton Mount Vernon Cotton Weaver Brundidge Uniontown Creola Clayton Mount Vernon Cotton Franklin Prattville Brantley Somerville Sumiton Decatur Coker Confertual Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 49

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	46.11%	47.29%	47.17%
Recycled products	33.42%	34.75%	34.48%
Worked as volunteer (non political)	16.18%	17.03%	17.16%
Engaged in fund raising	11.09%	11.51%	11.61%
Religious club member	7.39%	7.63%	7.83%
Wrote to elected offcl about publ bus	5.97%	6.27%	6.29%

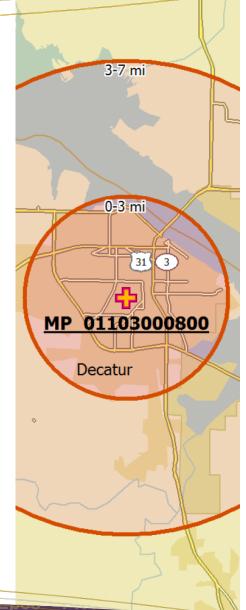
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.75%	5.96%	5.88%
newspaper			
Took active part in local civic	5.11%	5.19%	5.09%
issue			
Charitable Organization	5.1%	5.3%	5.36%
Union member	5.05%	5.26%	5.3%
Church Board	4.73%	4.88%	5.11%
Fraternal order member	4.72%	4.77%	4.68%

Maplesville Fairfield Edwardsville Clayhatchee Pine Apple Jasper Lester Steele Sanford New Market General Cleveland Crossville Blue Ridge Anniston Hokes Bluff Mentone Rich Intercultural Institute Roanoke Smoke Rise Pine Hill Hobson City Pelham Northport Highl For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry 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.



den Ider Lanett Sweet Water Lake View Moulton Childersburg Crossville Woodville Underwood-Petersy Glenwood Columbia Fort Deposit Blountsville Irondale Scottsboro Intercultural Institute East Brewton Camp Hill Livingston Boaz Robertsdale Newbern Dor Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry North Johns Demonolis Horn Hill Centreville Arab

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	16.27%	17%	16.87%
Children's Books	12.94%	13.33%	13.46%
Mystery	11.4%	11.8%	11.71%
Cookbooks	10.22%	10.51%	10.48%
Religious (not Bibles)	9.07%	9.2%	9.29%
History	6.94%	7.16%	7.04%
Romance	6.84%	7.08%	7.22%
Biography	6.52%	6.73%	6.6%
Personal/Business Self-help	6.47%	6.78%	6.76%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	68.25%	68.78%	67.71%
Gen. Editorial	46.61%	46.64%	46.11%
Womens	41.28%	41.44%	41.2%
Service	34.09%	34.99%	35.25%
Mens	18.96%	18.72%	18.22%
Business/Finance	16.82%	17.53%	17.23%
Sports	15.23%	15.29%	14.8%
Parenthood	13.87%	13.86%	13.8%
Automotive	13.3%	13.24%	13.43%

Childersburg County Line Coffeeville Columbia McDonald Chapel Bessemer Piedmont Reform Loxiey Brent Fulton Hobson City Ethelsville Cowarts Parrish West End-Contextual Institute Edwardsville Moores Mill Coffee Springs Scottsboro York Centre Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	53.86%	54.88%	55.16%
Classified	33.62%	33.57%	34.04%
Sport	31.89%	32.29%	32.15%
Editorial Page	29.49%	30.27%	30.64%
Business/Finance	27.96%	28.99%	28.49%
Comics	26.99%	27.3%	27.3%
Movie Listings & Reviews	25.4%	25.69%	25.12%
Food/Cooking	24.1%	24.58%	24.39%
TV/Radio Listings	23.41%	23.55%	23.45%
Home/Gardening	20.53%	21.13%	21.15%
Travel	18.51%	19.22%	18.93%
Science/Technology	16.93%	17.53%	17.3%
Fashion	14.22%	14.35%	14.2%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	19.31%	20.19%	22.22%
CHR Contemp Hit Radio	18.52%	18.2%	17.66%
Urban Contemporary	17.53%	16.11%	15.05%
Adult Contemporary	16.82%	17.32%	17.35%
Rock	12.49%	12.8%	12.58%
Oldies	11.56%	11.7%	11.48%
News/Talk	11.38%	12.17%	11.89%
Classic Rock	9.72%	10.25%	10.35%
Alternative	9.12%	9.42%	9.15%
Variety	8.71%	8.63%	8.24%
Soft Contemporary	6.28%	6.61%	6.52%
Religious	6.05%	6.34%	6.54%
All News	5.14%	5.3%	5.1%
Jazz	4.96%	4.95%	4.8%
Hispanic	4.41%	3.95%	3.64%
Classic Hits	4.2%	4.38%	4.31%
All Talk	4.14%	4.41%	4.29%
Sports	3.64%	3.85%	3.79%

Linden Allgood Moundville Brundidge Demopolis Brilliant Mountain Brook Newville County Line La Holly Pond Harpersville Enterprise Centreville Goshen St. Florian <u>Intercultural Institute</u> Owens Gress ay Sheffield Pine Ridge Millbrook McKenzie Littleville Columbia Kenry *Jor Contextual Ministry* de Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Advisor Georgiana Point Clear Hokes Bluff Waterloo

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	62.53%	63.75%	64.25%
Satellite Dish	53.43%	54.78%	55.72%
Soapnet	50.17%	50.59%	50.48%
Other Video-On-Demand	42.32%	42.01%	42.66%
Sci-Fi Channel	36.01%	36.73%	37.07%
MSNBC	33.52%	34.18%	34.39%
Adult Pay Per View TV	32.65%	33.69%	34.62%
Comedy Central	29.54%	30.63%	29.58%
Subscribe Digital Cable	28.26%	28.39%	28.53%
Nickelodeon	28.17%	29.04%	29.83%
TV Info From Sunday TV	27.93%	28.57%	28.85%
Magazine			
Adult Swim	26.17%	27.01%	27.13%

Cusseta Natural Bridge Springville Millbrook Satsuma Ohatchee Parrish Harpersville Prichard Abbe taterioo Waldo La Fayette Dozier Shiloh Dora Livingston Boligee Monther Intercultural Institute Reece City Hollywood Skyline Cherokee Ozark Union Grove Pleasant Tor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

TV Info From Other

20.34%

20.53%

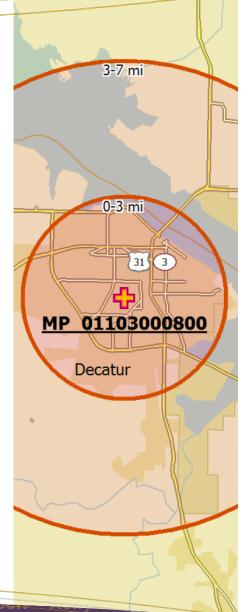
20.25%

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.



Pine Ridge Babbie Leeds Elberta New Brockton Skyline Glenwood Triana Benton Valley Head Need Reece City Guntersville Mooresville Sand Rock Priceville Troy Sipson Intercultural Institute scle Shoals Moody Summerdale Andalusia Tuscumbia Redstone Arsena for Confertual Ministry Conconfertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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+)	18.86%	19.63%	19.58%
Medium Users (4-6)	10.34%	10.66%	10.63%
Light Users (1-3)	20.69%	20.86%	20.88%
Quintiles (20%)			
Newspaper I (Heavy)	1.41%	1.43%	1.35%
Newspaper II	1.57%	1.5%	1.41%
Newspaper III	2.24%	2.25%	2.33%
Newspaper IV	0.67%	0.64%	0.63%
Newspaper V (Light)	1.04%	1.08%	1.14%

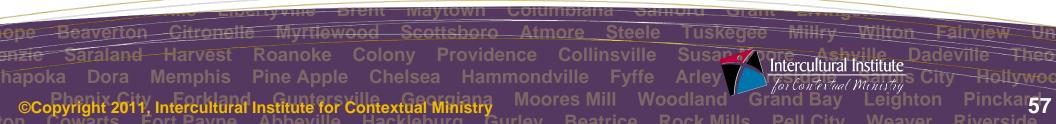
MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.46%	20.2%	19.95%
Magazines II	9.23%	9.14%	9.09%
Magazines III	10.02%	10.09%	10.12%
Magazines IV	12.64%	12.33%	11.98%
Magazines V (Light)	0.6%	0.61%	0.57%
Outdoor I (Heavy)	7.63%	7.23%	6.82%
Outdoor II	3.33%	3.17%	3.02%
Outdoor III	4.16%	3.86%	3.59%
Outdoor IV	15.9%	15.8%	16.26%
Outdoor V (Light)	24.52%	24.64%	24.88%
Yellow Pages I	15.49%	15.18%	15.09%
(Heavy)			
Yellow Pages II	6.2%	6.01%	5.8%
Yellow Pages III	6.57%	6.22%	5.9%
Yellow Pages IV	23.38%	22.85%	22.98%
Yellow Pages V (Light)	4.14%	3.8%	3.55%
Yellow Pages V (Light)	4.14%	3.8%	3.55%

Bridgeport Hodges Talladega Springs Gordon Moundville Livingston Akron Waldo Greenville Ala Kansas Oakman Fultondale Oxford Forestdale Rock Mills New Hope Intercultural Institute Gu-Win Trans Attalla Margaret Elmore Oak Hill Emelle West Jefferson Ranburne Vallo Gordextual Munistry McDonald Cha Greenville Bay Evife Intercultural Institute for Contextual Ministry Boligee Vellow Bluff Mount Vernon West End-Cobb Top Bayou La Batra Faunsdale Cleveland Monesville Boligee Vellow Bluff Mount Vernon West End-Cobb Top

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	ME	DIUM	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILE
Radio Drive Time Quntiles				TV	Prime Time Quntiles (fifths /			
(fifths / 20%)				20%	b)			
Drive Time I & II (Heavy)	3.17%	3.18%	3.17%	Prin	ne Time I & II (Heavy)	3.93%	3.83%	3.87%
Drive Time III (Medium)	0.88%	0.81%	0.83%	Prin	ne Time III (Medium)	1.9%	1.88%	1.86%
Radio IV & V (Light)	2.9%	2.88%	2.78%	Prin	ne Time IV & V (Light)	9.78%	9.48%	9.2%
Radio Media Quntiles (fifths /				TV	Early/Late Fringe Quntiles			
20%)				(fifth	ns / 20%)			
Radio I & II (Heavy)	9.97%	9.75%	9.49%	Frin	ge I & II (Heavy)	38.59%	38.94%	39.52
Radio III (Medium)	4.93%	5.04%	5.06%	Frin	ge III (Medium)	53.56%	53.14%	53.73
Radio IV & V (Light)	3.65%	3.61%	3.48%	Frin	ge IV (Light)	55.73%	55.73%	56.15
Cable TV Quntiles (fifths /				TV	All Day Quntiles (fifths /			
20%)				20%	(a)			
Cable I & II (Heavy)	12.97%	13.66%	13.65%	All [Day I & II (Heavy)	14.77%	14.3%	14%
Cable III (Medium)	4.82%	4.72%	4.75%	All [Day III (Medium)	23.81%	23.76%	24.3%
Cable IV & V (Light)	33.91%	33.37%	33.07%	All [Day IV (Light)	15.11%	14.41%	13.68



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]	11.65%	11.87%	11.76%
6:00am - 10:00am	15.15%	15.6%	14.96%
10:00am - 3:00pm	8.48%	8.03%	7.41%
3:00pm - 7:00pm	15.78%	15.4%	15.14%
7:00pm - Midnight	12.67%	13.05%	12.73%
Midnight - 6:00am	6.2%	6.1%	5.76%
Weekend Radio			
Listeners			
Dayparts [summary]	15.14%	15.37%	15.16%
6:00am - 10:00am	3.55%	3.68%	3.48%
10:00am-3:00pm	5.07%	5.22%	4.95%
3:00pm - 7:00pm	7.42%	7.42%	7.18%
7:00pm - Midnight	9.46%	9.6%	9.48%
Midnight - 6:00am	11.5%	11.38%	10.88%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8%	8.51%	8.4%
Saturday: 8:00-11:00pm	8.05%	8.21%	8.18%
Sunday: 7:00-11:00pm	10.03%	10.21%	10.2%
9:00am-1:00pm	24.94%	25.57%	25.91%
9:00am-4:00pm	28.62%	29.33%	29.73%
4:00pm-7:00pm	29.54%	30.19%	29.85%
11:00pm-1:00am	41.57%	42.03%	42%
AVG Prime time Mon-Sun	3.37%	3.27%	3.12%

Cust Fork Weaver Garden City Goldville Huguley Owens Cross Roads Oak Grove Butler Woodstock S ast Brewton West Jefferson Fultondale Frisco City Hollywood Ider <u>Intercultural Institute</u> Oneonta Clayhatchee Opp Kansas West Point Hueytown Greenvi for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.62%	17.77%	17.14%	Sat: 7-10am	Sat: 7-10am 18.08%	Sat: 7-10am 18.08% 18.4%
7-9am	22.04%	22.49%	21.81%	Sat: 10am-1pm	Sat: 10am-1pm 8.12%	Sat: 10am-1pm 8.12% 8.12%
9am-12noon	20.26%	20.97%	21.33%	Sat: 1-4pm	Sat: 1-4pm 24.33%	Sat: 1-4pm 24.33% 24.65%
12noon-4pm	8.36%	8.36%	8.4%	Sat: 4-6pm	Sat: 4-6pm 7.06%	Sat: 4-6pm 7.06% 7.1%
4-6pm	46.89%	48.61%	48.5%	Sat: 6-7pm	Sat: 6-7pm 1.87%	Sat: 6-7pm 1.87% 2.01%
6-7pm	18.4%	18.94%	19.55%	Sat: 7-8pm	Sat: 7-8pm 1%	Sat: 7-8pm 1% 1.14%
7-7:30pm	1.45%	1.56%	1.54%	Sat: 8-11pm	Sat: 8-11pm 8.05%	Sat: 8-11pm 8.05% 8.21%
7:30-8pm	10.69%	10.81%	10.81%	Sat: 11pm-1am	Sat: 11pm-1am 5.28%	Sat: 11pm-1am 5.28% 5.25%
8-11pm	8%	8.51%	8.4%	Sat: 1am-7pm	Sat: 1am-7pm 23.4%	Sat: 1am-7pm 23.4% 23.97%
11pm-12am	33.52%	34.18%	34.39%	Sun: 7-10am	Sun: 7-10am 2.22%	Sun: 7-10am 2.22% 2.3%
11pm-1am	41.57%	42.03%	42%	Sun: 10am-1pm	Sun: 10am-1pm 6.72%	Sun: 10am-1pm 6.72% 6.96%
1-6am	31.56%	32.03%	31.13%	Sun: 1-4pm	Sun: 1-4pm 5.86%	Sun: 1-4pm 5.86% 6.09%
				Sun: 4-7pm	Sun: 4-7pm 13.51%	Sun: 4-7pm 13.51% 13.97%
				Sun: 7-11pm	Sun: 7-11pm 10.03%	Sun: 7-11pm 10.03% 10.21%
				Sun: 11pm-1am	Sun: 11pm-1am 5.25%	Sun: 11pm-1am 5.25% 5.22%
				Sun: 1-7am	Sun: 1-7am 21.38%	Sun: 1-7am 21.38% 21.92%

Georgiana Kansas Emelle Wedowee Skyline Tuskegee Guin Spanish Fort Reform Gardendale Forta Centreville Grimes Greenville Locust Fork Franklin Coker Holly Intercultural Institute Avon Leg ort Pine Apple Brighton Stevenson McIntosh York Pell City Waverly Jos Contextual Ministry Silas Jackson Copyright 2011, Intercultural Institute for Contextual Ministry Riverside Cullman Orange Beach Loachapoka Mo 59

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

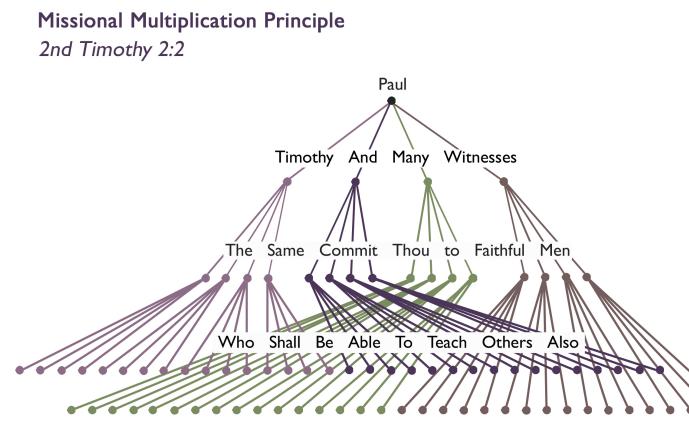
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

nbia Myrtlewood Glenwood Northport Weaver Detroit Oak Grove Pine Ridge Grayson Valley Guin Pier ga Courtland Harvest Garden City Adamsville Daphne Fruithurst Coffee Intercultural Institute Lisman Goldville Vance Yellow Bluff Good Hope Gu-Win Baileyton Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Occopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, 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.



Tartselle Rockford Ragiand Spanish Fort Woodstock Triana Gurley Section Autaugaville Notasulga He dentevallo Odenville Harvest Alexandria Irondale Mentone Troy Union Intercultural Institute a Fayette Fyffe Daphne Cardiff Trafford Ladonia Kinsey Clanton Wood for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.



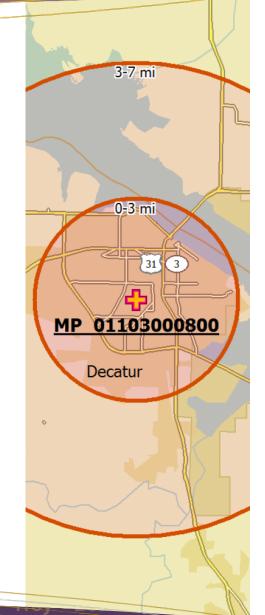


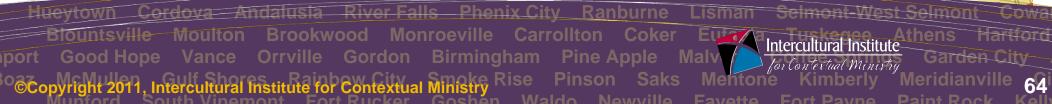
Your MissionSite and the Missional Suite

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:

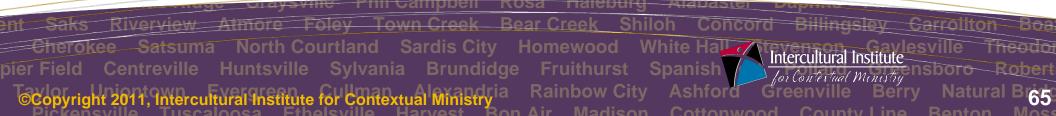
- Online personal missional profile at APEPT.org
- Custom reports at MissionalContext.org
- Custom mapping at MissionalCulturescape.org
- Missional information at MissionalCyclopedia.org
- Networking & Zipcode level data at MissionalCorps.org
- Information on top lifestyle groups at MissionalZipcode.org





Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Austinville First	521 Austinville Rd SW Decatur, AL 35601	0.52 mi	164	Declining
2	Westmeade	2030 Beltline RD SW Decatur, AL 35601	1.12 mi	512	Plateauing
3	Southside	709 9th St SE Decatur, AL 35601	1.16 mi	311	Declining
4	Fifth Avenue	PO Box 1531 Decatur, AL 35602	1.24 mi	61	Declining
5	Central Park	2020 Westmead St SW Decatur, AL 35601	1.31 mi	340	Declining
6	Fellowship	2709 Setter Ave. SW Decatur, AL 35603	1.49 mi	139	Declining
7	Parkview	305 Beltline PI SW Decatur, AL 35603	1.59 mi	462	Growing
8	Decatur Baptist	2527 Danville Road SW Decatur, AL 35603	1.68 mi	1,015	Plateauing
9	Central	PO Box 2024 Decatur, AL 35602	1.70 mi	1,034	Declining
10	Oak Park	1311 19th Ave SE Decatur, AL 35601	1.97 mi	75	Declining
11	Agape	821 Tammy St SW Decatur, AL 35603	1.99 mi	0	Plateauing
12	Sixteenth Avenue	515 16th Ave SE Decatur, AL 35601	2.05 mi	83	Declining
13	Chapel	PO Box 841 Decatur, AL 35602	2.17 mi	136	Declining
14	Decatur First	PO Box 1667 Decatur, AL 35602	2.29 mi	832	Growing
15	Vestavia Hills	3301 Spring Ave SW Decatur, AL 35603	2.33 mi	68	Plateauing

Fort Rucker Gulf Shores Dadeville Point Clear Woodville Wedowee McIntosh Kellyton Phil Campbell Sylvan Springs Repton Midfield Lake View Alexandria Rehobeth ort Deposit Benton Florence Dauphin Island Eutaw Berry Gilbertown Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Memorial	2616 Arms Ave SE Decatur, AL 35603	2.36 mi	68	Declining
17	Cedar Ridge	2612 Modaus Rd SW Decatur, AL 35603	2.38 mi	104	Growing
18	Flint	4119 US Highway 31 S Decatur, AL 35603	4.01 mi	198	Plateauing
19	Stoney Acres	212 Bobwhite Dr SW Decatur, AL 35601	4.03 mi	42	Plateauing
20	Unity	4506 Norris Mill Rd SW Decatur, AL 35603	4.03 mi	60	Declining
21	Light of Life	615 Tammy St SW Decatur, AL 35603	4.24 mi	16	Plateauing
22	Autumnwood	4511 Danville Rd SW Decatur, AL 35603	4.39 mi	330	Declining
23	Pleasant Valley	12 Ledbetter Dr Hartselle, AL 35640	4.93 mi	67	Plateauing
24	Macedonia	4021 S Chapel Hill Rd SW Decatur, AL 35603	5.06 mi	60	Declining
25	Pleasant Hill	762 Pleasant Hill Rd Decatur, AL 35603	5.21 mi	91	Declining
26	Trinity	1281 Old Highway 24 Trinity, AL 35673	5.23 mi	482	Plateauing
27	Deer Springs	4961 Hwy. 31 South Decatur, AL 35603	5.40 mi	56	Growing
28	Point Mallard Pkwy.	3518 Indian Hills Rd SE Decatur, AL 35603	5.46 mi	110	Growing
29	Cave Spring	187 Cave Spring Rd Decatur, AL 35603	6.95 mi	119	Growing
30	Walden Chapel	1325 Liberty Rd Danville, AL 35619	7.24 mi	68	Growing

eece City Silas <u>Woodville</u> East Brewton Warrior Gilbertown Malvern Chatom Beaverton Mountainboro Hiero Talladega Twin Billingsley Gulf Shores Russellville Sylvania by Theodore Glen Allen Trinity Cedar Bluff Coffee Springs Maytown Confectual Ministry Citronelle Hoover Killen Heflin Mount Olive Mon 67

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Bellview	5539 Old Moulton Rd Decatur, AL 35603	7.27 mi	171	Growing
32	Belmor	P O Box 129 Belle Mina, AL 35615	7.57 mi	86	Growing
33	Oak Ridge	151 Hardy Road Hartselle, AL 35640	7.66 mi	44	Growing
34	Rock Springs	PO Box 1292 Hartselle, AL 35640	8.18 mi	228	Growing
35	Walnut Grove	622 Bethel Rd Decatur, AL 35603	8.65 mi	126	Plateauing
36	Shoal Creek	1077 Shoal Creek Rd Decatur, AL 35603	8.70 mi	285	Declining
37	Shady Grove	2156 Iron Man Rd Danville, AL 35619	8.85 mi	212	Plateauing
38	Liberty Hartselle	1206 Lane Rd NW Hartselle, AL 35640	9.00 mi	51	Declining
39	Mt. View	6301 County Road 434 Trinity, AL 35673	9.10 mi	173	Plateauing
40	Fish Pond	1451 Co Rd 437 Hillsboro, AL 35643	9.36 mi	31	Declining
41	Hartselle First	210 Woodland St NW Hartselle, AL 35640	9.84 mi	429	Plateauing
42	Faith Midway	3979 County Road 434 Moulton, AL 35650	9.94 mi	247	Growing
43	West Hartselle	1640 Main St W Hartselle, AL 35640	10.09 mi	328	Plateauing
44	New Center	7780 County Road 170 Trinity, AL 35673	10.20 mi	38	Growing
45	Tanner First	PO Box 547 Tanner, AL 35671	10.22 mi	219	Plateauing

Waldo Newbern Tuskegee Bayou La Batre Oakman Atmore County Line Demopolis Rehobeth Sig Jacksonville Langston Bay Minette Eva Cottonwood Munford Unier Intercultural Institute iths Station Lake Purdy Shorter Tuscaloosa Gardendale Brookside Blue for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry



6 Wateroak Court North Augusta, SC 29841

In Partnership with:



Alabama Baptist Convention State Board of Missions

This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

CONTACT US:

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

