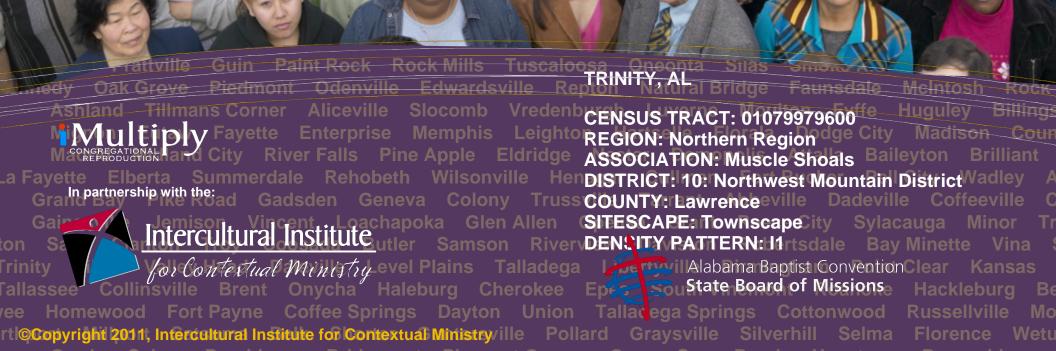
# MissionSite top unreached locations



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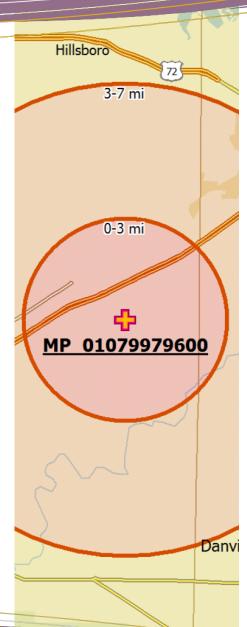
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#### Site Location Summary

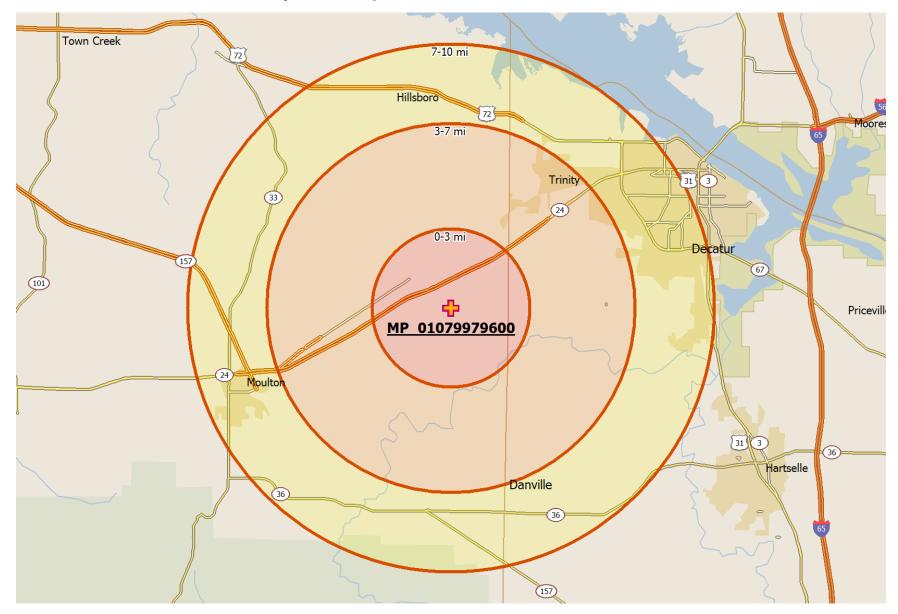
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1558	Muscle Shoals
3	District	10	Northwest Mountain District
4	County Location	01079	Lawrence
5	Zipcode	35673	Lawrence
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	11	10000-50000-50000



Boligee Ladonia Littleville McDonald Chapel Millport Gainesville Riverside Anniston Winfield Rainbo Hontgomery Pisgah West Jefferson Opp Repton Flomaton Helena Intercultural Institute Slocomb Greensboro Guntersville Crossville Dora Lester North Cover Intercultural Institute for Contextual Ministry Foley Centreville Hoover Holt Fort Rucker Saks Egen Copyright 2011, Intercultural Institute for Contextual Ministry Foley Centreville Hoover Holt Fort Rucker Saks Egen

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



oachapoka Haleyville Harrior Newville Phenix City Saraland Atmore Decatur Crossville Blue Ridge F and the Haleburg Lynn Lakeview Vance Detroit Courtland Gurley Fair Cleveland Sumiton Auto ince Dutton Woodland Pike Road Elberta Bear Creek Talladega Springs (ontertual Institute for Contextual Ministry Pecopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

### Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD	EXPLANATION
		Е	
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	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 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

Coshen Falkville Jacksons Gap Opelika Somerville Pine Apple Napier Field Georgiana Lester Alte Lake Purdy Cuba Carbon Hill Demopolis Fairhope Madrid Parrish Intercultural Institute Port McMullen Bakerhill Fyffe Pike Road Homewood Cherokee Alexa for Contextual Ministry Bloumtsville Contextual Ministry Cont

## 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	5,521	17,057	45,331
2010 Households	2,110	6,574	18,021
2010 Group Quarters Population	0	32	803

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	15	25	32
Language Diversity National Index	4	11	31
Foreign Born Diversity National Index	0	54	5
Ancestry Diversity National Index	36	52	22
Racial Diversity National Index	18	24	59

Hartford Jacksonville Reform Carbon Hill Hokes Bluff Forestdale Andalusia Flomaton Level Plains of the second seco

## 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	1	True
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

Louisville Collinsville Fairhope Powell Mentone Ragland Oak Grove Mount Vernon Talladega Springs sh Fort Dora Altoona Shorter Haleyville Owens Cross Roads Somerville Intercultural Institute Glenwood Ider Centreville West Point Newville Littleville Headland for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Colony Shiloh Southside Soction Eleronee Double So

## 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	75	3.55%
Mainstay Communities	Established, Diverse Households	645	30.57%
Working Communities	Blue-collar, Working Families	299	14.17%
Country Communities	Rural, Agri. & Mining Families	906	42.94%
Aspiring Communities	Young Singles / Aspiring-Multihousing	22	1.04%
Urban Communities	High Density, Inner-city Neighborhoods	162	7.68%

Banks Warrior Riverview Priceville Vredenburgh Toxey Pike Road McMullen Courtland Chelsea etumbiana Millport Florence New Market River Falls Oak Grove Provider Lexington Mount Olive Jac Meadowbrook Samson Demopolis Waverly Reece City Ariton Glencoe for Contextual Ministry becopyright 2011, Intercultural Institute for Contextual Ministry Bayout a Batter Contextual Ministry Daviston Edgewater Anderson Mosses Ladonia 8

# Using the Site Location Summary

The site location summary has been designed to aid APEPT missional response teams, church planters and church planting sponsors in determining potential sites for starting new ministries and new congregations and choosing appropriate personnel for the location. Below is a list of several issues that need to be considered in choosing a potential site location.

#### Issues for Your Consideration

- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for a "City Person" to minister effectively in a "country" location and vice versa.
- 2. The urbanicity designations on page 5 may have implications for ministry development. The extent of commuting within a metro area may need to be considered in choosing a potential building site or in developing evening events or ministries. The percent of the population that commute from a non-metro to metro area may also need to be taken into consideration.

Daphne Good Hope Columbiana Cleveland Grayson Valley Mooresville Cusseta Oak Grove Muscle Sh Ashford Winfield Rehobeth Reform Coffeeville Alabaster Brewton The Intercultural Institute Oneonta Addison Leeds Red Level Mountainboro Lineville Shiloh for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# 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	8,107	1,194	14.72%
Unreached %	59.17%	56.57%	95.61
Religious But NOT Evangelical HH	1,922	207	10.74%
Religious But NOT Evangelical %	14.03%	9.79%	69.76
Spiritual But NOT Relig or Evang HH	982	183	18.65%
Spiritual But NOT Relig or Evang %	7.17%	8.68%	121.1
Not Evangelical, Not Interested HH	5,290	809	15.3%
Not Evangelical, Not Interested %	38.6%	38.36%	99.37



Oxford Wadley Kellyton Natural Bridge Gurley York Childersburg Headland Chatom Town Creek Renobeth Daleville Orange Beach Fruithurst Greensboro Florala Beaverton Bear Creek Mountainboro Grayson Valley Parrish Steele Confectual Ministry Pickensville Southside Pine Hill Rainsville Blue Spring Copyright 2011, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	29	3	10.34%
Active ALSBOM Attenders	3,464	458	13.22%
Active Evangelical Households	3,332	545	16.36%
Active Evangelical Percent	24.32%	25.84%	106.25
Inactive Evangelical Households	2,262	370	16.37%
Inactive Evangelical Percent	16.51%	17.55%	106.33
# 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	Faith Midway	1.02 mi	247	Growing	16	Cedar Ridge	6.81 mi	104	Growing
2	New Center	1.55 mi	38	Growing	17	Fish Pond	6.92 mi	31	Declining
3	Mt. View	2.67 mi	173	Plateauing	18	Shady Grove	7.35 mi	212	Plateauing
4	Bellview	3.28 mi	171	Growing	19	Hillsboro	7.36 mi	117	Declining
5	Sulphur Springs	3.55 mi	58	Declining	20	Decatur Baptist	7.68 mi	1,015	Plateauing
6	Pleasant Hill	3.92 mi	91	Declining	21	Autumnwood	7.83 mi	330	Declining
7	Berea	4.36 mi	88	Plateauing	22	Central Park	7.86 mi	340	Declining
8	Chalybeate Springs	4.62 mi	43	Plateauing	23	Wear	7.89 mi	55	Plateauing
9	Trinity	4.83 mi	482	Plateauing	24	Westmeade	7.99 mi	512	Plateauing
10	Walden Chapel	4.84 mi	68	Growing	25	Vestavia Hills	8.55 mi	68	Plateauing
11	Harmony	4.95 mi	140	Plateauing	26	Valley Grove	8.77 mi	96	Growing
12	Stoney Acres	5.18 mi	42	Plateauing	27	Flower Hill	8.90 mi	33	Plateauing
13	Light of Life	5.39 mi	16	Plateauing	28	Fellowship	8.97 mi	139	Declining
14	Enon	5.89 mi	147	Plateauing	29	Austinville First	9.13 mi	164	Declining
15	Macedonia	6.43 mi	60	Declining	30	Moulton	9.22 mi	325	Plateauing

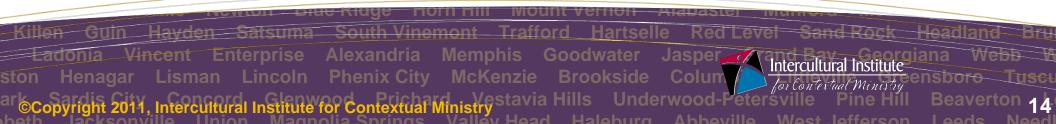
<u>Vergreen</u> Robertsdale Chatom Wadley Camp Hill Chelsea Goshen Pierre <u>Intercultural Institute</u> Needham Hurtster cottsboro Geraldine Geneva Kennedy Cordova Thomasville Summerd <u>ForContextual Ministry</u> Midland City <sup>r</sup> Copyright 2011, Intercultural Institute for Contextual Ministry Beographic Altoona Waldo Valley Head Eclectic Tillmans Corne<sub>13</sub>

## 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

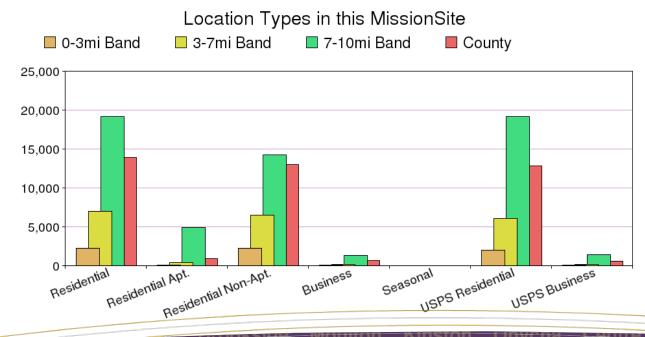
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	31,513	4,315	13.69%
2000 Population	34,803	5,447	15.65%
2010 Population	34,083	5,521	16.2%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	11,409	1,521	13.33%
2000 Households	13,538	2,015	14.88%
2010 Households	13,702	2,110	15.4%

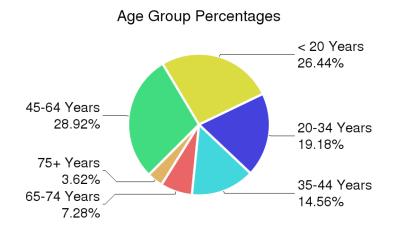


Location Type	0-3mi Band
Residential	2,282
Residential Apt.	46
Residential Non-Apt.	2,236
Business	92
Seasonal	0
USPS Residential	1,982
USPS Business	75

Lowndesboro Auburn Daleville Cullman East Brewton Mosses Trussville Waverly Bidgeville Hollywood mington Cordova Pollard Beaverton Red Bay Ashford Pisgah Tarrant in Springs Henagar Opelika Altoona Luverne Elkmont Homewood Florence Bessemer Midway for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

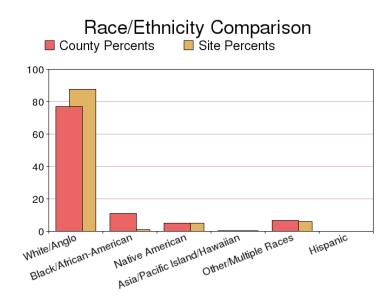


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.04%	5.51%	109.33
4-5 Years	2.41%	2.39%	99.17
6-8 Years	3.57%	3.79%	106.16
9-11 Years	3.67%	3.86%	105.18
12-13 Years	2.49%	2.7%	108.43
14-17 Years	5.18%	5.45%	105.21
18-19 Years	2.66%	2.75%	103.38
0-5 Years	7.46%	7.9%	105.9
6-12 Years	8.49%	8.97%	105.65
13-19 Years	9.09%	9.58%	105.39
< 20 Years	25.04%	26.45%	105.63
20-34 Years	17.86%	19.18%	107.39
35-44 Years	13.83%	14.56%	105.28
45-64 Years	28.63%	28.93%	101.05
65-74 Years	8.81%	7.28%	82.63
75+ Years	5.83%	3.62%	62.09
Median Age	40	40	99.08
Median Age (Male)	39	40	103.41
Median Age (Female)	42	40	95.29

alladega Goodwater Lynn Snead Oneonta Gardendale Rock Mills Glenwood Jacksons' Gap Maplesville Southside McKenzie Dadeville Florala Concord Guntersville Aritor Intercultural Institute St. Florian Sweet Water West Jefferson Brookwood Nauvoo New Hope in Confertual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	76.91%	87.83%	114.2
Black, African-American	11.09%	0.85%	7.68
Native American	5.15%	4.98%	96.73
Asian	0.24%	0.29%	120.46
Pacific Island, Hawaiian	0.02%	0.02%	77.17
Other/Multiple Races	6.59%	6.05%	91.8
Hispanic	0%	1.5%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	23,503	3,709	

Total Adults over age 25 years.	23,503	3,709	
Less than 9th Grade	6.54%	6.28%	104.17
No High School Diploma	15.33%	18.09%	84.76
High School Graduate	41.43%	39.2%	105.68
Some College, no degree	18.32%	17.96%	102.03
Associate Degree	8.54%	9.63%	88.76
College Degree	7.78%	7.01%	111.01
Graduate/Prof. degree	2.05%	1.83%	111.63

Cowarts Taylor Northport Goldville Tillmans Corner Newbern Geneva Columbiana Lineville McIntosh Gordo Petrey Florala Enterprise Thorsby Leighton Hackleburg Provide Eva Eutaw Littleville Na reek Greensboro Hammondville Bon Air Sardis City Kimberly Waterloo For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Notas Sanford Moulton Kinston Hoover Eutondale Evergreen Notas

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	6.63%	5.02%	125.61
\$10,000 to \$19,999	16.27%	17.58%	108.08
\$20,000 to \$29,999	10.25%	11.33%	110.46
\$30,000 to \$49,999	20.95%	20.85%	99.52
\$50,000 to \$59,999	11.05%	10.09%	91.36
\$60,000 to \$69,999	8.33%	10.62%	127.49
\$70,000 to \$79,999	7.91%	8.29%	104.84
\$80,000 to \$89,999	6.33%	6.11%	96.62
\$90,000 to \$99,999	3.69%	3.55%	96.44
\$100,000 to \$124,999	6.58%	4.31%	65.59
\$125,000 to \$149,999	1.49%	1.8%	120.96
\$150,000 to \$199,999	0.29%	0.24%	81.17
\$200,000 to \$249,999	0.04%	0%	0
\$250,000 or more	0.2%	0.14%	72.15
Median Household	45,281	44,744	98.81
Average Household	61,017	64,271	105.33
Per Capita Household	24,671	24,563	99.56
Family/Non-Family Household			
Income			
Median Family Income	52,320	51,748	98.91
Average Family Income	69,608	71,562	102.81
Median Non-Family Income	18,422	19,273	104.62
Average Non-Family Income	30,746	26,157	85.07

gersville Gilbertown Haleyville Autaugaville Locust Fork Bear Creek Skyline Woo d Sardis City Hobson City Oakman Ridgeville Minor Pinckard Valley How Intercultu Ethelsville Daleville Hurtsboro Louisville Thomasville Steele Lake Pur To Confect Copyright 2017, Intercultural Institute for Contextual Ministry Holly Pond Eufaula Athens Black Baileyton Hollywood Blue Spring

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	77.89%	82.89%	106.42
Families with Children	35.48%	38.39%	108.19
Families without Children	42.41%	44.5%	104.93
Non-Family Households			
% Non-Family Households	22.11%	17.11%	77.39
Non-Families with Children	0.09	0.19	216.46
Non-Families without Children	22.02	16.92	76.84
Housing Units			Index
Total Housing Units	15,538	2,354	
Vacant percent	11.82%	10.37%	87.72
Owned percent	69.35%	76.04%	109.65%
Rented Percent	18.84%	13.59%	72.16
Households by Size			Index
Avg household size	2.47	2.62	106.07
Avg family hh size	2.86	2.90	101.4
Avg non-family hh size	1.10	1.22	110.91
Households By Count of Persons			Percent
One	2,681	290	10.82%
Two	5,319	853	16.04%
Three or Four	4,884	826	16.91%
Five+	818	141	17.24%

Ashville Kimberly Mount Olive Centre Camden Locust Fork Springville Sanford Kinston Greensboro Haverly Theodore Ridgeville Wedowee Leighton Brilliant Hanceville <u>Intercultural Institute</u> Homewood Hytop Hartford Geiger Holt Alexander City Columbia Odenville Sum le Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Abbeville Valley Grande Waldo Jasper Mountain Brook

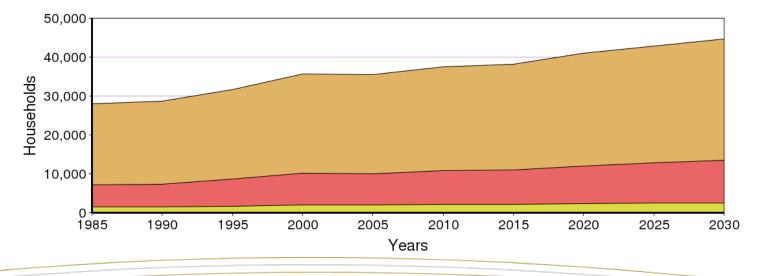
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	31,513	4,315	13.69%
2000 Population	34,803	5,447	15.65%
2010 Population	34,083	5,521	16.2%
2015 Population	33,965	5,561	16.37%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

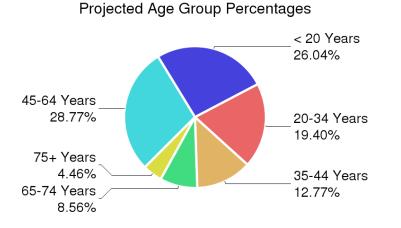
📕 0-10mi Ring



eating Fruithurst Pinson Harpersville Pine Hill Daleville Thorsby Camera Redstone Arsenai H Moores Mill Grove Hill Gantt Moody Rehobeth Orrville Haleburg Lee for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Berry Pleasant Grove Adamsville Silas Minor Point20

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

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

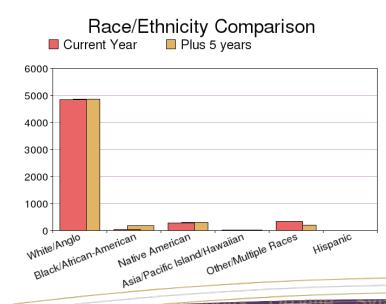


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.51%	5.84%	105.99
4-5 Years	2.39%	2.63%	110.04
6-8 Years	3.79%	3.85%	101.58
9-11 Years	3.86%	3.7%	95.85
12-13 Years	2.7%	2.45%	90.74
14-17 Years	5.45%	5%	91.74
18-19 Years	2.75%	2.57%	93.45
0-5 Years	7.9%	8.47%	107.22
6-12 Years	8.97%	8.76%	97.66
13-19 Years	9.58%	8.81%	91.96
< 20 Years	26.45%	26.04%	98.45
20-34 Years	19.18%	19.4%	101.15
35-44 Years	14.56%	12.77%	87.71
45-64 Years	28.93%	28.77%	99.45
65-74 Years	7.28%	8.56%	117.58
75+ Years	3.62%	4.46%	123.2
Median Age	40	39	97.13
Median Age (Male)	39	40	102.05
Median Age (Female)	42	39	93.47

Prattville Libertyville Sumiton Geraldine Westover Montevallo Summerdale Thorsby Brent Huntsv Lake Belk New Site Natural Bridge Pinckard Brookwood Hanceville Intercultural Institute Sardis City Margaret Clayhatchee Livingston Lester Evergreen Ada for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	87.83%	87.45%	99.57
Black, African-American	0.85%	3.07%	361.21
Native American	4.98%	5.27%	105.78
Asian	0.29%	0.41%	142.72
Pacific Island, Hawaiian	0.02%	0.04%	198.56
Other/Multiple Races	6.05%	3.76%	62.12
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,709	3,730	
Less than 9th Grade	6.28%	4.5%	71.7
No High School Diploma	18.09%	14.75%	81.51
High School Graduate	39.2%	39.79%	101.49
Some College, no degree	17.96%	19.46%	108.4
Associate Degree	9.63%	12.12%	125.9
College Degree	7.01%	7.8%	111.29
Graduate/Prof. degree	1.83%	1.58%	86.28

Trussville <u>Monroeville</u> Henagar Lowndesboro Adamsville Montevallo Attalia Gantt Ohatchee Ander tion Lanett Pickensville Chickasaw Brookwood Lipscomb Mount Olive Constitute Hammondville Lexit Lake View Brilliant Albertville Benton Anderson Woodstock Fort Confextual Ministry Union Grove Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	5.02%	3.95%	78.65
\$10,000 to \$19,999	17.58%	17.22%	97.91
\$20,000 to \$29,999	11.33%	10.02%	88.45
\$30,000 to \$49,999	20.85%	19.33%	92.71
\$50,000 to \$59,999	10.09%	10.72%	106.24
\$60,000 to \$69,999	10.62%	10.91%	102.79
\$70,000 to \$79,999	8.29%	9.31%	100.38
\$80,000 to \$89,999	6.11%	7.34%	113.87
\$90,000 to \$99,999	3.55%	3.81%	107.19
\$100,000 to \$249,999	4.31%	5.13%	118.88
\$125,000 to \$149,999	1.8%	1.93%	107.08
\$150,000 to \$199,999	0.24%	0.14%	59.55
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.14%	0.14%	99.25
Median Household	44,744	48,829	109.13
Average Household	64,271	70,329	109.43
Per Capita Household	24,563	26,887	109.46
Family/Non-Family Household			
Income			
Median Family Income	51,748	54,732	105.77
Average Family Income	71,562	77,496	108.29
Median Non-Family Income	19,273	21,775	112.98
Average Non-Family Income	26,157	29,816	113.99

Thill Leeds Mount Olive Gurley Arley Troy Glen Allen Edwardsville Lake View Livingston Mosses Ed settle Winfield Pine Hill New Market Napier Field Opelika Grove Hill Aver Chelses Valley Vestavia Hill Hollywood Blountsville West Point Arab Oak Grove Thorsby Ashville (or Contextual Ministry <sup>19</sup> Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	82.89%	84.05%	101.4
Families with Children	38.39	37.02	96.43
Families without Children	44.5	45.95	103.26
Non-Family Households			
% Non-Family Households	17.11%	15.95%	93.2
Non-Families with Children	0.19	0.09	93.2
Non-Families without	16.92	15.85	93.69
Children			
Housing Units			
Total Housing Units	2,354	2,372	100.76%
Vacant percent	10.37%	10.37%	100.05
Owned percent	76.04%	75.97%	99.91
Rented Percent	13.59%	13.66%	100.48
Households by Size			
Avg household size	2.62	2.62	100%
Avg family hh size	2.90	2.89	99.66%
Avg non-family hh size	1.22	1.18	96.72%
Households By Count of			
Persons			
One	290	263	90.69%
Тwo	853	888	104.1%
Three or Four	826	836	101.21%
Five+	141	139	98.58%

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# **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	7-10 BORN IN:		3-7
	MILES	MILES	MILES		MILES	MILES
Foreign Born Pop	32	232	1,752	Eastern Africa	0	0
Northern Europe	0	0	15	Middle Africa	0	0
Western Europe	27	24	39	Northern Africa	0	0
Southern Europe	0	0	0	Southern Africa	0	0
Eastern Europe	0	0	43	Western Africa	0	0
Other Europe	0	0	0	Other Africa	0	0
Eastern Asia	0	65	59	Oceania	0	7
So. Central Asia	0	50	25	Caribbean	0	34
SE Asia	1	10	32	Central Amer.	4	9
Western Asia	0	6	8	South America	0	0
Other Asia	0	0	0	North America	0	27
				Born at sea	0	0

The Douglas Sardis City St. Florian Cedar Bluff Tillmans Corner Black Campen Woodstock Pleasant Gr Elberta Moulton Fort Deposit Point Clear Underwood-Petersville Elberta Intercultural Institute troit Clayhatchee Needham Gadsden Repton Garden City Odenville Moridiand City Highland Lake McMullen 25 ©Copyright 2011, Intercultural Institute for Contextual Ministry Ozark Mobile Trinity Asbland Geraldine McDonald Char

# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	5,868	17,495	34,190	Other Indo-Euro	0	0	20
Spanish	56	299	1,734	Asian/PI languages	0	0	0
Other Indo-Euro	47	191	204	Chinese	0	13	13
language				Japanese	6	67	49
French (incl. Patois,	14	54	39	Korean	9	7	10
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	5	13	Miao, Hmong	0	0	0
Portuguese	0	0	27	Thai	0	0	0
German	26	47	68	Laotian	0	7	0
Yiddish	0	0	0	Vietnamese	0	0	64
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	3	3	0
Greek	0	8	8	Other languages	0	23	99
Russian	5	1	0	Navajo	0	0	0
Polish	2	9	4	Other Native N.	0	4	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	19	0
Persian	0	10	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	17
Hindi	0	0	15	Other unspecified	0	0	82
Urdu	0	15	10				

ville Bear Creek Pine Hill Louisville Black Onycha Fultondale Silverhill Argo Attalla Lincoln Bright Vina Detroit Montevallo Weaver Leighton Riverview Hollywood Intercultural Institute Fruithurst Addison Hokes Bluff Sheffield Adamsville Magnolia Spring Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	4,119	13,686	28,157	Irish	Irish 484	Irish 484 1,683
Arab	0	27	25	Italian	Italian 7	Italian 7 148
Armenian	0	0	0	Lithuanian	Lithuanian 11	Lithuanian 11 5
Austrian	16	31	12	Norwegian	Norwegian 6	Norwegian 6 27
British	7	33	49	Polish	Polish 14	Polish 14 45
Canadian	0	21	1	Portuguese	Portuguese 0	Portuguese 0 2
Croatian	0	2	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	2	15	Russian	Russian 0	Russian 0 9
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 7
Danish	0	3	21	Scotch-Irish	Scotch-Irish 62	Scotch-Irish 62 218
Dutch	27	82	159	Scottish	Scottish 58	Scottish 58 239
English	177	1,188	2,515	Slovak	Slovak 5	Slovak 5 6
European	24	193	248	Subsaharan African	Subsaharan African 0	Subsaharan African 0 33
Finnish	0	0	6	Swedish	Swedish 0	Swedish 0 10
French (not Basque)	39	256	276	Swiss	Swiss 0	Swiss 0 3
French Canadian	0	22	34	Ukrainian	Ukrainian 0	Ukrainian 0 5
German	276	1,140	1,923	US/American	US/American 2,053	US/American 2,053 4,549
Greek	14	27	15	Welsh	Welsh 0	Welsh 0 47
Hungarian	0	20	0	West Indian	West Indian 0	West Indian 0 13
Iranian	0	10	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 2
				Other	Other 840	Other 840 3,578

nuquiey Addison Walvern Sylacau

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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

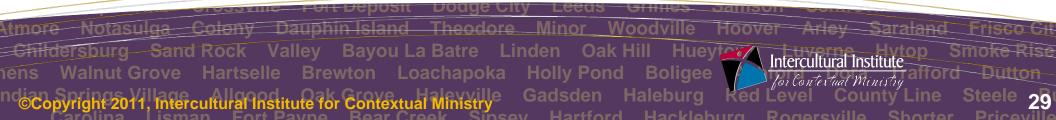
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing,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

Chelsea Smiths Station Ridgeville Sheffield Meadowbrook Leeds Elmore Linden Southside Georgia Dutton Grant Paint Rock Beaverton Mignon South Vinemont Black Intercultural Institute sville Enterprise Pleasant Groves West Point Goodwater Tallassee Rive To Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

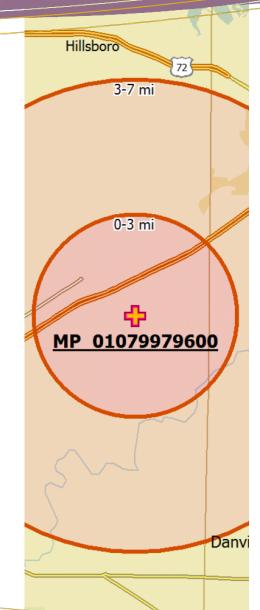
#### Issues for Your Consideration - continued

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



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.



eatur Billingsley Union Grove West End-Cobb Town Goldville Fairfield Dauphin Island Dothan Tallasse Hotsby Ardmore Haleyville Valley Cherokee Douglas Pinckard Correctional Institute on Sheffield Midway Hobson City North Courtland McKenzie Pleasant Confertual Ministry Springville P Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,110	100%	1,193	100%
AFFLUENT SUBURBIA	45	2.13%	33	2.77%
America's Wealthiest	7	0.33%	6	0.5%
Dream Weavers	32	1.52%	23	1.93%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	6	0.28%	4	0.34%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	30	1.42%	20	1.68%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	30	1.42%	20	1.68%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	557	26.4%	355	29.76%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	9	0.43%	6	0.5%
Urban Optimists	0	0%	0	0%
Family Convenience	548	25.97%	349	29.25%
Mid-Market Enterprise	0	0%	0	0%

Shead Florala Piedmont Butler Loxley Forkland Fayette Midfield Prattville Orange Beach Shiloh Lincoln St. Florian Hackleburg Elmore Eva Mobile Ashland Brantler Intercultural Institute On City Bakerhill Hartselle Southside Brighton Greensboro Detroit Trop Contextual Ministry Contextual Ministry West Jefferson Castleberry Clio Petrey Center Poin 31 Contextual Ministry Cult Shores Grimes Reece City Steele Locust Fork

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	2,110	100%	1,193	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	88	4.17%	63	5.28%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	14	0.66%	9	0.75%
Professional Urbanites	73	3.46%	53	4.44%
Urban Advancement	1	0.05%	1	0.08%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	299	14.17%	205	17.18%
Steadfast Conservative	272	12.89%	186	15.59%
Moderate Conventionalists	7	0.33%	5	0.42%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	20	0.95%	14	1.17%

and Hartford Concord Hazel Green Warrior Cullman Sweet Water Vredenburgh Bay Minette Point Clear Guba Sanford Hobson City Loachapoka Kellyton Rockford Grimes <u>Intercultural Institute</u> Morris Berry e Vernon Greenville Brent Calera Nectar Harpersville Rock Creek Copyright 2011, Intercultural Institute for Contextual Ministry Carbon Hill Elba Abbeville Haleburg Hamilton D32

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	2,110	100%	1,193	100%
REMOTE AMERICA	37	1.75%	22	1.84%
Hardy Rural Fam.	25	1.18%	15	1.26%
Rural Southern Living	0	0%	0	0%
Coal & Crops	12	0.57%	7	0.59%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	22	1.04%	16	1.34%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	22	1.04%	16	1.34%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	869	41.18%	375	31.43%
Industrious Country Living	65	3.08%	44	3.69%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	6	0.28%	3	0.25%
Hinterland Fam.	798	37.82%	328	27.49%

emisen Elberta Banks Autaugaville Saks Montgomery Birmingham Athens Clayhaichee Nauvoo Chile Providence Cowarts Blue Springs Gardendale Woodland New Market Intercultural Institute Maplesville North Courtland La Fayette Littleville Rogersville Pollard for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mosses Huntsville Weaver Fairfield Samson Coosa

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	2,110	100%	1,193	100%
STRUGGLING SOCIETIES	162	7.68%	104	8.72%
Rugged Southern Style	65	3.08%	38	3.19%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	97	4.6%	66	5.53%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Goshen Abbeville Muscle Shoals Glencoe Coosada Valley Smiths Station Daphne Woodstock Moores Hount Vernon Cottonwood Rehobeth Petrey Shiloh Lake Purdy Source Intercultural Institute ood Rosa Jemison Lineville Kennedy Geneva Waldo Prattville Gold for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

Winfield

Daviston

- 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?

tual Ministry

Highland Lake Hurtsboro

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Alexand

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#### **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).



Boligee West Point Frisco City Clio Libertyville Prattyille Margaret Mility Cardiff Priceville Elking and Ladonia Babbie Bayou La Batre Hueytown Akron Rainbow City Intercultural Institute Mulga Hillsboro La Fayette Foley Brighton Kinsey Billingsley Myrt Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	75%	77%	74%
Use Comp. for Internet/E-mail	57%	60%	57%
Internet Use: E-Mail	46%	50%	47%
Use Comp. for Comp. Games	38%	39%	38%
Use Comp. for Shopping	36%	38%	34%
Use Comp. for Word Processing	35%	39%	36%
Use Comp. for Digital Camera	30%	34%	31%
Photo Editing			
Use Comp. for Education	29%	31%	31%
Use Comp. for Banking	29%	32%	30%
Internet Use: Banking	26%	28%	25%

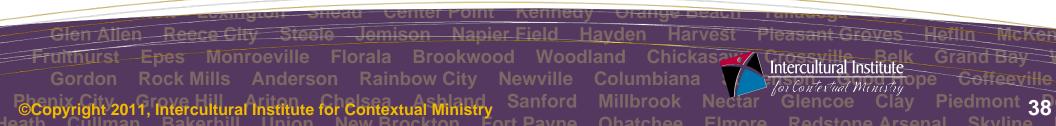
BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	25%	27%	27%
Internet Use: News/ Weather	24%	26%	25%
Use Comp. for News/Info./Data	18%	22%	21%
Service			
PC-Network-HH Has One	18%	19%	18%
Use Comp. for Accounting	14%	14%	13%
Use Comp. for Filing/DB Mngmnt	13%	13%	12%
Internet Use: Shopping: Made A	11%	11%	10%
Purchase			
Internet Use: Shopping: Gathered	10%	13%	12%
Info. for Shopping			
Internet Use: Research/ Education	10%	11%	11%
Use Comp. for Personal Financial	8%	11%	11%
Mngmnt			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	67%	67%
Dining Out (Not Fast	56%	59%	55%
Food)			
Reading Books	49%	51%	51%
Card Games	43%	43%	40%
Gardening	40%	38%	35%
Go To A Beach/Lake	35%	38%	35%
Board Games	35%	35%	32%
Cooking for Fun	31%	33%	33%
Photography	19%	19%	18%
Visit Zoo	17%	19%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	66%	67%	66%
Gen./Fam. Practitioner	41%	41%	40%
Dentist	23%	25%	26%
Backache	22%	22%	22%
None Of These	22%	21%	21%
Hypertension/High Blood	20%	19%	19%
Pressure			
Eye Dr.	19%	19%	20%
Any Arthritis	18%	17%	16%
Overweight (30 Pounds Or	17%	16%	15%
More)			
High Cholesterol	17%	17%	17%



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.

0-3	3-7 7-10
MILES	MILES MILES
20.49%	23.44% 25.06%
15.82%	17.97% 18.42%
Nost Often 12.86%	14.62% 14.99%
ncerts Most 10.78%	12.54% 13.61%
erts Most 6.64%	7.13% 6.1%
5.01%	7.47% 8.45%
edy 37.01%	38.44% 39.44%
n/Adventure 33.92%	36.51% 37.18%
antic Comedy 17.35%	18.77% 19.47%

on McDonald Chapel Camden West Blocton Rock Creek Anniston Trafford Russellville Bon Air Kimber tey Head Eclectic Heath Avon Opp Rainbow City Allgood Mobile Electric Southside Hayden Jackson Johns Troy Argo Brent York Elberta Maytown Napier Field Toxey For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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	BRI	DGES	DGES 0-3	DGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	37.38%	39.14%	39.04%	Baseball		10.18%	10.18% 11.25%
Swimming	34.24%	35.34%	32.09%	Using Cardio Mad	chine	chine 10.06%	chine 10.06% 12.05%
Freshwater Fishing	27.36%	24.82%	20.22%	Stationary Cycling		9.96%	9.96% 10.87%
Camping Trips	24.05%	21.71%	17.47%	Football		9.82%	9.82% 10.36%
Bowling	21.85%	22.33%	21.42%	Saltwater Fishing		8.81%	8.81% 9.28%
Hunting	20.15%	16.94%	12.42%	Volleyball		8.8%	8.8% 8.49%
Billiards/Pool	18.51%	19.08%	18.98%	Horseback Riding		8.4%	8.4% 7.65%
Basketball	15.5%	15.88%	15.47%	Archery		8.26%	8.26% 6.99%
Weight Training	13.94%	15.89%	15.07%	Power Boating		8.17%	8.17% 8.35%
Golf	13.29%	13.76%	12.72%	Aerobics		7.74%	7.74% 8.41%
Target Shooting	13.13%	12.02%	10.13%	Canoeing/Kayaking	7	7.23%	7.23% 7.23%
Mountain/Road Biking	12.73%	13%	11.94%	Softball	6	6.75%	6.75% 7.73%
Jogging/Running	11.23%	12.46%	13.75%	Tennis		6.69%	6.69% 6.95%
Backpacking/Hiking	10.85%	10.93%	9.77%	Motorcycling	(	6.65%	6.65% 6.82%

Market Carrollton Triana Ashford Camp Hill Loachapoka Louisville Holly Pond Cleyhatchee Rainbow G Meadowbrook Citronelle Scottsboro Lake View Rockford New Brock Intercultural Institute Istock Arab Pine Apple Benton Odenville Selma River Falls Abbeville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BR
	MILES	MILES	MILES	
Fly Fishing	5.83%	5.67%	4.87%	Mar
Soccer	5.18%	5.91%	6.61%	Ska
Water Skiing	5%	4.79%	4.37%	Hoo
Snorkeling	4.97%	5.44%	4.82%	Aut
Jet Skiing	4.82%	5.11%	4.61%	Roc
Roller Skating	4.77%	5.17%	5.4%	Sno
Yoga	4.63%	5.67%	6.11%	Rac
Ice Skating	4.44%	4.65%	4.68%	Sail
Snowmobiling	4.23%	4.18%	3.8%	Rov
Downhill & X-Country Skiing	4.09%	4.51%	4.22%	Sur

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Martial Arts	4%	3.89%	3.48%
Skateboarding	3.97%	3.99%	3.48%
Hockey	3.3%	3.28%	3.44%
Auto Racing	3.02%	3.28%	3.18%
Rock Climbing	2.93%	3.32%	3.46%
Snowboarding	2.88%	3.31%	3.32%
Racquetball	2.87%	3.31%	3.64%
Sailing	2.67%	3.06%	2.87%
Rowing	2.28%	2.85%	2.61%
Surfing & Windsurfing	2.22%	2.78%	2.54%

Aunford Forkland Blue Ridge Newbern Colony Littleville Ridgeville Alexander City Tallassee Priceville Kellyton Somerville Autaugaville Hurtsboro Lipscomb Headland Attain Indian Springs Village Lineville eld Reform Fort Payne Coosada Hazel Green Lincoln Pine Apple Gulf Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

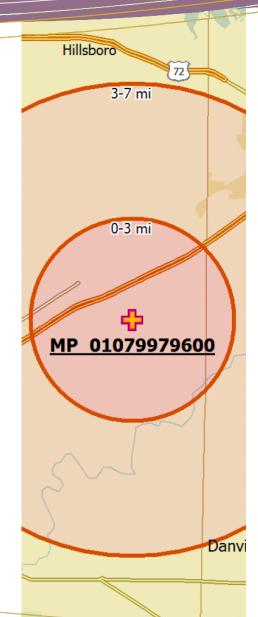
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



ntevallo Dauphin Island Lynn Blountsville Ohatchee Pleasant Groves Hayden Haleburg Themaston Lee Pisgan Lincoln Camp Hill Coffee Springs Vincent Mount Olive Ariton Intercultural Institute Reform Mount Vernon Aliceville Coker Waverly Silas Luverne Blue for Contextual Ministry Grocopyright 2011, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

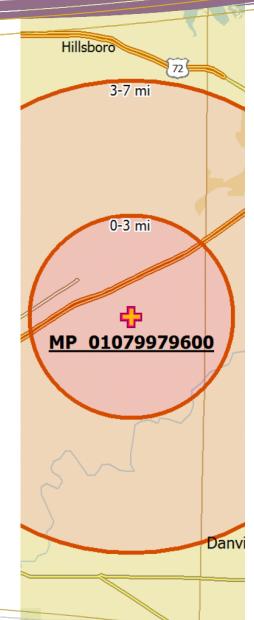
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Courtland New Market Cuba Wedowee Fort Payne Baileyton Powell McKenzie North Johns Holt Ga Addison Orange Beach Level Plains Castleberry Lexington Tuskegee Intercultural Institute Blen Allen Heflin Brookwood Headland Center Point Cordova Vincent for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Mobile Town Crock Placeant Grove Fulton Vindenburg

## **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.

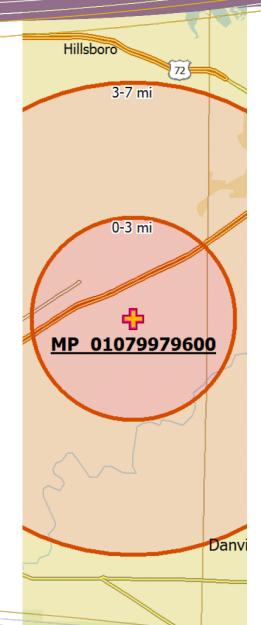
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	
Important Continue Learning New Things	52%	51%	51%	Friends More Important Than My Fam.	20%	21%	N 2
Find It Difficult To Say No To My Kids	44%	43%	39%	Rarely Sit Down to a Meal Together At Home	19%	18%	1
Woman's Place Is In The Home	38%	37%	36%	Marijuana Should Be Legalized	17%	18%	19
Speak My Mind Even If It Upsets People	35%	35%	36%	Like To Pursue Challenge/Novelty/Change	16%	16%	18
Like Control Over People And	33%	32%	34%	I Am A Workaholic	15%	17%	1
Resources				Only Work Current Job for The	15%	14%	15
Like To Do Unconventional	30%	30%	29%	Money			
Things				We Should Strive for Equality	11%	11%	13
Money Is Best Measure Of	26%	26%	25%	for All			
Success				Happy With My Standard Of	9%	10%	1
Don't Judge People/Way They	26%	27%	28%	Living			
Live Life	050/	070/	000/	On Whole People Get What	9%	9%	1(
Prefer To Have Few	25%	27%	30%	They Deserve	00/	00/	0
Possessions As Possible	0.40/	000/	050/	Indulge My Kids With The Little	8%	8%	99
Too Much Sponsorship In	24%	23%	25%	Extras	70/	00/	01
Arts/Sports	000/	000/	200/	Little I Can Do To Change My	7%	8%	8%
If Won Lottery Would Never	23%	26%	26%	Life	E0/	E0/	70
Work Again Like to Stand Out In A Crowd	220/	220/	21%	Very Happy With My Life As It Is	3%	5%	7%
Like to Stand Out in A Clowd	23%	22%	2170				

n Pinson Albertville Gu-will Lusca

### **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.



Tuscumbia Mentone Owens Cross Roads Union Hackleburg Ozark Boligee Edgewater Valley Atmore Rise Saks Reece City Coaling Vincent Eclectic Sardis City Northport Intercultural Institute Imore Adamsville Falkville Sylvan Springs Crossville Fairfield Helena Copyright 2011, 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.

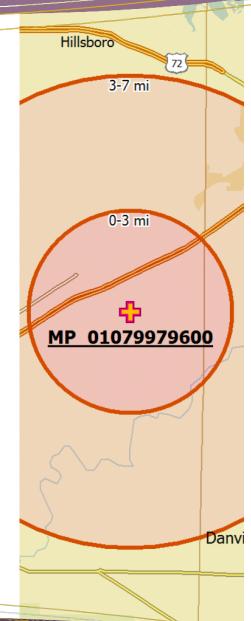
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	63%	65%	61%	Worried About Pollution Caused By Cars	18%	19%	18%
You Should Seize Opportunities In Life	54%	55%	56%	Consider Myself Interested In The Arts	e 17%	17%	19%
Prefer Work Part Of Team Than Alone	34%	33%	34%	Looking for New Ideas To Improv Home	e 16%	16%	17%
Like To Understand About	34%	34%	37%	Real Men Don't Cry	16%	16%	16%
Nature				Enjoy Spending Time With My	16%	15%	14%
Important Feel Respected By My	32%	32%	33%	Fam.			
Peers				Provide My Kids With The Little	13%	12%	13%
Important To Juggle Various	30%	30%	31%	Extras			
Tasks				Try Not To Worry About The	10%	11%	13%
Good At Fixing Things	27%	26%	28%	Future			
Have Keen Sense Of Adventure	26%	26%	27%	Children Should Be Allowed To	6%	6%	6%
Prefer To Have Few	25%	27%	30%	Express Themselves			
Possessions As Possible				Would Like To Set Up Own	5%	5%	4%
Is An Important Part Of Who I	20%	18%	17%	Business			
Am				Like Spending Most Time With	5%	5%	5%
People Have To Take Me As	20%	21%	22%	Fam.			
They Find Me				Feel Very Alone In The World	5%	5%	6%
Like To Just Enjoy Life	20%	20%	21%	Decor Particular Interest To Me	3%	3%	4%

ueytown wicintosn <del>Galera</del> Daleym

olis Kinsey Oxford Lasper Childersburg La Fayette Kinston Rutledge Albertville Ballbow City Rock R Killen Trafford Henagar Somerville Huntsville Geneva Odenville Intercultural Institute Centre Opp Colony Hartselle Onycha Ider Hokes Bluff Mignon We for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Places**

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



Gainesville Flomaton Valley Sylvan Springs Daviston Phil Campbell Blountsville Haleyville Myrtlewood Rosa Gadsden Rock Creek Ladonia Rutledge Holt Winfield Carrow Intercultural Institute Ragland York Alexandria Centre Silas Lisman Tarrant Union Springs at Copyright 2011, Intercultural Institute for Contextual Ministry Carbon Reform Castleberry Lynn Dozier Section Heflin B47

### **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	89.38%	89.07%	87.1%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.99%	85.12%	81.97%
Houses-Visit Any			
McDonald's	56.85%	57.7%	56.4%
Burger King	40.33%	38.94%	39.14%
Kentucky Fried Chicken (KFC)	32.69%	31.13%	30.37%
Subway	32.46%	33.29%	31.3%
Wendy's	31%	31.69%	30.88%
Taco Bell	27.68%	29.57%	29%
Applebee's	27.22%	29.66%	28.59%
Pizza Hut	25.2%	24.3%	23.5%
Arby's	24.14%	24.29%	22.75%
Dairy Queen	20.67%	19.16%	18.54%

0-3	3-7	7-10
MILES	MILES	MILES
18.85%	18.45%	16.03%
18.06%	19.48%	19.45%
17.57%	17.65%	14.99%
16.44%	14.3%	12.13%
14.83%	15.5%	16.14%
13.05%	11.45%	9.99%
12.96%	12.84%	12.4%
12.11%	14.43%	13.18%
11.48%	12.49%	14%
11.14%	13.21%	13.3%
10.32%	11.75%	10.83%
9.88%	9.91%	11.63%
	MILES   18.85%   18.06%   17.57%   16.44%   14.83%   13.05%   12.96%   12.11%   11.48%   11.42%   10.32%	MILESMILES18.85%18.45%18.06%19.48%17.57%17.65%16.44%14.3%14.83%15.5%13.05%11.45%12.96%12.84%12.11%14.43%11.48%12.49%11.14%13.21%10.32%11.75%

Twin Selmont-West Selmont Dodge City Mulga Monroeville Owens Cross Roads Dayton Mountain Brook Ladonia Providence Millbrook Newville Vincent McKenzie Clayhater South Vinemont Bear Greek Fyffe Underwood-Petersville Fort Deposit Nauvoo Forkland Coosada for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

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

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

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



evton Canden Coffee Springs Pike Road Hurtsboro Moores Mill Aliceville Gulf Shores Good Hope Me Falladega Springs Fairhope Albertville Trussville Vredenburgh Petrey Intercultural Institute White Hall Decatur Altoona Eutaw Silas Huguley Hobson City Akr of Intercultural Institute Desville Westfor Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	44.31%	45.44%	45.24%
Recycled products	29.95%	32.14%	31.81%
Worked as volunteer (non political)	16.43%	16.89%	16.08%
Engaged in fund raising	12.1%	11.99%	11.55%
Religious club member	8.5%	8.69%	7.94%
Church Board	6.09%	6%	5.43%

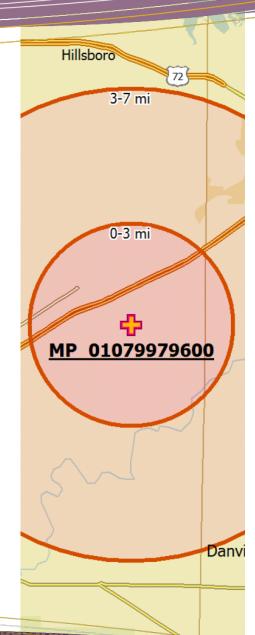
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.77%	6.34%	5.95%
Charitable Organization	5.54%	5.29%	5.17%
Addressed a public meeting	5%	4.99%	4.6%
Wrote to editor of mag or newspaper	4.93%	5.48%	5.41%
Union member	4.89%	5.13%	5.03%
Took active part in local civic issue	4.1%	4.54%	4.77%

Pollard Underwood-Petersville Ragland Libertyville Sanford Gilbertown Epes Shiloh Trinity Bents Sumiton Anderson Reece City Town Creek Beatrice Pine Ridge Boaz Intercultural Institute uglas Headland Cusseta Childersburg Woodville Berry Rehobeth Lox Voi Contextual Ministry Contextual Ministry Taylor Cedar Bluff Dadeville Camp Hill Alabaster Fo50 Parrish Parrish Powell Deatsville Ministry Midfield Glen Allen Claybatchee Springville Sardis City

### **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.



eodore Tratford Colony Clanton Newbern Heath Homewood Edwardsville Sylvan Springs Langston H Comb Gainesville Benton Tarrant Kinston Gardendale Lexington Cover Intercultural Institute Fort Rucker Tuskegee Troy Douglas Hayden Morris Nectar Tallass for Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry ar Creater Double Sumiton Union Lester Pollard Section Danho

## **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	14.24%	16.18%	15.76%
Children's Books	13.72%	14.12%	13.36%
Mystery	10.56%	11.17%	11.03%
Cookbooks	10.07%	10.37%	10.05%
Religious (not Bibles)	9.58%	10.13%	9.47%
Romance	7.87%	8.02%	7.38%
Personal/Business	6.03%	6.45%	6.35%
Self-help			
History	5.93%	6.56%	6.56%
Biography	5.22%	5.93%	6.17%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	59.79%	62.4%	64.97%
Gen. Editorial	41.99%	43.26%	45.06%
Womens	38.37%	40.36%	40.7%
Service	34.93%	36.1%	34.24%
Fishing/Hunting	17.67%	15.76%	13.71%
Automotive	15.66%	14.52%	13.89%
Mens	15.27%	16.59%	17.76%
Parenthood	13.62%	14.39%	13.96%
Business/Finance	13.41%	15.52%	15.93%

Station New Brockton Indian Springs Village Chickasaw Clanton Millbrook Loxley Oxford York Homew widence Hillsboro Forkland Killen Haleburg Citronelle Elmore Pisgah <u>Intercultural Institute</u> Centre Mosses Pollard Tillmans Corner Cleveland Bon Air Oak Hill Guin Red Bay Alexandria Moody 52 ©Copyright 2011, Intercultural Institute for Contextual Ministry Campbell And Justic Contextual Ministry Contextual

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	54.99%	55.47%	54.06%
Classified	37.6%	36.24%	34.9%
Editorial Page	31.72%	31.69%	29.95%
Sport	30.89%	30.73%	31.21%
Comics	26.64%	26.72%	26.47%
Business/Finance	23.05%	25.38%	26.17%
TV/Radio Listings	22.27%	22.15%	22.57%
Food/Cooking	21.68%	22.79%	23.05%
Movie Listings & Reviews	21%	22.21%	23.69%
Home/Gardening	20.03%	20.17%	20.05%
Travel	15.37%	16.77%	17.28%
Science/Technology	14.17%	15.55%	15.87%
Fashion	13.08%	13.73%	14.05%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	34.66%	30.98%	24.23%
Adult Contemporary	16.71%	17%	16.34%
CHR Contemp Hit Radio	14.47%	15.88%	17.23%
Rock	10.88%	11.75%	11.58%
Classic Rock	10.48%	10.79%	9.72%
Urban Contemporary	10.18%	11.66%	16.16%
Oldies	9.98%	10.41%	10.89%
News/Talk	8.65%	10.15%	10.27%
Alternative	7.48%	8.26%	8.36%
Religious	7.33%	7.46%	6.67%
Soft Contemporary	5.34%	6.44%	6.06%
Variety	5.1%	6.48%	7.83%
Gospel	4.09%	3.99%	3.88%
Classic Hits	3.64%	4.46%	4.08%
All Talk	3.26%	3.92%	3.94%
Sports	2.95%	3.16%	3.36%
All News	2.86%	3.76%	4.6%
Jazz	2.79%	3.94%	4.65%



### **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

IULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	64.8%	66.17%	63.6%
Satellite Dish	59.96%	59.96%	55.96%
Soapnet	48.55%	50.03%	49.75%
Other Video-On-Demand	46.48%	44.52%	43.27%
Adult Pay Per View TV	38.96%	38.65%	34.89%
Sci-Fi Channel	36.99%	37.91%	36.6%
MSNBC	34.41%	34.94%	33.85%
Nickelodeon	34.09%	33.76%	30.44%
TV Info From Sunday TV	29.28%	29.87%	28.7%
Magazine			
Subscribe Digital Cable	29.12%	27.91%	28.68%
Adult Swim	26.34%	27.39%	26.25%
<b>TV Info From Newspapers</b>	25.75%	26.79%	26.03%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	25.49%	26.63%	25.36%
Hallmark Channel	25.17%	26.43%	24.75%
TCM (Turner Classic	24.04%	25.15%	24.43%
Movies)			
TV Info From Monthly Cable	23.23%	24.93%	23.68%
Guide			
USA Network	22.56%	23.54%	23.14%
Video-On-Demand Movies	22.35%	25.62%	21.83%
BET (Black Entertainment	21.99%	22.44%	23.4%
TV)			
Encore	21.65%	22.01%	20.37%
Lifetime	20.26%	22.19%	21.48%
The Golf Channel	19.73%	21.85%	21.38%
Comedy Central	19.07%	23.48%	25.77%
Cinemax	18.37%	17.61%	15.09%

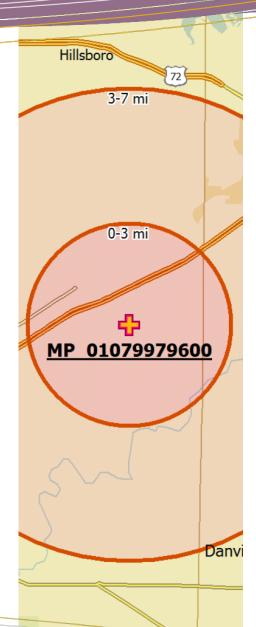
Rock Mills Mountainbore Warrior Libertyville Susan Moore Dayton Trinity Lockhart Florence Forkland Robertsdale Saraland Butler Carrollton Cuba Grove Hill Valley Herror Intercultural Institute Red Bay Minor Sylvan Springs Jemison Springville Mignon Short Force Gontextual Ministry Baccopyright 2011, Intercultural Institute for Contextual Ministry North Johnson Red Dadeville Garden City Malvern 54

### **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.



Shead Chelsea Moulton Loxley Woodstock Citronelle Grant Roanoke Waterloo Daleville Steele The La Batre Millport La Fayette Magnolia Springs Gurley Shorter Billing Intercultural Institute Midway Skyline Aliceville Childersburg Woodville Fort Rucker Lester Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	17.61%	19.15%	18.46%
Medium Users (4-6)	9.9%	10.46%	10.14%
Light Users (1-3)	20.88%	21.17%	20.87%
Quintiles (20%)			
Newspaper I (Heavy)	0.83%	1.16%	1.27%
Newspaper II	0.98%	1.04%	1.34%
Newspaper III	3.02%	2.67%	2.43%
Newspaper IV	0.49%	0.64%	0.6%
Newspaper V (Light)	1.68%	1.39%	1.22%

<b>AILES</b>	MILES	
		MILES
8.77%	19.17%	20.17%
.36%	9.5%	9.46%
0.12%	10.67%	10.46%
0.4%	10.75%	12.02%
).1%	0.41%	0.55%
.34%	4.95%	6.53%
2.63%	2.58%	3.15%
2.34%	2.49%	3.57%
9.68%	18.25%	17.43%
26.11%	25.5%	24.63%
4.86%	14.61%	15.37%
.64%	4.8%	5.8%
.32%	4.69%	5.96%
4.27%	24.02%	24.05%
2.76%	2.81%	3.72%
)     	.36% 0.12% 0.4% .1% .34% .63% .34% 9.68% 6.11% 4.86% .64% .32% 4.27%	.36%9.5%0.12%10.67%0.4%10.75%.1%0.41%.34%4.95%.63%2.58%.34%2.49%9.68%18.25%6.11%25.5%4.86%14.61%.32%4.69%4.27%24.02%

Chickasaw Valley Head Pleasant Groves Billingsley Owens Cross Roads Avon Morris Kansas Lipse Houlton Ariton Mooresville Dutton Muscle Shoals Priceville Spring Intercultural Institute nia Auburn Ridgeville Livingston Bakerhill Argo Benton Cowarts Favor Contextual Ministry ©Copyright 2011, 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	MEDIUM	0-3	
Μ	<b>NILES</b>	MILES	MILES		MILES	
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /	_	
(fifths / 20%)				20%)		
Drive Time I & II (Heavy) 3.	8.14%	3.04%	3.26%	Prime Time I & II (Heavy)	4.61%	
Drive Time III (Medium) 0.	).95%	0.87%	0.94%	Prime Time III (Medium)	1.59%	
Radio IV & V (Light) 2.	2.8%	2.66%	2.95%	Prime Time IV & V (Light)	7.68%	
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles		
20%)				(fifths / 20%)		
Radio I & II (Heavy) 8.	8.09%	8.88%	9.64%	Fringe I & II (Heavy)	42.57%	
Radio III (Medium) 4.	.9%	5.09%	4.86%	Fringe III (Medium)	58.64%	
Radio IV & V (Light) 2	2.35%	3.1%	3.35%	Fringe IV (Light)	58.35%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /		
20%)				20%)		
Cable I & II (Heavy) 12	2.3%	14.59%	13.23%	All Day I & II (Heavy)	13.35%	
Cable III (Medium) 5	5.66%	5.18%	5.06%	All Day III (Medium)	28.55%	
Cable IV & V (Light) 30	80.35%	31.17%	32.66%	All Day IV (Light)	9.63%	

mans Corner Deatsville Rutledge Rockford Pennington Memphis Rainsville Lowndesboro Napler Field Fort Deposit Billingsley Silverhill Bay Minette Gulf Shores Hartford Intercultural Institute onwood Cordova Hammondville Hodges Gantt River Falls Elmore Oper Field For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Boar Detroit, Hartselle Midland City Sand Rock Carrollton Sheffield Athens Bridgeport Eva Mountain

# 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]	9.78%	10.76%	11.16%
6:00am - 10:00am	8.77%	10.87%	13.04%
10:00am - 3:00pm	3.82%	4.86%	6.88%
3:00pm - 7:00pm	14.25%	14.27%	15.33%
7:00pm - Midnight	8.8%	10.49%	11.66%
Midnight - 6:00am	3.51%	4.25%	5.28%
Weekend Radio			
Listeners			
Dayparts [summary]	12.59%	14.06%	14.46%
6:00am - 10:00am	1.68%	2.2%	2.91%
10:00am-3:00pm	2.64%	3.43%	4.37%
3:00pm - 7:00pm	5.45%	6.3%	6.78%
7:00pm - Midnight	8.45%	9.14%	9.37%
Midnight - 6:00am	6.92%	8.04%	9.84%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.62%	8.06%	7.68%
Saturday: 8:00-11:00pm	7.37%	7.79%	8.07%
Sunday: 7:00-11:00pm	10.12%	10.33%	10.04%
9:00am-1:00pm	25.49%	26.63%	25.36%
9:00am-4:00pm	29.15%	30.42%	29.08%
4:00pm-7:00pm	25.75%	28.23%	28.61%
11:00pm-1:00am	40.28%	41.23%	41.07%
AVG Prime time	2.08%	2.38%	3.01%
Mon-Sun			

rson Grant Butler Sheffield Kansas Muscle Shoals Skyline Riverview Cullman Theodore Minor Liber a Hokes Bluff Thomaston Orrville Adamsville Yellow Bluff Concord Intercultural Institute Kenzie Carolina Pickensville Clio Center Point Sand Rock Moody Bai Contextual Ministry Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	12.43%	14.44%	15.97%	Sat: 7-10am	Sat: 7-10am 14.88%	Sat: 7-10am 14.88% 16.09%
7-9am	16.1%	18.82%	20.17%	Sat: 10am-1p	Sat: 10am-1pm 7.06%	Sat: 10am-1pm 7.06% 7.24%
9am-12noon	20.6%	21.98%	20.63%	Sat: 1-4pm	Sat: 1-4pm 24.88%	Sat: 1-4pm 24.88% 25.54%
12noon-4pm	8.56%	8.44%	8.45%	Sat: 4-6pm	Sat: 4-6pm 5.75%	Sat: 4-6pm 5.75% 6.58%
4-6pm	44.37%	48.04%	46.74%	Sat: 6-7pm	Sat: 6-7pm 1.45%	Sat: 6-7pm 1.45% 1.57%
6-7pm	22.55%	21.75%	19.66%	Sat: 7-8pm	Sat: 7-8pm 0.54%	Sat: 7-8pm 0.54% 0.94%
7-7:30pm	1.11%	1.5%	1.52%	Sat: 8-11pm	Sat: 8-11pm 7.37%	Sat: 8-11pm 7.37% 7.79%
7:30-8pm	9.75%	10.75%	10.41%	Sat: 11pm-1a	Sat: 11pm-1am 3.82%	Sat: 11pm-1am 3.82% 4.23%
8-11pm	6.62%	8.06%	7.68%	Sat: 1am-7pr	Sat: 1am-7pm 22.56%	Sat: 1am-7pm 22.56% 23.54%
11pm-12am	34.41%	34.94%	33.85%	Sun: 7-10am	Sun: 7-10am 3.07%	Sun: 7-10am 3.07% 2.99%
11pm-1am	40.28%	41.23%	41.07%	Sun: 10am-1	Sun: 10am-1pm 8.47%	Sun: 10am-1pm 8.47% 8.16%
1-6am	23.06%	26.87%	28.78%	Sun: 1-4pm	Sun: 1-4pm 6.48%	Sun: 1-4pm 6.48% 6.67%
				Sun: 4-7pm	Sun: 4-7pm 13.94%	Sun: 4-7pm 13.94% 14.52%
				Sun: 7-11pm	Sun: 7-11pm 10.12%	Sun: 7-11pm 10.12% 10.33%
				Sun: 11pm-1	Sun: 11pm-1am 3.27%	Sun: 11pm-1am 3.27% 4.17%
				Sun: 1-7am	Sun: 1-7am 20.93%	Sun: 1-7am 20.93% 21.92%

Webb Opelika Anderson Concord Dayton Red Level Saraland Dadeville Phenix City Hoever Hueyton Hertville Collinsville Goshen Susan Moore Walnut Grove South Vinemon <u>Intercultural Institute</u> Deatsville Horn Hill Demopolis Uniontown Leighton Gordonville Addis <u>Intercultural Institute</u> Ocopyright 2011, Intercultural Institute for Contextual Ministry Gap Montgomery Allgood Millbrook Priceville Ho 59

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

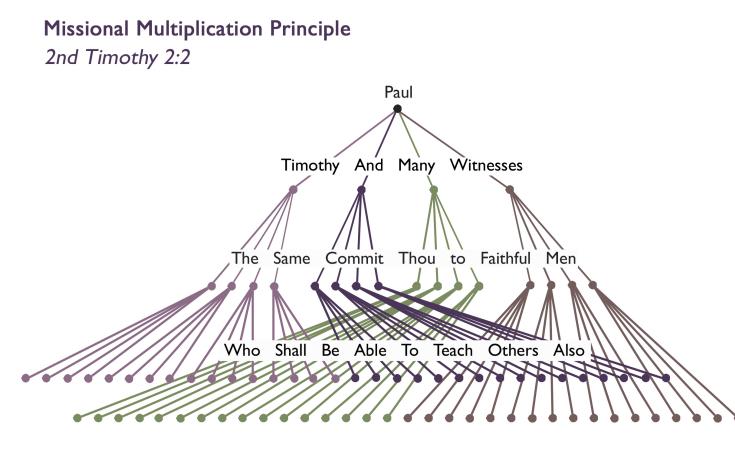
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

McIntosh Goldville Gilbertown Andalusia Brewton Grand Bay Indian Springs Village Clayhatchee Good Wees Atmore Sylacauga Enterprise Dothan Vredenburgh Goshen Unic Gordertual Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Gaylesville 61

## **Biblical Missional Multiplication**

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

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



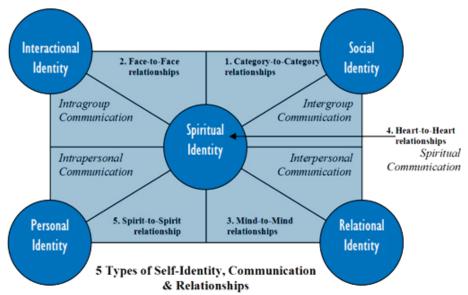
Glenwood Underwood-Petersville Magnolia Springs Pinckard Marion Phenix City Wilton Forestdale Horsby Autaugaville Linden Cordova Thomasville Double Springs Marion Intercultural Institute Intercultural Institute Georgiana Hartford Hoover Dutton Falkville Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

### **Communication Steps**

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





### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

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

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Faith Midway	3979 County Road 434	1.02 mi	247	Growing
I		Moulton, AL 35650	1.02 111	247	Growing
2	New Center	7780 County Road 170 Trinity, AL 35673	1.55 mi	38	Growing
3	Mt. View	6301 County Road 434 Trinity, AL 35673	2.67 mi	173	Plateauing
4	Bellview	5539 Old Moulton Rd Decatur, AL 35603	3.28 mi	171	Growing
5	Sulphur Springs	7341 County Road 217 Hillsboro, AL 35643	3.55 mi	58	Declining
6	Pleasant Hill	762 Pleasant Hill Rd Decatur, AL 35603	3.92 mi	91	Declining
7	Berea	1805 Co Rd 221 Moulton, AL 35650	4.36 mi	88	Plateauing
8	Chalybeate Springs	2781 County Road 214 Hillsboro, AL 35643	4.62 mi	43	Plateauing
9	Trinity	1281 Old Highway 24 Trinity, AL 35673	4.83 mi	482	Plateauing
10	Walden Chapel	1325 Liberty Rd Danville, AL 35619	4.84 mi	68	Growing
11	Harmony	3461 County Road 170 Hillsboro, AL 35643	4.95 mi	140	Plateauing
12	Stoney Acres	212 Bobwhite Dr SW Decatur, AL 35601	5.18 mi	42	Plateauing
13	Light of Life	615 Tammy St SW Decatur, AL 35603	5.39 mi	16	Plateauing
14	Enon	3293 County Road 209 Danville, AL 35619	5.89 mi	147	Plateauing
15	Macedonia	4021 S Chapel Hill Rd SW Decatur, AL 35603	6.43 mi	60	Declining

ncoln Abbeville Westover South Vinemont Sylvan Springs Russellville Brent Daviston Pinson Souths Autaugaville Needham Silverhill Holly Pond Faunsdale Locust Fork Intercultural Institute Fultondale Brighton Odenville Cardiff Flomaton Rainbow City Necta Forestdale Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Clanton Waterloo Moody Vincent Fairbone Eclectic

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Cedar Ridge	2612 Modaus Rd SW Decatur, AL 35603	6.81 mi	104	Growing
17	Fish Pond	1451 Co Rd 437 Hillsboro, AL 35643	6.92 mi	31	Declining
18	Shady Grove	2156 Iron Man Rd Danville, AL 35619	7.35 mi	212	Plateauing
19	Hillsboro	PO Box 186 Hillsboro, AL 35643	7.36 mi	117	Declining
20	Decatur Baptist	2527 Danville Road SW Decatur, AL 35603	7.68 mi	1,015	Plateauing
21	Autumnwood	4511 Danville Rd SW Decatur, AL 35603	7.83 mi	330	Declining
22	Central Park	2020 Westmead St SW Decatur, AL 35601	7.86 mi	340	Declining
23	Wear	PO Box 792 Moulton, AL 35650	7.89 mi	55	Plateauing
24	Westmeade	2030 Beltline RD SW Decatur, AL 35601	7.99 mi	512	Plateauing
25	Vestavia Hills	3301 Spring Ave SW Decatur, AL 35603	8.55 mi	68	Plateauing
26	Valley Grove	6631 County Road 81 Danville, AL 35619	8.77 mi	96	Growing
27	Flower Hill	14018 County Road 400 Hillsboro, AL 35643	8.90 mi	33	Plateauing
28	Fellowship	2709 Setter Ave. SW Decatur, AL 35603	8.97 mi	139	Declining
29	Austinville First	521 Austinville Rd SW Decatur, AL 35601	9.13 mi	164	Declining
30	Moulton	PO Box 430 Moulton, AL 35650	9.22 mi	325	Plateauing

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
24					
31	Wheeler Grove	12561 AL Highway 20 Hillsboro, AL 35643	9.24 mi	40	Plateauing
32	Parkview	305 Beltline PI SW Decatur, AL 35603	9.37 mi	462	Growing
33	Pleasant Valley	12 Ledbetter Dr Hartselle, AL 35640	9.45 mi	67	Plateauing
34	New Hope	5551 County Road 284 Courtland, AL 35618	9.48 mi	73	Growing
35	Danville	PO Box 70 Danville, AL 35619	9.53 mi	259	Growing
36	Rock Springs	PO Box 1292 Hartselle, AL 35640	9.56 mi	228	Growing
37	Unity	4506 Norris Mill Rd SW Decatur, AL 35603	9.57 mi	60	Declining
38	Oak Ridge	151 Hardy Road Hartselle, AL 35640	9.90 mi	44	Growing
39	Fifth Avenue	PO Box 1531 Decatur, AL 35602	10.20 mi	61	Declining
40	Flint	4119 US Highway 31 S Decatur, AL 35603	10.22 mi	198	Plateauing
41	Southside	709 9th St SE Decatur, AL 35601	10.26 mi	311	Declining
42	Central	PO Box 2024 Decatur, AL 35602	10.41 mi	1,034	Declining
43	Memorial	2616 Arms Ave SE Decatur, AL 35603	10.55 mi	68	Declining
44	Decatur First	PO Box 1667 Decatur, AL 35602	10.64 mi	832	Growing
45	Deer Springs	4961 Hwy. 31 South Decatur, AL 35603	10.65 mi	56	Growing

ksons' Gap Billingsley Greenville Mount Vernon Morris Margaret Andalusia Redstone Arsenal Haleyville develook Woodville Harpersville Horn Hill East Brewton Pennington Evergreen Pike Road Mosses Stevenson Opp Castleberry Lineville Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry



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

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