# MissionSite top unreached locations

ineville Columbiana ORRVILLE, AL Vredenburgh Coaling Pine Ridge CENSUS TRACT: 01047996900 City For Depos Ladonia Edgewater Stevenson Magnolia Springs REGION: South Central Region ASSOCIATION: Selma Mutiplyton Pike Road Carolina Eclectic CONGREGATIONAL REPRODUCTION Reasant Groves Castleberry Lisman DISTRICT: 08: Western Black Belt District In partnership with the Grove Steele Athens Albertville RaCOUNTY: Dallas Gordon Warrior Lanett Clio Intercultural Institute Bluff Tuscaloosa SITESCAPE: Countryscape ufaula Edwardsville Lo DENNITY PATTERN: K Millry Loxley Minor Gurl for Contextual Ministry Newbern Woodland Carrollton Springville Aliceville Midland City Ver EncAlabama Baptist Conventionleedham Pisgah Hom State Board of Missions Billingsley ©Copyright 2013, Intercultural Institute for Contextual Ministry Chatom

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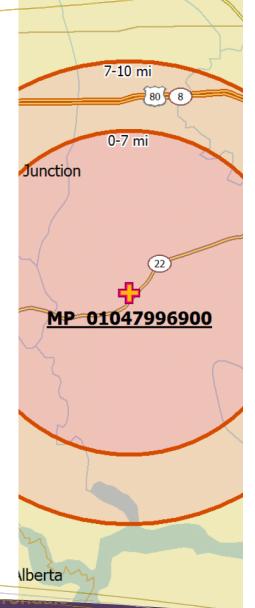
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#### Site Location Summary

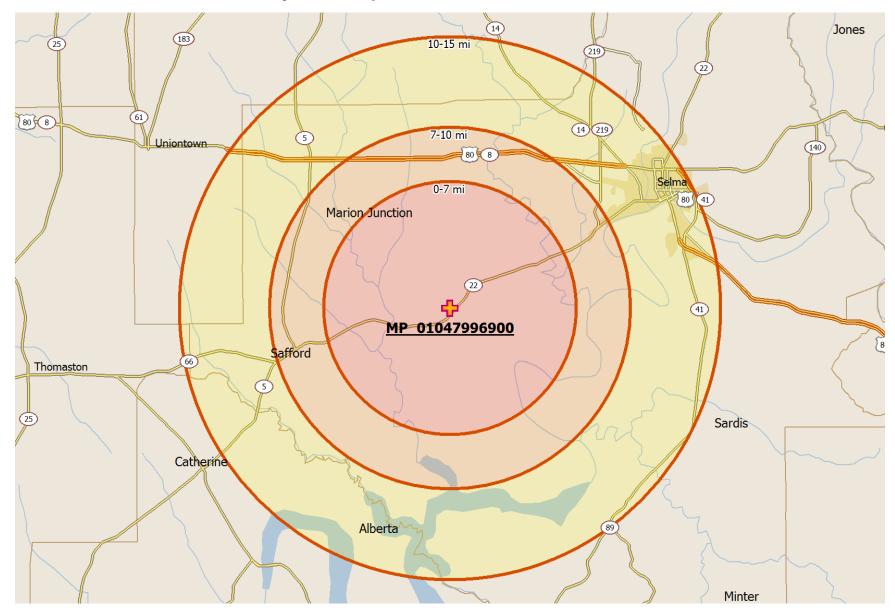
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1793	Selma
3	District	08	Western Black Belt District
4	County Location	01047	Dallas
5	Zipcode	36767	Dallas
6	Sitescape Category	1	Countryscape
7	Sitescape Group	1.2	Distant Settlements
8	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
9	Sitescape Density Pattern	К	2500-2500-2500



w Tuscumbia Sweet Water Brundidge Hurtsboro Courtland New Hope Hollywood Myrtlewood Cowarts wa Leesburg Ridgeville McMullen County Line Greensboro Gadsden Muscle Shoals Highland Lake Pisgah Allgood Alexander City New Site Confertual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Stop Mentone Carolina Mobile Pine Ridge Cher

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



Ido Reece City North Johns Russellville Hazel Green Arab South Vinemont Frisco City Edgewater Union Riverview Owens Cross Roads Lynn Hayneville Hollywood Belk Claron Intercultural Institute on Mosses Nectar Vredenburgh Wedowee Woodville Mountain Brook Copyright 2013, Intercultural Institute for Contextual Ministry 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	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban	4	
	Continuum		
4	NCHS Rural Urban	5	Micropolitan - counties in a micropolitan statistical area
	Codes		
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	70	Micropolitan high commuting: No additional code
	Index		
7	ERS RUCA	5	Micropolitan high commuting: primary flow 30% or more to a large urban cluster
	Commuting Value		
8	Percent Commuting to	6	Percent commuting from non metro to metro areas
	Metro		

Haleyville Valley Brookside Trinity Maplesville Midland City Sylacauga Columbiana White Half Phile Artey Cusseta Woodville Daleville Brookwood Brilliant Newton Migner Pinekard Oakman Locust For Carrollton Selma Rainsville Irondale Samson Kansas Lynn Hayr Contextual Ministry ©Copyright 2013, Intercultural Institute 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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	2,510	968	15,936
2010 Households	1,022	423	6,848
2010 Group Quarters Population	0	0	223

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	1	4	2
Language Diversity National Index	1	3	2
Foreign Born Diversity National Index	76	10	50
Ancestry Diversity National Index	5	2	15
Racial Diversity National Index	41	36	60



## 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	1	True
Low-education County	0	False
Low-employment County	1	True
Persistent Poverty County	1	True
Population Loss County	1	True
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

tic Prattville Oneonta Cullman Guin Avon Blue Ridge Lipscomb Edwardsville Locust Fork Billingsley Dauphin Island Pleasant Grove Kennedy Redstone Arsenal Cedar Bluft Intercultural Institute Maplesville Mignon Eva Sylvan Springs Mount Vernon Cusseta Detro for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	31	3.03%
Mainstay Communities	Established, Diverse Households	18	1.76%
Working Communities	Blue-collar, Working Families	3	0.29%
Country Communities	Rural, Agri. & Mining Families	26	2.54%
Aspiring Communities	Young Singles / Aspiring-Multihousing	118	11.55%
Urban Communities	High Density, Inner-city Neighborhoods	823	80.53%

on Coshen Clen Allen West Point Dadeville Uniontown Jacksons' Gap West Jefferson Thomaston Lips Collinsville Kellyton County Line Lineville Prichard Ladonia Triana Rogersville Oak Hill Gilbertown Camp Hill Evergreen Level Plains VCopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Conversion Sack Odenville Decatur Waverly Reform Livingston Sack

# 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.

on Daviston Lineville Anniston Gadsden Billingsley Morris Roanoke Boaz Dutton Kimberly Forkland toodville Altoona Dora Sylvania West End-Cobb Town Hayneville Garder Intercultural Institute Dothan Bon Air Natural Bridge Albertville Loachapoka Piedmont San for Contextual Ministry Columbiana ille Copyright 2013, Intercultural Institute for Contextual Ministry ort Payne Pell City Opellika Bridgeon Fruitburst Riverside Mount Olive Opycha Lake Purdy Northport

# 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?

Minor Lester Petrey Chickasaw Harvest Heflin Lincoln Sand Rock Sardis City Dozler Sulligent New Fort Rucker Munford Spanish Fort Mount Olive Gordo Kinsey Tuscare Intercultural Institute forth Courtland Memphis Mobile Cordova Town Creek Slocomb Irondal for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	11,873	695	5.85%
Unreached %	68.87%	67.97%	98.69
Religious But NOT Evangelical HH	4,585	285	6.22%
Religious But NOT Evangelical %	26.59%	27.92%	104.97
Spiritual But NOT Relig or Evang HH	683	12	1.75%
Spiritual But NOT Relig or Evang %	3.96%	1.17%	29.53
Not Evangelical, Not Interested HH	7,084	443	6.26%
Not Evangelical, Not Interested %	41.09%	43.39%	105.6



apoka Lynn Pelham Carrollton Woodstock Florala Geiger Maplesville Eikmont Lineville Kinston Pie deva Wilton Wetumpka Dozier Sylvan Springs Reece City River Falls Intercultural Institute maton Trafford Lake Purdy Natural Bridge Riverview Good Hope Lanet For Confectual Ministry <sup>Vi</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>Vi</sup>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	22	1	4.55%
Active ALSBOM Attenders	2,542	75	2.95%
Active Evangelical Households	4,375	121	2.76%
Active Evangelical Percent	25.38%	25.59%	100.83
Inactive Evangelical Households	993	27	2.76%
Inactive Evangelical Percent	5.76%	5.81%	100.83
# 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	Orrville	0.46 mi	75	Plateauing	1	16	Catherine	15.40 mi	47	Declining
2	Safford	7.16 mi	29	Growing	1	17	Shiloh	15.54 mi	155	Plateauing
3	Marion Junction	8.55 mi	28	Plateauing	1	18	Water Avenue	16.16 mi	32	Growing
4	Dallas Avenue	11.85 mi	61	Declining	1	19	Northside	16.51 mi	252	Plateauing
5	Fairview	12.38 mi	83	Growing	2	20	Ocmulgee	17.40 mi	153	Declining
6	Crosspoint Christian Church	12.55 mi	78	Growing	2	21	Second Baptist	17.48 mi	14	Plateauing
7	Gateway Ministries	12.56 mi	26	Growing	2	22	Faith Chapel	18.02 mi	16	Plateauing
8	Westwood	12.68 mi	163	Plateauing	2	23	Uniontown	18.10 mi	47	Growing
9	Good News	12.80 mi	65	Growing	2	24	Pine Flat	18.62 mi	57	Declining
10	West End	13.79 mi	75	Declining	2	25	Summerfield	18.66 mi	71	Declining
11	Selma First	14.86 mi	441	Declining	2	26	Норе	19.15 mi	24	Growing
12	Freedom	14.87 mi	98	Growing	2	27	Carlowville	19.87 mi	17	Growing
13	Selmont	15.18 mi	22	Declining	2	28	Valley Grande	20.26 mi	173	Plateauing
14	Elkdale	15.32 mi	458	Plateauing	2	29	Bible Bap Fellowship	21.41 mi	62	Growing
15	Riverview	15.36 mi	34	Growing	3	30	Thomaston	21.75 mi	19	Declining

Mount Olive Chickasaw Jemison Coffeeville Memphis Prichard Red Bay Cuba Oakman Favette S Providence Mentone Pine Apple Greensboro Opp Malvern Mignon <u>Intercultural Institute</u> Meridianville Brent Munford Good Hope Heath Oak Grove Dadeville Orrville Dora Lado (Confeetual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Using the Spirituality Indicators

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

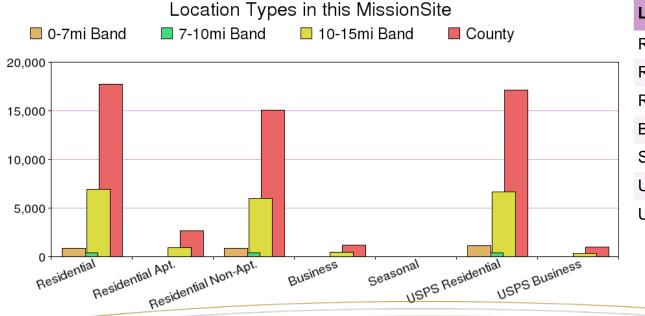
#### Issues for Your Consideration

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

Geneva Moody Onycha Hobson City Edgewater Kellyton Brewton Pisgah Powell Clanton Lineville Lanett Boligee Kinston Lake View Altoona Mountain Brook Tallassee Intercultural Institute hin Island Russellville Grayson Valley Jasper Guin St. Florian Midway José Confectual 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 for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	48,130	2,971	6.17%
2000 Population	46,365	2,684	5.79%
2010 Population	41,503	2,510	6.05%



Location Type	0-7mi Band
Residential	866
Residential Apt.	29
Residential Non-Apt.	837
Business	9
Seasonal	0
USPS Residential	1,132
USPS Business	10

% OF CO

5.83%

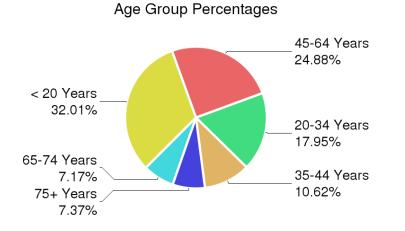
5.66%

5.93%

kyline Bridgeport Coffee Springs Gordonville Marion Edwardsville Saraland Leeds Newton Lake View Sanford Elkmont Selmont-West Selmont Florence Frisco City Geneva in Intercultural Institute Iga Lexington Blountsville Jackson South Vinemont Reece City Cuba for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Black Calera Clay Mobile Center Point

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

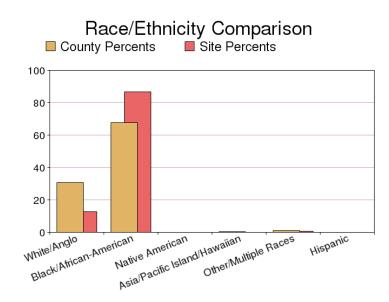


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.78%	4.54%	78.55
4-5 Years	3.03%	1.99%	65.68
6-8 Years	4.61%	5.66%	122.78
9-11 Years	4.43%	5.42%	122.35
12-13 Years	2.86%	3.39%	118.53
14-17 Years	5.73%	6.33%	110.47
18-19 Years	2.86%	4.5%	157.34
0-5 Years	8.81%	6.53%	74.12
6-12 Years	10.47%	12.71%	121.39
13-19 Years	10.03%	12.59%	125.52
< 20 Years	29.31%	31.83%	108.6
20-34 Years	18.32%	17.85%	97.43
35-44 Years	10.81%	10.56%	97.69
45-64 Years	26.14%	24.74%	94.64
65-74 Years	8.12%	7.13%	87.81
75+ Years	7.31%	7.33%	100.27
Median Age	37	37	98.36
Median Age (Male)	34	32	94.99
Median Age (Female)	40	40	99.8

The Beach Fultondale Satsuma Berry Cowarts Billingsley South Vinemont Libertyville Nauvoo Toxey Coffee Springs Trinity Altoona Brent Somerville Section Russellville <u>Intercultural Institute</u> Aliceville Grind Pike Road Butler Myrtlewood McIntosh Midway Rogersville Birming Intercultural Institute for Contextual Ministry Head Rock Mills Demopolis Roanoke York Hamilto16 Copyright 2013, Intercultural Institute for Contextual Ministry Head Rock Mills Demopolis Roanoke York Hamilto16

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	30.56%	12.75%	41.71
Black, African-American	67.74%	86.57%	127.81
Native American	0.16%	0%	0
Asian	0.43%	0.04%	9.29
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.1%	0.68%	61.51
Hispanic	0%	1.63%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	26,548	1,511	
Less than 9th Grade	6.89%	10.32%	66.77
No High School Diploma	15.18%	19.66%	77.25
High School Graduate	39.54%	43.35%	91.21
Some College, no degree	15.39%	12.51%	123.05
Associate Degree	8.75%	4.43%	197.42
College Degree	8.06%	6.82%	118.31
Graduate/Prof. degree	6.17%	2.91%	212.01

ewton West Point West Blocton Hayden Atmore Ragland Anniston Cottonwood Pine Apple Rainsville t Camoen Lisman Mobile North Johns Thorsby Hammondville Shiloh Intercultural Institute Tayneville Red Level Ider Talladega Springs Moores Mill Horn Hill Hartford TorContextual Ministry te Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	20.74%	31.41%	140.51
\$10,000 to \$19,999	18.83%	20.74%	110.15
\$20,000 to \$29,999	14.83%	13.89%	93.68
\$30,000 to \$49,999	16.26%	13.89%	85.46
\$50,000 to \$59,999	6.78%	6.56%	96.69
\$60,000 to \$69,999	4.45%	2.54%	57.11
\$70,000 to \$79,999	3.98%	2.94%	73.67
\$80,000 to \$89,999	3.38%	2.54%	75.23
\$90,000 to \$99,999	2.09%	1.37%	65.42
\$100,000 to \$124,999	5.54%	3.13%	56.53
\$125,000 to \$149,999	1.6%	0%	0
\$150,000 to \$199,999	1.06%	0.39%	36.87
\$200,000 to \$249,999	0.2%	0%	0
\$250,000 or more	0.25%	0%	0
Median Household	26,628	20,999	78.86
Average Household	42,078	34,902	82.95
Per Capita Household	17,704	14,211	80.27
Family/Non-Family Household			
Income			
Median Family Income	36,409	27,489	75.5
Average Family Income	50,276	39,989	79.54
Median Non-Family Income	16,291	11,727	71.98
Average Non-Family Income	26,676	17,177	64.39

rne Piedmont Belk Smiths Station Pleasant Grove Red Bay Brent Holly Pond Silas Smoke Rehobeth Double Springs Gulf Shores Mignon Newton Killen Lexing Intercultural Institute Crossville Winfield Dadeville Mount Olive Bayou La Batre Woodstock No for Contextual Ministry Contextual Ministry Vincent Huntsville Heath Gainesville Rive

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	65.26%	62.52%	95.8
Families with Children	37.69%	37.48%	99.43
Families without Children	27.57%	25.05%	90.84
Non-Family Households			
% Non-Family Households	34.74%	37.48%	107.88
Non-Families with Children	0.58	0.68	118.09
Non-Families without Children	34.16	36.79	107.71
Housing Units			Index
Total Housing Units	20,998	1,206	
Vacant percent	17.89%	15.26%	85.27
Owned percent	50.19%	60.53%	120.61%
Rented Percent	31.92%	24.21%	75.85
Households by Size			Index
Avg household size	2.38	2.46	103.36
Avg family hh size	3.08	3.28	106.49
Avg non-family hh size	1.05	1.08	102.86
Households By Count of Persons			Percent
One	5,493	359	6.54%
Тwo	5,257	277	5.27%
Three or Four	5,109	275	5.38%
Five+	1,382	110	7.96%

Geiger Pinson Oak Hill Susan Moore Sumiton Holt La Fayette Ladonia Montgomery Munford Ho tumbiana Brewton Coffee Springs Evergreen Butler Powell Hayneville Intercultural Institute erville Blue Springs Slocomb Roanoke Webb Phenix City Sulligent Arving Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Favertee River Falls Under Webb Phenix Centre, Sand Rock, Double Springs, Tillmans Corper, Sh

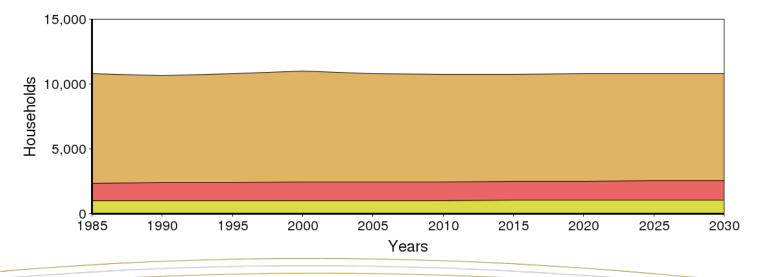
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	48,130	2,971	6.17%
2000 Population	46,365	2,684	5.79%
2010 Population	41,503	2,510	6.05%
2015 Population	39,455	2,404	6.09%

Household Change from 1985 to 2030

🗖 0-7mi Ring 👘 📕 0-10mi Ring

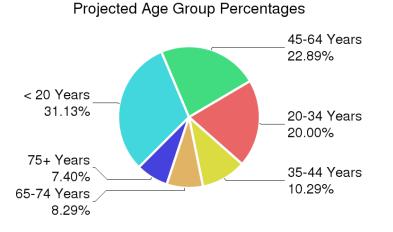
🔲 0-15mi Ring



ont Arab Emelle Andalusia Goodwater Ardmore Hoover White Hall North Johns Jacksons' Gap Hunts Hew Brockton Maytown Jasper Oneonta Memphis Beaverton Opp <u>Intercultural Institute</u> Spanish For beth Troy Selmont-West Selmont Blue Springs Cottonwood Gordonville 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 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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

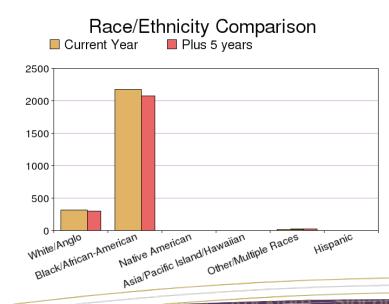


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.54%	3.29%	72.47
4-5 Years	1.99%	1.41%	70.85
6-8 Years	5.66%	5.49%	97
9-11 Years	5.42%	5.87%	108.3
12-13 Years	3.39%	4.37%	128.91
14-17 Years	6.33%	6.07%	95.89
18-19 Years	4.5%	4.45%	98.89
0-5 Years	6.53%	4.7%	71.98
6-12 Years	12.71%	13.31%	104.72
13-19 Years	12.59%	12.94%	102.78
< 20 Years	31.83%	30.95%	97.24
20-34 Years	17.85%	19.88%	111.37
35-44 Years	10.56%	10.23%	96.88
45-64 Years	24.74%	22.75%	91.96
65-74 Years	7.13%	8.24%	115.57
75+ Years	7.33%	7.36%	100.41
Median Age	37	36	95.57
Median Age (Male)	34	33	96.63
Median Age (Female)	40	39	99.27

Dia Mooresville Marion Jasper Mosses Pelham Clanton Dozier Pickensville Kinston Scottsboro Goo Telenburgh Wedowee Union Malvern Coosada Rogersville Glencoe Intercultural Institute North Courtland Notasulga Riverside Cordova Hammondville Myrth Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-7 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	12.75%	12.56%	98.54
Black, African-American	86.57%	86.19%	99.56
Native American	0%	0%	0
Asian	0.04%	0.04%	104.41
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	0.68%	1.16%	171.97
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,511	1,447	
Less than 9th Grade	10.32%	7.95%	76.98
No High School Diploma	19.66%	18.52%	94.23
High School Graduate	43.35%	46.58%	107.45
Some College, no degree	12.51%	11.96%	95.58
Associate Degree	4.43%	5.94%	134.04
College Degree	6.82%	6.36%	93.27
Graduate/Prof. degree	2.91%	2.7%	92.56

Chatom Rutledge Fruithurst Centre Altoona Vestavia Hills Fayette Union Double Springs Calera Y Cardiff Louisville Elba Garden City Providence Chickasaw Pine Ruff Intercultural Institute Linden Greensboro Bon Air Ridgeville Warrior Union Grove Carb Intercultural Institute Jos 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 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 0-7 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 0-7 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 0-7 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	31.41%	28.4%	90.43
\$10,000 to \$19,999	20.74%	21.11%	101.76
\$20,000 to \$29,999	13.89%	14.69%	105.72
\$30,000 to \$49,999	13.89%	14.11%	101.52
\$50,000 to \$59,999	6.56%	5.84%	89.03
\$60,000 to \$69,999	2.54%	2.72%	107.06
\$70,000 to \$79,999	2.94%	3.31%	102.73
\$80,000 to \$89,999	2.54%	2.43%	95.59
\$90,000 to \$99,999	1.37%	2.14%	156.23
\$100,000 to \$249,999	3.13%	3.6%	114.95
\$125,000 to \$149,999	0%	0.29%	0
\$150,000 to \$199,999	0.39%	0.39%	99.42
\$200,000 to \$249,999	0%	0.1%	0
\$250,000 or more	0%	0%	0
Median Household	20,999	23,346	111.18
Average Household	34,902	36,706	105.17
Per Capita Household	14,211	15,696	110.45
Family/Non-Family Household			
Income			
Median Family Income	27,489	29,320	106.66
Average Family Income	39,989	43,273	108.21
Median Non-Family Income	11,727	14,990	127.82
Average Non-Family Income	17,177	17,964	104.58

Ulton Hayden Woodville Pisgah Troy Westover Kansas Brantley Springville Deatsville Lineville Powers The Piedmont Weaver Maytown Aliceville Valley Sand Rock Colony <u>Intercultural Institute</u> North Johns Holly Pond Harvest Moulton Dozier Pinckard Calera Cullur (Source tual Ministry) <sup>eve</sup>Copyright 2013, Intercultural Institute for Contextual Ministry Brent Canter Contextual Ministry Brent Canter Contextual Ministry

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 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 0-7 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 0-7 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.

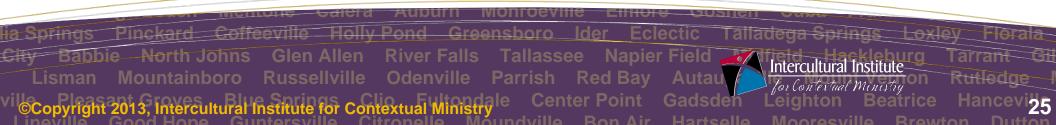
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.52%	60.7%	97.08
Families with Children	37.48	36.87	98.38
Families without Children	25.05	23.44	93.59
Non-Family Households			
% Non-Family Households	37.48%	39.3%	104.87
Non-Families with Children	0.68	0.49	104.87
Non-Families without	36.79	38.81	105.5
Children			
Housing Units			
Total Housing Units	1,206	1,217	100.91%
Vacant percent	15.26%	15.53%	101.79
Owned percent	60.53%	60.48%	99.91
Rented Percent	24.21%	24.16%	99.77
Households by Size			
Avg household size	2.46	2.34	95.12%
Avg family hh size	3.28	3.16	96.34%
Avg non-family hh size	1.08	1.08	100%
Households By Count of			
Persons			
One	359	381	106.13%
Тwo	277	297	107.22%
Three or Four	275	261	94.91%
Five+	110	88	80%

Brantley Hackleburg Citronelle Fyffe Butler Alexander City Riverview Roanoke Bay Minette Moody Higa Crossville Athens Anderson Waldo Jasper Maplesville Rogersville Intercultural Institute Lineville West Blocton Kellyton Vance Irondale Snead Hokes Blut for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15		BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
Foreign Born Pop	13	0	118	-	Eastern Africa	0	0	10
Northern Europe	0	0	0		Middle Africa	0	0	0
Western Europe	0	0	29		Northern Africa	0	0	0
Southern Europe	0	0	0		Southern Africa	0	0	0
Eastern Europe	0	0	0		Western Africa	0	0	10
Other Europe	0	0	0		Other Africa	0	0	0
Eastern Asia	0	0	12		Oceania	0	0	0
So. Central Asia	0	0	27		Caribbean	0	0	11
SE Asia	5	0	9		Central Amer.	8	0	5
Western Asia	0	0	0		South America	0	0	0
Other Asia	0	0	0		North America	0	0	5
					Born at sea	0	0	0



# Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	2,901	1,423	17,535	Other Indo-Euro	0	0	0
Spanish	48	37	258	Asian/PI languages	0	0	0
Other Indo-Euro	0	5	139	Chinese	0	0	0
language				Japanese	0	0	6
French (incl. Patois,	0	5	47	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	2	Thai	0	0	18
German	0	0	44	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	7
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	9	Tagalog	0	0	9
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	33
Russian	0	0	11	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	13	African languages	0	0	27
Hindi	0	0	13	Other unspecified	0	0	6
Urdu	0	0	0				

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Bakerhill Brookside Satsuma Alabaster Ranburne Opp Wilsonville Huntsville Hackaburg Scottsboro Columbia Valley Chatom Brighton Eutaw Beaverton Bon Air Kapar Intercultural Institute File Hazel Green Double Springs Cuba Grant Needham Jemison Bank for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY	0-7	
	MILES	MILES	MILES		MILES	
Reporting ancestry	1,944	1,000	13,462	Irish	20	
Arab	0	0	0	Italian	0	
Armenian	0	0	0	Lithuanian	0	
Austrian	0	0	0	Norwegian	12	
British	0	0	0	Polish	0	
Canadian	5	0	3	Portuguese	0	
Croatian	0	0	0	Romanian	0	
Czech	0	0	0	Russian	0	
Czechoslovak	0	0	0	Scandinavian	0	
Danish	11	0	6	Scotch-Irish	12	
Dutch	0	0	44	Scottish	3	
English	98	264	742	Slovak	0	
European	50	11	123	Subsaharan African	24	
Finnish	15	0	0	Swedish	0	
French (not Basque)	0	0	111	Swiss	0	
French Canadian	0	0	13	Ukrainian	0	
German	34	5	514	US/American	55	
Greek	0	0	0	Welsh	0	
Hungarian	0	0	22	West Indian	0	
Iranian	0	0	0	Yugoslavian	0	
				Other	1,604	

Luverne Clay Ashford North Johns Repton Louisville Fairview Brent Russellville Hobson City Rec Ount Vernon Adamsville Fairhope Mosses Horn Hill Wilsonville Vernon Intercultural Institute nge Beach New Market Point Clear Haleburg Geneva Argo Avon Creve Intercultural Institute Lincoln Low 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?

ike Read Woodland Foley Sardis City Shorter Albertville Warrior Arab Satsuma Cherokee Florence Elimont-West Selmont Moody Cottonwood Tuscaloosa Trussville Mount Intercultural Institute ckard Eutaw Ranburne Lockhart Clay Prattville New Hope Haleburg for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

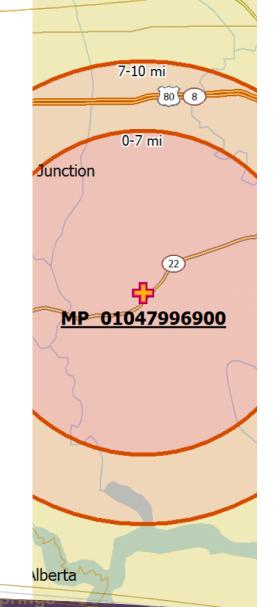
#### Issues for Your Consideration - continued

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

Sand Rock Gordon Hytop Reece City Vincent White Hall Decatur Millbrook Piedmont Brookwood term Union Kinsey Pinckard Red Bay Gulf Shores Trussville Weaver Intercultural Institute Oxford Good Hope Henagar Boligee Meridianville New Site Gosh Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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.



rhill Sylvan Springs Athens Shiloh Ranburne Blue Springs Section Madrid Allgood Douglas Hytep ingsley Sand Rock Mooresville Midfield Cherokee Gainesville Tuscalogy <u>Intercultural Institute</u> for a Falkville Redstone Arsenal Attalla Meadowbrook Walnut Grove Level Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry 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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,022	100%	695	100%
AFFLUENT SUBURBIA	31	3.03%	25	3.6%
America's Wealthiest	31	3.03%	25	3.6%
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%

ville Attaila Ranburne Thomasville Huguley Mooresville Pinson Silas Gurley Blue Springs Wilton H attaile Vredenburgh Allgood Prichard Hackleburg Demopolis Gantt Intercultural Institute Inville Fairfield Waterloo Lowndesboro Abbeville Good Hope Leeds Copyright 2013, Intercultural Institute for Contextual Ministry Leighton Carolina Riverview Flomaton Columbiana 31 Prove Black Harpersville Memobis Nanier Field Foley Summerdale Dozier Tuscumbia Grimes River Fa

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,022	100%	695	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	18	1.76%	12	1.73%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	18	1.76%	12	1.73%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	3	0.29%	2	0.29%
Steadfast Conservative	0	0%	0	0%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	3	0.29%	2	0.29%

Detroit Sulligent Dadeville Gordo Bon Air Hackleburg Smoke Rise Double Springs Wetumpka Wes Auburn McDonald Chapel Coker Hokes Bluff Glencoe Chatom Intercultural Institute Boaz Athens Saks Sumiton Enterprise Eldridge Parrish Evergreen Trinity Killer for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,022	100%	695	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	118	11.55%	87	12.52%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	118	11.55%	87	12.52%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	26	2.54%	11	1.58%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	26	2.54%	11	1.58%

Underwood-Petersville Fulton Woodland Petrey Gardendale Wilton Clayhatchee Prichard Abbeville Patesh Sweet Water New Hope Atmore West Point Hayden Billingsley Ozark Argo Eutaw Douglas Vredenburgh Dauphin Island Castleberr For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	1,022	100%	695	100%
STRUGGLING SOCIETIES	823	80.53%	558	80.29%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	823	80.53%	558	80.29%
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%

b Suffigent Hillsbore Elmore Paint Rock Sheffield St. Florian Orrville Woodville Daleville Haleburg Tatchee Garden City Meridianville Lake Purdy Citronelle Skyline Lisman Arroit Vina Elba Geneva H Wilton Leeds Woodstock Yellow Bluff Babbie Lester Boligee Floren Citronelle Madison Lineville Moo Creola Madison Lineville Major Creola Madison Lineville Major Compyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

Napier Field Jackson Hayden Hytop Centreville Malvern Carbon Hill Daviston Edwardsville Fort Pay beville Center Point Gordon Blountsville Chatom Camden South Vinere Intercultural Institute Orange Beach Morris Lowndesboro Yellow Bluff Lexington White Half 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 Contextual Ministry

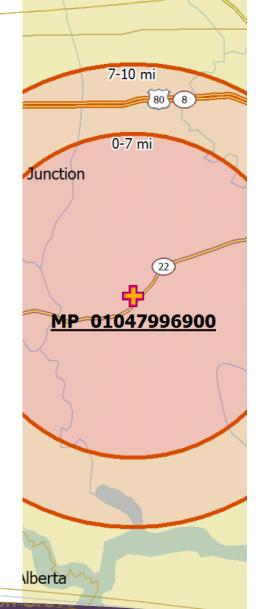
#### **Potential Cultural Bridges**

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).



Fairfield Arley Robertsdale Cottonwood Columbia Pinson Greenville Carbon Hill Town Greek Adams aleyton Jackson Onycha Woodland Kinsey Collinsville Louisville Billion Intercultural Institute Tarrant Leeds New Hope Wetumpka Double Springs Hanceville Gor for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bockford York Dothan McIntosh Lake View Dodge Co

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	62%	63%	66%	Use Comp. for Digital Camera	17%	18%	22%
Use Comp. for	38%	40%	44%	Photo Editing			
Internet/E-mail				PC-Network-HH Has One	16%	17%	17%
Use Comp. for Comp.	34%	34%	34%	Use Comp. for Word Processing	15%	16%	23%
Games				Use Comp. for Filing/DB Mngmnt	9%	10%	11%
Internet Use: E-Mail	32%	33%	37%	Use Comp. for News/Info./Data	9%	10%	14%
Use Comp. for Education	29%	29%	30%	Service			
HH Owns DVD Player	24%	24%	25%	HH Owns Video/Webcam	8%	8%	9%
Use Comp. for Shopping	19%	20%	23%	Internet Use: Instant Messaging	7%	7%	7%
Internet Use: News/	18%	19%	21%	(Im)			
Weather				Internet Use: Digital Imaging/	6%	7%	7%
Use Comp. for Banking	17%	18%	21%	Photo Albums Online			
Internet Use: Banking	17%	18%	19%	Internet Use: Yellow Pages	6%	6%	7%
				Internet Use: Read Magazines/	6%	6%	8%
				Newspapers			



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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	63%	64%	65%
Reading Books	45%	46%	49%
Dining Out (Not Fast Food)	36%	37%	43%
Cooking for Fun	30%	30%	32%
Card Games	29%	30%	34%
Go To A Beach/Lake	26%	26%	28%
Board Games	22%	23%	25%
Gardening	22%	23%	25%
Going To	14%	14%	15%
Bars/Nightclubs/Dancing			
Visit Zoo	12%	12%	14%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	66%	66%	66%
Gen./Fam. Practitioner	28%	29%	32%
Hypertension/High Blood	23%	23%	22%
Pressure			
Backache	22%	22%	22%
None Of These	19%	19%	19%
Dentist	18%	19%	21%
Eye Dr.	17%	17%	18%
High Cholesterol	17%	17%	17%
Any Arthritis	15%	15%	15%
Acid Reflux Disease	15%	15%	15%
(GERD)			

Morris New Brockton Triana Holly Pond North Johns East Brewton Uniontown Dodge City Valley Gran and Cusseta Fruithurst Sand Rock Graysville Blue Ridge Smoke Rise Dadeville Orrville Brundidge West Point Level Plains Union Flomaton Copyright 2013, Intercultural Institute for Contextual Ministry Contextual M

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	22.1%	22.08%	24.25%
Live Theater	12.52%	13.03%	16.35%
Rock/Pop Concerts Most	12.13%	12.01%	12.9%
Often			
Dance Performance	10.28%	10.18%	10.42%
Live Theater Most Often	9.85%	10.35%	13.01%
Comedy Club	8.59%	8.75%	9.34%
Movies: Comedy	44.63%	44.12%	43.04%
Movies: Action/Adventure	40.15%	39.81%	39.98%
Movies: Drama	29.2%	28.5%	27.02%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Fam.	25.31%	24.7%	23.25%
Movies: Horror	25.07%	24.07%	20.37%
Movies: Romantic Comedy	21.71%	21.46%	21.56%
College Basketball Reg.	3.65%	3.69%	3.87%
Season			
College Football Reg.	3.64%	3.83%	4.71%
Season			
College Football	2.5%	2.5%	2.29%
Post-Season			
NFL Football Reg. Season	2.43%	2.71%	4.02%
NBA Basketball Reg.	2.33%	2.39%	2.78%
Season			
Tennis Matches	2.25%	2.2%	1.81%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	31.56%	31.86%	34.53%	Ice Skating	Ice Skating 6.27%	Ice Skating 6.27% 6.21%
Swimming	18.65%	19.46%	22.56%	Mountain/Road Bik	Mountain/Road Biking 5.97%	Mountain/Road Biking 5.97% 6.2%
Basketball	17.51%	17.35%	16.9%	Yoga	Yoga 5.77%	Yoga 5.77% 5.8%
Billiards/Pool	16.76%	16.58%	16.72%	Golf	Golf 5.62%	Golf 5.62% 5.99%
Jogging/Running	14.22%	14.2%	15.06%	Roller Skating	Roller Skating 5.25%	Roller Skating 5.25% 5.18%
Bowling	13.92%	14.42%	16.73%	Tennis	Tennis 5.18%	Tennis 5.18% 5.42%
Football	13.32%	13.08%	12.31%	Softball	Softball 4.91%	Softball 4.91% 5.07%
Weight Training	11.25%	11.43%	12.7%	Snorkeling	Snorkeling 4.77%	Snorkeling 4.77% 4.73%
Freshwater Fishing	9.86%	10.72%	12.26%	Camping Trips	Camping Trips 4.32%	Camping Trips 4.32% 5.61%
Aerobics	9.46%	9.41%	10.09%	Soccer	Soccer 4.19%	Soccer 4.19% 4.33%
Stationary Cycling	9.22%	9.47%	10.3%	Jet Skiing	Jet Skiing 4.18%	Jet Skiing 4.18% 4.26%
Baseball	8.23%	8.54%	9.41%	Hunting	Hunting 4.08%	Hunting 4.08% 4.7%
Volleyball	7.77%	7.81%	7.91%	Power Boating	Power Boating 3.97%	Power Boating 3.97% 4.2%
Using Cardio	6.56%	6.89%	8.99%	Fly Fishing	Fly Fishing 3.82%	Fly Fishing 3.82% 3.94%
Machine						

Susan Moore Oak Hill Mount Olive Monroeville Sumiton Winfield Snead Rainsville Newton Jemison adeville Dothan Kennedy Owens Cross Roads Lisman Lowndesboro Coaling Creola Phil Campbell Midland City New Market Alexandria Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Morris Haleburg Clay Muscle Shoals Mount Vernon Eairfield Eavette Bessemer Greensboro River Ealer

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Saltwater Fishing	3.63%	4.01%	5%
Skateboarding	3.4%	3.41%	3.35%
Snowmobiling	3.3%	3.28%	3.24%
Canoeing/Kayaking	3.15%	3.49%	4.15%
Snowboarding	3.15%	3.14%	3.1%
Downhill & X-Country	2.84%	2.99%	3.39%
Skiing			
Backpacking/Hiking	2.81%	3.29%	4.82%
Motorcycling	2.71%	2.95%	3.63%
Water Skiing	2.7%	2.89%	3.14%
Hockey	2.64%	2.7%	2.91%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Sailing	2.61%	2.65%	2.79%
Horseback Riding	2.58%	2.94%	3.38%
Racquetball	2.48%	2.67%	3.17%
Target Shooting	2.31%	2.89%	4.32%
Surfing & Windsurfing	2.23%	2.26%	2.36%
Rock Climbing	2.14%	2.29%	2.55%
Archery	2.06%	2.22%	2.73%
Martial Arts	1.51%	1.65%	2.08%
Auto Racing	1.35%	1.5%	1.93%
Rowing	1.22%	1.38%	1.76%
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ton Moody Kimberly Emelle Holly Pond New Brockton Kansas Lake View Bay Minette Gordo Oak Hill Ardmore Fort Deposit Midland City Langston Calera Rockford Walker Intercultural Institute Concord Munford Childersburg Altoona Dodge City Mignon Hackleb For Contextual Ministry Concord Munford Childersburg Altoona Dodge City Blountsville Cleveland Gordonville Westover Eva 41 Concord Hartselle Babbie Brewton

#### 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.

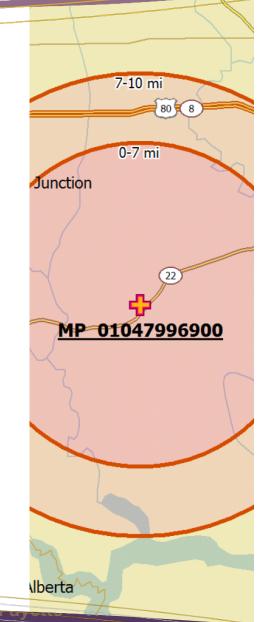
#### **BIBLICAL BARRIERS**

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.



Memphis <u>Cleveland Mosses Roanoke Vernon Gadsden Myrtlewood Satsuma Kinsey</u> Dutton Roa Brewton Epes Shiloh Kimberly Belk Millport Fyffe Cuba Roger <u>Intercultural Institute</u> angston Fulton Grant Andalusia Gordon Grayson Valley McKenzie <u>Experience Avon Homewood</u> <u>for Contextual Ministry</u> <u>Falkville</u> Opp Riverview Grove Hill Riverside Fairho 42 <u>Copyright 2013, Intercultural Institute for Contextual Ministry</u>

#### 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.

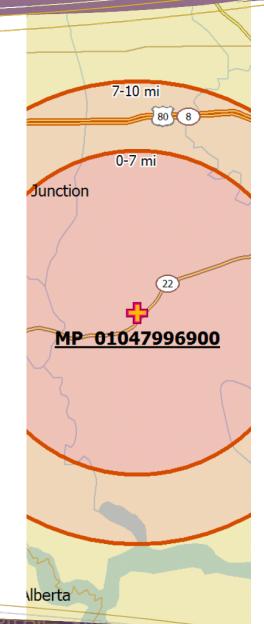
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Valley Grande Jemison Sylvan Springs West Jefferson Harvest Grayson Valley Prichard Lineville G Hateyville Linden Lowndesboro Lincoln Heath Jacksons' Gap Eva Maverly Pike Road Bright Brookside Hayden Wedowee Vina Flomaton Dadeville Wilsonville G Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES	BARRIERS	0-7 MILES	7-10 MILES	10-15 MILE
Important Continue Learning New Things	59%	58%	56%	Prefer To Have Few Possessions As Possible	23%	24%	27%
Speak My Mind Even If It Upsets People	45%	45%	42%	Marijuana Should Be Legalized Money Is Best Measure Of	20% 20%	20% 20%	20% 22%
Like Control Over People And Resources	44%	43%	41%	Success Rarely Sit Down to a Meal	19%	19%	18%
Don't Judge People/Way They Live Life		38%	35%	Together At Home Like To Pursue	17%	17%	17%
Too Much Sponsorship In Arts/Sports Find It Difficult To Say No To	38% 36%	37% 36%	33% 36%	Challenge/Novelty/Change Only Work Current Job for The Money	16%	16%	16%
My Kids Woman's Place Is In The	36%	36%	35%	Friends More Important Than My Fam.	15%	16%	18%
Home I Am A Workaholic	32%	31%	28%	Very Happy With My Life As It Is	13%	13%	12%
Like to Stand Out In A Crowd If Won Lottery Would Never	28% 27%	28% 27%	26% 27%	More Important Do Duty Than Enjoy Life	12%	12%	10%
Work Again Like To Do Unconventional	25%	26%	27%	On Whole People Get What They Deserve	12%	12%	12%
Things We Should Strive for Equality	24%	24%	21%	Happy With My Standard Of Living	12%	12%	13%
for All				Little I Can Do To Change My Life	11%	11%	10%

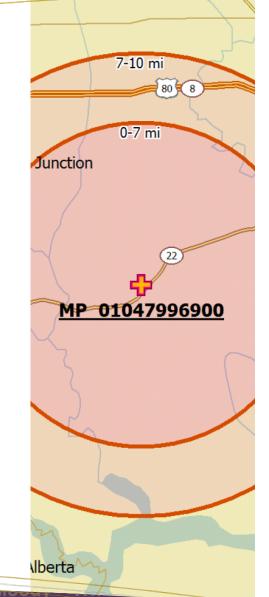
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on Birmingham Waldo White Hall New Site Bridgeport Pickensville Dauphin Island Eutaw Bear Creek Brookside Athens Evergreen Prattville Gordon Ariton Fairhope Intercultural Institute Butler Talladega Springs Citronelle Robertsdale Chatom Vance Dayton for Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bridge Grand Bay Holly Pond Level Plains Mignon Clip Are

#### **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.



Hartford Magnolia Springs Vina Ranburne Butler Woodville Leesburg Elba Rogersville Muscle Shoa Beatrice Crossville Goldville Providence Minor Cedar Bluff Coffee Spring Intercultural Institute Newton Georgiana Greensboro Louisville Gadsden Theodore Pine Hill Intercultural Institute Onachee Pel Confectual Ministry Contextual Ministry Sheffield Millry Aliceville Prattville St. Florian Weav45 Copyright 2013, Intercultural Institute for Contextual Ministry Electic Stevenson Elematon Boanoke Riverside Nectar

## **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-- 0-7 miles, 7-10 miles, 10-15 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.

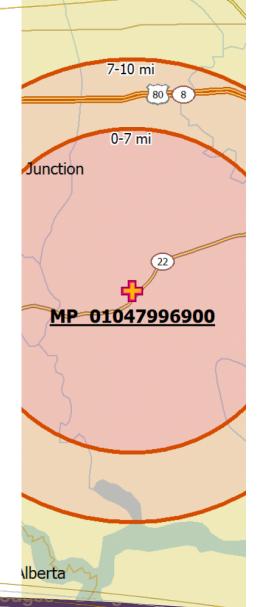
THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	60%	59%	58%	People Have To Take Me As They Find Me	/ 23%	23%	23%
Important To Respect Customs And Beliefs	52%	53%	55%	Try Not To Worry About The Future	20%	20%	19%
Like To Understand About	40%	40%	40%	Like To Just Enjoy Life	19%	19%	19%
Nature				Real Men Don't Cry	17%	17%	17%
Prefer Work Part Of Team Than Alone	39%	39%	38%	Enjoy Spending Time With My Fam.	16%	16%	14%
Important To Juggle Various	37%	36%	35%	Is An Important Part Of Who I Am	14%	14%	14%
Tasks				Worried About Pollution Caused	13%	13%	15%
Good At Fixing Things	34%	34%	32%	By Cars			
Important Feel Respected By My Peers	32%	32%	33%	Children Should Be Allowed To Express Themselves	9%	9%	8%
Have Keen Sense Of Adventure	31%	31%	30%	Feel Very Alone In The World	6%	6%	6%
Consider Myself Interested In The Arts	27%	26%	25%	Like Spending Most Time With Fam.	5%	5%	5%
Provide My Kids With The Little Extras	27%	26%	23%	Would Like To Set Up Own Business	5%	5%	5%
Looking for New Ideas To Improve Home	26%	26%	23%	Decor Particular Interest To Me	3%	4%	4%
Prefer To Have Few Possessions As Possible	23%	24%	27%				

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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.



Son Air Smoke Rise Goodwater Moundville Carbon Hill Winfield Webb Opp Hoover Northport Aligood En Littleville Coaling Millport Goshen Mount Vernon Sylacauga Vincer <u>Intercultural Institute</u> iger Lynn Dauphin Island Brookside Leighton Selmont-West Selmont <sup>intercultural Institute</sup> For Contextual Ministry Livingston Ariton Repton Lisman Loxley Memphia Antercultural Institute for Contextual Ministry Antercultural 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 - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	89.31%	89.25%	87.29%
Restaurant-Visit Any			
Fam. Restaurants/Steak	71.98%	72.38%	74.08%
Houses-Visit Any			
McDonald's	56.9%	57.02%	56.24%
Kentucky Fried Chicken (KFC)	44.93%	43.91%	39.36%
Burger King	40.16%	40.05%	39.26%
Wendy's	37.1%	36.71%	34.19%
Subway	32.96%	32.87%	31.64%
Pizza Hut	29.3%	29.34%	26.47%
Taco Bell	27.63%	27.13%	26.56%
Popeyes	25.19%	24.39%	20.23%
Applebee's	24.89%	25.06%	25.92%
Domino's Pizza	21.11%	20.59%	18.35%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Arby's	20.96%	20.77%	20.96%
Dairy Queen	20.62%	20.51%	19.06%
Red Lobster	19.94%	19.8%	19.33%
Church's Fried Chicken	18.84%	18.16%	14.92%
Golden Corral	18.38%	18.03%	16%
Sonic	16.94%	17.13%	15.43%
Hardee's	16.22%	16.08%	14.11%
Olive Garden	16.07%	16.16%	17.95%
IHOP (International House Of	15.16%	15.05%	15.08%
Pancakes)			
Denny's	14.92%	14.49%	13.19%
Krispy Kreme	14.89%	14.58%	12.45%
Rallys	13.62%	12.96%	9.94%

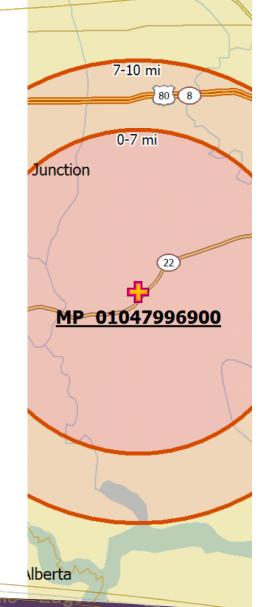
Cedar Bluff Needham Forestdale Pine Hill Point Clear Weaver White Hall Ashland Ladonia Gainesville North Courtland Holt Samson North Johns Spanish Fort Grand Bay Intercultural Institute Coffee Springs Haleyville Trussville Banks Atmore Good Hope Fly for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



Contextual Ministry Contextual Ministry Wadley Bridgeport Gainesville Lockbart Cowarts For

## **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	34.28%	35.1%	38.7%
Recycled products	17.58%	18.33%	22.52%
Worked as volunteer (non political)	9.55%	9.97%	11.8%
Engaged in fund raising	8.29%	8.59%	9.58%
Religious club member	6.8%	6.96%	7.33%
Church Board	5.89%	5.93%	5.98%

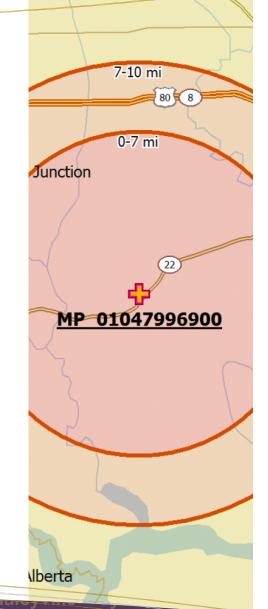
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Took active part in local civic	3.97%	4.03%	4.53%
issue			
Wrote to editor of mag or	3.87%	4.06%	4.47%
newspaper			
Wrote to elected offcl about	2.87%	3.07%	3.99%
publ bus			
Addressed a public meeting	2.84%	2.93%	3.58%
Charitable Organization	2.72%	2.9%	3.73%
Union member	2.49%	2.64%	3.46%

Suntersville Gaylesville New Hope Highland Lake Valley Grande Dadeville Sumiton St. Florian Yellow Big Lincoln Epes Gardendale Kennedy Union Homewood Mountain Brock Forkland South Vinemont Mi dville Point Clear Brantley Concord Ariton Edwardsville Sheffield Dor Gor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



Actidianville Altoona Enterprise Mount Olive Malvern Hamilton Camp Hill Eva Margaret Locust Fork G Warrior Level Plains Fairfield Avon McDonald Chapel Steele La Faye in Intercultural Institute Ugaville Newbern Alabaster Cordova East Brewton Selmont-West Selmon Verson Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Children's Books	11.55%	11.6%	12.18%
Novel	9.47%	9.97%	12.07%
Religious (not Bibles)	8.51%	8.6%	8.96%
Cookbooks	7.68%	7.72%	8.47%
Mystery	5.84%	6.08%	7.81%
Romance	5.81%	5.88%	6.4%
Mail order	4.38%	4.44%	4.76%
Supermarket	4.3%	4.3%	4.63%
Biography	3.98%	4.17%	5.07%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	62.6%	62.55%	64.82%
Gen. Editorial	57.35%	56.78%	54.63%
Womens	47.24%	47.09%	46.2%
Service	28.17%	28.7%	30.17%
Music	23.11%	22.57%	20.35%
Business/Finance	20.99%	20.85%	20.62%
Mens	20.88%	20.59%	19.58%
Parenthood	17.62%	17.4%	16.16%
Health	13.76%	13.79%	13.72%

Samson Chelsea Bessemer Harvest Coaling Moundville Livingston Beatrice Saks Oak Grove Petro Albertville Georgiana North Johns Repton Goshen Birmingham Natural Institute Destsville Hollywood fon Air Rock Creek Linden Fultondale Sulligent Riverside Double Sprin for Confectual Ministry Coopyright 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	41.31%	42.02%	45.56%
Classified	30.23%	30.4%	31.3%
Sport	25.58%	25.77%	27.87%
TV/Radio Listings	20.42%	20.34%	21.44%
Editorial Page	20.19%	20.66%	23.3%
Comics	19.64%	19.84%	21.79%
Movie Listings & Reviews	19.22%	19.2%	21.38%
Business/Finance	18.5%	18.9%	22.18%
Food/Cooking	17.91%	18.26%	20.52%
Fashion	13.61%	13.76%	14.68%
Home/Gardening	12.8%	13.32%	15.83%
Travel	11.47%	11.8%	14.38%
Science/Technology	8.99%	9.33%	11.82%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Urban Contemporary	51.63%	49.69%	42.81%
Jazz	13.32%	12.97%	11.34%
CHR Contemp Hit Radio	12.88%	12.99%	14.41%
Gospel	10.6%	10.28%	8.72%
Variety	10.24%	10.14%	9.73%
Adult Contemporary	9.78%	10.33%	11.69%
Oldies	8.93%	9%	9.48%
Country	8.11%	9.16%	10.8%
Alternative	4.81%	4.88%	5.63%
All News	4.75%	4.95%	5.73%
Soft Contemporary	3.98%	4.07%	4.73%
News/Talk	3.84%	4.11%	6.09%
Religious	3.49%	3.67%	4.47%
Rock	3.42%	3.62%	5.4%
Classic Rock	2.74%	3.04%	4.34%
Sports	1.99%	2.08%	2.68%
Classical	1.89%	2.03%	2.48%
Hispanic	1.61%	1.54%	1.79%

ayton Douglas Linden Gainesville Ider Mosses Woodland Rockford Spanish Fort Benton Needham Greensboro Samson Walnut Grove West Point Cullman Fairhope Ting Intercultural Institute Adamsville Hamilton Warrior Leesburg Cottonwood Vance Moores JorConfectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15	MULTIMEDIA: TV	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Other Video-On-Demand	60.73%	60.02%	54.02%	Lifetime	25.17%	24.85%	23.08%
Fox News Channel	59.14%	59.41%	59.8%	TV Info From Sunday TV	25.07%	25.28%	26.39%
Soapnet	50.07%	49.9%	50.01%	Magazine			
Satellite Dish	47.15%	47.5%	48.26%	TV Info From Newspapers	24.28%	24.18%	24.8%
MSNBC	36.98%	36.62%	34.98%	Hallmark Channel	23.5%	23.55%	23.62%
Sci-Fi Channel	33.84%	34.12%	33.82%	TV Info From Monthly Cable	23.24%	23.22%	23.07%
Adult Pay Per View TV	32.52%	32.51%	32.29%	Guide			
Subscribe Digital Cable	28.97%	29.43%	31.03%	TV Land	22.71%	22.35%	20.71%
Nick At Nite	28.13%	27.68%	25.85%	ABC Fam.	22.51%	22.29%	22.77%
Nickelodeon	27.7%	27.94%	27.14%	Encore	22.47%	22.14%	20.44%
TCM (Turner Classic	27.42%	26.94%	25.81%	CNN (Cable News Network)	22.43%	21.5%	19.41%
Movies)							
BET (Black Entertainment	26.96%	26.4%	25.47%	Comedy Central	22.03%	22.29%	25.88%
TV)				HGTV (and Garden	20.79%	20.43%	19.49%
				Television)			
				The Golf Channel	20.77%	20.81%	21.52%

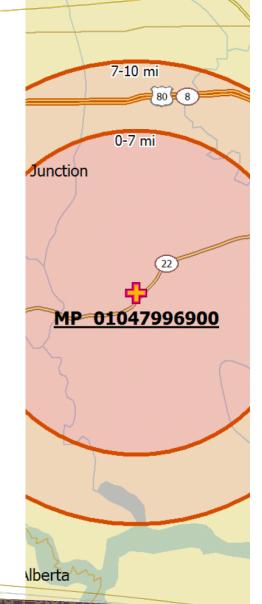
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#### **Communication Media Usage**

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.





# 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	13.27%	13.69%	15.35%
Medium Users (4-6)	6.64%	6.87%	7.83%
Light Users (1-3)	13.38%	13.73%	15.89%
Quintiles (20%)			
Newspaper I (Heavy)	1.63%	1.59%	1.38%
Newspaper II	1.04%	1.11%	1.38%
Newspaper III	1.24%	1.25%	1.6%
Newspaper IV	0.83%	0.77%	0.59%
Newspaper V (Light)	1.69%	1.6%	1.42%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	24.32%	23.97%	22.83%
Magazines II	10.47%	10.32%	10.02%
Magazines III	11.45%	11.43%	11.09%
Magazines IV	16.58%	16.25%	14.88%
Magazines V (Light)	1.04%	1.01%	0.94%
Outdoor I (Heavy)	11.26%	11.14%	9.86%
Outdoor II	8.08%	7.71%	6.34%
Outdoor III	7.22%	7.03%	6.22%
Outdoor IV	16.44%	16.6%	16.47%
Outdoor V (Light)	24.93%	25.08%	25.32%
Yellow Pages I	16.7%	16.74%	16.43%
(Heavy)			
Yellow Pages II	9.78%	9.63%	8.95%
Yellow Pages III	15.9%	15.26%	12.62%
Yellow Pages IV	28.02%	27.76%	25.65%
Yellow Pages V (Light)	7.21%	7.07%	6.02%

igee Elmore Addison Allgood Ashland Brantley Hamilton Lexington Bayou La Batre Orange Beach M Grycha Theodore Brilliant Sylacauga Banks Union Springs Piedmont Intercultural Institute O City Redstone Arsenal Loxley Nectar Benton Brookwood Eva Vesta Intercultural Institute Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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 0-7 7-10 10-15
MILES MILES MILES
Radio Drive Time Quntiles
(fifths / 20%)
Drive Time I & II (Heavy) 1.26% 1.32% 2.05%
Drive Time III (Medium) 1% 0.99% 0.95%
Radio IV & V (Light) 2.06% 2.06% 2.41%
Radio Media Quntiles (fifths /
20%)
Radio I & II (Heavy) 16.17% 15.79% 13.75%
Radio III (Medium) 3.07% 3.19% 3.51%
Radio IV & V (Light) 4% 3.89% 4.05%
Cable TV Quntiles (fifths /
20%)
Cable I & II (Heavy) 10.13% 10.41% 10.84%
Cable III (Medium) 7.4% 7.22% 6.32%
Cable IV & V (Light) 47.25% 46.42% 42.64%



# 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.19%	9.27%	10.36%
6:00am - 10:00am	14.28%	14.34%	15.68%
10:00am - 3:00pm	17.05%	16.35%	15.27%
3:00pm - 7:00pm	22.43%	21.5%	19.41%
7:00pm - Midnight	13.38%	13.25%	13.32%
Midnight - 6:00am	12.49%	12.07%	10.82%
Weekend Radio			
Listeners			
Dayparts [summary]	16.67%	16.16%	15.8%
6:00am - 10:00am	2.11%	2.15%	2.88%
10:00am-3:00pm	3.74%	3.83%	4.9%
3:00pm - 7:00pm	9.08%	8.86%	9.12%
7:00pm - Midnight	13.76%	13.32%	12.27%
Midnight - 6:00am	18.96%	18.29%	17.22%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.1%	6.45%	6.84%
Saturday:	8.05%	8.07%	8.47%
8:00-11:00pm			
Sunday: 7:00-11:00pm	12.02%	11.8%	10.82%
9:00am-1:00pm	28.13%	27.68%	25.85%
9:00am-4:00pm	31.5%	31.11%	29.55%
4:00pm-7:00pm	32.73%	32.27%	31.42%
11:00pm-1:00am	50.1%	49.35%	46.38%
AVG Prime time	8.16%	7.89%	6.73%
Mon-Sun			

Construite Roanoke Mountain Brook Maplesville Hanceville County Line Rainsville Jackson Lanett Moor Abbeville Benton Redstone Arsenal Thomaston Elba Rainbow City Intercultural Institute rson Snead Clayton Tuscumbia Shorter Goldville Madison Dadeville for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Ashford Lakeview St. Florian Montgomery Grove Hill

## 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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7	7-10	10-15		<b>TV VIEWERS</b>	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	20.15%	19.75%	18.87%		Sat: 7-10am	Sat: 7-10am 15.92%	Sat: 7-10am 15.92% 15.91%
7-9am	19.83%	20.14%	22.05%		Sat: 10am-1pm	Sat: 10am-1pm 8.86%	Sat: 10am-1pm 8.86% 8.81%
9am-12noon	18.51%	18.24%	17.71%		Sat: 1-4pm	Sat: 1-4pm 25.68%	Sat: 1-4pm 25.68% 25.38%
12noon-4pm	13%	12.87%	11.85%		Sat: 4-6pm	Sat: 4-6pm 7.05%	Sat: 4-6pm 7.05% 6.98%
4-6pm	47.38%	47.37%	47.71%		Sat: 6-7pm	Sat: 6-7pm 1.11%	Sat: 6-7pm 1.11% 1.16%
6-7pm	17.03%	17.22%	17.22%		Sat: 7-8pm	Sat: 7-8pm 1.03%	Sat: 7-8pm 1.03% 1.2%
7-7:30pm	1.24%	1.27%	1.4%		Sat: 8-11pm	Sat: 8-11pm 8.05%	Sat: 8-11pm 8.05% 8.07%
7:30-8pm	11.92%	12.11%	11.51%		Sat: 11pm-1am	Sat: 11pm-1am 6.89%	Sat: 11pm-1am 6.89% 6.82%
8-11pm	6.1%	6.45%	6.84%		Sat: 1am-7pm	Sat: 1am-7pm 19.07%	Sat: 1am-7pm 19.07% 19.39%
11pm-12am	36.98%	36.62%	34.98%		Sun: 7-10am	Sun: 7-10am 2.23%	Sun: 7-10am 2.23% 2.25%
11pm-1am	50.1%	49.35%	46.38%		Sun: 10am-1pm	Sun: 10am-1pm 5.08%	Sun: 10am-1pm 5.08% 5.21%
1-6am	34.94%	34.85%	33.84%		Sun: 1-4pm	Sun: 1-4pm 4.18%	Sun: 1-4pm 4.18% 4.15%
					Sun: 4-7pm	Sun: 4-7pm 10.86%	Sun: 4-7pm 10.86% 10.87%
					Sun: 7-11pm	Sun: 7-11pm 12.02%	Sun: 7-11pm 12.02% 11.8%
					Sun: 11pm-1am	Sun: 11pm-1am 7.2%	Sun: 11pm-1am 7.2% 6.9%
					Sun: 1-7am	Sun: 1-7am 20.5%	Sun: 1-7am 20.5% 20.36%

cent Southside Coffee Springs Talladega Springs New Hope Phil Campbell Fyffe Luverne Lake Purdy Wood Pine Apple Ohatchee Sand Rock Midland City Riverside Thomas Intercultural Institute Is Wadley Enterprise Red Bay South Vinemont Franklin Kennedy Click Contextual Ministry 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

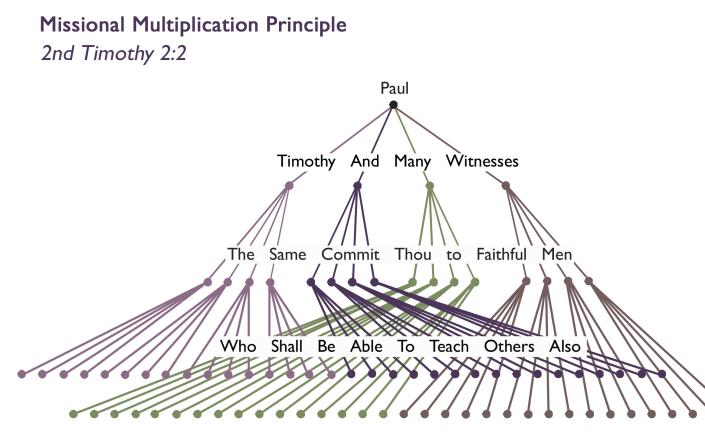
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



## **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.



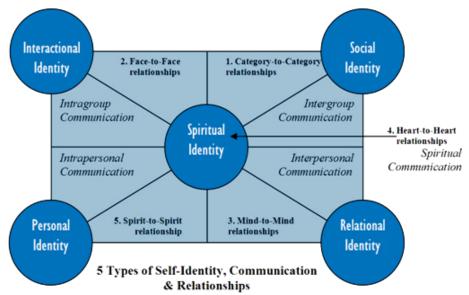
Allgood Gravson Valley Douglas Union Carolina Mulga Natural Bridge Abbeville Guntersville Holf Hamilton Harpersville Dadeville Orange Beach Redstone Arsenal For March Intercultural Institute Pine Ridge Bon Air Highland Lake Blue Springs Dothan Leeds Pollard (or Confectual Ministry Smoke Rise F Copyright 2013, Intercultural Institute for Contextual Ministry

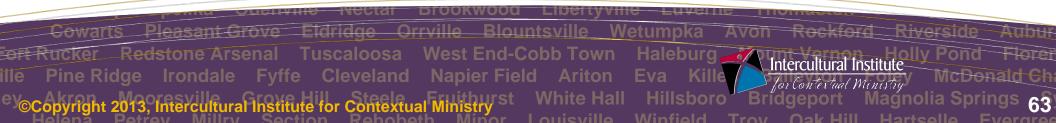
## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



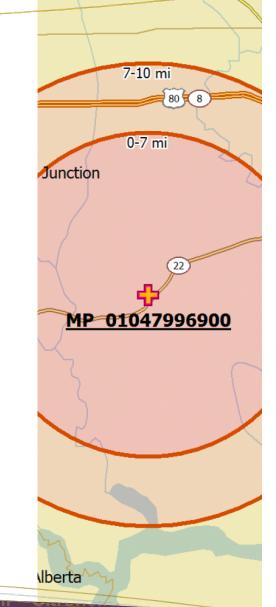


#### Your MissionSite and the Missional Suite

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

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

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



Sweet Water Jemison Kimberly Guntersville Woodville Summerdale Hollywood Bakerhill Gilbertown Redstone Arsenal Kellyton Eclectic Natural Bridge Tuscaloosa Cardiff Redstone Arsenal Kellyton Eclectic Natural Bridge Tuscaloosa Cardiff Redstone Arsenal Kellyton Eclectic Natural Bridge Tuscaloosa Cardiff Intercultural Institute Fort Payne 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.



## APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Orrville	PO Box 236 Orrville, AL 36767	0.46 mi	75	Plateauing
2	Safford	PO Box 68 Safford, AL 36773	7.16 mi	29	Growing
3	Marion Junction	PO Box 266 Marion Junction, AL 36759	8.55 mi	28	Plateauing
4	Dallas Avenue	2410 W Dallas Ave Selma, AL 36701	11.85 mi	61	Declining
5	Fairview	1800 W Dallas Ave Selma, AL 36701	12.38 mi	83	Growing
6	Crosspoint Christian Church	1710 W Dallas Ave Selma, AL 36701	12.55 mi	78	Growing
7	Gateway Ministries	PO Box 675 Selma, AL 36702	12.56 mi	26	Growing
8	Westwood	4085 US Highway 80 W Selma, AL 36701	12.68 mi	163	Plateauing
9	Good News	241 Old Marion Junction Rd Selma, AL 36701	12.80 mi	65	Growing
10	West End	504 Cahaba Rd Selma, AL 36701	13.79 mi	75	Declining
11	Selma First	PO Box 1186 Selma, AL 36702	14.86 mi	441	Declining
12	Freedom	PO Box 2391 Selma, AL 36702	14.87 mi	98	Growing
13	Selmont	215 Selmont Ave Selma, AL 36703	15.18 mi	22	Declining
14	Elkdale	2221 Elkdale St Selma, AL 36701	15.32 mi	458	Plateauing
15	Riverview	231 Beach Rd Camden, AL 36726	15.36 mi	34	Growing

Mentone Coosada Toxey Midland City Fruithurst Sulligent Malvern Eldridge Ozark Eufaula Liberty Elberta Enterprise Smoke Rise Berry Myrtlewood Auburn Heath Tree Intercultural Institute Pisgah Sylacauga Morris Talladega Springs Faunsdale Mooresville for Confectual Ministry @Copyright 2013, Intercultural Institute for Contextual Ministry @Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Catherine	PO Box 65 Catherine, AL 36728	15.40 mi	47	Declining
17	Shiloh	5441 Al Highway 41 Sardis, AL 36775	15.54 mi	155	Plateauing
18	Water Avenue	3100 Water Ave Selma, AL 36703	16.16 mi	32	Growing
19	Northside	2950 Citizens Pkwy Selma, AL 36703	16.51 mi	252	Plateauing
20	Ocmulgee	RR 6 Box 378 Selma, AL 36701	17.40 mi	153	Declining
21	Second Baptist	PO Box 589 Uniontown, AL 36786	17.48 mi	14	Plateauing
22	Faith Chapel	PO Box 917 Marion, AL 36756	18.02 mi	16	Plateauing
23	Uniontown	PO Box 428 Uniontown, AL 36786	18.10 mi	47	Growing
24	Pine Flat	RR 6 Box 228 Selma, AL 36701	18.62 mi	57	Declining
25	Summerfield	72 Main St Selma, AL 36701	18.66 mi	71	Declining
26	Норе	9691 River Rd Selma, AL 36703	19.15 mi	24	Growing
27	Carlowville	100 County Road 47 Minter, AL 36761	19.87 mi	17	Growing
28	Valley Grande	48 County Road 16 Valley Grande, AL 36701	20.26 mi	173	Plateauing
29	Bible Bap Fellowship	PO Box 1252 Camden, AL 36726	21.41 mi	62	Growing
30	Thomaston	6261 2nd Ave Thomaston, AL 36783	21.75 mi	19	Declining

eville Bessemer Steele Clayhatchee Headland Citronelle Atmore Nauvoo Locust Fork Alabaster Rains Ridge Mentone Littleville Arley Pine Hill Avon Fairview Crossville Intercultural Institute Beaverton Coffee Springs Benton Helena Ladonia North Johns For Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH				
0.4	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Sister Springs	PO Box 457 Tyler, AL 36785	21.79 mi	93	Plateauing
32	Camden	300 Broad St Camden, AL 36726	21.87 mi	187	Declining
33	Pleasant Hill	1767 County Road 12 Sardis, AL 36775	22.26 mi	29	Declining
34	Siloam	505 Washington St Marion, AL 36756	22.40 mi	205	Plateauing
35	Lamison	12417 Al Highway 5 Catherine, AL 36728	22.60 mi	239	Plateauing
36	Christian Way	948 Depot St. Camden, AL 36726	22.62 mi	20	Plateauing
37	Shady Grove	234 County Road 83 Selma, AL 36703	23.75 mi	74	Declining
38	Sardis	5765 County Road 36 Thomaston, AL 36783	24.44 mi	48	Plateauing
39	Hopewell	RR 2 Box 176 Marion, AL 36756	24.64 mi	46	Growing
40	Pisgah	RR 6 Box 294 Selma, AL 36701	24.77 mi	23	Plateauing
41	Benton	323 Washington St Benton, AL 36785	25.27 mi	74	Declining
42	Newbern	PO Box 187 Newbern, AL 36765	25.73 mi	47	Plateauing
43	Bethany	1727 Mealing Rd Tyler, AL 36785	26.23 mi	7	Declining
44	Bethsaida	4212 County Road 59 Pine Apple, AL 36768	26.58 mi	14	Declining
45	County Line	PO Box 262 Arlington, AL 36722	27.23 mi	22	Declining

Columbia Adamsville Bayou La Batre Butler Pickensville Aliceville Myrtlewood Newton Thorsby Ast than Elberta Leesburg Fulton Autaugaville Hokes Bluff Bakerhill Nard Intercultural Institute Harpersville Ethelsville Prattville Gordon Wetumpka Pennington Boy Intercultural Institute (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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

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