MissionSite top unreached locations

And Cowarts Clayhatchee Hueytown Edwardsville Tavior D

CENSUS TRACT: 01107050400 REGION: North Central Region ASSOCIATION: Pickens DISTRICT: 09: West Central District COUNTY: Pickens SITESCAPE: Townscape DEN:ITY PATTERN: K Alabama Baptist Convention State Board of Missions

MissionSite (TM) Table of Contents

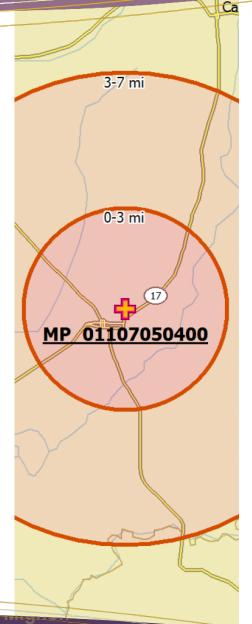
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Site Location Summary

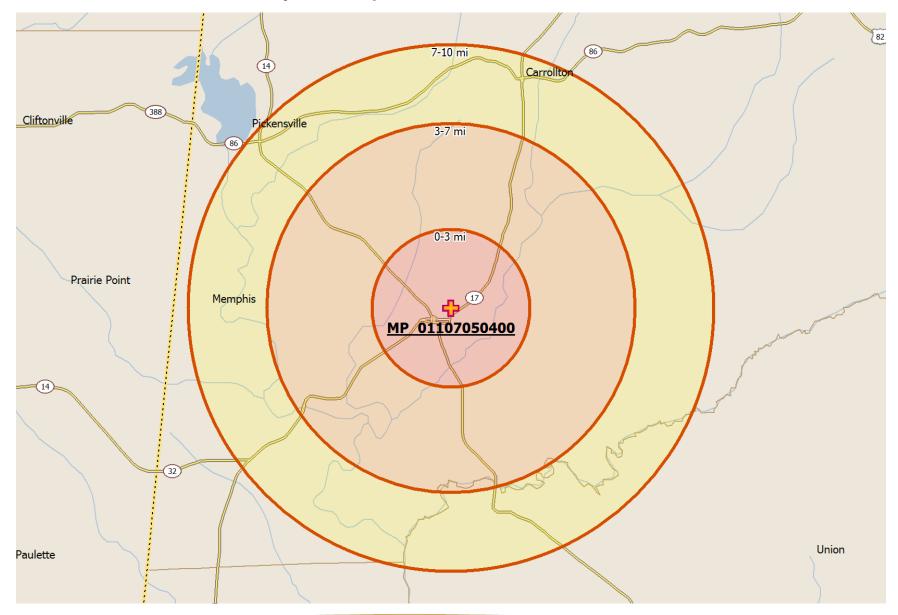
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	0102	North Central Region
2	Association	1655	Pickens
3	District	09	West Central District
4	County Location	01107	Pickens
5	Zipcode	35442	Pickens
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.13	Small towns adjacent to a small town
9	Sitescape Density Pattern	K	10000-10000-2500



arove Hill Lake Purdy Slocomb Tillmans Corner Dauphin Island Gaylesville Owens Cross Roads Waterioo Fort Payne Florala Langston Thomaston Goshen Madrid Elmore Intercultural Institute raldine Rainbow City Gurley Gilbertown Fairfield Eutaw McDonald Charles (or Contextual Ministry) Contextual Ministry Ontevallo Carolina Pinckard Andalusia Jackson Mu3c Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



If Hemewood Elmore Harpersville Forestdale Roanoke Wetumpka Union Grove Gavlesville Providence The Springs Lakeview Newton Coker Cottonwood Kinston Minor Sulley Intercultural Institute deville Repton McKenzie Valley Huguley Leeds Gu-Win Coosada Government Intercultural Institute for Contextual Ministry Memphis Mosses Atmore Cuba Northport Millry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	8	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	10	Rural commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	24	Percent commuting from non metro to metro areas

Talladega Tuskegee Albertville Millport Enterprise Glencoe Leighton Geiger Vredenburgh Favette Notasulga Pollard Douglas Florence Webb Maytown Skyline Hurry III Newton Florala Scotts odland Toxey Clay Edgewater Oak Hill Glen Allen Butler Level Plains for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,043	1,817	3,124
2010 Households	1,291	713	1,327
2010 Group Quarters Population	115	21	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	11	5	2
Language Diversity National Index	2	11	2
Foreign Born Diversity National Index	14	34	10
Ancestry Diversity National Index	7	2	2
Racial Diversity National Index	44	64	64

Insdale Daleville Tuseumbia Fairview Brookside Moody Prichard Fairhope Uniontewn Belk Grant G Argo Rockford Ladonia Luverne Ozark Hueytown Sulligent Cuser Intercultural Institute outton Beaverton Grayson Valley Geiger Mountainboro Geneva Eva Hor Gontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	1	True
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

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Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3	0.23%
Mainstay Communities	Established, Diverse Households	16	1.24%
Working Communities	Blue-collar, Working Families	68	5.27%
Country Communities	Rural, Agri. & Mining Families	7	0.54%
Aspiring Communities	Young Singles / Aspiring-Multihousing	504	39.04%
Urban Communities	High Density, Inner-city Neighborhoods	693	53.68%

oint Winfield Creola Goodwater Gaylesville New Market Citronelle Arley Ragland Cowarts Union Sprit Live Epes Troy Center Point Wadley Silas White Hall New Brockton Triana Southside Gedar Intercultural Institute Moulton Silve Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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.

Huguley Susan Moore Phil Campbell Cedar Bluff Ashland Sulligent Ozark Fruithurst Coker Rainbow and Trussville Loachapoka Guin Nectar Pisgah Cherokee Waterloo Lowndesboro Aliceville Needham Grove Hill Geraldine Kennedy Bear for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

gland Meadowbrook <u>Beaverton Montgomery Littleville Needham</u> La Fayette West End-Cobb Town Elbert Fellow Bluff Snead Magnolia Springs Maplesville Chatom Edwards in <u>Intercultural Institute</u> Brewton Level ronelle McMullen Collinsville Lockhart Myrtlewood Fruithurst Powell Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Recommended Brent Auburn Pinson Millbrook Enterprise

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	5,554	908	16.36%
Unreached %	66.69%	70.37%	105.51
Religious But NOT Evangelical HH	1,862	362	19.42%
Religious But NOT Evangelical %	22.36%	28.01%	125.27
Spiritual But NOT Relig or Evang HH	512	47	9.26%
Spiritual But NOT Relig or Evang %	6.15%	3.68%	59.75
Not Evangelical, Not Interested HH	3,310	538	16.26%
Not Evangelical, Not Interested %	39.75%	41.69%	104.86



Greenville Millbrook Edgewater Lake View Clay Gaylesville Lynn Repton Columbiana Brookside My Hotasulga Fort Payne St. Florian Lockhart Shiloh Talladega Trinity Intercultural Institute ger Level Plains White Hall Decatur Leighton Blountsville Weaver W for Confectual Ministry Confectual Ministry Copyright 2013, 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	36	3	8.33%
Active ALSBOM Attenders	2,448	324	13.24%
Active Evangelical Households	2,608	360	13.79%
Active Evangelical Percent	31.32%	27.87%	88.97
Inactive Evangelical Households	165	23	13.79%
Inactive Evangelical Percent	1.98%	1.76%	88.97
# 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	Aliceville First	1.04 mi	189	Declining	16	Reform First	17.31 mi	110	Declining
2	West End	2.23 mi	120	Declining	17	Mt. Pleasant	17.52 mi	122	Growing
3	Garden	2.63 mi	15	Growing	18	Flatwoods	17.75 mi	88	Declining
4	Pleasant Hill	5.50 mi	32	Declining	19	Mineral Springs	17.80 mi	62	Plateauing
5	Pickensville	8.52 mi	138	Plateauing	20	New Harmony Missionary	17.96 mi	47	Plateauing
6	Carrollton	8.59 mi	149	Growing	21	Coalfire	18.01 mi	34	Declining
7	Forest	11.17 mi	23	Plateauing	22	Rock Solid Missionary	18.04 mi	45	Plateauing
8	Spring Hill	11.59 mi	18	Growing	23	Clinton	18.23 mi	34	Declining
9	Hebron	11.93 mi	49	Growing	24	Emmanuel	18.44 mi	109	Plateauing
10	Ebenezer	12.26 mi	21	Plateauing	25	Gordo First	18.46 mi	157	Plateauing
11	Cross Roads	12.37 mi	55	Declining	26	Beulah	18.59 mi	32	Plateauing
12	Stansel	13.31 mi	68	Declining	27	Fellowship	18.61 mi	68	Declining
13	Pine Grove	14.61 mi	30	Growing	28	Shiloh	18.79 mi	83	Declining
14	West Greene	15.69 mi	13	Declining	29	Highland Southern	18.87 mi	68	Growing
15	Liberty	16.45 mi	21	Declining	30	Ethelsville	18.91 mi	131	Growing

osh Union Providence Vestavia Hills Redstone Arsenal Sulligent Nectar Dutton Avon Maplesville The Hue Ridge Mountain Brook Tallassee Kinston Irondale Kimberly Same Intercultural Institute de Childersburg Trinity Pinckard Orange Beach Walnut Grove Mound for Contextual Ministry e Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Using the Spirituality Indicators

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

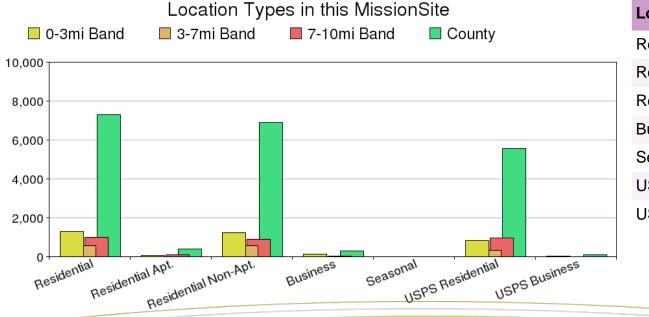
Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	20,699	3,921	18.94%
2000 Population	20,949	3,619	17.28%
2010 Population	19,077	3,043	15.95%

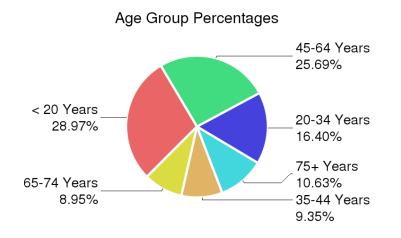


Location Type	0-3mi Band
Residential	1,284
Residential Apt.	56
Residential Non-Apt.	1,228
Business	119
Seasonal	0
USPS Residential	832
USPS Business	40

Thomasville Dodge City Creola Edwardsville Chatom Holt Shiloh Kansas Snead Horn Hill Dauphin B The Russellville Sand Rock Frisco City Gordo Myrtlewood Orange Beach Redstone Arsenal Grove Hill Courtland Homewood Level Plains Monroeville Prattville Autaugaville (on Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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.

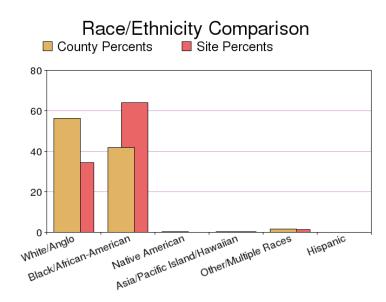


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.79%	5.39%	112.53
4-5 Years	2.47%	2.46%	99.6
6-8 Years	3.75%	3.98%	106.13
9-11 Years	3.83%	4.44%	115.93
12-13 Years	2.59%	3.45%	133.2
14-17 Years	5.32%	6.21%	116.73
18-19 Years	2.71%	3.09%	114.02
0-5 Years	7.27%	7.85%	107.98
6-12 Years	8.87%	10.06%	113.42
13-19 Years	9.33%	11.11%	119.08
< 20 Years	25.47%	29.02%	113.94
20-34 Years	18.08%	16.43%	90.87
35-44 Years	11.16%	9.37%	83.96
45-64 Years	27.53%	25.73%	93.46
65-74 Years	9.25%	8.97%	96.97
75+ Years	8.51%	10.65%	125.15
Median Age	41	39	96.06
Median Age (Male)	39	36	93.16
Median Age (Female)	43	44	101.85

Piedmont Selma Sardis City Union Springs Edwardsville Livingston Berry Anderson Munford Hayd Florence Indian Springs Village Arab Paint Rock Dozier Eufaula Oa Rock Creek Babbie Tuscumbia Harvest Billingsley Woodstock Valley Group for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ariton Notasulga Oxford Opelika Ozark White Hall 16

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	56.23%	34.31%	61.01
Black, African-American	41.94%	64.05%	152.73
Native American	0.14%	0.1%	72.34
Asian	0.12%	0.2%	163.54
Pacific Island, Hawaiian	0.04%	0%	0
Other/Multiple Races	1.54%	1.38%	89.56
Hispanic	0%	1.18%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	12,952	1,987	

Total Adults over age 25 years.	12,952	1,987	
Less than 9th Grade	10.82%	13.69%	79.02
No High School Diploma	18.82%	16.16%	116.47
High School Graduate	38.2%	33.27%	114.84
Some College, no degree	17.03%	18.77%	90.73
Associate Degree	5.27%	3.98%	132.63
College Degree	6.49%	9.21%	70.5
Graduate/Prof. degree	3.37%	4.93%	68.25

stdale Gulf Shores Wedowee New Site Faunsdale McMullen Roanoke Nauvoo Bear Creek Heath Billing Habaster Brighton Horn Hill Dutton Marion Elba Rutledge Toxey Intercultural Institute Shiloh Dothan Shorter Foley Fayette Hytop Eva Argo Mount Olive Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry For an Springs Clio Underwood-Petersville Walnut Grove 17

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	17.22%	18.82%	83.02
\$10,000 to \$19,999	16.12%	17.66%	109.58
\$20,000 to \$29,999	12.89%	12.55%	97.38
\$30,000 to \$49,999	18.71%	19.83%	105.98
\$50,000 to \$59,999	8.23%	5.5%	66.85
\$60,000 to \$69,999	6.94%	9.53%	137.26
\$70,000 to \$79,999	5.04%	5.89%	116.71
\$80,000 to \$89,999	4.05%	3.56%	88.04
\$90,000 to \$99,999	2.38%	1.7%	71.67
\$100,000 to \$124,999	3.4%	1.78%	52.42
\$125,000 to \$149,999	1.84%	0%	0
\$150,000 to \$199,999	0.96%	1.08%	112.88
\$200,000 to \$249,999	0.19%	0.08%	40.31
\$250,000 or more	2.04%	2.01%	98.65
Median Household	32,905	30,727	93.38
Average Household	43,756	42,124	96.27
Per Capita Household	19,322	17,887	92.57
Family/Non-Family Household			
Income			
Median Family Income	42,371	42,004	99.13
Average Family Income	51,038	49,356	96.7
Median Non-Family Income	16,300	14,885	91.32
Average Non-Family Income	25,517	20,686	81.07

Auvoo Lincoln Pelham Rainbow City Piedmont McKenzie Geraldine Cordova Sylacauga Daleville Fra cosa Blue Springs Lexington Thomasville Gantt Crossville Waldo Onyco Fairview Elberta Petrey H Frisco City Forkland Vernon Carrollton Rehobeth Huguley Lake Provide Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Bayou La Batre Wedowee Pike R18

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	71.47%	68.16%	95.38
Families with Children	37.07%	39.74%	107.19
Families without Children	34.39%	28.43%	82.65
Non-Family Households			
% Non-Family Households	28.53%	31.84%	111.57
Non-Families with Children	0.18	0.15	86
Non-Families without Children	28.35	31.68	111.74
Housing Units			Index
Total Housing Units	9,848	1,444	
Vacant percent	15.44%	10.6%	68.6
Owned percent	66.9%	59.28%	88.61%
Rented Percent	17.66%	30.12%	170.6
Households by Size			Index
Avg household size	2.27	2.27	100
Avg family hh size	2.75	2.81	102.18
Avg non-family hh size	1.05	1.10	104.76
Households By Count of Persons			Percent
One	2,216	387	17.46%
Тwo	3,265	473	14.49%
Three or Four	2,444	355	14.53%
Five+	402	76	18.91%

Hartford Brent Needham Piedmont Boligee Grove Hill Faunsdale Greenville Centre Alteona Clayte Intercultural Institute McKenzie Gordonville Reform Selma Revealed intercultural Institute Hodges Triana Ladonia Fayette Wadley Gilbertown Jasper Sulligent Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

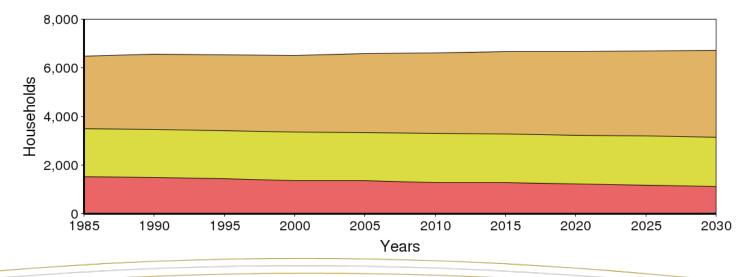
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE COUNTY RING % OF CO	DEMOSCAPE	DEMOSCAPE COUNTY	DEMOSCAPE COUNTY RING
1990 Population 20,699 3,921 18.94%	1990 Households	1990 Households 7,568	1990 Households 7,568 1,500
2000 Population 20,949 3,619 17.28%	2000 Households	2000 Households 8,086	2000 Households 8,086 1,369
2010 Population 19,077 3,043 15.95%	2010 Households	2010 Households 8,327	2010 Households 8,327 1,291
2015 Population 18,385 2,911 15.83%	2015 Households	2015 Households 8,365	2015 Households 8,365 1,285

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

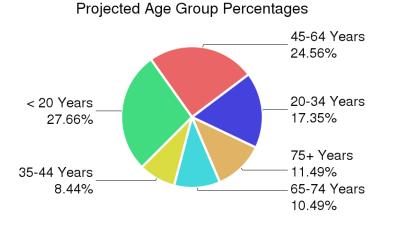
🔲 0-10mi Ring



Site Waverly Hamilton Waterloo Skyline Millport Crossville Lakeview Blue Ridge Fairhope Edwards H Linden Beaverton Cuba Hokes Bluff West End-Cobb Town Baileyton <u>Intercultural Institute</u> Mount Olive Wedowee Scottsboro Adamsville Cusseta Coffee Springs Union Sport (ontextual Ministry ^a ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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

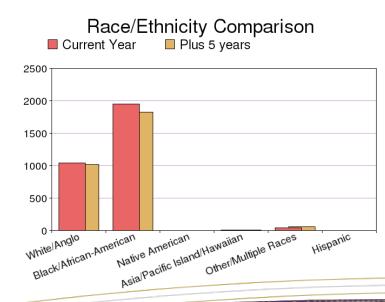


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.39%	5.46%	101.3
4-5 Years	2.46%	2.4%	97.56
6-8 Years	3.98%	3.92%	98.49
9-11 Years	4.44%	4.33%	97.52
12-13 Years	3.45%	3.09%	89.57
14-17 Years	6.21%	5.7%	91.79
18-19 Years	3.09%	2.78%	89.97
0-5 Years	7.85%	7.87%	100.25
6-12 Years	10.06%	9.76%	97.02
13-19 Years	11.11%	10.07%	90.64
< 20 Years	29.02%	27.7%	95.45
20-34 Years	16.43%	17.38%	105.78
35-44 Years	9.37%	8.45%	90.18
45-64 Years	25.73%	24.6%	95.61
65-74 Years	8.97%	10.51%	117.17
75+ Years	10.65%	11.51%	108.08
Median Age	41	40	96.72
Median Age (Male)	39	37	95.4
Median Age (Female)	43	43	99.72

Saks Pinckard Kimberly Elba Babbie Piedmont Dodge City Pine Ridge Jasper Meores Mill Pine Apple Madison Coker Lynn Littleville Midfield Chickasaw Waterloo Concord Line Lincoln Foley Morris Oneonta Napier Field West Point Prattville Phil Campbell Pickensville To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	34.31%	35.04%	102.13
Black, African-American	64.05%	62.62%	97.78
Native American	0.1%	0.1%	104.53
Asian	0.2%	0.24%	121.96
Pacific Island, Hawaiian	0%	0.03%	0
Other/Multiple Races	1.38%	1.92%	139.38
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,987	1,940	
Less than 9th Grade	13.69%	13.35%	97.53
No High School Diploma	16.16%	16.03%	99.23
High School Graduate	33.27%	33.66%	101.18
Some College, no degree	18.77%	18.92%	100.78
Associate Degree	3.98%	3.92%	98.53

9.21%

4.93%

9.33%

4.79%

101.3

97.2

 Ope
 Marion
 Jacksonville
 Luverne
 Albertville
 Lake
 Purdy
 Hillsborge
 Air
 Attalla
 Pelham
 Petham

 Tuscumbia
 Newton
 Fairfield
 Brewton
 Prattville
 Thomasville
 Gainesville
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 For Contextual Ministry

College Degree

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	18.82%	16.58%	88.06
\$10,000 to \$19,999	17.66%	17.43%	98.7
\$20,000 to \$29,999	12.55%	11.52%	91.78
\$30,000 to \$49,999	19.83%	20.31%	102.43
\$50,000 to \$59,999	5.5%	5.68%	103.3
\$60,000 to \$69,999	9.53%	8.95%	93.93
\$70,000 to \$79,999	5.89%	6.23%	99.14
\$80,000 to \$89,999	3.56%	4.28%	100.47
\$90,000 to \$99,999	1.7%	2.1%	123.3
\$100,000 to \$249,999	1.78%	1.95%	109.2
\$125,000 to \$149,999	0%	0%	0
\$150,000 to \$199,999	1.08%	1.4%	129.17
\$200,000 to \$249,999	0.08%	0.16%	200.93
\$250,000 or more	2.01%	2.26%	112.06
Median Household	30,727	33,995	110.64
Average Household	42,124	45,894	108.95
Per Capita Household	17,887	20,277	113.36
Family/Non-Family Household			
Income			
Median Family Income	42,004	45,565	108.48
Average Family Income	49,356	52,031	105.42
Median Non-Family Income	14,885	15,528	104.32
Average Non-Family Income	20,686	22,908	110.74

Warrier Highland Lake Brookwood Napier Field Madison Eva Guntersville Athens Yellow Bluft Edward anake Holly Pond Abbeville La Fayette McDonald Chapel Valley Grande Vina Baileyton Moundville Montevallo Bridgeport Alexandria Detro Intercultural Institute Confectual Ministry Illio Copyright 2013, Intercultural Institute for Contextual Ministry Condwater Milliont Crimes Hurtsboro Samson Vernon Lake Purdy, New Site, Pine Hill, East Brewton

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	68.16%	68.4%	100.35
Families with Children	39.74	39.84	100.27
Families without Children	28.43	28.48	100.19
Non-Family Households			
% Non-Family Households	31.84%	31.6%	99.24
Non-Families with Children	0.15	0.08	99.24
Non-Families without	31.68	31.52	99.48
Children			
Housing Units			
Total Housing Units	1,444	1,438	99.58%
Vacant percent	10.6%	10.64%	100.42
Owned percent	59.28%	59.67%	100.65
Rented Percent	30.12%	29.62%	98.34
Households by Size			
Avg household size	2.27	2.18	96.04%
Avg family hh size	2.81	2.68	95.37%
Avg non-family hh size	1.10	1.08	98.18%
Households By Count of			
Persons			
One	387	384	99.22%
Тwo	473	502	106.13%
Three or Four	355	347	97.75%
Five+	76	52	68.42%

Guntersville Fairhope Geraldine Collinsville Phil Campbell Newton Harpersville Tuscumbia Pinckard Jemison Union Grove Grand Bay Bridgeport Glencoe Vredenburgh Intercultural Institute Ridge Meridianville Lipscomb Newville Underwood-Petersville Theodo (ontertual Ministry) ©Copyright 2013, Intercultural Institute for Contextual Ministry Cav Mooresville Fruitburst St Elorian Woodville

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:		0-3	0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	3	24	7	Eastern Africa		0	0 0
Northern Europe	0	1	2	Middle Africa		0	0 0
Western Europe	2	11	3	Northern Africa		0	0 0
Southern Europe	0	0	0	Southern Africa		0	0 0
Eastern Europe	0	0	0	Western Africa		0	0 1
Other Europe	0	0	0	Other Africa	0		0
Eastern Asia	0	0	0	Oceania	0		0
So. Central Asia	0	0	0	Caribbean	0		0
SE Asia	0	1	1	Central Amer.	1		10
Western Asia	0	0	0	South America	0		0
Other Asia	0	0	0	North America	0		0
				Born at sea	0		0

y Susan Moore Headland Columbia Mountain Brook Center Point Billingsley Forkland Kimberly Gener New Brockton Sipsey Trinity Pell City Babbie Wilton Leeds Colony Intercultural Institute Minette Warrior McIntosh Fairhope Woodville Red Level Mentone To Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Cover Midfield Hamilton Gu-Win Union States Colony (Contextual Ministry)

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	2,823	1,811	3,946	Other Indo-Euro	0	0	0
Spanish	36	26	60	Asian/PI languages	0	0	0
Other Indo-Euro	4	36	5	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	2	27	3	Korean	0	0	3
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	1	6	1	Thai	0	0	0
German	1	3	1	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	4	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

The Langt Harpersville County Line Mount Vernon Geneva Dozier West Point Pledmont Langston Factor Creola Hytop Boaz Florala Oneonta Sweet Water Sardis City Intercultural Institute Dodge City Langston Ariton La Fayette Intercultural Institute One Creo R aks Parrish Auburn Clio Lowndesboro Pennington Ariton La Fayette Intercultural Institute One Creo R for Contextual Ministry Gu-Win Midfield Butter Gordonville Harvest Gor 26 Copyright 2013, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	2,068	1,366	2,903	Irish	Irish 71	Irish 71 38
Arab	0	0	0	Italian	Italian 4	Italian 4 3
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 0
British	8	3	9	Polish	Polish 16	Polish 16 4
Canadian	0	0	0	Portuguese	Portuguese 2	Portuguese 2 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 0	Russian 0 0
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	0	Scotch-Irish	Scotch-Irish 38	Scotch-Irish 38 23
Dutch	2	2	5	Scottish	Scottish 20	Scottish 20 21
English	51	35	74	Slovak	Slovak 0	Slovak 0 0
European	10	8	15	Subsaharan African	Subsaharan African 39	Subsaharan African 39 13
Finnish	0	0	0	Swedish	Swedish 5	Swedish 5 1
French (not Basque)	6	1	4	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	0	0	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	59	23	55	US/American	US/American 291	US/American 291 244
Greek	0	0	0	Welsh	Welsh 0	Welsh 0 0
Hungarian	0	0	0	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,445	Other 1,445 947

Addison Midway Needham Warrior Dozier Cusseta Fort Rucker Pleasant Groves Opp Moody Ge Clio Babbie Uniontown Brighton Hobson City Vestavia Hills Sylacauga Intercultural Institute Haleburg New Hope Daphne Brewton Pollard Creola Henagar Eva Contextual Ministry Creek Harpers Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

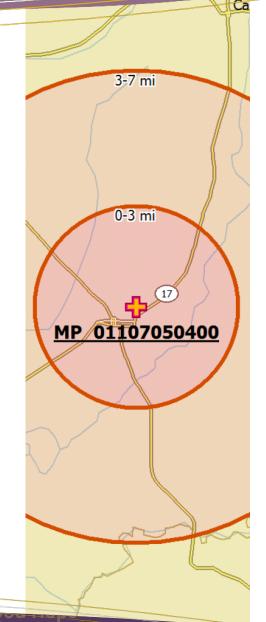
Issues for Your Consideration - continued

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



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

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



Midfield Akron Dadeville Summerdale Mosses Munford Fultondale Fairview Springville Flomaton Hater Columbiana Eldridge Geiger Thomaston Hazel Green Ashford Intercultural Institute Owens Cross Roads Tarrant Birmingham Waverly Holt McDonald Charles for Contextual Ministry Cordeva Fa ©Copyright 2013, 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	1,291	100%	908	100%
AFFLUENT SUBURBIA	3	0.23%	2	0.22%
America's Wealthiest	3	0.23%	2	0.22%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Mignon Jackson Lanett Garden City Blountsville Mount Olive Benton Akron Holt Fairview Grove Holt pelika Crossville Clayhatchee Ranburne Talladega Springs Dadeville <u>Intercultural Institute</u> Petrey McDon Faunsdale Fyffe Providence Valley Libertyville Daleville Stevenson for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Brockside, Buttledge Holter Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,291	100%	908	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	16	1.24%	12	1.32%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	16	1.24%	12	1.32%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	68	5.27%	47	5.18%
Steadfast Conservative	42	3.25%	29	3.19%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	26	2.01%	18	1.98%

urne Prattville <u>Centre Nount Olive Abbeville Louisville Smoke Rise</u> Triana Akron Gulf Shores Baileyte Prichard Munford Goldville Goodwater Tillmans Corner Greenville <u>Intercultural Institute</u> Coverside iverside Huntsville Andalusia Snead Grayson Valley Columbia Rogers *Level for Contextual Ministry* And Level Coverside Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry St. Letters Autogaville Springville Boligee South Viner

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	1,291	100%	908	100%
REMOTE AMERICA	4	0.31%	2	0.22%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	4	0.31%	2	0.22%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	504	39.04%	373	41.08%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	504	39.04%	373	41.08%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	3	0.23%	2	0.22%
Industrious Country Living	3	0.23%	2	0.22%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

niontewn Goodwater Guin Glenwood McKenzie Phenix City West Jefferson Cardiff Dozier Clio Piedra avia Hills Daleville Oak Grove Bayou La Batre Riverview Lineville Ower Inse Boads Northport Betha Loxley Dutton Pisgah Sardis City Loachapoka Tuskegee Toxey Na for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,291	100%	908	100%
STRUGGLING SOCIETIES	693	53.68%	470	51.76%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	693	53.68%	470	51.76%
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%

hickasaw Littleville Brantley Sylvania Pollard Thomaston Fruithurst Vestavia Hills Hurtsboro Tuscum Centre Clio Cowarts Holt Heflin Monroeville Edwardsville Jacks Kinston Waverly Piedma West Jefferson Graysville Phil Campbell Argo Ariton Mooresville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Varrior Ragland Gravsville Grant Daphne Ashford Vernon Kinston Gulf Shores Lake View Fyffe List Ashville Piedmont Ohatchee Rock Creek Hodges Tarrant Holt Geiger Fidridge Chatom Clay Fair Vincent Trussville Maytown North Courtland Guntersville Midfield Flove for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

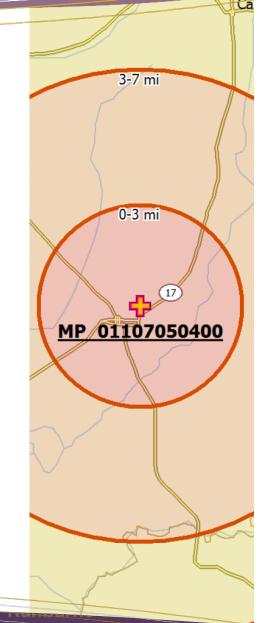
Potential Cultural Bridges

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

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

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

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



Smiths Station Opelika Lake View Vincent Trinity Sweet Water Indian Springs Viage McMullen View Florala Ragland Eutaw Cottonwood Valley Head Huguley Pine Apple Intercultural Institute aylor Mount Olive Hodges Lincoln Enterprise Lockhart Hoover Winfield Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-3 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	66%	65%	66%
Use Comp. for Internet/E-mail	42%	41%	42%
Internet Use: E-Mail	35%	34%	35%
Use Comp. for Comp. Games	34%	34%	34%
Use Comp. for Education	29%	29%	29%
HH Owns DVD Player	25%	25%	25%
Use Comp. for Shopping	20%	20%	20%
Use Comp. for Word Processing	20%	19%	20%
Internet Use: News/ Weather	20%	19%	20%
Use Comp. for Digital Camera Photo Editing	19%	18%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	18%	18%	18%
Internet Use: Banking	18%	18%	18%
PC-Network-HH Has One	16%	16%	17%
Use Comp. for News/Info./Data	12%	11%	12%
Service			
Use Comp. for Filing/DB	9%	9%	9%
Mngmnt			
HH Owns Video/Webcam	8%	8%	8%
Internet Use: Research/	8%	8%	8%
Education			
Use Comp. for Personal	8%	7%	8%
Financial Mngmnt			
Internet Use: Read Magazines/	7%	7%	7%
Newspapers			
Internet Use: Yellow Pages	7%	7%	7%

S Corner Sand Rock Evergreen Graysville Lexington Tallassee Hueytown Grove Hill Samson Kinsey Kimberly Libertyville Cuba Jasper Parrish Vina Gurley Wilton Land Glan Allen Priceville Cotton Notasulga Scottsboro Frisco City Gaylesville Moores Mill Waterloo Clantertual Ministry Date Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

RIDGES 0)-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
N	MILES	MILES	MILES			MILES	MILES MILES
istening To Music 6	64%	64%	64%		Any Ailment	Any Ailment 69%	Any Ailment 69% 68%
eading Books 4	48%	48%	48%		Gen./Fam. Practitioner	Gen./Fam. Practitioner 32%	Gen./Fam. Practitioner 32% 31%
ning Out (Not Fast Food) 4	41%	40%	41%	Hy	pertension/High Blood	pertension/High Blood 24%	ypertension/High Blood 24% 24%
ard Games 3	35%	34%	35%	Pr	ressure	essure	essure
ooking for Fun 3	32%	32%	32%	Ba	ackache	ackache 24%	ackache 24% 24%
o To A Beach/Lake 2	26%	26%	26%	D	entist	entist 21%	entist 21% 20%
oard Games 2	26%	25%	26%	E	ye Dr.	ye Dr. 20%	ye Dr. 20% 19%
ardening 2	24%	23%	23%	Hi	igh Cholesterol	igh Cholesterol 19%	igh Cholesterol 19% 19%
ioing To 1	14%	14%	14%	Γ	None Of These	None Of These 18%	None Of These 18% 18%
ars/Nightclubs/Dancing					Any Arthritis	Any Arthritis 16%	Any Arthritis 16% 16%
isit Museum 1	13%	12%	13%		Acid Reflux Disease (GERD)	Acid Reflux Disease (GERD) 16%	Acid Reflux Disease (GERD) 16% 16%

Maytown Crossville Pollard Carrollton Childersburg Newton Brent Coaling Indian Springs Village States The Lincoln Sand Rock Huguley Millport Waverly Dayton Jemis of Intercultural Institute Iman Midway Spanish Fort Edgewater Repton Dadeville Livingston To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	23.44%	23.15%	23.29%
Live Theater	15.03%	14.51%	15.17%
Rock/Pop Concerts Most	13.19%	13.06%	13.17%
Often			
Live Theater Most Often	11.9%	11.46%	12.03%
Dance Performance	10.01%	10.07%	9.95%
Comedy Club	8.9%	8.91%	9.1%
Movies: Comedy	42.72%	43.2%	42.44%
Movies: Action/Adventure	39.52%	39.68%	39.24%
Movies: Drama	26.67%	27.23%	26.32%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	24.86%	25.08%	24.53%
Movies: Romantic Comedy	21.02%	21.15%	20.83%
Movies: Mystery	20.22%	20.49%	19.91%
College Football Reg.	4.19%	4.07%	4.24%
Season			
NFL Football Reg. Season	3.63%	3.45%	3.8%
College Basketball Reg.	3.61%	3.6%	3.59%
Season			
NBA Basketball Reg.	2.85%	2.77%	2.91%
Season			
MLB Baseball Reg. Season	2.39%	2.23%	2.41%
College Football	2.15%	2.2%	2.14%
Post-Season			

Douglas Emelle Powell Twin Dozier Bear Creek Valley Grande Mount Vernon Highland Lake Besseme asville Grove Hill Brighton Harpersville Carbon Hill Fort Payne Union Intercultural Institute Rehobeth Opelika Enterprise Alexandria Lake View Benton West Point Pointer Contextual Ministry Contextual Ministry Contextual Ministry Cadaden Elba Webb Westover Margaret Gravsville

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	34.72%	34.11%	34.73%	Golf	Golf 7.62%	Golf 7.62% 7.19%
Swimming	20.96%	20.29%	20.99%	Mountain/Road Biking	Mountain/Road Biking 7.05%	Mountain/Road Biking 7.05% 6.74%
Basketball	18.45%	18.47%	18.8%	Softball	Softball 6.16%	Softball 6.16% 5.99%
Bowling	17.13%	16.59%	17.5%	Ice Skating	Ice Skating 6.15%	Ice Skating 6.15% 6.2%
Billiards/Pool	16.26%	16.36%	16.18%	Yoga	Yoga 6.14%	Yoga 6.14% 6.06%
Jogging/Running	15.03%	14.97%	15.22%	Tennis	Tennis 5.83%	Tennis 5.83% 5.68%
Football	13.23%	13.42%	13.55%	Soccer	Soccer 5.74%	Soccer 5.74% 5.5%
Weight Training	11.95%	11.75%	12.04%	Roller Skating	Roller Skating 5.57%	Roller Skating 5.57% 5.58%
Freshwater Fishing	11.4%	10.96%	11.69%	Camping Trips	Camping Trips 5.1%	Camping Trips 5.1% 4.62%
Aerobics	10.68%	10.53%	10.85%	Saltwater Fishing	Saltwater Fishing 5.02%	Saltwater Fishing 5.02% 4.74%
Stationary Cycling	9.79%	9.66%	9.87%	Hunting	Hunting 4.62%	Hunting 4.62% 4.34%
Baseball	9.35%	9.2%	9.74%	Snorkeling	Snorkeling 4.28%	Snorkeling 4.28% 4.34%
Using Cardio Machine	8.35%	7.95%	8.43%	Power Boating	Power Boating 4.27%	Power Boating 4.27% 4.08%
Volleyball	8.13%	8.08%	8.22%	Backpacking/Hiking	Backpacking/Hiking 4.17%	Backpacking/Hiking 4.17% 3.78%

II Meulton Cullman Fultondale Tuscumbia Louisville Munford Carbon Hill Woodstock Mobile Ardmon Opelika Rosa West End-Cobb Town Skyline Newton Foley Maytown w Webb Yellow Bluff Napier Field Elmore Thomaston Meridianville Al Copyright 2013, Intercultural Institute for Contextual Ministry al Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Jet Skiing	4.09%	4.12%	4.17%
Canoeing/Kayaking	3.77%	3.6%	3.86%
Fly Fishing	3.75%	3.72%	3.81%
Skateboarding	3.73%	3.7%	3.83%
Hockey	3.45%	3.35%	3.6%
Target Shooting	3.43%	3.1%	3.57%
Motorcycling	3.34%	3.21%	3.45%
Racquetball	3.3%	3.2%	3.52%
Snowmobiling	3.25%	3.26%	3.26%
Horseback Riding	3.07%	2.9%	3.22%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowboarding	3.07%	3.08%	3.09%
Downhill & X-Country	3.04%	2.94%	3.09%
Skiing			
Water Skiing	2.99%	2.92%	3.1%
Sailing	2.69%	2.66%	2.73%
Surfing & Windsurfing	2.32%	2.32%	2.4%
Rock Climbing	2.29%	2.23%	2.32%
Martial Arts	2.03%	1.91%	2.18%
Archery	1.94%	1.86%	1.95%
Auto Racing	1.82%	1.67%	1.74%
Rowing	1.77%	1.66%	1.88%

gar Belk Sylvan Springs Ohatchee Rainsville Pine Apple Ozark Twin Ladonia Coffee Springs Kinston Deige City Satsuma Newton Guntersville Kansas Pine Hill Clayton Intercultural Institute Natural Bridge Taylor Atmore Hayneville Guin New Brockton Oak for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

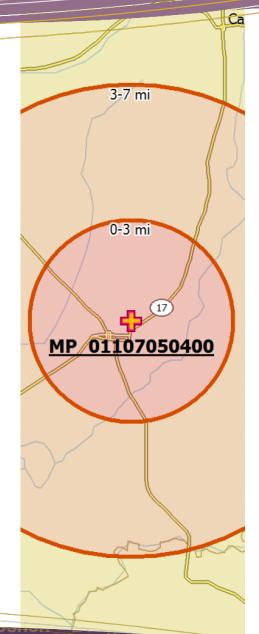
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Colony Ozark Cuba Andalusia Double Springs Falkville Leighton Trinity Elberta Boaz Georgiana Riverside Berry Sardis City River Falls Cleveland Jacksons' Gap Nation Cleven Hobson City Shore Vest Jefferson Yellow Bluff Malvern Gardendale Emelle Clayhatchee Fair Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

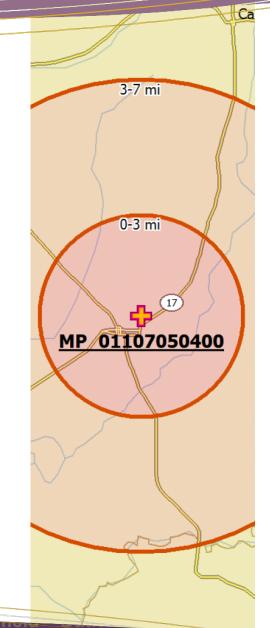
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Cood Hope Oakman Epes Westover Bridgeport Hayden Oneonta Florence Rainsville Tallassee Hy Mount-Olive Lynn Falkville Birmingham Nauvoo Forkland Mclored Intercultural Institute Berry Bear Creek Athens Vance Anniston Hayneville North Johns Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

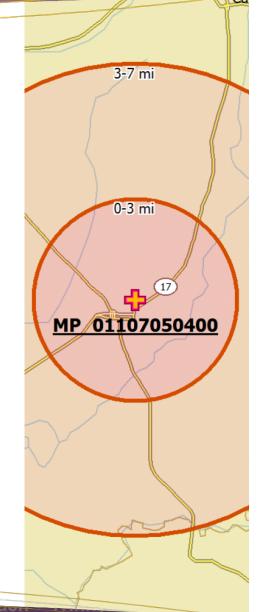
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	57%	57%	57%	Money Is Best Measure Of Success	22%	22%	23%
Speak My Mind Even If It Upsets People	44%	45%	44%	We Should Strive for Equality for All	21%	22%	21%
Like Control Over People And	43%	43%	43%	Marijuana Should Be Legalized	21%	20%	21%
Resources				Rarely Sit Down to a Meal	19%	19%	19%
Find It Difficult To Say No To My	38%	37%	38%	Together At Home			
Kids				Like To Pursue	17%	17%	17%
Woman's Place Is In The Home	36%	36%	36%	Challenge/Novelty/Change			
Don't Judge People/Way They Live Life	35%	36%	35%	Friends More Important Than My Fam.	17%	16%	17%
Too Much Sponsorship In Arts/Sports	35%	36%	35%	Only Work Current Job for The Money	16%	16%	17%
I Am A Workaholic	28%	29%	28%	Happy With My Standard Of	12%	12%	12%
Like To Do Unconventional	28%	28%	28%	Living			
Things				Very Happy With My Life As It Is	11%	11%	11%
If Won Lottery Would Never Work Again	27%	27%	27%	Little I Can Do To Change My Life	11%	11%	11%
Like to Stand Out In A Crowd	26%	26%	25%	On Whole People Get What	11%	11%	11%
Prefer To Have Few	26%	25%	25%	They Deserve			
Possessions As Possible				More Important Do Duty Than Enjoy Life	11%	11%	11%

Hanceville Stevenson Berry Geiger Red Bay Hollywood Oak Hill Dutton Goodwater Hokes Bluff G tria Millry Springville North Courtland Clio County Line Altoona Rehology Intercultural Institute Ingham Union Kennedy Rosa Gordonville Frisco City Harpersville Nove Intercultural Institute OCopyright 2013, Intercultural Institute for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry

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.



ton Cottonwood Hanceville Bakerhill Hackleburg Grand Bay Forestdale Ashville Lineville Langston in the Mountain Brook Ragland Colony Jacksons' Gap Holt Ozark in <u>Intercultural Institute</u> Horn Hill Winfield in the second second

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	3-7	7-10	THEMES	0-3	3-7	7-10
You Should Seize Opportunities	MILES 59%	MILES 59%	MILES 59%	People Have To Take Me As They	MILES 23%	MILES 23%	MILE: 23%
In Life				Find Me			
Important To Respect Customs And Beliefs	55%	55%	56%	Try Not To Worry About The Future	19%	19%	19%
Prefer Work Part Of Team Than	40%	40%	41%	Like To Just Enjoy Life	18%	18%	18%
Alone				Real Men Don't Cry	18%	18%	18%
Like To Understand About Nature	39%	39%	39%	Enjoy Spending Time With My Fam.	15%	15%	15%
Important To Juggle Various Tasks	37%	37%	37%	Worried About Pollution Caused By Cars	15%	15%	15%
Important Feel Respected By My	33%	33%	33%	Is An Important Part Of Who I Am	13%	13%	13%
Peers				Children Should Be Allowed To	9%	9%	9%
Good At Fixing Things	33%	33%	33%	Express Themselves			
Have Keen Sense Of Adventure	30%	30%	30%	Feel Very Alone In The World	6%	6%	6%
Provide My Kids With The Little Extras	26%	26%	26%	Like Spending Most Time With Fam.	6%	6%	6%
Prefer To Have Few Possessions As Possible	26%	25%	25%	Would Like To Set Up Own Business	4%	4%	5%
Consider Myself Interested In The Arts	25%	25%	25%	Decor Particular Interest To Me	3%	3%	3%
Looking for New Ideas To Improve Home	24%	25%	24%				

Minor Gardendale Helt Grayson Valley Valley Head West End-Cobb Town Columbia Prichard New Brock Fort Payne Uniontown Eva Georgiana Pollard Hollywood Mount Intercultural Institute Libertyville Lake View Fultondale Florence Bon Air Daviston Fort Device Intercultural Institute Hobeth Clayha Copyright 2013, Intercultural Institute for Contextual Ministry

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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.

3-7 mi 0-3 mi MP 01107050400

Aidway Waterloo Lakeview Sipsey Onconta Yellow Bluff Providence Milly Rehobeth Hartselle Rivers Gak Grove Huguley Red Level Fort Deposit Decatur Mobile Weaver Intercultural Institute Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

3-7

MILES

21.37%

20.81%

19.9%

18.74%

17.31%

17.5%

16.6%

16.15%

15.57%

15.73%

14.71%

14.5%

7-10

MILES

21.48%

20.53%

19.44%

18.72%

17.48%

16.92%

16.82%

16.08%

16.25%

15.45%

14.48%

14.68%

PLACE	0-3	3-7	7-10	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	89.36%	89.54%	89.44%	Red Lobster
Restaurant-Visit Any				Domino's Pizza
Fam. Restaurants/Steak	76.24%	75.55%	76.33%	Dairy Queen
Houses-Visit Any				Golden Corral
McDonald's	57.45%	57.53%	57.52%	Olive Garden
Kentucky Fried Chicken (KFC)	43.29%	44%	43.31%	Church's Fried Chicken
Burger King	40.2%	40.39%	40.37%	IHOP (International Hous
Nendy's	36.76%	37.09%	36.73%	Pancakes)
Subway	33.02%	33.12%	32.96%	Sonic
Pizza Hut	29.22%	29.37%	29.26%	Chick-Fil-A
Applebee's	27.29%	27.08%	27.42%	Hardee's
Taco Bell	27.17%	27.27%	26.81%	Krispy Kreme
Popeyes	22.82%	23.64%	23.01%	TGI Friday's
Arby's	22.63%	22.49%	22.44%	

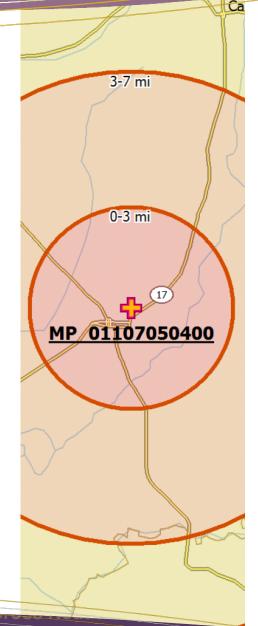
Rehobeth Prichard Clanton New Hope Benton Rock Mills Nectar La Fayette Spanish Fort Guntersville Werview Highland Lake Jackson Clio Bessemer Fort Rucker Glen Allen Intercultural Institute Somerville Silas Millbrook Leeds Kimberly Skyline Stevenson Notas (or Contextual Ministry) Fultondale We Copyright 2013, Intercultural Institute for Contextual Ministry Billingsley Ashford Redstone Arsenal Riverside Clayton Alexander City Eclectic West End-Cobb Town

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!



mphis Napler Field Attaila Sipsey Clanton Fairhope Montevallo Thomaston Ranburge Dodge City Ho Reece City Pike Road Kansas Bon Air Woodland Warrior Columbian Pinson Elberta Sylvania Iytop Fairview Billingsley Blue Ridge Vernon Banks Childersburg Asl Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential 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	39.33%	38.49%	39.56%
Recycled products	21.85%	20.93%	21.74%
Worked as volunteer (non political)	10.78%	10.44%	10.67%
Engaged in fund raising	9.79%	9.55%	10.02%
Religious club member	8.14%	7.98%	8.37%
Church Board	7.63%	7.49%	7.97%

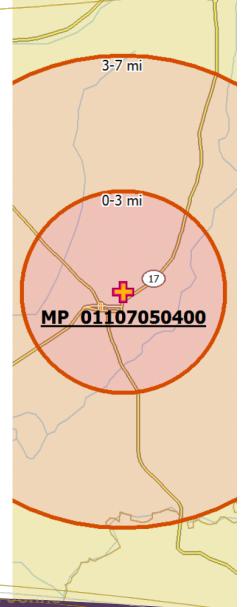
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Took active part in local civic	4.34%	4.26%	4.34%
	4.000/	4 4 4 0 /	4.040/
Wrote to editor of mag or	4.23%	4.14%	4.21%
newspaper			
Union member	4.12%	3.88%	4.27%
Charitable Organization	3.4%	3.22%	3.4%
Addressed a public meeting	3.36%	3.25%	3.39%
Wrote to elected offcl about	3.31%	3.16%	3.31%
publ bus			

Brewton North Courtland Valley Grande Stevenson Glenwood Demopolis Napier Field Fort Payne Good Geiger Pinckard Nauvoo Pleasant Grove Minor Ladonia Gardendale Harry Intercultural Institute e Talladega Chatom Oxford Eufaula Lexington Clayton Fort Rucker e Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Fullon Ider Carbon Hill Huguley Pinson Claybatchee Gra

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.



Iton Cedar Bluff Leeds Beatrice Moulton Coosada Vernon Walnut Grove Brookside Eclectic Lincoln Flomaton Vina Hanceville Lipscomb Woodland Winfield Midfield Intercultural Institute egee Point Clear Myrtlewood Hartford Phil Campbell Twin Pleasant Grove for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Children's Books	12.24%	12.1%	12.28%
Novel	11.32%	10.92%	11.47%
Religious (not Bibles)	9.82%	9.68%	10.06%
Cookbooks	7.96%	7.88%	7.9%
Mystery	6.11%	5.89%	5.88%
Romance	5.93%	5.9%	5.98%
Personal/Business	5%	4.79%	5.05%
Self-help			
Biography	4.78%	4.61%	4.86%
Mail order	4.6%	4.56%	4.62%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.25%	64.97%	65.19%
Gen. Editorial	57.97%	58.22%	58.06%
Womens	50.05%	50%	50.59%
Service	28.33%	28.08%	28.07%
Music	23.52%	23.86%	23.89%
Business/Finance	23.19%	23.09%	23.56%
Mens	21.17%	21.23%	21.07%
Parenthood	16.33%	16.59%	16.23%
Health	14.75%	14.67%	14.83%

Aural Bridge Hamilton Lisman Holt Kennedy Oxford Jacksons' Gap Phil Campbell Trinity Mount Olive Trange Beach Sylvania Anniston Bon Air Beatrice Billingsley Atmore Napier Field Montgomery Wilton Clayhatchee Chatom Samson Turing for Contextual Ministry ^{1a}©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	44.5%	43.78%	44.39%
Classified	29.79%	29.79%	29.63%
Sport	27.25%	26.92%	27.08%
Editorial Page	22.34%	21.82%	22.22%
TV/Radio Listings	21.34%	21.14%	21.08%
Business/Finance	21.15%	20.6%	21.03%
Movie Listings & Reviews	20.94%	20.62%	20.81%
Comics	20.24%	19.96%	19.8%
Food/Cooking	20.22%	19.77%	20.12%
Home/Gardening	15.71%	15.16%	15.81%
Fashion	15.66%	15.41%	15.98%
Travel	14.55%	14.03%	14.66%
Science/Technology	12.09%	11.51%	12.13%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	51.11%	52.41%	52.16%
Jazz	15.94%	15.95%	16.57%
CHR Contemp Hit Radio	14.85%	14.49%	14.91%
Variety	11.17%	11.17%	11.49%
Gospel	10.45%	10.69%	10.63%
Adult Contemporary	9.05%	8.91%	8.69%
Oldies	8.49%	8.48%	8.31%
Country	7.27%	6.91%	6.96%
All News	6.76%	6.48%	7.14%
Religious	4.86%	4.65%	5.02%
News/Talk	4.57%	4.27%	4.36%
Soft Contemporary	4.5%	4.42%	4.55%
Alternative	4.02%	4%	3.69%
Rock	3.89%	3.65%	3.58%
All Talk	2.5%	2.3%	2.58%
Classic Rock	2.46%	2.28%	2.18%
Sports	2.45%	2.34%	2.49%
Adult Standards	2.35%	2.18%	2.42%

Daleville Hanceville Tarrant Morris Benton Wetumpka Collinsville Waldo Centreville Petrey Louisville and Yellow Bluff Dadeville Madison Guntersville Bessemer Coosada ©Copyright 2013, Intercultural Institute for Contextual Ministry Pranklin Epes Fairview Meridianville Fulton West B 53 Contextual Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	60.98%	60.71%	61.14%
Other Video-On-Demand	56.14%	57.04%	55.35%
Soapnet	50.87%	50.79%	50.72%
Satellite Dish	48.3%	47.93%	48.09%
MSNBC	35.53%	35.85%	35.35%
Sci-Fi Channel	35.19%	34.98%	35.32%
Adult Pay Per View TV	33.71%	33.55%	33.65%
Subscribe Digital Cable	32.11%	31.77%	32.61%
Nick At Nite	26.91%	27.2%	26.69%
Nickelodeon	26.55%	26.73%	26.66%
TCM (Turner Classic	26.5%	26.7%	26.21%
Movies)			
TV Info From Sunday TV	26.3%	26.04%	26.37%
Magazine			

le Vina Springville Sipsey Enterprise Spanish Fort Woodville McIntosh Leesburg Crossville effield Headland Owens Cross Roads Nectar Ozark Lisman Centre Ether ille Anderson Sm Tarrant Saks Nauvoo Huntsville Phenix City Pell City Notasulga University Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

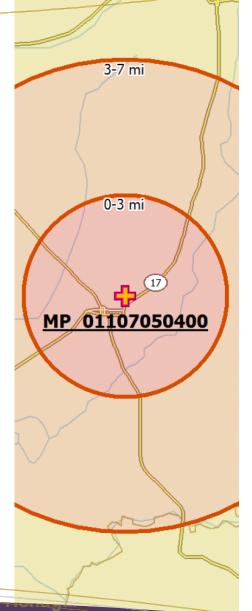
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Communication Media Usage

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.



Satsuma Beatrice Flomaton Odenville Glencoe Lipscomb Mulga Minor Sumiton Tillmans Corner Gewater Coaling Andalusia McDonald Chapel Sardis City Bear Creek Coker Lakeview Oakman River Falls Hartselle Gilbertown Eufaula ⁹Copyright 2013, Intercultural Institute for Contextual Ministry ⁹Copyright 2013, Intercultural Institute for Contextual Ministry ⁹Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	14.39%	14.1%	14.45%
Medium Users (4-6)	7.11%	6.94%	7.06%
Light Users (1-3)	15.72%	15.3%	15.92%
Quintiles (20%)			
Newspaper I (Heavy)	1.15%	1.23%	1.08%
Newspaper II	1.41%	1.37%	1.48%
Newspaper III	1.48%	1.42%	1.5%
Newspaper IV	0.59%	0.62%	0.53%
Newspaper V (Light)	1.14%	1.22%	1.05%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.2%	22.65%	22.13%
Magazines II	9.97%	10.11%	9.99%
Magazines III	10.48%	10.68%	10.58%
Magazines IV	15.11%	15.46%	15.05%
Magazines V (Light)	1.32%	1.32%	1.39%
Outdoor I (Heavy)	10.44%	10.65%	10.46%
Outdoor II	6.96%	7.24%	6.87%
Outdoor III	6.49%	6.69%	6.47%
Outdoor IV	17.06%	16.91%	17.07%
Outdoor V (Light)	25.21%	25.14%	25.06%
Yellow Pages I	16.78%	16.86%	16.95%
(Heavy)			
Yellow Pages II	9.66%	9.78%	9.77%
Yellow Pages III	13.57%	14.13%	13.38%
Yellow Pages IV	26.72%	26.97%	26.62%
Yellow Pages V (Light)	6.17%	6.37%	6.1%

ma Gulf Shores Collinsville Mount Olive Franklin Sylvania Atmore Lakeview Selment-West-Selmoni We Jacksons' Gap Gilbertown Point Clear Town Creek Tuscaloosa Highlan Atmore Lakeview Selment-West-Selmoni We Vernon Pine Hill Spanish Fort Littleville Fulton Sardis City Kansas Boo Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Boo Copyright 2013, Intercultural Institute for Contextual Ministry Converted Boo Contextual Ministry Contextual Ministry Boo Contextual Ministry Contextual Ministry Boo 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.

DIUM 0-3 3-7 7-10 MEDIUM					
MILES MILES MILES					
o Drive Time Quntiles TV Prime Time Quntiles					
s / 20%) 20%)					
e Time I & II (Heavy) 1.57% 1.48% 1.58% Prime Time I & II (Heavy)					
e Time III (Medium) 0.96% 0.98% 1% Prime Time III (Medium)					
o IV & V (Light) 2.39% 2.37% 2.46% Prime Time IV & V (Light)					
Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles					
) (fifths / 20%)					
o I & II (Heavy) 13.75% 14.25% 13.62% Fringe I & II (Heavy)					
o III (Medium) 3.14% 3.09% 3.13% Fringe III (Medium)					
o IV & V (Light) 4.24% 4.26% 4.34% Fringe IV (Light)					
e TV Quntiles (fifths / TV All Day Quntiles (fifths /					
) 20%)					
e I & II (Heavy) 11.09% 10.91% 11.31% All Day I & II (Heavy)					
e III (Medium) 6.34% 6.48% 6.14% All Day III (Medium)					
e IV & V (Light) 45.7% 46.22% 45.28% All Day IV (Light)					



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]	10.25%	10.14%	10.32%
6:00am - 10:00am	15.13%	15.07%	15.23%
10:00am - 3:00pm	15.27%	15.81%	15.2%
3:00pm - 7:00pm	18.94%	19.63%	18.5%
7:00pm - Midnight	12.66%	12.8%	12.47%
Midnight - 6:00am	10.94%	11.35%	10.85%
Weekend Radio			
Listeners			
Dayparts [summary]	15.53%	15.84%	15.3%
6:00am - 10:00am	2.11%	2.07%	2.03%
10:00am-3:00pm	4.69%	4.54%	4.8%
3:00pm - 7:00pm	8.15%	8.36%	8%
7:00pm - Midnight	12%	12.39%	11.88%
Midnight - 6:00am	16.97%	17.5%	16.75%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.58%	5.62%	5.66%
Saturday: 8:00-11:00pm	8.2%	8.24%	8.36%
Sunday: 7:00-11:00pm	10.24%	10.55%	10.05%
9:00am-1:00pm	26.91%	27.2%	26.69%
9:00am-4:00pm	31.02%	31.26%	30.98%
4:00pm-7:00pm	33.56%	33.7%	33.73%
11:00pm-1:00am	48.3%	48.83%	48.06%
AVG Prime time	7.41%	7.64%	7.38%
Mon-Sun			

Sanford Jasper Elba Brookside Blue Ridge Shiloh Heath Spanish Fort Kellyton Hammondville E seece City Kimberly Concord Mooresville Union Grove Babbie Carrollton Intercultural Institute on City Trafford Vincent Maplesville Nauvoo Berry Gordonville Harpe for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.73%	17.25%	16.27%	Sat: 7-10am	Sat: 7-10am 15.77%	Sat: 7-10am 15.77% 15.74%
7-9am	19.44%	19.53%	19.54%	Sat: 10am-1p	Sat: 10am-1pm 8.37%	Sat: 10am-1pm 8.37% 8.48%
9am-12noon	19.22%	19.12%	19.07%	Sat: 1-4pm	Sat: 1-4pm 25.55%	Sat: 1-4pm 25.55% 25.6%
12noon-4pm	11.81%	12.14%	11.91%	Sat: 4-6pm	Sat: 4-6pm 7.48%	Sat: 4-6pm 7.48% 7.42%
4-6pm	49.45%	49.35%	49.91%	Sat: 6-7pm	Sat: 6-7pm 1.42%	Sat: 6-7pm 1.42% 1.38%
6-7pm	17.32%	17.32%	17.48%	Sat: 7-8pm	Sat: 7-8pm 0.96%	Sat: 7-8pm 0.96% 0.97%
7-7:30pm	1.76%	1.72%	1.88%	Sat: 8-11pm	Sat: 8-11pm 8.2%	Sat: 8-11pm 8.2% 8.24%
7:30-8pm	12.72%	12.69%	12.93%	Sat: 11pm-1a	Sat: 11pm-1am 7.14%	Sat: 11pm-1am 7.14% 7.21%
8-11pm	5.58%	5.62%	5.66%	Sat: 1am-7pm	Sat: 1am-7pm 20.54%	Sat: 1am-7pm 20.54% 20.2%
11pm-12am	35.53%	35.85%	35.35%	Sun: 7-10am	Sun: 7-10am 2.34%	Sun: 7-10am 2.34% 2.33%
11pm-1am	48.3%	48.83%	48.06%	Sun: 10am-1p	Sun: 10am-1pm 5%	Sun: 10am-1pm 5% 5%
1-6am	34.96%	35.22%	35.04%	Sun: 1-4pm	Sun: 1-4pm 4.02%	Sun: 1-4pm 4.02% 4.02%
				Sun: 4-7pm	Sun: 4-7pm 10.61%	Sun: 4-7pm 10.61% 10.64%
				Sun: 7-11pm	Sun: 7-11pm 10.24%	Sun: 7-11pm 10.24% 10.55%
				Sun: 11pm-1a	Sun: 11pm-1am 6.07%	Sun: 11pm-1am 6.07% 6.3%
				Sun: 1-7am	Sun: 1-7am 19.87%	Sun: 1-7am 19.87% 20.05%

Helena Lakeview Hillsboro Holt Boligee White Hall Snead Akron Kansas Daleville Gordo West B Win Morris Mentone Kellyton Coffeeville Sumiton Woodstock Allgorie Intercultural Institute Notasulga Cleveland Lake View Langston Sheffield Triana Geneva Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

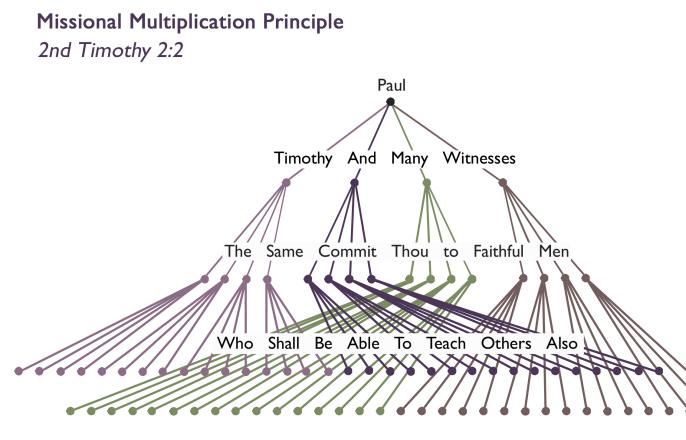
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Toxey Cordon Rock Creek McIntosh Smiths Station Sipsey Kimberly Childersburg Pine Ridge Ave Wens Cross Roads Ridgeville Red Bay Allgood Fultondale Carolina Intercultural Institute Nontgomery Mount Vernon Pike Road Confectual Ministry C

Biblical Missional Multiplication

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

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



The Half Wadley Sylacauga Natural Bridge Section Deatsville Horn Hill Glen Allen Daphne Langston N Catrish Arab Pennington Guin Carolina Alexandria Muscle Shoals Skyling Sumiton Columbiana Eva Sses Brighton Gilbertown Holt West End-Cobb Town Russellville Hoov for Contextual Institute Contextual Ministry Guntersville McMullen Oakman Thomaston Trussvil Copyright 2013, Intercultural Institute for Contextual Ministry Bountersville Garden City Orange Beach New 162

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.



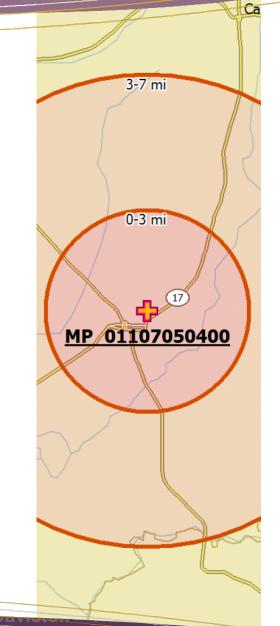
Lake View Mentone Clayhatchee Attalla Good Hope La Fayette Ashville Centreville Oxford Lake Pure ten Wilsonville Pinckard Union Cardiff Emelle Decatur Sulligent Target Intercultural Institute Rock Mills Mulga Westover Homewood Center Point Arab West Jeffer Jor Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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



County Line Anderson Clanton Locust Fork Centreville Pollard Russellville Orville Piedmont Bill Valley Ethelsville Chickasaw Ohatchee Petrey Newville Valley Grander Intercultural Institute Priceville Linden Hayden New Hope Center Point Homewood Waverly for Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Aliceville First	323 Broad St NW Aliceville, AL 35442	1.04 mi	189	Declining
2	West End	130 Mobile Rd NW Aliceville, AL 35442	2.23 mi	120	Declining
3	Garden	1852 Sapps Rd. Aliceville, AL 35442	2.63 mi	15	Growing
4	Pleasant Hill	208 4th Ave NW Aliceville, AL 35442	5.50 mi	32	Declining
5	Pickensville	119 Old Mill Rd Carrollton, AL 35447	8.52 mi	138	Plateauing
6	Carrollton	PO Box 457 Carrollton, AL 35447	8.59 mi	149	Growing
7	Forest	1291 Benevola Rd Gordo, AL 35466	11.17 mi	23	Plateauing
8	Spring Hill	586 STINSON RIDGE Carrollton, AL 35447	11.59 mi	18	Growing
9	Hebron	2244 Sapps Rd Aliceville, AL 35442	11.93 mi	49	Growing
10	Ebenezer	184 Marvin Chapel Rd Carrollton, AL 35447	12.26 mi	21	Plateauing
11	Cross Roads	529 Lewis Cross Rds. Carrollton, AL 35447	12.37 mi	55	Declining
12	Stansel	PO Box 430 Reform, AL 35481	13.31 mi	68	Declining
13	Pine Grove	1997 Pine Grove Rd Ethelsville, AL 35461	14.61 mi	30	Growing
14	West Greene	PO Box 62 Clinton, AL 35448	15.69 mi	13	Declining
15	Liberty	1030 Bumcomb Creek Rd Reform, AL 35481	16.45 mi	21	Declining

Mountain Brook Triana Bakerhill Grayson Valley Town Creek Clay Thomaston Opelika Rock Mills Shiloh Daviston Centreville Providence Hueytown Robertsdale Memphin Intercultural Institute iths Station Cowarts Ohatchee Red Bay Decatur Ider Red Level Hoke Intercultural Institute for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Reform First	PO Box 100 Reform, AL 35481	17.31 mi	110	Declining
17	Mt. Pleasant	P O Box 301 Gordo, AL 35466	17.52 mi	122	Growing
18	Flatwoods	778 Flatwoods Rd Gordo, AL 35466	17.75 mi	88	Declining
19	Mineral Springs	176 T B Woodard Jr Rd Reform, AL 35481	17.80 mi	62	Plateauing
20	New Harmony Missionary	311 Oakwinds Dr. Gordo, AL 35466	17.96 mi	47	Plateauing
21	Coalfire	472 Coal Fire Cir Reform, AL 35481	18.01 mi	34	Declining
22	Rock Solid Missionary	Hwy 82 West Gordo, AL 35466	18.04 mi	45	Plateauing
23	Clinton	PO Box 59 Clinton, AL 35448	18.23 mi	34	Declining
24	Emmanuel	PO Box 588 Gordo, AL 35466	18.44 mi	109	Plateauing
25	Gordo First	PO Box 323 Gordo, AL 35466	18.46 mi	157	Plateauing
26	Beulah	10743 County Road 191 Eutaw, AL 35462	18.59 mi	32	Plateauing
27	Fellowship	PO Box 1048 Reform, AL 35481	18.61 mi	68	Declining
28	Shiloh	14219 Shiloh Road Ralph, AL 35480	18.79 mi	83	Declining
29	Highland Southern	PO Box 381 Gordo, AL 35466	18.87 mi	68	Growing
30	Ethelsville	230 Main St. Ethelsville, AL 35461	18.91 mi	131	Growing

Guntersville Akron Eva Florence New Market Colony Heath Sylvan Springs Grand Bay Daphne Mignon Minor Atmore Gainesville Stevenson Winfield Addison Chelsea Nectar Birmingham Cuba Oneonta Littleville Adamsville Adamsville for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Pond Monroeville Stevenson Air Rockford Eufaula We67

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Arbor Springs	PO Box 879 Reform, AL 35481	19.57 mi	77	Declining
32	Corinth	PO Box 95 Elrod, AL 35458	21.55 mi	45	Growing
33	Friendship	PO Box 189 Reform, AL 35481	21.66 mi	80	Plateauing
34	Bethel	PO Box 60 Fosters, AL 35463	22.33 mi	47	Growing
35	New Salem	177 Friendship Church Rd Reform, AL 35481	22.36 mi	52	Growing
36	Gainesville	PO Box 231 Epes, AL 35460	22.45 mi	15	Declining
37	New Hope	16598 Romulus Rd Buhl, AL 35446	22.85 mi	51	Plateauing
38	Hickory Grove	650 County Road 75 Ethelsville, AL 35461	22.97 mi	55	Growing
39	Cross Roads Missionary	8074 County Road 49 Gordo, AL 35466	23.02 mi	27	Plateauing
40	Bethlehem	8738 County Road 27 Reform, AL 35481	23.23 mi	52	Declining
41	Union Chapel	PO Box 53 Ethelsville, AL 35461	23.53 mi	41	Growing
42	Buhl	PO Box 128 Buhl, AL 35446	24.01 mi	142	Declining
43	Double Branches	915 Comer Elmore Rd Gordo, AL 35466	24.06 mi	18	Declining
44	Cornelius Chapel	PO Box 38 Buhl, AL 35446	24.23 mi	24	Declining
45	Union Grove	4504 Carter Dr Northport, AL 35476	24.35 mi	0	Plateauing

Uscumbia Madrid Ragland Hillsboro Grove Hill Dora Union Russellville Britliant Sulligent Napier Field River Falls Waverly Greenville Riverside Geraldine Harvest Gadsden Intercultural Institute Kimberly Pennington Fort Deposit Yellow Bluff Holt Boaz Muscle For Confectual Ministry Confectual Ministry Sweet Water Sipsey Fillmans Corner Cusseta Whi68



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