# MissionSite top unreached locations

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Midland City Woodland Onycha CENSUS TRACT: 01103005500 rt Ruch Multiplykron Cottonwood Luverne Skyline Kennedy Needham **REGION: Northern Region** ASSOCIATION: Morgan ardendale Stevenson Elb Cherokee Riverside Concord DISTRICT: 01: Central Mountain District Rock Billi In partnership with the: Carbon Hill Cardiff Orange Beach SCOUNTY: Morgano Epes Nauvoo Daphne Mad Intercultural Institute Attaila Killen L SITESCAPE: Townscape prings Steele LSITESCAPE: TownscapeSprings Steele Cullman for Contextual Ministry Odenville Beatrice Alabama Baptist Convention of State Board of Missions Loxey re@Copyright 2013, Interdultural Institute for Contextual Ministryndian Springs Village Chatom Rogersville La Fayette

#### 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

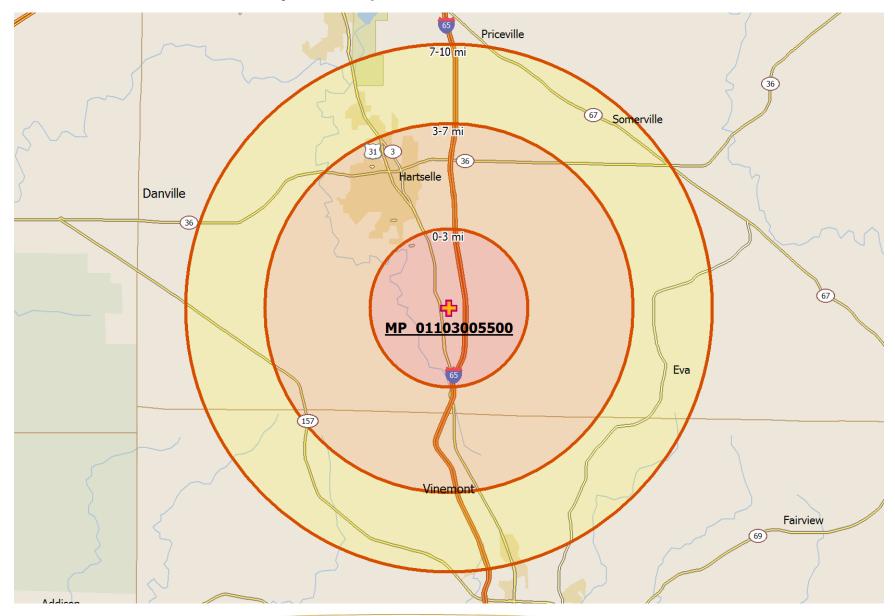
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	35622	Morgan
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	E1	10000-50000-50000



eyville Underwood-Petersville Hammondville New Brockton New Market Moulton Selma Southside Albert Fultondale Springville Oak Hill Powell Hollywood Pine Apple Redstone Intercultural Institute Phil Campbell Linden Fairfield Montgomery Jemison St. Florian To Governal Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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



Somerville Walnut Grove Excel Madison Georgiana Daphne Valley Rainbow City Uniontown Falks Intercultural Institute Memphis Ardmore Oak Grove Enterprise Intercultural Institute Selmont Garder Kinston Moundville Mulga Centreville Point Clear Dora Roanoke Hor for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Madamsville Needbam Edgewater Slocomb Union Goo

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

rdsville Cusseta Union Springs Fultondale Mountainboro Sylvan Springs Ariton Owens Cross Roads Fai Centreville Slocomb Center Point Sylvania Alabaster Phil Campbell Intercultural Institute ewton Sanford Luverne Holly Pond Pleasant Groves Level Plains Rock for Confectual Ministry Ima Bear Creek Copyright 2013, Intercultural Institute for Contextual Ministry Fairhope Millport Forestdale Eva Hokes Bluff Edge 5at

## Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,861	21,921	19,000
2010 Households	981	8,574	7,133
2010 Group Quarters Population	330	18	14

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	9	24	24
Language Diversity National Index	12	9	10
Foreign Born Diversity National Index	32	39	51
Ancestry Diversity National Index	59	64	68
Racial Diversity National Index	17	17	13

latural Bridge <u>Greenville Millbrook Elmore</u> Vestavia Hills Troy Skyline Rock Mills Ladonia Goshen inor Notasulga Mountain Brook Mount Olive Moundville Fruithurst <u>Intercultural Institute</u> Hammondville ndian Springs Village Nauvoo Sylvania Berry Meridianville Adamsville *Tox Contextual Ministry* opyright 2013, Intercultural Institute for Contextual Ministry opyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

Albertville Oxford Tailadega Springs Florence Gardendale Andalusia Onatchee Birmingham Horn Hill Control Langston Gurley Newbern Paint Rock Cowarts Luverne Gu-Win Albert Johns Kinsey Spanish Fo Oak Grove Collinsville Leeds Edgewater Emelle Shorter Orange Los Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sand Rock Needham Elmore McDonald Chapel 17

## 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	36	3.67%
Mainstay Communities	Established, Diverse Households	217	22.12%
Working Communities	Blue-collar, Working Families	354	36.09%
Country Communities	Rural, Agri. & Mining Families	341	34.76%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	33	3.36%

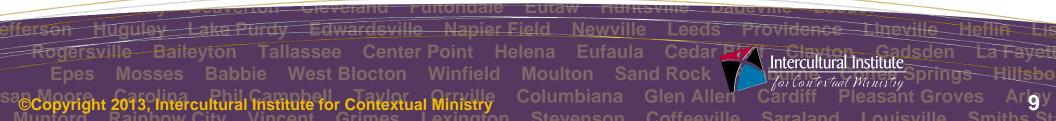
Hobson City Saks Highland Lake Blountsville Woodville Tarrant Rutledge Gardendale Greenville Self Brookside Nauvoo Goodwater Clio Grove Hill Theodore River Faller Intercultural Institute Parrish Lynn Boligee Fairhope Alexandria Westover Gainesville Ash Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Brookwood Dadaville Meadowbrook Ethelsville Brookwood

# 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?

Graysville Loachapoka Killen Oxford Hobson City Goshen Collinsville Garden City Rehobeth Newville Chatom Lanett Lincoln Opp Margaret Piedmont Grant Guin Ling <u>Intercultural Institute</u> odstock Gulf Shores Twin Mosses Samson Sanford Rock Creek Arab le Copyright 2013, Intercultural Institute for Contextual Ministry Black Thorsby Tuskegee Rockford Gardendale Add 10

# 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	580	1.95%
Unreached %	64.31%	59.15%	91.97
Religious But NOT Evangelical HH	6,812	111	1.63%
Religious But NOT Evangelical %	14.7%	11.33%	77.03
Spiritual But NOT Relig or Evang HH	4,629	92	1.99%
Spiritual But NOT Relig or Evang %	9.99%	9.38%	93.9
Not Evangelical, Not Interested HH	18,440	377	2.05%
Not Evangelical, Not Interested %	39.8%	38.44%	96.6



Finited Arley <u>Vredenburgh West Point</u> Phil Campbell Florence Gordon Pennington Moulton Newton F Somerville Southside Dutton North Courtland Odenville Mignon <u>Intercultural Institute</u> Brent Russellville Decatur Grove Hill Eldridge Indian Springs Village *foi Contextual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Hartselle One Riverview Pinson Ranburge Tallassee Cleveland Atmore Butler Babbie Pisgab Roge

## **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	2	2.44%
Active ALSBOM Attenders	13,095	239	1.83%
Active Evangelical Households	10,885	264	2.42%
Active Evangelical Percent	23.49%	26.89%	114.47
Inactive Evangelical Households	5,649	137	2.42%
Inactive Evangelical Percent	12.19%	13.96%	114.47
# 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	Falkville First	0.54 mi	159	Declining	16	Liberty Hartselle	6.60 mi	51	Declining
2	Mt. Zion	2.36 mi	80	Plateauing	17	Gracepoint	7.39 mi	0	Plateauing
3	Bell Springs	3.88 mi	56	Declining	18	Anon	7.61 mi	45	Plateauing
4	Lebanon	3.98 mi	95	Growing	19	New Center	7.70 mi	116	Plateauing
5	New Hope North	4.38 mi	30	Declining	20	Mt. Nebo	7.73 mi	33	Plateauing
6	Southwest	4.58 mi	92	Growing	21	Ebenezer	7.82 mi	157	Plateauing
7	East Highland	5.10 mi	319	Growing	22	Macedonia	7.92 mi	64	Growing
8	Bethlehem Hartselle	5.35 mi	72	Growing	23	Westside Eva	7.93 mi	88	Declining
9	Hartselle First	5.70 mi	429	Plateauing	24	Enon	8.06 mi	47	Plateauing
10	Tunsel Road	5.82 mi	39	Growing	25	Serenity	8.08 mi	73	Declining
11	Mt. View	5.90 mi	35	Declining	26	Panama	8.17 mi	25	Declining
12	West Hartselle	6.01 mi	328	Plateauing	27	Hopewell	8.18 mi	144	Declining
13	Mt. Carmel	6.04 mi	29	Plateauing	28	Walnut Grove	8.19 mi	126	Plateauing
14	Gum Springs	6.28 mi	54	Plateauing	29	Ridgecrest Community	8.24 mi	0	Plateauing
15	East Battleground	6.55 mi	24	Declining	30	Flint Creek	8.27 mi	79	Growing

Avon La Favette Grayson Valley Pennington Beaverton Snead Dozier Oxford Somerville Maytown Hountainboro Valley Grande Grimes Reece City Deatsville Silas Margen Intercultural Institute Vina Notasulga Oak Hill Fyffe Pinson Myrtlewood Florence Enterprise Intercultural Institute umbiana Gleny © Copyright 2013, Intercultural Institute for Contextual Ministry © Copyright 2013, Intercultural Institute for Contextual Ministry

## Using the Spirituality Indicators

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

#### Issues for Your Consideration

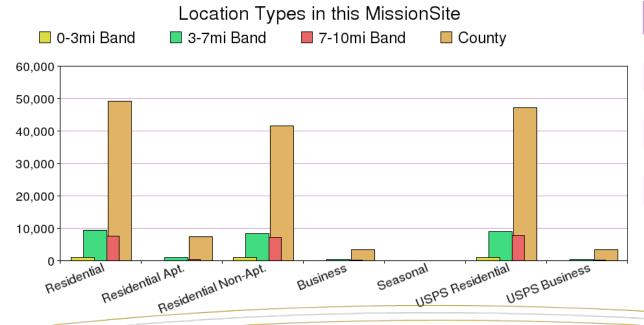
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	2,519	2.52%
2000 Population	111,064	2,742	2.47%
2010 Population	118,364	2,861	2.42%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	37,799	824	2.18%
2000 Households	43,602	942	2.16%
2010 Households	46,334	981	2.12%

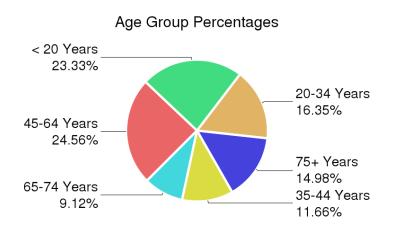


Location Type	0-3mi Band
Residential	979
Residential Apt.	19
Residential Non-Apt.	960
Business	58
Seasonal	0
USPS Residential	957
USPS Business	74

Hurtsboro Fulton Grant Dora Falkville Tuskegee Double Springs Kinston South Vinemont Red Bay Loachapoka Garden City Slocomb Orrville Sulligent Banks Leeds Intercultural Institute Fairfield Coker Onycha Hackleburg Oxford Bayou La Batre Gilberto for Contextual Ministry S Copyright 2013, Intercultural Institute for Contextual Ministry Waterloo Elkmont Linden Lapett Pine Hill Tuscumbia

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.

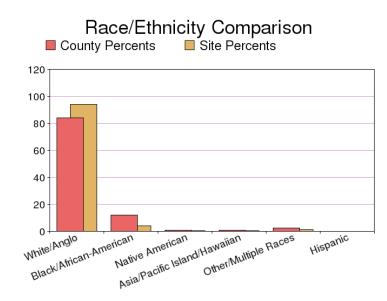


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.04%	5.1%	101.19
4-5 Years	2.66%	1.96%	73.68
6-8 Years	4.06%	3.11%	76.6
9-11 Years	4.04%	3.43%	84.9
12-13 Years	2.68%	2.83%	105.6
14-17 Years	5.31%	4.54%	85.5
18-19 Years	2.65%	2.38%	89.81
0-5 Years	7.7%	7.06%	91.69
6-12 Years	9.45%	8%	84.66
13-19 Years	9.3%	8.28%	89.03
< 20 Years	26.45%	23.34%	88.24
20-34 Years	18.14%	16.36%	90.19
35-44 Years	13.16%	11.67%	88.68
45-64 Years	27.06%	24.57%	90.8
65-74 Years	8.43%	9.12%	108.19
75+ Years	6.76%	14.99%	221.75
Median Age	39	38	97.07
Median Age (Male)	38	36	96.14
Median Age (Female)	41	40	98.85

Pine Hill Munford Notasulga Jackson Ardmore Midland City Athens Lester Brookwood Woodstock Estille Coker Wadley Edgewater East Brewton Priceville Chatom Higher Intercultural Institute Auburn Eldridge Leighton Hayden Dadeville Cardiff Mentone Bon for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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%	93.99%	111.74
Black, African-American	12.02%	3.84%	31.99
Native American	0.7%	0.49%	70.12
Asian	0.86%	0.42%	48.77
Pacific Island, Hawaiian	0.06%	0%	0
Other/Multiple Races	2.25%	1.26%	55.91
Hispanic	0%	1.4%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	79,784	2,010	
Less than 9th Grade	6.09%	10.55%	57.72
No High School Diploma	10.21%	15.62%	65.33
High School Graduate	32.93%	35.92%	91.66
Some College, no degree	24.36%	19.9%	122.39
Associate Degree	6.64%	5.32%	124.74
College Degree	13.78%	9.2%	149.69

6.01%

3.48%

172.5

dwardsville Center Point Cordova Waterloo Bear Creek Ranburne Lipscomb Rainbow City Union Grove Cell City Luverne Eutaw Athens Lakeview Westover Faunsdale West End Intercultural Institute y Selma Mountainboro Moulton Emelle Killen Indian Springs Village for Contextual Ministry Cordovard Ministry Geraldine Beaverton Lester Rutledge Argo W17

Graduate/Prof. degree

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%	7.85%	146.29
\$10,000 to \$19,999	13.85%	13.97%	100.81
\$20,000 to \$29,999	12.53%	14.07%	112.28
\$30,000 to \$49,999	21.94%	26.91%	122.65
\$50,000 to \$59,999	8.19%	7.03%	85.92
\$60,000 to \$69,999	6.94%	5.4%	77.84
\$70,000 to \$79,999	5.95%	7.24%	121.59
\$80,000 to \$89,999	4.92%	5.1%	103.62
\$90,000 to \$99,999	3.41%	3.36%	98.65
\$100,000 to \$124,999	7.17%	4.79%	66.86
\$125,000 to \$149,999	3.08%	1.63%	52.92
\$150,000 to \$199,999	3.35%	2.04%	60.87
\$200,000 to \$249,999	0.74%	0.41%	55.24
\$250,000 or more	0.65%	0.2%	31.59
Median Household	44,339	41,063	92.61
Average Household	58,514	48,955	83.66
Per Capita Household	23,258	17,046	73.29
Family/Non-Family Household			
Income			
Median Family Income	55,248	49,545	89.68
Average Family Income	68,242	55,068	80.7
Median Non-Family Income	23,573	23,201	98.42
Average Non-Family Income	35,154	29,603	84.21

Tarrant Daviston Clayhatchee Mignon Vredenburgh Trussville Courtland Huguley Mooresville Atmo Lackson La Fayette Roanoke Tallassee Boligee Birmingham Headland Intercultural Institute win McKenzie Horn Hill Kellyton Louisville Brent Anniston Columbiana Akron Babbie Talladega Gola ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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%	73.39%	103.96
Families with Children	33.91%	35.07%	103.4
Families without Children	36.69%	38.33%	104.48
Non-Family Households			
% Non-Family Households	29.4%	26.61%	90.5
Non-Families with Children	0.06	0.1	181.66
Non-Families without Children	29.34	26.5	90.32
Housing Units			Index
Total Housing Units	50,952	1,062	
Vacant percent	9.06%	7.63%	84.15
Owned percent	66.8%	73.35%	109.81%
Rented Percent	24.13%	19.02%	78.81
Households by Size			Index
Avg household size	2.52	2.58	102.38
Avg family hh size	3.10	3.12	100.65
Avg non-family hh size	1.12	1.09	97.32
Households By Count of Persons			Percent
One	12,085	234	1.94%
Two	15,107	328	2.17%
Three or Four	15,217	331	2.18%
Five+	3,925	87	2.22%

ton Montgomery Hollywood Hazel Green Thomasville Hayneville Petrey Lockhart Berry Fairhope Chie Grand Bay Center Point Vina Helena Fultondale Flomaton Anderson Intercultural Institute Tuskegee Union Grove Lakeview Jasper Providence Kellyton Alexa foi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

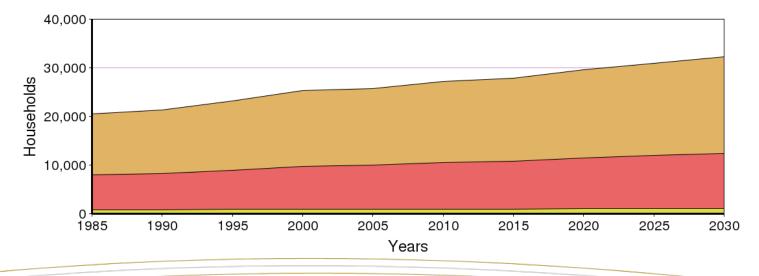
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	100,044	2,519	2.52%
2000 Population	111,064	2,742	2.47%
2010 Population	118,364	2,861	2.42%
2015 Population	123,706	2,940	2.38%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

📃 0-10mi Ring

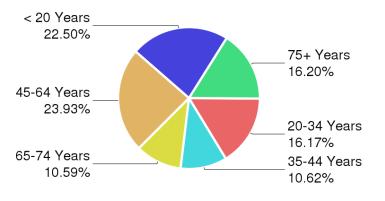


Mignon Bessemer New Market Kinston Columbiana Creola Haleburg Lake Purdy Jackson Brundk Locust Fork Auburn Addison Newbern Saks Forkland Ozark Prichard Intercultural Institute Piedmont Russellville Pollard Kansas Grayson Valley Grimes Warrior for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

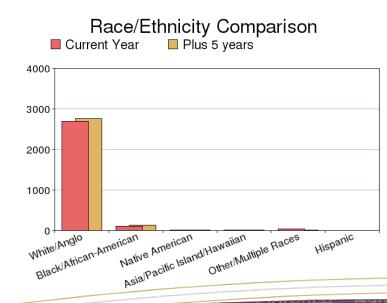


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.1%	3.95%	77.45
4-5 Years	1.96%	1.77%	90.31
6-8 Years	3.11%	3.1%	99.68
9-11 Years	3.43%	3.67%	107
12-13 Years	2.83%	3.1%	109.54
14-17 Years	4.54%	4.63%	101.98
18-19 Years	2.38%	2.28%	95.8
0-5 Years	7.06%	5.71%	80.88
6-12 Years	8%	8.33%	104.13
13-19 Years	8.28%	8.44%	101.93
< 20 Years	23.34%	22.48%	96.32
20-34 Years	16.36%	16.16%	98.78
35-44 Years	11.67%	10.61%	90.92
45-64 Years	24.57%	23.91%	97.31
65-74 Years	9.12%	10.58%	116.01
75+ Years	14.99%	16.19%	108.01
Median Age	39	41	104.07
Median Age (Male)	38	40	104.49
Median Age (Female)	41	42	102.36

on Skyline Heflin Wadley New Hope Oxford Shorter Adamsville Bay Minette Tarrant Smiths Station Newville Jasper Creola Coffeeville Loxley Hammondville Odenville Intercultural Institute Kinsey Nectar Sylvan Springs McMullen Hamilton Lincoln Marion Departural Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	93.99%	93.98%	99.99
Black, African-American	3.84%	4.46%	115.89
Native American	0.49%	0.51%	104.26
Asian	0.42%	0.48%	113.53
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.26%	0.58%	45.95
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,010	2,088	
Less than 9th Grade	10.55%	9.24%	87.64
No High School Diploma	15.62%	12.93%	82.78
High School Graduate	35.92%	37.4%	104.13
Some College, no degree	19.9%	21.22%	106.61
Associate Degree	5.32%	5.7%	107.06
College Degree	9.2%	9.82%	106.67
Graduate/Prof. degree	3.48%	3.69%	105.89

es Brundidge <u>McMullen Brookside Clay Crossville</u> Andalusia Montevallo Alexandria Guntersville Unit E Gross Roads Lake View Woodstock Lipscomb Cusseta Kinsey McKer <u>Anniston McIntosh Filman</u> Alabaster Ranburne Hayneville Moody Yellow Bluff Dora Hurtsboro Ar Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Minist

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	7.85%	6.46%	82.28
\$10,000 to \$19,999	13.97%	14.23%	101.88
\$20,000 to \$29,999	14.07%	14.03%	99.71
\$30,000 to \$49,999	26.91%	26.03%	96.74
\$50,000 to \$59,999	7.03%	6.05%	86.08
\$60,000 to \$69,999	5.4%	5.35%	98.99
\$70,000 to \$79,999	7.24%	7.57%	96.2
\$80,000 to \$89,999	5.1%	6.46%	110.87
\$90,000 to \$99,999	3.36%	3.33%	98.99
\$100,000 to \$249,999	4.79%	5.45%	113.73
\$125,000 to \$149,999	1.63%	1.31%	80.43
\$150,000 to \$199,999	2.04%	2.42%	118.79
\$200,000 to \$249,999	0.41%	0.4%	98.99
\$250,000 or more	0.2%	0.3%	148.49
Median Household	41,063	42,024	102.34
Average Household	48,955	51,511	105.22
Per Capita Household	17,046	17,628	103.41
Family/Non-Family Household			
Income			
Median Family Income	49,545	51,058	103.05
Average Family Income	55,068	58,544	106.31
Median Non-Family Income	23,201	26,465	114.07
Average Non-Family Income	29,603	28,907	97.65

Bessemer <u>Red Bay Sanford Huguley Point Clear Lisman</u> Fairview Hobson City Dodge City Garden Sylvan Springs Black South Vinemont Minor Sylacauga Eclectic <u>Intercultural Institute</u> nton Lowndesboro York Selma Vredenburgh Albertville Level Plains <sup>to</sup> Copyright 2013, Intercultural Institute for Contextual Ministry <sup>to</sup> Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.39%	72.75%	99.13
Families with Children	35.07	34.31	97.84
Families without Children	38.33	38.04	99.25
Non-Family Households			
% Non-Family Households	26.61%	27.25%	102.4
Non-Families with Children	0.1	0.2	102.4
Non-Families without	26.5	27.04	102.04
Children			
Housing Units			
Total Housing Units	1,062	1,072	100.94%
Vacant percent	7.63%	7.65%	100.29
Owned percent	73.35%	73.69%	100.47
Rented Percent	19.02%	18.75%	98.58
Households by Size			
Avg household size	2.58	2.64	102.33%
Avg family hh size	3.12	3.22	103.21%
Avg non-family hh size	1.09	1.09	100%
Households By Count of			
Persons			
One	234	240	102.56%
Two	328	310	94.51%
Three or Four	331	344	103.93%
Five+	87	96	110.34%

Nountainboro Locust Fork Gurley Opelika York Providence Oak Grove Silas Hanceville Evergreen Pis Glio Hazel Green Phil Campbell Guin Southside Langston Cowarts Ock Luverne River Falls Butler Vance Jemison Leighton Riverview Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	34	244	191		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	1	0	29	ŗ	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	13	24	28	Nor	rthern Africa	rthern Africa 0	rthern Africa 0 5
Southern Europe	0	19	0	Southe	ern Africa	ern Africa 0	ern Africa 0 0
Eastern Europe	0	0	14	Western	Africa	Africa 0	Africa 0 0
Other Europe	0	0	0	Other Afric	ca	a 0	ca 0 0
Eastern Asia	0	20	21	Oceania		0	0 0
So. Central Asia	1	19	14	Caribbean		0	0 6
SE Asia	9	22	16	Central Amer.		9	9 108
Western Asia	0	0	0	South Americ	а	a 0	a 0 12
Other Asia	0	0	0	North America		1	1 9
				Born at sea		0	0 0

Toxey Cuntersville Rainsville Pleasant Grove Brilliant Douglas Gu-Win Killen Florence Besseme Riverside Collinsville White Hall Dauphin Island McMullen Brent Intercultural Institute Tokes Bluff Meridianville Notasulga Altoona Dodge City Demopolis Eutopolic Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Hold Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
<u> </u>	MILES	MILES	MILES		MILES	MILES	MILES
English only	2,632	16,983	17,243	Other Indo-Euro	0	0	0
Spanish	56	356	344	Asian/PI languages	0	0	0
Other Indo-Euro	28	91	83	Chinese	0	27	0
language				Japanese	0	0	14
French (incl. Patois,	15	44	19	Korean	0	23	21
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	9	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	6	17	0
German	10	13	17	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	32	1
Other West Germanic	0	0	8	Other Asian	0	0	0
A Scandinavian	0	0	8	Tagalog	2	6	16
Language				Other Pacific Is	0	0	0
Greek	0	0	2	Other languages	0	10	12
Russian	0	0	0	Navajo	0	0	0
Polish	0	6	0	Other Native N.	0	0	8
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	14	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	15	Hebrew	0	0	0
Gujarathi	3	1	0	African languages	0	10	0
Hindi	0	18	0	Other unspecified	0	0	4
Urdu	0	0	0	·			

Trinity Balleyton Wadley Montevallo Hazel Green Rutledge Fyffe Double Springs Pell City Wilton H Holly Pond Carrollton Brundidge Montgomery Louisville Meadowbroth Intercultural Institute Grant Excel Russellville Cullman Cowarts Kansas Headland Heron Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	1,759	12,052	12,376	Irish	Irish 144	Irish 144 1,416
Arab	1	4	10	Italian	Italian 40	Italian 40 167
Armenian	0	0	2	Lithuanian	Lithuanian 0	Lithuanian 0 1
Austrian	0	3	7	Norwegian	Norwegian 0	Norwegian 0 70
British	10	31	20	Polish	Polish 22	Polish 22 136
Canadian	0	10	7	Portuguese	Portuguese 0	Portuguese 0 15
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	2	25	Russian	Russian 0	Russian 0 15
Czechoslovak	0	9	0	Scandinavian	Scandinavian 0	Scandinavian 0 6
Danish	0	8	24	Scotch-Irish	Scotch-Irish 47	Scotch-Irish 47 366
Dutch	9	124	133	Scottish	Scottish 52	Scottish 52 240
English	281	1,690	1,409	Slovak	Slovak 0	Slovak 0 0
European	9	70	119	Subsaharan African	Subsaharan African 1	Subsaharan African 1 39
Finnish	0	25	1	Swedish	Swedish 2	Swedish 2 56
French (not Basque)	8	132	148	Swiss	Swiss 0	Swiss 0 3
French Canadian	5	22	32	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	143	1,019	1,278	US/American	US/American 709	US/American 709 4,272
Greek	0	2	13	Welsh	Welsh 0	Welsh 0 41
Hungarian	0	3	17	West Indian	West Indian 0	West Indian 0 6
Iranian	0	5	13	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 275	Other 275 2,044

Twin Springville Hackleburg Gainesville

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

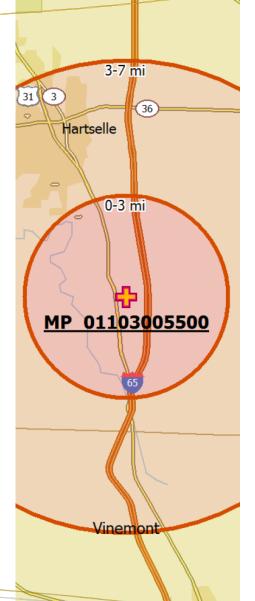
#### Issues for Your Consideration - continued

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



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

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



dison Bear Creek Fairview Wedowee Shorter Trussville Andalusia Grove Hill Sulligent Guntersville Andalusia Grove Greenville Ethelsville Gulf Shores Gordon Leeds Pike Andalusia Institute Grove Rogersville Andalusia Grove Hill Sulligent Guntersville Andalusia Grove Greenville Ethelsville Gulf Shores Gordon Leeds Pike Andalusia Institute Grove Ma es Twin Millry Collinsville Eva Georgiana Jemison Jacksonville Uni Gorgentersville Guntersville Manalus Grove Ma Goopyright 2013, Intercultural Institute for Contextual Ministry Grove Forestdale Tillmans Corner Headland Clevel 30

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	981	100%	579	100%
AFFLUENT SUBURBIA	4	0.41%	3	0.52%
America's Wealthiest	0	0%	0	0%
Dream Weavers	4	0.41%	3	0.52%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	32	3.26%	21	3.63%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	32	3.26%	21	3.63%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	148	15.09%	95	16.41%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	88	8.97%	57	9.84%
Urban Optimists	0	0%	0	0%
Family Convenience	60	6.12%	38	6.56%
Mid-Market Enterprise	0	0%	0	0%

Jaterico New Site Anniston Rosa Sylacauga Sipsey Montevallo Toxey Napier Field Nauvoo Vestavia F est Jefferson Sheffield Oak Hill Snead Colony Margaret Glencoe Sylver Intercultural Institute Fork Tarrant Monroeville Highland Lake Twin Oakman Union Grove For Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 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	981	100%	579	100%
BLUE COLLAR BACKBONE	12	1.22%	8	1.38%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	3	0.31%	2	0.35%
Lower Income Essentials	9	0.92%	6	1.04%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	69	7.03%	52	8.98%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	27	2.75%	20	3.45%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	12	1.22%	8	1.38%
Mature America	30	3.06%	24	4.15%
METRO FRINGE	342	34.86%	235	40.59%
Steadfast Conservative	248	25.28%	170	29.36%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	94	9.58%	65	11.23%

outh Vinemont Vance Haleburg Carolina Notasulga Westover Orrville Jackson Headland Slocomb He Pine Hill Ardmore Shorter Leesburg Clanton Foley White Hall Glenword Intercultural Institute aw Aliceville Fultondale Montevallo Hodges Ashland Elberta Lipsco for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	981	100%	579	100%
REMOTE AMERICA	11	1.12%	6	1.04%
Hardy Rural Fam.	2	0.2%	1	0.17%
Rural Southern Living	9	0.92%	5	0.86%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	330	33.64%	137	23.66%
Industrious Country Living	2	0.2%	1	0.17%
America's Farmland	0	0%	0	0%
Comfy Country Living	7	0.71%	4	0.69%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	321	32.72%	132	22.8%

nzie Haleyville Lincoln Gurley Centreville Vina Ozark Memphis Cordova Leeds Enterprise Brighton Deatsville Clayhatchee Underwood-Petersville Haleburg Leighton Brock Valley Head Shorter E a Batre Riverview Maytown Loachapoka Paint Rock Blue Ridge Garde for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	981	100%	579	100%
STRUGGLING SOCIETIES	7	0.71%	4	0.69%
Rugged Southern Style	7	0.71%	4	0.69%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	26	2.65%	18	3.11%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	26	2.65%	18	3.11%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Hollywood Coker Lincoln Roanoke Gordonville Anderson Highland Lake Marion Sanford Union Grover Hollywood Coker Lincoln Roanoke Gordonville Anderson Highland Lake Marion Sanford Union Grover Dothan Walnut Grove Dutton Courtland Taylor Atmore Carolina (ville Greenville Dadeville Forkland Babbie Abbeville Waverly Malver For Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contex

# 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?

Clia Moundville McDonald Chapel Gu-Win Brookwood Rehobeth Belk Oneonta Blue Springs Oxford Bridgeport Heflin Lincoln Talladega Columbia Babbie Berry Coaling Intercultural Institute Inion Springs Natural Bridge Loachapoka Midland City Northport Rainbo (oxford that Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

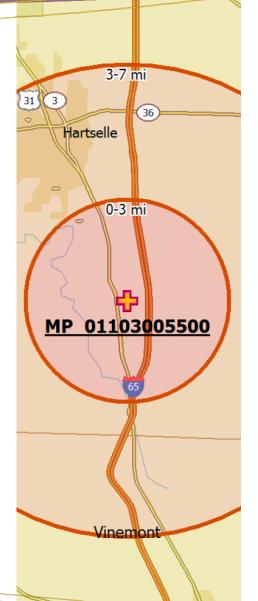
#### **Potential Cultural Bridges**

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).



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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	75%	77%	77%
Use Comp. for Internet/E-mail	53%	59%	59%
Internet Use: E-Mail	46%	48%	49%
Use Comp. for Comp. Games	37%	40%	40%
Use Comp. for Shopping	34%	36%	37%
Use Comp. for Word Processing	33%	37%	38%
Use Comp. for Digital Camera	29%	32%	33%
Photo Editing			
Use Comp. for Education	27%	31%	32%
Use Comp. for Banking	27%	30%	31%
Internet Use: Banking	25%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	24%	27%	27%
Internet Use: News/ Weather	23%	26%	26%
Use Comp. for News/Info./Data	18%	20%	20%
Service			
PC-Network-HH Has One	17%	18%	19%
Use Comp. for Accounting	12%	14%	14%
Internet Use: Shopping: Gathered	11%	12%	12%
Info. for Shopping			
Internet Use: Research/ Education	10%	11%	11%
Use Comp. for Filing/DB Mngmnt	10%	12%	13%
Internet Use: Shopping: Made A	10%	11%	12%
Purchase			
HH Owns Video/Webcam	9%	10%	9%

Clayhatchee Guin Satsuma Midfield Southside Pollard Union Wedowee Noctar Sulligent Fulton Taylor Bridgeport Newville Margaret Owens Cross Roads Kinsey More Intercultural Institute Parrish Cedar Bluff Pisgah Hodges Fultondale Springville Louisville Joi Contextual Ministry Cordova Memp Copyright 2013, Intercultural Institute for Contextual Ministry Cordova Memp

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	65%	67%	67%
Dining Out (Not Fast	56%	58%	58%
Food)			
Reading Books	50%	51%	51%
Card Games	42%	43%	44%
Gardening	38%	38%	39%
Board Games	34%	35%	35%
Go To A Beach/Lake	33%	36%	36%
Cooking for Fun	31%	34%	34%
Photography	19%	19%	20%
Visit Zoo	18%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	66%	67%	67%
Gen./Fam. Practitioner	42%	42%	42%
Dentist	22%	26%	26%
Backache	22%	23%	23%
None Of These	22%	21%	21%
Eye Dr.	20%	20%	20%
Hypertension/High Blood	19%	19%	19%
Pressure			
Any Arthritis	18%	17%	17%
High Cholesterol	17%	18%	18%
Overweight (30 Pounds Or	15%	16%	16%
More)			

nd Reform Boaz Sylvania Mosses Sand Rock McIntosh Madison Sheffield Marion Ganti Taylor Sh Level Plains Lisman Silverhill Twin Dothan Muscle Shoals Pinckard Hitercultural Institute Dak Hill Abbeville Sardis City Irondale Rosa Pisgah Garden City Union for Contextual Ministry Bese Copyright 2013, Intercultural Institute for Contextual Ministry Bese Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Concert	22.47%	24.13%	23.59%		Movies: Romantic Comedy	Movies: Romantic Comedy 17.82%	Movies: Romantic Comedy 17.82% 18.12%
Live Theater	16.01%	17.14%	17.21%		Movies: Drama	Movies: Drama 16.12%	Movies: Drama 16.12% 16.65%
Live Theater Most Often	12.69%	14.03%	14.14%		Movies: Mystery	Movies: Mystery 13.93%	Movies: Mystery 13.93% 14.47%
Rock/Pop Concerts Most	12.15%	13.15%	12.8%		MLB Baseball Reg. Season	MLB Baseball Reg. Season 5.73%	MLB Baseball Reg. Season 5.73% 6.74%
Often					College Football Reg.	College Football Reg. 5.7%	College Football Reg. 5.7% 5.94%
Country Concerts Most	6.93%	7.17%	7.13%		Season	Season	Season
Often					NFL Football Reg. Season	NFL Football Reg. Season 4.96%	NFL Football Reg. Season 4.96% 5.65%
Comedy Club	5.93%	7.48%	6.95%		College Basketball Reg.	College Basketball Reg. 3.58%	College Basketball Reg. 3.58% 3.88%
Movies: Comedy	36.38%	37.68%	37.57%		Season	Season	Season
Movies: Action/Adventure	34.24%	36.24%	35.99%		Auto Racing Events	Auto Racing Events 3.27%	Auto Racing Events 3.27% 3.32%
Movies: Fam.	18.55%	18.88%	18.49%		NBA Basketball Reg.	NBA Basketball Reg. 2.5%	NBA Basketball Reg. 2.5% 2.88%
					Season	Season	Season



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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	37.77%	38.56%	38.63%		Baseball	Baseball 10.63%	Baseball 10.63% 10.94%
Swimming	33.77%	34.55%	35.19%		Jogging/Running	Jogging/Running 10.42%	Jogging/Running 10.42% 12.4%
Freshwater Fishing	25.06%	24.35%	25.26%		Stationary Cycling	Stationary Cycling 10.01%	Stationary Cycling 10.01% 10.74%
Camping Trips	22.36%	20.98%	21.98%		Football	Football 8.98%	Football 8.98% 9.64%
Bowling	21.96%	22.18%	22.33%		Volleyball	Volleyball 8.79%	Volleyball 8.79% 9.02%
Billiards/Pool	17.91%	18.99%	19.01%		Saltwater Fishing	Saltwater Fishing 8.76%	Saltwater Fishing 8.76% 8.68%
Hunting	16.72%	15.96%	17.16%		Aerobics	Aerobics 8.14%	Aerobics 8.14% 8.31%
Basketball	14.64%	15.04%	15.11%		Power Boating	Power Boating 7.94%	Power Boating 7.94% 8.35%
Weight Training	13.14%	14.61%	14.82%		Horseback Riding	Horseback Riding 7.4%	Horseback Riding 7.4% 7.49%
Golf	12.55%	13.26%	13.61%		Canoeing/Kayaking	Canoeing/Kayaking 6.66%	Canoeing/Kayaking 6.66% 7.23%
Target Shooting	11.79%	12.08%	12.7%		Softball	Softball 6.6%	Softball 6.6% 7.74%
Mountain/Road Biking	11.62%	12.7%	13.2%		Tennis	Tennis 6.51%	Tennis 6.51% 6.43%
Using Cardio Machine	10.98%	11.86%	11.72%		Archery	Archery 6.42%	Archery 6.42% 6.53%
Backpacking/Hiking	10.95%	10.73%	11.05%		Motorcycling	Motorcycling 5.96%	Motorcycling 5.96% 6.87%

Brockton Selma Somerville Gaylesville Monroeville Meadowbrook Ladonia Decatur Minor Fruithurst E The Selma Somerville Gaylesville Monroeville Meadowbrook Ladonia Decatur Minor Fruithurst E Senton Tuscaloosa St. Florian Woodstock Silas Ashland Douglas for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bailory Dothan New Market Grayson Valley Edgewater Picke

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
Fly Fishing	5.6%	5.31%	5.49%
Yoga	5.3%	5.72%	5.57%
Soccer	5.27%	6.2%	6.1%
Snorkeling	4.62%	4.71%	4.87%
Jet Skiing	4.47%	4.63%	4.77%
Roller Skating	4.34%	4.9%	4.96%
Water Skiing	4.29%	4.74%	5%
Ice Skating	4.02%	4.55%	4.63%
Auto Racing	3.84%	3.82%	3.74%
Martial Arts	3.84%	3.53%	3.68%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Skateboarding	3.84%	3.63%	3.75%
Downhill & X-Country	3.61%	4.19%	4.33%
Skiing			
Snowmobiling	3.52%	4.05%	4.24%
Hockey	3.39%	3.41%	3.38%
Rock Climbing	3.28%	3.39%	3.34%
Racquetball	3.16%	3.43%	3.35%
Snowboarding	2.93%	3.1%	3.09%
Sailing	2.62%	2.77%	2.85%
Rowing	2.61%	2.65%	2.66%
Surfing & Windsurfing	2.28%	2.43%	2.44%

Leburg Berry <u>Meadowbrook Millry Mount Olive</u> Parrish <u>Hayden Toxey</u> Sulligent <u>McMullen Lipscomb</u> blie Somerville Selma Pinckard Hoover Ashford Atmore Warrior For <u>Intercultural Institute</u> Ashland Kimberly Priceville Demopolis Blue Ridge Brookside Fairfiel (Son Contextual Ministry <sup>A</sup>Copyright 2013, Intercultural Institute for Contextual Ministry Davision Contextual Ministry

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

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

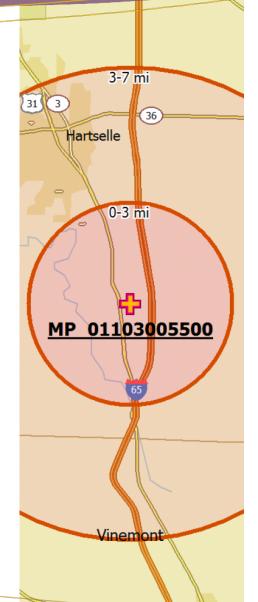
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Camp Hill Miner Horn Hill Black Madrid Rehobeth Heath Selmont-West Selmont Smiths Station Henag Oxford Parrish Grimes Dutton Monroeville Robertsdale Addison Intercultural Institute Weaver Ranburne Chelsea Kellyton Orrville Ladonia Helena The for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

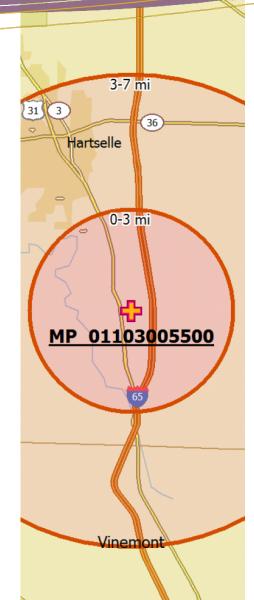
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Altoena Forkland Bakerhill Greenville Sweet Water Jemison Foley Selmont-West Selmont Roanoke Finantion Jasper Talladega Springs Level Plains Chatom McMullen East Intercultural Institute Contextual Ministry Contextual Ministry (Contextual Ministry) (Contextual Mini

## **Potential Cultural Barriers:**

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

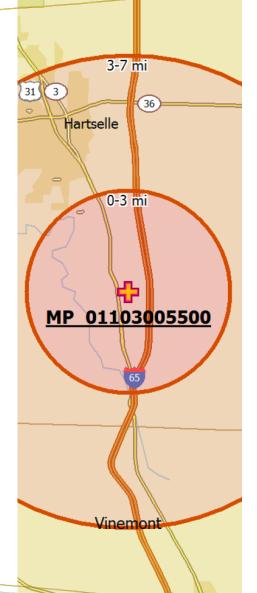
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	51%	50%	50%	Like to Stand Out In A Crowd	22%	22%	22%
New Things				Rarely Sit Down to a Meal	19%	19%	19%
Find It Difficult To Say No To My	42%	41%	42%	Together At Home			
Kids				Marijuana Should Be Legalized	18%	18%	18%
Speak My Mind Even If It Upsets People	35%	35%	35%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Woman's Place Is In The Home	35%	36%	37%	I Am A Workaholic	14%	16%	15%
Like Control Over People And Resources	33%	33%	33%	Only Work Current Job for The Money	14%	14%	14%
Like To Do Unconventional Things	31%	31%	31%	We Should Strive for Equality for All	10%	12%	11%
Prefer To Have Few Possessions As Possible	27%	29%	29%	Happy With My Standard Of Living	10%	10%	10%
Don't Judge People/Way They Live Life	27%	27%	27%	On Whole People Get What They Deserve	10%	10%	9%
Money Is Best Measure Of Success	26%	27%	27%	Indulge My Kids With The Little Extras	8%	9%	8%
Too Much Sponsorship In Arts/Sports	23%	23%	23%	Little I Can Do To Change My Life	8%	8%	7%
If Won Lottery Would Never Work Again	22%	24%	24%	Very Happy With My Life As It Is	6%	5%	5%
Friends More Important Than My Fam.	22%	23%	22%				

Providence Hytep Trey Babbie Steele Gordo Headland Midland City Trinity Sardis City St. Florian Robertsdale Pell City Sanford Good Hope Lineville Fort Deposit Market Intercultural Institute do Billingsley Haleburg Harpersville Meridianville Orrville Blountsville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Fyffe Brewton Oneenta Brookwood Notasulga Hamilton New Site Thorsby Farrant Douglas Decature Littleville Forestdale Blountsville Clay Springville Eufaula Somerville Intercultural Institute amsville Napier Field Dutton Kennedy Taylor Needham Robertsdale <sup>a</sup> Copyright 2013, Intercultural Institute for Contextual Ministry <sup>b</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>c</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>c</sup>Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

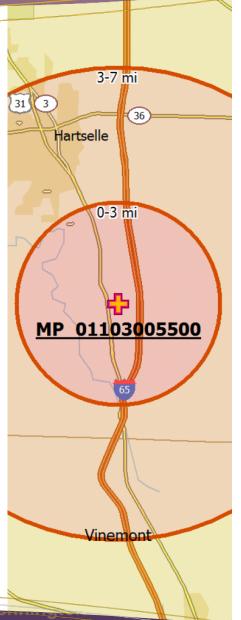
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	61%	63%	63%	Worried About Pollution Caused By Cars	18%	18%	18%
You Should Seize Opportunities In Life	55%	55%	55%	Consider Myself Interested In The Arts	18%	18%	17%
Like To Understand About	34%	35%	35%	Real Men Don't Cry	16%	16%	16%
Nature				Looking for New Ideas To Improve	16%	16%	16%
Prefer Work Part Of Team Than	33%	34%	33%	Home			
Alone				Enjoy Spending Time With My	15%	14%	14%
Important Feel Respected By My	33%	33%	33%	Fam.			
Peers				Provide My Kids With The Little	12%	12%	11%
Important To Juggle Various	31%	30%	30%	Extras			
Tasks				Try Not To Worry About The	11%	12%	11%
Prefer To Have Few	27%	29%	29%	Future			
Possessions As Possible				Children Should Be Allowed To	6%	6%	6%
Good At Fixing Things	27%	27%	27%	Express Themselves			
Have Keen Sense Of Adventure	25%	26%	26%	Feel Very Alone In The World	5%	5%	5%
Like To Just Enjoy Life	21%	21%	21%	Like Spending Most Time With	5%	5%	5%
Is An Important Part Of Who I	19%	18%	18%	Fam.			
Am				Would Like To Set Up Own	5%	4%	4%
People Have To Take Me As	19%	21%	21%	Business			
They Find Me				Decor Particular Interest To Me	3%	4%	4%

e Livingston Thomaston Killen Sulligent Lanett Maplesville Tuscumbla Carolina Pickensville Notast Huguley Flomaton Robertsdale Tallassee Webb Lake Purdy Autauga For Confectual Ministry Confectual Ministry Jemison Margaret Jasper Fayette Coosada St. Floria Geopyright 2013, Intercultural Institute for Contextual Ministry Finally Finally Holt Geiger Carrollton Warrior Holt

#### **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.



 Douglas Enterprise Lanett Napier Field Rock Mills Grimes Garden City Opelika Robertsdale Midland Elmore Millry St. Florian Leesburg Dozier Berry Greenville Gord Intercultural Institute dowee Woodstock Rosa Centre Ariton Clayton Mount Olive Moundvi for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Margaret Oakman Albertville Cowarts Wadley Hutter

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.03%	88.12%	88.3%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.8%	84.21%	84.45%
Houses-Visit Any			
McDonald's	55.49%	57.24%	57.32%
Burger King	39.11%	39.15%	39.25%
Subway	31.69%	31.95%	32.1%
Kentucky Fried Chicken (KFC)	30.53%	30.58%	30.73%
Wendy's	30.38%	30.57%	30.62%
Taco Bell	28.8%	29.41%	29.06%
Applebee's	26.97%	29.49%	29.22%
Pizza Hut	25.14%	24.53%	24.3%
Arby's	22.89%	24.65%	24.65%
Sonic	19.92%	17.01%	17.24%

0-3	3-7	7-10
MILES	MILES	MILES
19.36%	19.95%	20.05%
18.74%	19.16%	19.11%
17.79%	17.39%	17.57%
15.85%	15.86%	15.5%
15.81%	13.91%	14.23%
13.25%	11.3%	11.47%
12.63%	12.49%	12.38%
12.47%	12.77%	12.59%
12.29%	12.64%	12.16%
12.15%	12.77%	12.55%
10.83%	10.85%	10.75%
10.68%	10.78%	10.42%
	MILES   19.36%   18.74%   17.79%   15.85%   15.81%   13.25%   12.63%   12.29%   12.15%   10.83%	MILESMILES19.36%19.95%18.74%19.16%17.79%17.39%15.85%15.86%15.81%13.91%13.25%11.3%12.63%12.49%12.47%12.77%12.29%12.64%12.15%12.77%10.83%10.85%

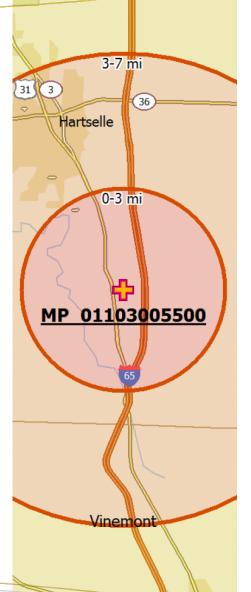
Clie Hodges Horn Hill Citronelle Valley Head McDonald Chapel Pine Hill Huntsville Lowndesboro Per Red Bay Hobson City Piedmont Tuscumbia Rock Mills Steele Sheffield And Intercultural Institute Gadsden Samson Repton Baileyton Allgood Boaz Blountsville Mills Intercultural Institute Decatur Bayou Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



ville Brookside Vestever Pisgah Mooresville Point Clear Huntsville Moores Mill Lanett Gavlesville Ki d Level Union West Blocton Bessemer Aliceville Kellyton Oak Hill Correction Intercultural Institute Ivan Springs Babbie Arab Trinity Stevenson Highland Lake Prichard tr Copyright 2013, Intercultural Institute for Contextual Ministry Correction Ministry Meridianville Munford Eva Hanceville Brent Hazel Grage Hanceville B

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	43.37%	45.97%	46.06%
Recycled products	29.52%	32.55%	32.64%
Worked as volunteer (non political)	15.71%	16.7%	17.01%
Engaged in fund raising	11.2%	11.51%	11.74%
Religious club member	7.92%	8.06%	8.18%
Wrote to elected offcl about publ bus	5.65%	5.89%	5.98%

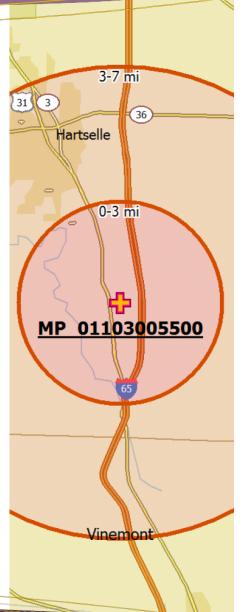
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Church Board	5.31%	5.41%	5.57%
Charitable Organization	5.16%	5.4%	5.48%
Wrote to editor of mag or	5.03%	5.47%	5.43%
newspaper			
Union member	4.43%	5.33%	5.38%
Addressed a public meeting	4.39%	4.78%	4.96%
Took active part in local civic	4.32%	4.62%	4.56%
issue			

Prichard Foley Atmore Sanford Epes Smiths Station Oak Grove Smoke Rise Cuba New Site Pinson Stevenson Grant Littleville Eutaw Bessemer Snead Indian Springs Viller, Pleasant Groves Millbrock Shorter Hayden Selmont-West Selmont Creola Pike Road Petrey Volet Contextual Ministry Socopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.



Piedmont Fort Deposit Grove Hill Munford Jacksons' Gap Tuscumbia Madrid Union Springs Forkla Ethelsville Fyffe Samson Reform Lowndesboro Berry Somerville Intercultural Institute Intone Triana Dora Mignon New Site Holly Pond Tallassee Yellow Blut For Confectual Ministry id Copyright 2013, Intercultural Institute for Contextual Ministry id Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.46%	15.34%	15.43%
Children's Books	13.3%	13.18%	13.37%
Mystery	11.61%	11.29%	11.31%
Religious (not Bibles)	9.73%	9.45%	9.46%
Cookbooks	9.71%	10.27%	10.4%
Romance	7.66%	7.38%	7.57%
History	6.36%	6.43%	6.42%
Personal/Business	5.74%	6.19%	6.27%
Self-help			
Biography	5.61%	5.83%	5.8%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	59.42%	63.53%	63.07%
Gen. Editorial	42.27%	43.58%	43.13%
Womens	38.03%	39.38%	39.02%
Service	34.9%	35.37%	35.67%
Fishing/Hunting	16.75%	15.89%	16.37%
Mens	16.69%	16.91%	16.39%
Automotive	15.92%	15.02%	15.15%
Parenthood	13.9%	13.32%	13.3%
Sports	12.94%	13.18%	12.92%

Coaling Evergreen Centre Dadeville Rockford Moulton Jasper Repton Lisman Skyline White Hall Edwardsville Anniston Paint Rock Pine Apple Woodville Dayton Wood Intercultural Institute Minor Boligee Cuba Prattville Gordo Garden City Valley Head Tallad For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bayou La Batre Kimberly Opycha Mountain Brook

### 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	55.16%	55.91%	56.15%
Classified	37.21%	36.68%	37%
Editorial Page	31.81%	32.04%	32.36%
Sport	30.16%	31.59%	31.64%
Comics	27.46%	27.89%	27.81%
Business/Finance	23.27%	25.51%	25.46%
Food/Cooking	22.91%	23.97%	23.69%
TV/Radio Listings	22.7%	23.25%	23.1%
Movie Listings & Reviews	21.56%	23.07%	22.84%
Home/Gardening	19.07%	20.9%	20.95%
Travel	15.2%	17.07%	17%
Science/Technology	14.59%	16.03%	15.93%
Fashion	13.09%	13.25%	13.12%

MILES 31.47% 16.2% 17.58%
16.2%
17.58%
12.24%
10.94%
10.66%
10.19%
8.98%
8.16%
7.1%
5.7%
5.96%
3.37%
4.23%
3.4%
2.44%
3.15%
3.31%

ty Line Cuba <u>Nectar</u> Eclectic Fyffe Ashville Fort Deposit Mosses Pike Road Haleyville Mooresville G Franklin St. Florian Roanoke Eva Alexander City Tillmans Corner Nard Field Holt Dodge City River Intgomery Brilliant Section Cusseta Cowarts Wadley Dozier Abbeville for Contextual Ministry Atte Copyright 2013, Intercultural Institute for Contextual Ministry Cover Futaw Harpersville Hammondville Double Springs Opelika Vernon Clip Ladonia Nauvoo Selma

### **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	62.44%	64.23%	64.98%
Satellite Dish	59.38%	58.46%	59.37%
Soapnet	49.41%	49.53%	49.62%
Other Video-On-Demand	46.81%	44.64%	44.18%
Adult Pay Per View TV	37.49%	36.75%	37.43%
Sci-Fi Channel	35.54%	37.15%	37.47%
MSNBC	31.64%	34.02%	34.49%
Nickelodeon	30.57%	31.71%	32.56%
TV Info From Sunday TV	28.87%	29.02%	29.55%
Magazine			
Subscribe Digital Cable	28.57%	28.42%	28.38%
TV Info From Newspapers	25.07%	26.25%	26.44%
TV Info From Monthly Cable	24.1%	24.03%	24.04%
Guide			

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TCM (Turner Classic	23.51%	24.22%	24.56%
Movies)			
Adult Swim	23.5%	26.47%	26.83%
USA Network	23.11%	23.47%	23.63%
Hallmark Channel	23.1%	24.63%	25.07%
Nick At Nite	22.83%	25.85%	26.1%
Video-On-Demand Movies	22.54%	21.75%	22.34%
BET (Black Entertainment	21.22%	22.86%	22.91%
TV)			
Comedy Central	19.83%	24.13%	23.88%
Lifetime	19.6%	20.62%	20.62%
TV Info From Other	19.24%	19.13%	18.88%
Encore	19.05%	20.2%	20.87%
The Golf Channel	18.86%	21.03%	21%

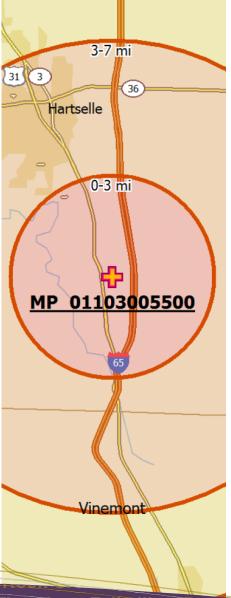
Iwater Autaugaville Rock Mills Toxey Cuba Gantt Centreville Midway Red Bay Tuscumbia Opelika R Couble Springs Courtland Vernon Cherokee Waldo Kellyton Prichard Intercultural Institute Ibrook Spanish Fort Attalla Rutledge Foley Kansas Killen Talladega for Contextual Ministry Come Copyright 2013, Intercultural Institute for Contextual Ministry Buy Springs Haleburg Institute for Contextual Ministry Come Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Communication Media Usage**

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

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

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



Albertville Helena Livingston Concord Napier Field Midway Mosses Plsgah Thorsby Falkville Decate Inderwood-Petersville Providence West Jefferson Autaugaville North Inion Grove Steele Huguley Gantt Hammondville Newville Fultondale Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.3%	18.5%	18.71%
Medium Users (4-6)	9.88%	10.09%	10.17%
Light Users (1-3)	21.17%	20.84%	20.88%
Quintiles (20%)			
Newspaper I (Heavy)	0.97%	1.27%	1.22%
Newspaper II	0.94%	1.27%	1.21%
Newspaper III	2.75%	2.54%	2.66%
Newspaper IV	0.6%	0.67%	0.63%
Newspaper V (Light)	1.42%	1.28%	1.43%

0-3	3-7	7-10
MILES	MILES	MILES
17.85%	18.87%	18.97%
9.24%	9.16%	9.2%
9.41%	9.96%	10.22%
10.35%	10.82%	10.62%
0.3%	0.36%	0.3%
4.53%	5.24%	4.8%
2.5%	2.54%	2.45%
2.41%	2.82%	2.58%
20.81%	18.6%	18.68%
25.96%	25.73%	25.75%
15.13%	15.21%	15.03%
4.18%	5.01%	4.8%
4.66%	4.77%	4.44%
25.46%	24.07%	23.9%
3.46%	3.15%	2.83%
	MILES   17.85%   9.24%   9.41%   10.35%   0.3%   4.53%   2.5%   2.41%   20.81%   25.96%   15.13%   4.66%   25.46%	MILES MILES   17.85% 18.87%   9.24% 9.16%   9.41% 9.96%   10.35% 10.82%   10.35% 0.36%   4.53% 5.24%   2.5% 2.54%   2.41% 2.82%   2.596% 25.73%   15.13% 15.21%   4.18% 5.01%   4.66% 4.77%   25.46% 24.07%

New Site Eldridge Geneva Rutledge Hartford Talladega Addison Millport Fulton Akron Mosses Ora de Donald Chapel Gordonville Holt Faunsdale Sumiton Bessemer Please Intercultural Institute Priceville Haleburg Glencoe Bayou La Batre Saks Locust Fork Smoke R for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 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	Μ	IEDIUM	0-3	3-7
	MILES	MILES	MILES			MILES	MILES
Radio Drive Time Quntiles				יד	V Prime Time Quntiles (fifths /	_	
(fifths / 20%)				20	0%)		
Drive Time I & II (Heavy)	2.96%	3.18%	3.22%	Pr	rime Time I & II (Heavy)	4.11%	3.93%
Drive Time III (Medium)	0.78%	0.73%	0.75%	Pr	rime Time III (Medium)	2.06%	1.95%
Radio IV & V (Light)	2.69%	2.56%	2.59%	Pr	rime Time IV & V (Light)	7.46%	8.22%
Radio Media Quntiles (fifths /				יד	V Early/Late Fringe Quntiles		
20%)				(fi	ifths / 20%)		
Radio I & II (Heavy)	8.31%	8.58%	8.45%	Fr	ringe I & II (Heavy)	41.48%	41.29%
Radio III (Medium)	4.37%	5.1%	5.16%	Fr	ringe III (Medium)	58.2%	56.84%
Radio IV & V (Light)	2.44%	2.86%	2.81%	Fr	ringe IV (Light)	58.01%	58.16%
Cable TV Quntiles (fifths /				T١	V All Day Quntiles (fifths /		
20%)				20	0%)		
Cable I & II (Heavy)	12.78%	13.04%	13.15%	AI	ll Day I & II (Heavy)	14.66%	13.42%
Cable III (Medium)	6.06%	5.02%	4.98%	AI	ll Day III (Medium)	27.78%	26.37%
Cable IV & V (Light)	32.74%	31.83%	30.9%	AI	ll Day IV (Light)	9.48%	10.85%



# 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]	9.93%	10.95%	10.95%
6:00am - 10:00am	8.56%	11.31%	11.18%
10:00am - 3:00pm	4.03%	4.66%	4.33%
3:00pm - 7:00pm	13.23%	13.46%	13.56%
7:00pm - Midnight	9.57%	10.57%	10.48%
Midnight - 6:00am	3.26%	3.98%	3.85%
Weekend Radio			
Listeners			
Dayparts [summary]	11.64%	13.95%	13.94%
6:00am - 10:00am	2.21%	2.75%	2.65%
10:00am-3:00pm	2.85%	3.63%	3.54%
3:00pm - 7:00pm	5.72%	6.14%	6.02%
7:00pm - Midnight	7.76%	8.34%	8.36%
Midnight - 6:00am	6.8%	8.38%	8.22%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.89%	7.35%	7.45%
Saturday: 8:00-11:00pm	6.53%	7.87%	7.95%
Sunday: 7:00-11:00pm	9.17%	9.8%	9.99%
9:00am-1:00pm	22.83%	25.85%	26.1%
9:00am-4:00pm	25.66%	29.67%	29.93%
4:00pm-7:00pm	24.62%	26.97%	26.97%
11:00pm-1:00am	37.34%	40.68%	40.93%
AVG Prime time	1.99%	2.33%	2.2%
Mon-Sun			

Benton Meridianville Grant Columbiana Satsuma Madison Moundville Kinsey Enterprise Susan Moore Albertville Sweet Water Highland Lake Center Point Smoke Rise Rains Intercultural Institute e Carrollton Vance Georgiana Hodges Elberta Union Petrey Sanfor for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Constant Point Rainbow City Pinckard Gaylesville Elba Dalevil 58

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	12.37%	14.17%	14.13%	Sat: 7-10am	Sat: 7-10am 15.46%	Sat: 7-10am 15.46% 16.49%
7-9am	15.37%	18.22%	18.14%	Sat: 10am-1pm	Sat: 10am-1pm 6.14%	Sat: 10am-1pm 6.14% 7.06%
9am-12noon	18.44%	21.36%	21.54%	Sat: 1-4pm	Sat: 1-4pm 25.34%	Sat: 1-4pm 25.34% 24.93%
12noon-4pm	7.22%	8.31%	8.39%	Sat: 4-6pm	Sat: 4-6pm 6.13%	Sat: 4-6pm 6.13% 6.55%
4-6pm	41.03%	44.9%	45.35%	Sat: 6-7pm	Sat: 6-7pm 1.11%	Sat: 6-7pm 1.11% 1.68%
6-7pm	19.54%	21.15%	21.72%	Sat: 7-8pm	Sat: 7-8pm 0.37%	Sat: 7-8pm 0.37% 0.74%
7-7:30pm	0.92%	1.29%	1.29%	Sat: 8-11pm	Sat: 8-11pm 6.53%	Sat: 8-11pm 6.53% 7.87%
7:30-8pm	9.97%	10.77%	10.57%	Sat: 11pm-1am	Sat: 11pm-1am 3.62%	Sat: 11pm-1am 3.62% 4.2%
8-11pm	5.89%	7.35%	7.45%	Sat: 1am-7pm	Sat: 1am-7pm 23.11%	Sat: 1am-7pm 23.11% 23.47%
11pm-12am	31.64%	34.02%	34.49%	Sun: 7-10am	Sun: 7-10am 2.73%	Sun: 7-10am 2.73% 2.62%
11pm-1am	37.34%	40.68%	40.93%	Sun: 10am-1pm	Sun: 10am-1pm 7.15%	Sun: 10am-1pm 7.15% 7.72%
1-6am	22.49%	26.45%	26.03%	Sun: 1-4pm	Sun: 1-4pm 6.28%	Sun: 1-4pm 6.28% 6.44%
				Sun: 4-7pm	Sun: 4-7pm 12.69%	Sun: 4-7pm 12.69% 13.82%
				Sun: 7-11pm	Sun: 7-11pm 9.17%	Sun: 7-11pm 9.17% 9.8%
				Sun: 11pm-1am	Sun: 11pm-1am 3.24%	Sun: 11pm-1am 3.24% 4.13%
				Sun: 1-7am	Sun: 1-7am 19.39%	Sun: 1-7am 19.39% 21.04%

Prange Beach Billingsley Hazel Green Morris McIntosh Meadowbrook Camp Hill Providence Piedmont A Hestover Snead Sulligent Gordo Madison Minor Alabaster Benton Intercultural Institute Loachapoka Clayton Ridgeville Hayden Georgiana Lake Purdy Hackley Intercultural Institute for Confectual Ministry Necopyright 2013, Intercultural Institute for Contextual Ministry Orack Petrov Natural Bridge Brantley Deatsville Town Creek Lineville Jackson Franklin, Hodges Gan

# 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?

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## **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.



The Same

Who Shall Be Able To Teach Others Also

Witnesses

Commit Thou to Faithful Men

Timothy And Many

ort Brent Shorter Gordonville Priceville Elmore Phenix City Newville Boaz Pisgah Bridgeport Coffee Blue Springs Southside Silas Mignon Elberta Forkland Tallassee Intercultural Institute Gordo Thorsby Madrid Taylor Bon Air Woodland Grant Napier Field for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry La Fayette Hartford Monroeville Shiloh Brantley Cle62

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

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

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Falkville First	PO Box 382 Falkville, AL 35622	0.54 mi	159	Declining
2	Mt. Zion	310 Mount Zion Rd Hartselle, AL 35640	2.36 mi	80	Plateauing
3	Bell Springs	91 Bell Springs Rd Falkville, AL 35622	3.88 mi	56	Declining
4	Lebanon	1255 Highway 55 W Falkville, AL 35622	3.98 mi	95	Growing
5	New Hope North	PO Box 716 Vinemont, AL 35179	4.38 mi	30	Declining
6	Southwest	1705 Ridgedale Dr SW Hartselle, AL 35640	4.58 mi	92	Growing
7	East Highland	PO Box 888 Hartselle, AL 35640	5.10 mi	319	Growing
8	Bethlehem Hartselle	635 Highway 36 E Hartselle, AL 35640	5.35 mi	72	Growing
9	Hartselle First	210 Woodland St NW Hartselle, AL 35640	5.70 mi	429	Plateauing
10	Tunsel Road	1405 Tunsel Rd SW Hartselle, AL 35640	5.82 mi	39	Growing
11	Mt. View	903 Bert Stinson Rd Falkville, AL 35622	5.90 mi	35	Declining
12	West Hartselle	1640 Main St W Hartselle, AL 35640	6.01 mi	328	Plateauing
13	Mt. Carmel	287 Mount Carmel Rd Falkville, AL 35622	6.04 mi	29	Plateauing
14	Gum Springs	371 Gum Springs Rd Hartselle, AL 35640	6.28 mi	54	Plateauing
15	East Battleground	1990 County Road 1092 Cullman, AL 35057	6.55 mi	24	Declining

Avson Valley West Jefferson Walnut Grove Daviston Pine Ridge Cherokee Millry Rock Mills Davton Davison Fairview Fort Deposit Somerville Coosada Phil Campbell Ohatches Intercultural Institute Brockton Saks Gilbertown Cullman Beaverton Spanish Fort Midland Cive for Contextual Ministry of Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16					
16	Liberty Hartselle	1206 Lane Rd NW Hartselle, AL 35640	6.60 mi	51	Declining
17	Gracepoint	2604 Highway 36 Hartselle, AL 35640	7.39 mi	0	Plateauing
18	Anon	20867 US Highway 31 Vinemont, AL 35179	7.61 mi	45	Plateauing
19	New Center	PO Box 942 Hartselle, AL 35640	7.70 mi	116	Plateauing
20	Mt. Nebo	111 Mount Nebo Rd Falkville, AL 35622	7.73 mi	33	Plateauing
21	Ebenezer	2245 County Road 1242 Vinemont, AL 35179	7.82 mi	157	Plateauing
22	Macedonia	1274 County Road 1101 Vinemont, AL 35179	7.92 mi	64	Growing
23	Westside Eva	4250 Highway 55 E Eva, AL 35621	7.93 mi	88	Declining
24	Enon	8001 County Road 1435 Vinemont, AL 35179	8.06 mi	47	Plateauing
25	Serenity	PO Box 522 Somerville, AL 35670	8.08 mi	73	Declining
26	Panama	2000 County Road 1224 Vinemont, AL 35179	8.17 mi	25	Declining
27	Hopewell	158 Rock Spring Rd Hartselle, AL 35640	8.18 mi	144	Declining
28	Walnut Grove	622 Bethel Rd Decatur, AL 35603	8.19 mi	126	Plateauing
29	Ridgecrest Community	2015 County Road 1354 Vinemont, AL 35179	8.24 mi	0	Plateauing
30	Flint Creek	PO Box 478 Vinemont, AL 35179	8.27 mi	79	Growing

Point Clear Dayton Billingsley Dora Collinsville Lynn Sheffield Blue Springs Tallassee Clanton Sa Twin Somerville Smiths Station Rosa Benton Deatsville Vestavia Hiller Intercultural Institute ottsboro North Courtland Kennedy Montevallo Babbie Clayhatchee David Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Vinemont First	PO Box 835 Vinemont, AL 35179	8.41 mi	105	Declining
32	Soul Harbor Missionary	PO Box 173 Somerville, AL 35670	8.60 mi	45	Plateauing
33	Bethlehem West Missionary	323 County Road 1218 Vinemont, AL 35179	8.60 mi	265	Growing
34	Shoal Creek	1077 Shoal Creek Rd Decatur, AL 35603	8.96 mi	285	Declining
35	Immanuel	4200 County Road 1435 Vinemont, AL 35179	8.99 mi	43	Declining
36	Oak Ridge	151 Hardy Road Hartselle, AL 35640	9.02 mi	44	Growing
37	Rock Springs	PO Box 1292 Hartselle, AL 35640	9.17 mi	228	Growing
38	Shiloh	3941 Highway 36 E Somerville, AL 35670	9.29 mi	273	Declining
39	West Point	140 County Road 1242 Cullman, AL 35057	9.61 mi	301	Growing
40	New Freedom Southern	1365 County Rd 1196 Cullman, AL 35055	9.65 mi	53	Declining
41	Cross Roads	43 County Road 810 Cullman, AL 35057	9.66 mi	45	Plateauing
42	Mt. Nebo	11 County Road 1273 Cullman, AL 35057	9.70 mi	58	Growing
43	Faith	PO Box 128 Vinemont, AL 35179	9.99 mi	246	Growing
44	Deer Springs	4961 Hwy. 31 South Decatur, AL 35603	10.15 mi	56	Growing
45	Daniels Chapel	780 Daniels Chapel Rd Eva, AL 35621	10.55 mi	52	Growing

New Hope Riverside Vredenburgh Trafford Montgomery Selma Russellville Thorsby Creola Belk Var Steele Mountainboro Billingsley Indian Springs Village Notasulga Intercultural Institute White Hall Decatur Edgewater Carrollton Irondale Riverview Gaines for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Mount Olive 68



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#### CONTACT US:

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cwatke@iicm.net
803-279-5828
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