# MissionSite top unreached locations

#### **BIRMINGHAM**, AL

Midfield Jacksons' Gap Blue Springs

for Contextual Ministry Tuscumbia Loxley

Valley Head

County Line Sand Rock

plesvil Multiply Lester Deatsville Madrid Alabaster

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beville

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Argo Geneva Needham Kennedy Trussville Columb CENSUS TRACT: 01117030303 Multiply Lester Deatsville Madrid Alabase REGION: North Central Region Reproduction Parish Lipscomb Millort ASSOCIATION: Shelby Pisgah Mignon Ohatchee Natural Bridge Alexander City DISTRICT: 11: Birmingham Metro Districtsdale Dem Min partnership with the: Prichard Pinson Rutledge Tillmans COUNTY: Shelby Chelsea Frisco City Goodwater Intercultural Institute Southside Cedar BIDEN ITY PATTERN: 13 Minor Huguley Cowarts SITESCAPE: Suburbscapesh Athens Heath Phei Sila Alabama Baptist Convention te Vincent Al Pleasant Groves Langston Beatrice Thomaston Woodand State Board of Missionsh Hartford Wood Priceville Dozier Midway Fairhope Centreville Wadley Graysville Adamsville ov©Copyrigh82013, Intercultural Institute for Contextual Ministry ucker Edwardsville Grand Bay Tallassee Oakman Arito

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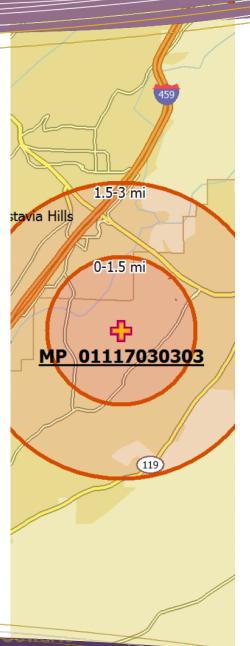
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Detroit Chatom Moulton Butler Bridgeport Malvern Elba Graysville Cottonwood Colony Newton Of Losses Natural Bridge Roanoke Silas Woodstock Rockford Mobile Jack Mile Dauphin Island Miliport Sumiton Cedar Bluff Sheffield Sipsey Headland Edwardsville Atm for Confectual Ministry le Copyright 2013, Intercultural Institute for Contextual Ministry Harvest Fort Deposit Oxford Madrid Vernon Brent Vina Paint Rock Bayou La Batre Town Creek Muni

#### Site Location Summary

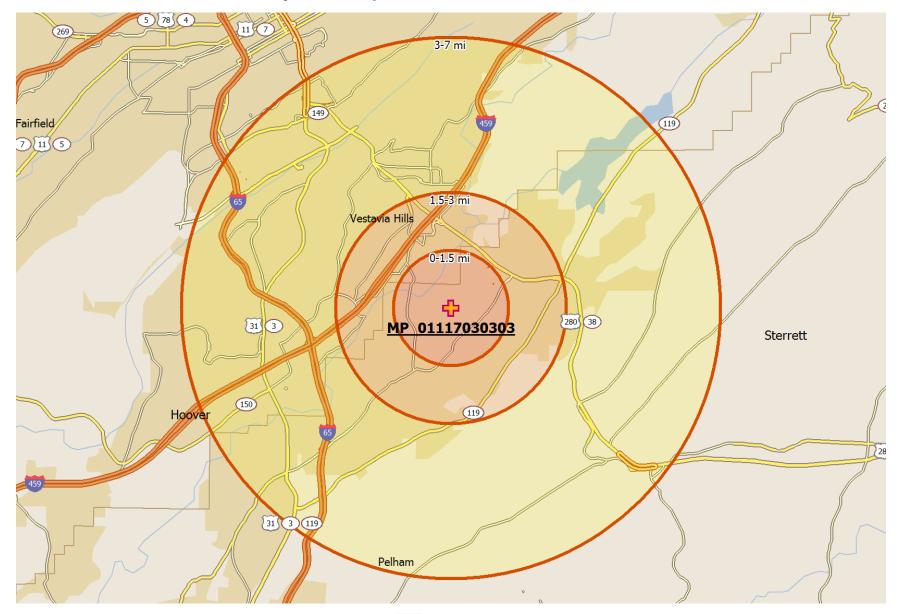
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1805	Shelby
3	District	11	Birmingham Metro District
4	County Location	01117	Shelby
5	Zipcode	35242	Shelby
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.2	Medium Suburbs
8	Sitescape Subgroup	3.24	Medium suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	13	50000-250000-250000



Clayhatchee Chatchee Haleyville Huntsville Kimberly Glenwood Wetumpka Odenville Colony Contextual Institute Union Springs Flomaton Napier Field Mary Intercultural Institute Sulligent County Line Cottonwood Yellow Bluff Homewood Cusseta For for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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



Opp Homewood Greensboro Enterprise Webb Vredenburgh Rock Mills Vestavia Hills Chelsea Flomat ym Nectar Vernon Phenix City Silverhill Anderson Sheffield Cheron Sylpcaring Vance Onycha Forestdale Tallassee Bon Air Fyffe Dayton Daviston Susan Moore Governer fuel 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	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more
			population who do not qualify as large central
5	NCES Urban Centric	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Locale Codes		population of 250,000 or more.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to	0	Percent commuting from non metro to metro areas
	Metro		

Center Point Trafford Creola Hartselle Avon Redstone Arsenal Pleasant Groves Rainbow City Holly Aliceville Adamsville Vernon Georgiana Point Clear Falkville Vreden Intercultural Institute arrish Wadley Blue Ridge Uniontown Thomasville Mobile Lowndesbor FigCopyright 2013, Intercultural Institute for Contextual Ministry FigCopyright 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	12,123	27,807	136,732
2010 Households	5,031	11,109	57,870
2010 Group Quarters Population	0	7	2,753

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	46	46	56
Language Diversity National Index	22	41	36
Foreign Born Diversity National Index	91	57	66
Ancestry Diversity National Index	90	84	16
Racial Diversity National Index	28	37	72

Hammondville Moundville Sheffield Cherokee Hobson City Phenix City Eutaw Fai hope Thomaston Hoty Pond Hoover Coffeeville Southside Fyffe Midfield Phil Campbel Ast Brewton Hillsboro River Thorsby Bayou La Batre St. Florian Union Hodges Goldville Rock Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

Grand Bay Killen Hount Vernon Vestavia Hills Kimberly Leighton Locust Fork Colony Franklin Avenue Autopha Gantt La Fayette Arab Somerville Lake View Montevallo Alicente Intercultural Institute Autopha Gantt Hount Hill Roanoke Mount Olive Wilton Tuskegee Theo for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Lynn Geraldine Mountainboro Kinston Forestdale 7

## 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 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	3,452	68.61%
Mainstay Communities	Established, Diverse Households	442	8.79%
Working Communities	Blue-collar, Working Families	0	0%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,136	22.58%
Urban Communities	High Density, Inner-city Neighborhoods	0	0%

Ikmont Aliceville Valley Grande Birmingham Linden Dadeville Pleasant Groves Colony McIntosh Flome Kimperly Black Cardiff Mobile Section White Hall Warrior Fultondal Intercultural Institute Clanton Vina Lakeview Coaling Excel Talladega Rutledge Bridgepor for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Indidge Flomaton Gardendale Red Bay Sylvan Springs Castleberry Twin Clio Huguley Andalusia Men Wilsonville Margaret Auburn Moundville Hobson City Fulton Elmon <u>Intercultural Institute</u> Dutton Ohatchee Grand Bay Falkville Athens Vincent Orrville Caro Guin West Point Hurtsboro 9 al Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# 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 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	50,280	3,676	7.31%
Unreached %	68.16%	73.08%	107.21
Religious But NOT Evangelical HH	10,961	779	7.11%
Religious But NOT Evangelical %	14.86%	15.48%	104.18
Spiritual But NOT Relig or Evang HH	9,257	689	7.44%
Spiritual But NOT Relig or Evang %	12.55%	13.7%	109.15
Not Evangelical, Not Interested HH	30,115	2,208	7.33%
Not Evangelical, Not Interested %	40.83%	43.89%	107.52





## **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	78	5	6.41%
Active ALSBOM Attenders	19,143	3,336	17.43%
Active Evangelical Households	10,307	1,931	18.74%
Active Evangelical Percent	13.97%	11.97%	85.63
Inactive Evangelical Households	13,177	2,469	18.74%
Inactive Evangelical Percent	17.86%	15.30%	85.63
# New Churches Needed	0	3	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	Meadow Brook	1.44 mi	387	Growing	16	Hoover First	4.96 mi	183	Declining
2	The People's Church at Oak Mountain	2.06 mi	103	Declining	17	Fullness Christian Fellowship	5.23 mi	215	Growing
3	Oak Grove	2.37 mi	44	Declining	18	Shades Mountain	5.39 mi	2,096	Growing
4	Lakeside	2.48 mi	987	Declining	19	Iglesia Cristiana Agape	5.41 mi	61	Growing
5	Valleydale	2.91 mi	1,815	Declining	20	Grace Covenant	5.43 mi	0	Plateauing
6	The Church at Brook Hills	3.11 mi	2,792	Growing	21	Birmingham First	5.45 mi	419	Declining
7	Brook Hills Deaf	3.11 mi	50	Plateauing	22	Clearwater Community Church	5.52 mi	160	Growing
8	Philadelphia	3.35 mi	239	Growing	23	Berney Points	5.82 mi	180	Declining
9	Indian Springs First	3.86 mi	193	Declining	24	Green Valley	6.09 mi	776	Growing
10	Cahaba Heights	3.94 mi	91	Declining	25	Riverchase	6.10 mi	253	Declining
11	Rocky Ridge First	4.16 mi	25	Declining	26	Mountain Brook	6.27 mi	529	Plateauing
12	North Shelby	4.22 mi	316	Growing	27	Dawson Memorial	6.63 mi	2,245	Plateauing
13	Vestavia Hills	4.54 mi	413	Plateauing	28	Raleigh Avenue	6.73 mi	141	Growing
14	Brookwood	4.62 mi	562	Declining	29	Overton First	6.76 mi	29	Declining
15	Liberty Park	4.74 mi	291	Plateauing	30	World Overcomers Christian Church	6.91 mi	63	Growing

Auburn Nectar Tuskegee Pell City Athens Twin Pennington New Addreson West Blocken Solution Snead Westover Fulton Ethelsville Banks Holly Pond Clayton Wood Intercultural Institute Confertual 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

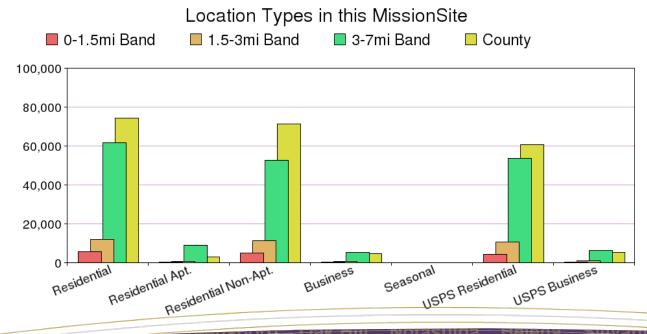
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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.

Point Baileyton Northport Double Springs Susan Moore Midfield Russelville Albertville Trussville McK Reece City Union Grove McIntosh Dutton Cowarts Lake View Calera Intercultural Institute nburne Glenwood Lipscomb Woodstock Winfield Thomaston Babbie Copyright 2013, Intercultural Institute for Contextual Ministry

The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	99,358	8,430	8.48%
2000 Population	143,293	8,007	5.59%
2010 Population	197,013	12,123	6.15%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	35,985	3,221	8.95%
2000 Households	54,631	3,311	6.06%
2010 Households	73,764	5,031	6.82%

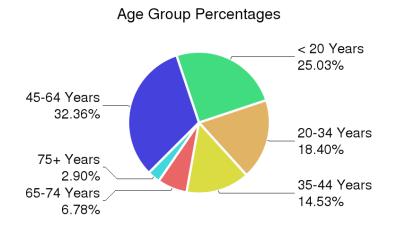


Location Type	0-1.5mi Band
Residential	5,503
Residential Apt.	348
Residential Non-Apt.	5,155
Business	249
Seasonal	0
USPS Residential	4,173
USPS Business	238

New Site Daviston Goldville McMullen Graysville Louisville Minor Lipscomo Hytep Mountainboro Be Riverview Bessemer Adamsville Level Plains Irondale Leeds Mountainboro Intercultural Institute bertown Moody Killen Meridianville Beaverton Lockhart Altoona Yello (ontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

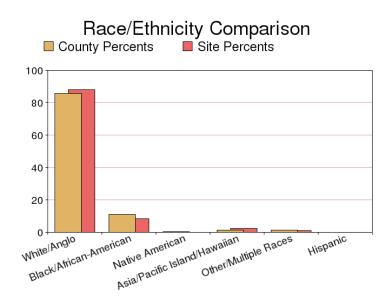


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.22%	4.38%	83.91
4-5 Years	2.86%	2.26%	79.02
6-8 Years	4.43%	3.74%	84.42
9-11 Years	4.39%	4.03%	91.8
12-13 Years	2.9%	3.06%	105.52
14-17 Years	5.45%	5.12%	93.94
18-19 Years	2.64%	2.43%	92.05
0-5 Years	8.08%	6.64%	82.18
6-12 Years	10.26%	9.27%	90.35
13-19 Years	9.54%	9.11%	95.49
< 20 Years	27.88%	25.02%	89.74
20-34 Years	19.44%	18.39%	94.6
35-44 Years	15.36%	14.53%	94.6
45-64 Years	26.91%	32.35%	120.22
65-74 Years	6.5%	6.78%	104.31
75+ Years	3.9%	2.9%	74.36
Median Age	37	39	106.64
Median Age (Male)	36	39	108.68
Median Age (Female)	37	39	103.47



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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	85.73%	88.09%	102.76
Black, African-American	10.98%	8.48%	77.23
Native American	0.29%	0.16%	53.42
Asian	1.49%	2.29%	154.19
Pacific Island, Hawaiian	0.01%	0.02%	125.01
Other/Multiple Races	1.5%	0.97%	64.34
Hispanic	0%	2.37%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	130,581	8,391	
Less than 9th Grade	2.31%	0.36%	645.8
No High School Diploma	4.68%	1.24%	377.77
High School Graduate	22%	9.15%	240.38
Some College, no degree	23.24%	23.41%	99.31
Associate Degree	7.47%	5.96%	125.3

27.54%

12.76%

65.74

70.9

41.89%

18%

Indexed Black Vestavia Hills Carbon Hill Brookwood Clio Falkville Geraldine Faunsdale Athens The Black Petrey Ardmore Langston Daleville Carrollton Napier Field Intercultural Institute The Sulligent Collinsville Saraland Priceville Piedmont Horn Hill Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Co

**College Degree** 

Graduate/Prof. degree

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	3.55%	1.35%	45.86
\$10,000 to \$19,999	5.96%	3.84%	64.34
\$20,000 to \$29,999	8.79%	4.27%	48.61
\$30,000 to \$49,999	16.88%	15.96%	94.56
\$50,000 to \$59,999	9.15%	6.44%	70.37
\$60,000 to \$69,999	6.68%	5.09%	76.2
\$70,000 to \$79,999	7.42%	5.86%	78.99
\$80,000 to \$89,999	6.26%	5.05%	80.61
\$90,000 to \$99,999	4.61%	4.13%	89.78
\$100,000 to \$124,999	12%	12.68%	105.7
\$125,000 to \$149,999	6.5%	13.44%	206.7
\$150,000 to \$199,999	6.01%	10.24%	170.37
\$200,000 to \$249,999	2.3%	4.53%	196.64
\$250,000 or more	3.88%	7.1%	182.83
Median Household	68,395	93,714	137.02
Average Household	94,055	123,614	131.43
Per Capita Household	35,594	51,300	144.13
Family/Non-Family Household			
Income			
Median Family Income	81,908	120,689	147.35
Average Family Income	110,621	153,964	139.18
Median Non-Family Income	41,086	46,790	113.88
Average Non-Family Income	52,870	62,243	117.73

Benton Evergreen Steele Coker Luverne Gilbertown Clayton Stevenson Grant Brilliant Oxford A Kimberly Priceville Yellow Bluff Ashland County Line Elberta Bay Mine Intercultural Institute Dauphin Island Cusseta St. Florian Carrollton Center Point Natural Vincent Vincent Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.32%	63.8%	89.47
Families with Children	36.68%	29.2%	79.61
Families without Children	34.64%	34.61%	99.91
Non-Family Households			
% Non-Family Households	28.68%	36.2%	126.18
Non-Families with Children	0.06	0.08	136.39
Non-Families without Children	28.63	36.12	126.16
Housing Units			Index
Total Housing Units	81,438	5,431	
Vacant percent	9.42%	7.37%	78.16
Owned percent	73.74%	64.72%	87.77%
Rented Percent	16.84%	27.91%	165.79
Households by Size			Index
Avg household size	2.64	2.41	91.29
Avg family hh size	3.25	3.11	95.69
Avg non-family hh size	1.15	1.17	101.74
Households By Count of Persons			Percent
One	18,426	1,520	8.25%
Two	21,982	1,638	7.45%
Three or Four	26,056	1,446	5.55%
Five+	7,300	428	5.86%

for Garden City New Market Bayou La Batre Arab Twin Madrid Arley Brilliant Cherokee Jemison Ak Sheffield Lakeview Louisville Mountain Brook Madison Reece City Section Intercultural Institute Millry Camp Hill Hayden Spanish Fort Gordo Carbon Hill Union Alex Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry iontown Millbrook Pleasant Grove Franklin Babbie Tarrant Lowndesboro Maplesville La Favette Edgew

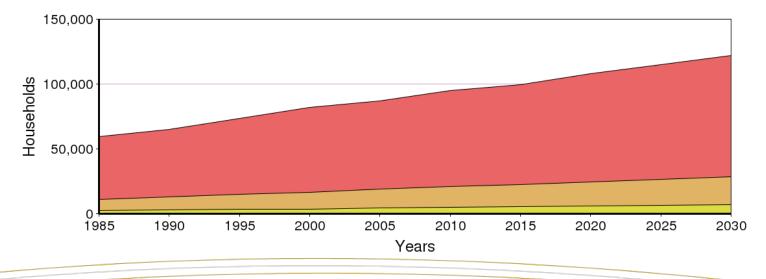
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	99,358	8,430	8.48%
2000 Population	143,293	8,007	5.59%
2010 Population	197,013	12,123	6.15%
2015 Population	219,539	13,300	6.06%
	,	,	

Household Change from 1985 to 2030

🗖 0-1.5mi Ring 👘 🗖 0-3mi Ring

📕 0-7mi Ring

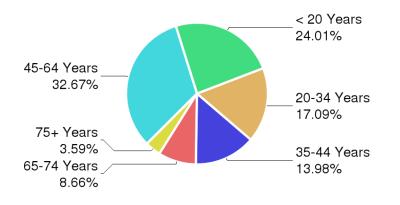


aleville Abbeville Summerdale New Brockton Cowarts Gurley Fayette Union Springs Georgiana Clayte Haleburg Hillsboro Northport Bakerhill Southside Homewood Orrville Intercultural Institute ksons' Gap Linden Madison Wilton Rock Mills Tuscaloosa Town Creek Intercultural Institute to Contextual Ministry 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 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

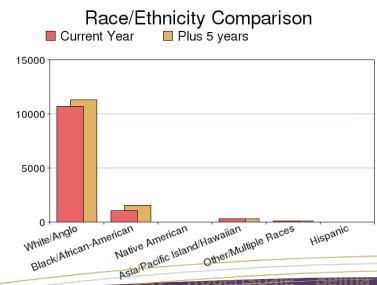


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.38%	3.69%	84.25
4-5 Years	2.26%	2.03%	89.82
6-8 Years	3.74%	3.45%	92.25
9-11 Years	4.03%	3.84%	95.29
12-13 Years	3.06%	3%	98.04
14-17 Years	5.12%	5.38%	105.08
18-19 Years	2.43%	2.62%	107.82
0-5 Years	6.64%	5.72%	86.14
6-12 Years	9.27%	8.76%	94.5
13-19 Years	9.11%	9.54%	104.72
< 20 Years	25.02%	24.02%	96
20-34 Years	18.39%	17.1%	92.99
35-44 Years	14.53%	13.98%	96.21
45-64 Years	32.35%	32.68%	101.02
65-74 Years	6.78%	8.66%	127.73
75+ Years	2.9%	3.59%	123.79
Median Age	37	41	110.95
Median Age (Male)	36	40	112.33
Median Age (Female)	37	41	108.64

Brighton Skyline New Hope Millport Rock Creek Grand Bay Fort Payne Cuba Malvern Rosa Hartford Susan Moore Parrish Baileyton Babbie Scottsboro Lexington Dayton Intercultural Institute City White Hall Dodge City Brundidge Hayneville Valley Grande Pollar 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 0-1.5 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	88.09%	85.07%	96.57
Black, African-American	8.48%	11.55%	136.19
Native American	0.16%	0.16%	100.75
Asian	2.29%	2.42%	105.58
Pacific Island, Hawaiian	0.02%	0.02%	91.15
Other/Multiple Races	0.97%	0.8%	82.58
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	8,391	9,309	
Less than 9th Grade	0.36%	0.19%	54.08
No High School Diploma	1.24%	0.84%	67.6
High School Graduate	9.15%	8.69%	94.95
Some College, no degree	23.41%	23.05%	98.49
Associate Degree	5.96%	6.6%	110.69
College Degree	41.89%	42.13%	100.58
Graduate/Prof. degree	18%	18.5%	102.79

Belk Bakerhill Huguley Providence Silas Glen Allen Magnolia Springs Hodges County Line Camp Reece City Luverne Parrish Oak Hill Sumiton Dora Kansas Level Plater Intercultural Institute Hueytown Headland Indian Springs Village Columbia Pennington Michael Blue Springs Hamilton Dayton 22 ©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 0-1.5 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 0-1.5 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 0-1.5 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	1.35%	1.01%	74.71
\$10,000 to \$19,999	3.84%	3.4%	88.53
\$20,000 to \$29,999	4.27%	3.89%	91.07
\$30,000 to \$49,999	15.96%	14.1%	88.34
\$50,000 to \$59,999	6.44%	6.08%	94.36
\$60,000 to \$69,999	5.09%	4.48%	88.03
\$70,000 to \$79,999	5.86%	5.47%	91.42
\$80,000 to \$89,999	5.05%	4.98%	97.09
\$90,000 to \$99,999	4.13%	3.98%	96.36
\$100,000 to \$249,999	12.68%	13.59%	107.13
\$125,000 to \$149,999	13.44%	14.8%	110.12
\$150,000 to \$199,999	10.24%	11.33%	110.66
\$200,000 to \$249,999	4.53%	5.1%	112.62
\$250,000 or more	7.1%	7.69%	108.4
Median Household	93,714	102,699	109.59
Average Household	123,614	135,122	109.31
Per Capita Household	51,300	55,339	107.87
Family/Non Family Household			
Family/Non-Family Household Income			
Median Family Income	120,689	126,584	104.88
Average Family Income	153,964	170,343	110.64
Median Non-Family Income	46,790	49,916	106.68
Average Non-Family Income	62,243	67,046	107.72

Redstone Arsenal Holt Castleberry Cullman Memphis Aliceville Wilton Valley Mount Vernon Wainut The Smiths Station Ashville Newbern Elberta Jasper Prichard Slocord Heleville Billingsley Saks lacksonville Coosada Hayneville Sweet Water Waldo Sheffield Trussville Intercultural Institute for Contextual Ministry tuge Copyright 2013, Intercultural Institute for Contextual Ministry Sipsey Tillmans Corner Lexington Lowndesboro Ozarl23

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 0-1.5 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 0-1.5 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 0-1.5 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	63.8%	62.4%	97.8
Families with Children	29.2	28.35	97.08
Families without Children	34.61	35.43	102.39
Non-Family Households			
% Non-Family Households	36.2%	37.6%	103.88
Non-Families with Children	0.08	0.04	103.88
Non-Families without	36.12	37.56	104
Children			
Housing Units			
Total Housing Units	5,431	5,872	108.12%
Vacant percent	7.37%	7.22%	98.04
Owned percent	64.72%	64.82%	100.15
Rented Percent	27.91%	27.95%	100.12
Households by Size			
Avg household size	2.41	2.44	101.24%
Avg family hh size	3.11	3.23	103.86%
Avg non-family hh size	1.17	1.14	97.44%
Households By Count of			
Persons			
One	1,520	1,720	113.16%
Two	1,638	1,641	100.18%
Three or Four	1,446	1,584	109.54%
Five+	428	501	117.06%

Daleville Cuba Bay Minette Margaret Castleberry New Brockton Theodore Midfield Weaver Needhan and Atmore Gadsden Demopolis Lake View Glencoe Summerdale Moure Dine Ridge Benton B ale Pickensville Hoover Killen Florence Clay Goodwater Union Mon View (Intercultural Institute) ville Minor E If Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	67	1,209	6,148	Eastern Africa	Eastern Africa 0	Eastern Africa 0 5
Northern Europe	14	135	422	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	4	74	197	Northern Africa	Northern Africa 0	Northern Africa 0 3
Southern Europe	9	4	123	Southern Africa	Southern Africa 0	Southern Africa 0 26
Eastern Europe	1	78	206	Western Africa	Western Africa 0	Western Africa 0 35
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	2	173	813	Oceania	Oceania 0	Oceania 0 2
So. Central Asia	6	201	655	Caribbean	Caribbean 1	Caribbean 1 34
SE Asia	0	20	495	Central Amer.	Central Amer. 22	Central Amer. 22 189
Western Asia	2	76	212	South America	South America 2	South America 2 74
Other Asia	0	2	33	North America	North America 4	North America 4 78
				Born at sea	Born at sea 0	Born at sea 0 0

Rutledge Woodstock Samson Vestavia Hills Ridgeville Reece City Cherokee Valley Grande Rock Mills Prattville Waldo Blue Ridge Thorsby Aliceville Red Bay Sanford Litt Intercultural Institute acksonville Talladega Newbern Somerville South Vinemont Lake Purdy Jor Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
English only	5,786	28,675	96,331
Spanish	76	534	3,969
Other Indo-Euro	111	615	2,349
language			
French (incl. Patois,	48	170	518
Cajun)			
French Creole	0	0	0
Italian	11	17	154
Portuguese	8	7	66
German	27	100	359
Yiddish	0	0	54
Other West Germanic	8	7	61
A Scandinavian	0	16	8
Language			
Greek	0	33	296
Russian	0	22	66
Polish	0	14	7
Serbo-Croatian	0	0	0
Other Slavic Language	0	39	39
Armenian	0	0	0
Persian	0	26	218
Gujarathi	0	20	85
Hindi	8	137	177
Urdu	0	1	70

Decatur Russellville Underwood-Petersville Bon Air Vance Hollywood Fairview Moundville Ashland Hountainboro Columbiana Midland City Woodland Onycha Argo Selevin Mest Selmont Twin Wilson Moores Mill Yellow Bluff Orange Beach Red Level Greenville Locust For Intercultural Institute beville Cedar ©Copyright 2013, Intercultural Institute for Contextual Ministry

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# 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	0-1.5	1.5-3	3-7		ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	5,037	23,316	83,972		Irish	Irish 577	Irish 577 2,095
Arab	18	215	687		Italian	Italian 267	Italian 267 979
Armenian	2	5	10		Lithuanian	Lithuanian 0	Lithuanian 0 18
Austrian	4	15	114		Norwegian	Norwegian 21	Norwegian 21 226
British	123	337	1,010		Polish	Polish 131	Polish 131 272
Canadian	2	50	154		Portuguese	Portuguese 0	Portuguese 0 7
Croatian	0	3	69		Romanian	Romanian 10	Romanian 10 2
Czech	2	40	93		Russian	Russian 41	Russian 41 135
Czechoslovak	0	15	36		Scandinavian	Scandinavian 5	Scandinavian 5 0
Danish	12	28	92		Scotch-Irish	Scotch-Irish 296	Scotch-Irish 296 1,346
Dutch	93	262	879		Scottish	Scottish 368	Scottish 368 1,210
English	1,008	4,770	15,679		Slovak	Slovak 7	Slovak 7 25
European	40	540	1,717		Subsaharan African	Subsaharan African 38	Subsaharan African 38 50
Finnish	0	0	159		Swedish	Swedish 52	Swedish 52 130
French (not Basque)	116	619	1,905		Swiss	Swiss 9	Swiss 9 58
French Canadian	17	93	314		Ukrainian	Ukrainian 9	Ukrainian 9 60
German	478	2,535	7,735		US/American	US/American 705	US/American 705 3,756
Greek	12	194	710		Welsh	Welsh 17	Welsh 17 143
Hungarian	19	53	173		West Indian	West Indian 0	West Indian 0 38
Iranian	0	21	116		Yugoslavian	Yugoslavian 0	Yugoslavian 0 6
				_	Other	Other 538	Other 538 2,966

River Falls Susan Moore Beatrice Guin Opp Arab Citronelle Eutaw New Hope Argo Atmos port Abbeville Rogersville Hodges Daviston Carrollton Babbie Phil Carolina Libertyville Wi kes Bluff Carolina Libertyville Vernon Millport Blue Ridge Priceville Log for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

New 27

# Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

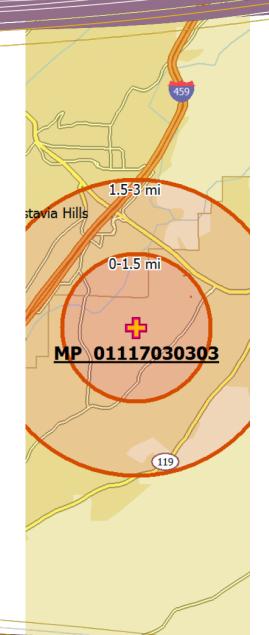
#### Issues for Your Consideration - continued

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



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

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



oxley North Johns Linden Rogersville Hollywood Steele Underwood-Petersville Wisenville Lake View Epes Brantley Lisman Selmont-West Selmont Calera Newton Graver Viller Homewood Libertyville Deatsville Sipsey Clayhatchee Holt Bridgeport Detroit Geiger Vinco Intercultural Institute 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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,031	100%	3,675	100%
AFFLUENT SUBURBIA	2,308	45.88%	1,675	45.58%
America's Wealthiest	10	0.2%	8	0.22%
Dream Weavers	1,082	21.51%	774	21.06%
White Collar Suburbia	518	10.3%	422	11.48%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	556	11.05%	373	10.15%
Small Town Success	142	2.82%	98	2.67%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,144	22.74%	797	21.69%
Status Conscious Consumers	981	19.5%	688	18.72%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	163	3.24%	109	2.97%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	80	1.59%	52	1.41%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	80	1.59%	52	1.41%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

Mountainboro <u>Gordenville Heflin Daphne Libertyville Somerville</u> Lake View Cottonwood Ider Langs Flomaton Pine Ridge Goodwater Ranburne Lipscomb Triana Eclective Petrov Babbie Gilbertown etroit Attalla Selmont-West Selmont Lester Clio Auburn Rockford Save (or Contestual Ministry Recce City Contestual Ministry Kansas Oneonta Parrish Headland West End-Cobb Togar Good Hope B

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,031	100%	3,675	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	362	7.2%	262	7.13%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	362	7.2%	262	7.13%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	0	0%	0	0%
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	0	0%	0	0%

Scottsboro New Brockton Moundville Dauphin Island Cedar Bluff Loxley Gilbertown Pinckard Valley F Haleburg Powell Saraland Moody Franklin Smiths Station Twin Part Intercultural Institute Intercultural Institute for Contextual 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 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,031	100%	3,675	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	1,136	22.58%	889	24.19%
Young Cosmopolitans	1,136	22.58%	889	24.19%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
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.	0	0%	0	0%

Falkville
Cardiff
Locust Fork
Florence
Memphis
Gordonville
Union Grove
Cardendale
New Brockton

Intercultural Institute
Meridianville
Enterprise
Hartselle
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The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	5,031	100%	3,675	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	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%

Gainesville Somerville Lineville Dayton Anderson New Market Silverhill Franklin Pine Ridge Mount rent Valley Grande Red Bay Blue Ridge Sylvan Springs Spanish Fort Development Intercultural Institute airhope Heath Robertsdale Greenville Minor Ashland Allgood Gunter Louisville Gardendale Grayso 34 Copyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

is Headland Gadsdon Anderson Grove Hill Hobson City Midway Cedar Bluff Helena Edwardsville Alex Growens Cross Roads Marion Woodville Greenville Bridgeport Clanton Intercultural Institute Cimberly Sylvan Springs Ashford Minor Glenwood Reform Sheffield How Confertual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual

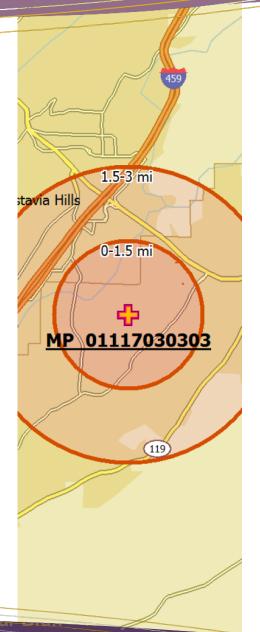
#### **Potential Cultural Bridges**

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).



Union Lexington West End Cobb Town Gaylesville Beatrice Montevallo Talladega Collinsville Decature Chelsea Tallassee Kansas Shorter York Aliceville Grove Hill Fayer Clarton Gordo Butler Kitte Grayson Valley Gurley Morris Bear Creek Rainsville Spanish Fort Brei Gordo Martara Manistry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	88%	88%	86%	Use Comp. for Education	38%	38%	37%
Use Comp. for Internet/E-mail	77%	77%	74%	HH Owns DVD Player	37%	38%	37%
Internet Use: E-Mail	70%	70%	66%	Use Comp. for News/Info./Data	36%	36%	35%
Use Comp. for Word	59%	59%	56%	Service			
Processing				PC-Network-HH Has One	30%	30%	28%
Use Comp. for Shopping	49%	50%	48%	Use Comp. for Personal Financial	27%	27%	24%
Use Comp. for Banking	48%	47%	45%	Mngmnt			
Use Comp. for Comp. Games	46%	45%	43%	Use Comp. for Accounting	25%	24%	22%
Use Comp. for Digital Camera	45%	45%	43%	Internet Use: Shopping: Gathered	23%	24%	21%
Photo Editing				Info. for Shopping			
Internet Use: News/ Weather	43%	43%	40%	Internet Use: Shopping: Made A	20%	21%	19%
Internet Use: Banking	40%	40%	37%	Purchase			
				Internet Use: Travel Reservations	20%	20%	18%

ntley Montgomery Westover Opp Jackson Talladega Gantt Carbon Hill Brookwood Horn Hill Reece G berta Billingsley Langston Bay Minette Munford Eutaw Livingston Horn Hill Intercultural Institute Int Woodstock Onycha Centre Midway Gardendale Collinsville Heath for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Internet Use: Research/ Education 19%

17%

20%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	
	MILES	MILES	MILES	
Listening To Music	72%	72%	71%	
Dining Out (Not Fast	70%	70%	69%	(
Food)				D
Reading Books	65%	65%	64%	Ey
Go To A Beach/Lake	47%	47%	45%	N
Card Games	44%	43%	43%	E
Cooking for Fun	43%	43%	42%	Hi
Gardening	37%	37%	36%	OB
Board Games	34%	34%	34%	Hy
Visit Museum	32%	32%	31%	F
Photography	25%	25%	23%	

Gulf Shores Hobson City Ozark Level Plains New Market Glenwood Onycha Bridgeport Pinson Lang The Gante Adamsville Rock Creek Fort Payne Monroeville Vestavia Hills Intercultural Institute Rucker Gu-Win Harpersville Frisco City Woodstock Baileyton Muscle State Intercultural Institute Ks Evergreen Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	39.22%	39.9%	37.98%
Live Theater	33.8%	33.72%	32.24%
Live Theater Most Often	27.41%	26.8%	26.2%
Rock/Pop Concerts Most	21.79%	22.05%	20.31%
Often			
Dance Performance	11.97%	12.34%	12%
Comedy Club	10.6%	11.77%	11.17%
Movies: Comedy	45.68%	46.46%	44.51%
Movies: Action/Adventure	43.75%	44.54%	42.84%
Movies: Drama	28.84%	28.48%	26.83%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	26.32%	26.28%	25.33%
Movies: Mystery	20.47%	20.51%	19.66%
Movies: Fam.	20.43%	21.35%	20.7%
MLB Baseball Reg.	15.36%	16.48%	14.15%
Season			
NFL Football Reg. Season	11.92%	11.64%	10.46%
College Football Reg.	11.53%	12.28%	10.61%
Season			
College Basketball Reg.	8.72%	9.47%	7.72%
Season			
NBA Basketball Reg.	7.08%	7.1%	6.58%
Season			
NHL Hockey Reg. Season	6.28%	6.78%	5.73%

y Grande Bay Minette Moulton Citronelle Hollywood Cullman Berry Scottsboro Jacksonville Eutaw Grande Bay Minette Moulton Citronelle Hollywood Cullman Berry Scottsboro Jacksonville Eutaw Grande Millbrook Walnut Grove Brantley Foley Enterprise Eclectic Abbeville Intercultural Institute of Horn Hill Brook Walnut Grove Brantley Foley Enterprise Eclectic Abbeville Intercultural Institute of Horn Hill Brook Walnut Grove Brantley Foley Enterprise Eclectic Abbeville Intercultural Institute of Arsenal Line Foregreen Deatsville Dutton Oak Hill Munford Lynn Madrid Blountsville Intercultural Ministry Baileyton 39

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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

BRIDGES0-1.51.5-33-7BRIDGESMILESMILESMILESMILESMILESWalking for Exercise49.58%48.92%48.17%Freshwater FishSwimming40.68%41.03%39.81%TennisWeight Training23.98%23.35%22.68%Yoga
Walking for Exercise49.58%48.92%48.17%Freshwater FishSwimming40.68%41.03%39.81%Tennis
Swimming 40.68% 41.03% 39.81% Tennis
ů –
Weight Training   23.98%   23.35%   22.68%   Yoga
Bowling 22.36% 22.83% 22.57% Baseball
Jogging/Running 21.57% 21.08% 19.97% Power Boating
Using Cardio Machine 21.17% 21.47% 20.62% Soccer
Billiards/Pool 20.06% 20.22% 19.37% Canoeing/Kayak
Golf 19.98% 19.18% 19.36% Football
Stationary Cycling 16.26% 16.67% 15.87% Softball
Mountain/Road Biking 15.69% 16.4% 16.31% Downhill & X-Co
Aerobics 14.05% 13.88% 13.13% Skiing
Basketball 14% 14.52% 14.22% Saltwater Fishin
Backpacking/Hiking 13.83% 13.52% 13.2% Volleyball
Camping Trips 13.63% 13.61% 13.71% Ice Skating
Snorkeling

Lest End-Cobb Town Lockhart Ardmore Centreville Huguley Forkland Prattville Aliceville Nauvoo Fort Honroeville Oneonta Saks Onycha Moores Mill Thorsby Benton Intercultural Institute Carolina Yellow Bluff Woodland Prichard New Brockton Louisville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	0-1.5
	MILES	MILES	MILES		MILES
Roller Skating	5.67%	5.75%	5.57%	Martial Arts	3.55%
Horseback Riding	5.6%	5.8%	5.52%	Snowboarding	3.37%
Target Shooting	5.54%	5.59%	6.35%	Rock Climbing	3.3%
Hunting	4.99%	5.48%	5.8%	Hockey	3.26%
Jet Skiing	4.8%	4.65%	4.99%	Surfing & Windsurfing	2.88%
Motorcycling	4.63%	4.86%	5.1%	Snowmobiling	2.63%
Water Skiing	4.33%	4.1%	4.61%	Auto Racing	2.39%
Sailing	4.24%	4.18%	4.32%	Archery	2.22%
Racquetball	3.9%	3.69%	3.69%	Rowing	2.17%
Fly Fishing	3.79%	3.51%	3.7%	Skateboarding	2.02%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Martial Arts	3.55%	3.89%	4.06%
Snowboarding	3.37%	2.89%	3.49%
Rock Climbing	3.3%	3.41%	3.75%
Hockey	3.26%	3.17%	3.39%
Surfing & Windsurfing	2.88%	2.72%	2.85%
Snowmobiling	2.63%	2.34%	2.83%
Auto Racing	2.39%	2.15%	2.37%
Archery	2.22%	2.34%	2.89%
Rowing	2.17%	2.23%	2.79%
Skateboarding	2.02%	1.83%	2.38%

eust Fork Town Greek Talladega Somerville Cowarts Sweet Water West Point Ragland Ashland Toxey For Franklin Springville Dothan Guntersville Heflin Spanish Fort Cross Intercultural Institute Kansas Butler Maplesville Gurley Pine Apple Lincoln Orange Beach Intercultural Institute Octopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

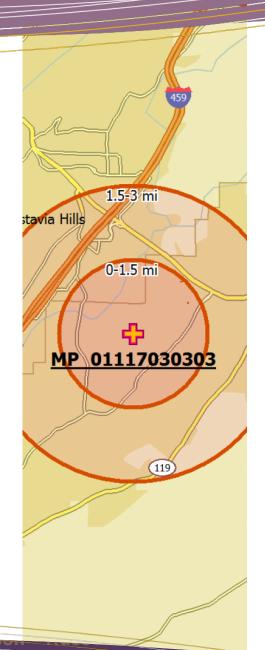
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Spanish Fort Brookside Weaver Piedmont Cusseta East Brewton Lipscomb Unionteum Lakeview Hack Harrior Meadowbrook Muscle Shoals Auburn Red Level Orrville Shide Intercultural Institute tock Creek York Vredenburgh Toxey Mountainboro Lincoln McDonald Intercultural Institute ob Town Clay Copyright 2013, Intercultural Institute for Contextual Ministry Rock Mills Falkville Evergreen Lake Purdy Moores 122

### 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.

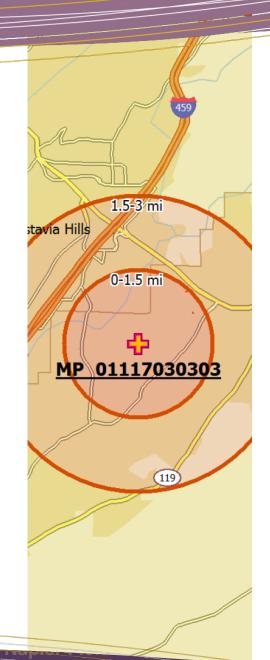
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



shford Jackson Reform Rainbow City Thorsby West Blocton Moody Pell City Pine Hill Dutton Sardis Levenson Hamilton Oxford Bon Air Mobile Rehobeth Section Lowndes Intercultural Institute Clay Arab Sipsey Minor Faunsdale Harvest York North Johns 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Prefer To Have Few Possessions As Possible	50%	49%	47%
Important Continue Learning	47%	48%	49%
New Things Find It Difficult To Say No To	39%	40%	39%
My Kids	0370	- <del>1</del> 070	0370
f Won Lottery Would Never	36%	34%	35%
Nork Again			
Friends More Important Than My Fam.	33%	33%	32%
Speak My Mind Even If It Upsets People	31%	32%	32%
Woman's Place Is In The Home Like Control Over People And	29% 27%	30% 27%	32% 29%
Resources Don't Judge People/Way They	27%	28%	29%
Live Life Money Is Best Measure Of	25%	26%	26%
Success			
Like To Do Unconventional Things	23%	24%	25%
Marijuana Should Be Legalized	22%	22%	23%

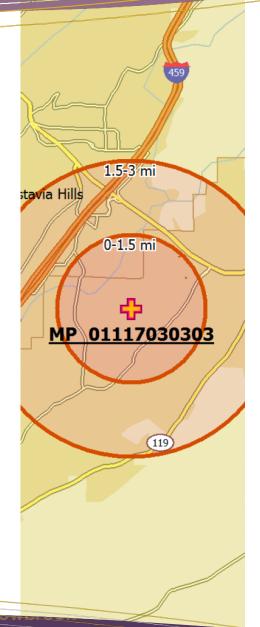
Gausgen Cedar Blutt Holt Fleamon

Tillmans Corner Headland Kinston Napier Field Maytown Millbrook Deatsville Cowarts Frisco City Steele Phil Campbell Cherokee Grant Grayson Valley Orrville Lexing Intercultural Institute ter Thomaston Slocomb Nauvoo Eclectic Luverne Pine Hill Ozark M Contextual Ministry Eldridge Talladega Springs Priceville Stevenson Ge 44 Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Cultural Themes**

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

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



Parrish Hillsboro Themasville Curley Gantt Needham Mountain Brook Petrey Arley Shiloh Decatur Hagnolia Springs Vestavia Hills Altoona Haleyville Tuskegee Annistoper Intercultural Institute hity Deatsville Paint Rock Aliceville Sheffield Powell St. Florian Colum Jocconfectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Scottsboro Salmont-West Selmont Red Bay Satsuma

### **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-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	75%	75%	72%	Consider Myself Interested In The Arts	18%	18%	18%
You Should Seize Opportunities	59%	59%	59%	Real Men Don't Cry	16%	17%	17%
In Life				Is An Important Part Of Who I Am	15%	15%	15%
Prefer To Have Few Possessions As Possible	50%	49%	47%	Try Not To Worry About The Future	14%	14%	15%
Like To Understand About Nature	39%	40%	40%	Looking for New Ideas To Improve Home	12%	11%	12%
Important Feel Respected By My Peers	32%	32%	33%	Enjoy Spending Time With My Fam.	10%	11%	11%
People Have To Take Me As They Find Me	30%	29%	28%	Provide My Kids With The Little Extras	5%	5%	7%
Have Keen Sense Of Adventure	28%	28%	28%	Children Should Be Allowed To	4%	4%	5%
Prefer Work Part Of Team Than	28%	29%	30%	Express Themselves			
Alone				Like Spending Most Time With	4%	3%	4%
Worried About Pollution Caused	27%	27%	25%	Fam.			
By Cars				Feel Very Alone In The World	4%	4%	4%
Like To Just Enjoy Life	27%	28%	27%	Would Like To Set Up Own	3%	3%	3%
Important To Juggle Various	26%	26%	27%	Business			
Tasks				Decor Particular Interest To Me	3%	3%	3%
Good At Fixing Things	24%	24%	25%				

CITILITY VERION CHEROKEE YORK UNION GROVE FILCE

Center Point General Deatsville Nauvoo Reece City Hamilton Pelham Greensboro Cilbertown Ecle Oak Grove Shorter Glencoe Anderson Blountsville Avon Coffee Intercultural Institute Mosses Mountainboro Detroit Enterprise Castleberry Rock Mills Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Shared Places**

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



1.5-3 mi

0-1.5 mi

MP 01117030303

stavia Hills

### **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fam. Restaurants/Steak	85.92%	85.72%	84.26%
Houses-Visit Any			
Fast Food/Drive-In	82.57%	83.32%	82.22%
Restaurant-Visit Any			
McDonald's	56.65%	56.67%	54.95%
Burger King	32.48%	31.9%	32.34%
Wendy's	30.53%	30.21%	29.42%
Applebee's	30.3%	30.99%	29.67%
Subway	27.7%	29.06%	29.02%
Taco Bell	26.4%	25.83%	26.35%
Olive Garden	23.17%	23.63%	23.18%
Starbucks	22.83%	23.58%	20.61%
Kentucky Fried Chicken (KFC)	21.53%	21.75%	21.81%
Outback Steakhouse	19.98%	20.19%	18.98%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Arby's	19.91%	20.93%	20.25%
Chili's Grill and Bar	19.2%	19.72%	18.39%
Chick-Fil-A	16.67%	17.49%	15.68%
Panera Bread	16.49%	16.54%	14.75%
Pizza Hut	16.34%	16.19%	16.68%
TGI Friday's	16.29%	16.73%	15.68%
IHOP (International House Of	16.28%	16.82%	15.57%
Pancakes)			
Red Lobster	16.27%	16.42%	15.67%
Quiznos Sub	13.99%	14.14%	13.43%
Cracker Barrel	13.89%	15.05%	14.26%
Dunkin' Donuts	13%	12.83%	12.54%
Ruby Tuesday	12.92%	13.84%	11.94%

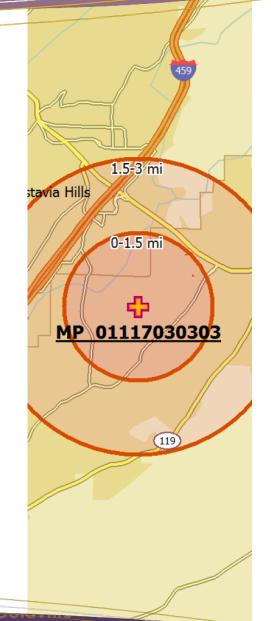
Bessemer Faunsdale Lake view Lowndesboro Daleville Odenville Jacksonville Susan Moore Level Plains Eeville Eufaula Reece City Dadeville Castleberry Forkland Flomaton Caroliton Billingsley Huguley St Cedar Bluff Oak Hill Evergreen Waldo Elba Millbrook Elmore Ka Confectual Ministry lia Springs Ath Confectual Ministry Backerbill Sylacauga Garden City Red Level Riverview B

### **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!



ellyton Ariton Goodwater Midway Glenwood Minor Vance Benton Cuba Rock Mills Clayhatchee Gen The Gu-Win Akron Ladonia Mulga Collinsville Monroeville Huntsville <u>Intercultural Institute</u> River Falls Attra eyville Riverside Fort Deposit Redstone Arsenal Wilton Fultondale Ect (a) Confertual Ministry Confertual Ministry Tallassee 49 Copyright 2013, Intercultural Institute for Contextual Ministry Confertual Contextual Ministry (Contextual Ministry)

### **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	55.17%	54.71%	54.21%
Recycled products	48.13%	47.36%	46.13%
Worked as volunteer (non political)	23.59%	23.25%	22.63%
Engaged in fund raising	13.51%	13.63%	13.47%
Wrote to elected offcl about publ bus	8.74%	8.87%	8.66%
Religious club member	8.13%	8.22%	8.18%

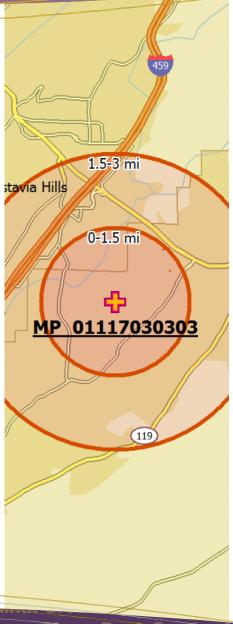
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Charitable Organization	8%	7.86%	7.52%
Wrote to editor of mag or newspaper	7.21%	7.53%	7.23%
Took active part in local civic issue	6.51%	6.55%	6.47%
Addressed a public meeting	6.44%	6.46%	6.29%
Union member	5.55%	5.43%	5.48%
Wrote to editor of mag or newspaper	5.38%	5.44%	5.18%

Sburg Creola River Falls Powell Pennington Brookside Dadeville Hartselle Lowindesboro Summerdale Brookwood Edgewater Hobson City Libertyville Leesburg Brewton Intercultural Institute Eclectic Phenix City Camp Hill Attalla Spanish Fort Bay Minette Sus for Contextual Ministry Copyright 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.



Red Bay Jasper Carbon Hill Jacksons' Gap Tuscumbia Vance West Jefferson Clay Rock Creek Hills ston Wetumpka Ethelsville Brent Hollywood Hillsboro Shiloh Centrevity Intercultural Institute McKenzie Twin Tuskegee Clanton Highland Lake Kinston Foley Piper for Confertual Ministry la Copyright 2013, Intercultural Institute for Contextual Ministry River Falls East Brewton Meadowbrook Lincoln Ced 51 Confertual 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	25.71%	25.69%	24.65%
Mystery	16.32%	16.05%	15.72%
Children's Books	15.94%	15.8%	15.55%
Cookbooks	13.35%	12.91%	12.62%
History	10.59%	10.41%	10.08%
Personal/Business	10.34%	10.23%	9.74%
Self-help			
Biography	10.05%	9.85%	9.59%
Religious (not Bibles)	8.9%	8.95%	8.76%
Romance	6.93%	6.8%	7.02%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	73.83%	73.91%	74.12%
Gen. Editorial	50.93%	51.2%	51.07%
Womens	44.47%	44.36%	44.03%
Service	41.42%	41.39%	40.23%
Business/Finance	27.8%	27.47%	26.49%
Mens	20.53%	21.14%	20.37%
Sports	19.04%	19.03%	18.67%
Travel	14.52%	13.9%	13.41%
Mature Market	13.51%	13.09%	13.39%

a Eufaula Livingston Summerdale Florence Demopolis Locust Fork Maplesville Douglas Beatrice Rai West Jefferson Hytop Sand Rock Troy Banks Russellville Pleasant And Vance Falkville Dodge nfield Calera Selma Birmingham Leighton Gordonville Argo Haleyville (ontertual Ministry West Point Sip Contertual Ministry Brantley Arley Montevallo Jackson Ozark Babbie Bridgep 52 Copyright 2013, Intercultural Institute for Contextual Ministry Samson Selmont-West Selmont Trinity Good Hone P

### 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	61.17%	60.88%	60.14%
Business/Finance	40.37%	39.84%	38.9%
Sport	36.62%	36.41%	35.69%
Editorial Page	34.23%	34.42%	33.6%
Movie Listings & Reviews	30.66%	30.71%	30.35%
Food/Cooking	29.74%	29.94%	28.99%
Comics	28.28%	28.02%	28%
Travel	27.92%	27.49%	26.44%
Classified	27.79%	28.32%	28.25%
Home/Gardening	26.46%	26.35%	25.43%
TV/Radio Listings	24.96%	25.19%	25.35%
Science/Technology	23.51%	23.44%	22.74%
Fashion	17.05%	17.3%	16.72%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Contemporary	22.06%	21.44%	21.11%
News/Talk	19.8%	19.85%	19.31%
CHR Contemp Hit Radio	18.44%	19.01%	18.41%
Alternative	16.13%	15.4%	14.39%
Country	15.35%	15.77%	15.71%
Rock	13.48%	13.19%	13.16%
Oldies	13.15%	12.81%	12.67%
Classic Rock	12.26%	12.33%	12.19%
All News	11.35%	10.72%	10.41%
Variety	9.68%	10.03%	9.67%
Soft Contemporary	9.25%	9.35%	8.78%
Urban Contemporary	8.63%	8.87%	9.52%
All Talk	7.23%	6.27%	6.62%
Sports	7.18%	7.18%	6.92%
Classical	6.75%	6.83%	6.68%
Religious	6.61%	6.53%	6.73%
Jazz	6.49%	6.32%	6.31%
Public	5.86%	6.12%	5.66%



### **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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	70.7%	69.82%	68.46%
Satellite Dish	56.44%	59.23%	55.49%
Soapnet	54.85%	55.8%	54.8%
Comedy Central	50.91%	50.01%	47.23%
ESPN Classic	40.07%	38.37%	35.73%
Other Video-On-Demand	39.95%	38.7%	39.2%
Sci-Fi Channel	38.91%	38.74%	38.3%
ABC Fam.	37.38%	37.09%	34.55%
MSNBC	34.27%	34.58%	33.94%
Hallmark Channel	33.87%	33.55%	31.64%
ESPN2	33.47%	32.63%	30.43%
TV Info From Sunday TV	33.4%	33.47%	32.68%
Magazine			
5			

MULTIMEDIA: TV	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Adult Pay Per View TV	33.22%	32.42%	32.12%
Video-On-Demand Movies	32.58%	31.16%	28.55%
ESPN News	31.12%	30.84%	29.23%
The Golf Channel	30.97%	30.34%	29.99%
Subscribe Digital Cable	30.88%	30.92%	30.25%
Discovery Health Channel	30.37%	29.7%	28.19%
Adult Swim	30.29%	31.77%	30.16%
TCM (Turner Classic Movies)	30.27%	30.53%	29.45%
BET (Black Entertainment TV)	30.07%	30.07%	28.35%
USA Network	29.98%	30.29%	29.45%
Nickelodeon	28.11%	28.52%	28.1%
CMT (Country Music Television)	27.93%	28.35%	25.43%

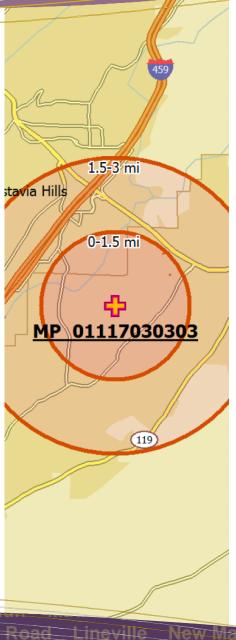
Ladonia Dutton Georgiana Morris Falkville Bay Minette Coffeeville Parrish Anderson Greenville G Elberta New Site Powell Indian Springs Village White Hall Lincoln Source Malvern Elba Madison Iridge Muscle Shoals Luverne Trinity Grayson Valley Dozier Midway for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry

### **Communication Media Usage**

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

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

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



ndale Locust Fork Tallassee Town Creek Greensboro Newville Collinsville Pike Road Lineville New Mar Malvern Owens Cross Roads Leeds Pleasant Groves Maytown Red Trafford Pisgah Cardiff Weaver Rosa Parrish Sand Rock Rogersville Ladonia Sweet Water for Confectual Institute oro Toxey T for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	27.87%	27.67%	26.62%
Medium Users (4-6)	13.29%	13.15%	13.2%
Light Users (1-3)	22.05%	21.75%	21.6%
Quintiles (20%)			
Newspaper I (Heavy)	0.8%	0.63%	1.03%
Newspaper II	1.22%	1.33%	1.27%
Newspaper III	2.84%	2.76%	2.61%
Newspaper IV	0.42%	0.26%	0.3%
Newspaper V (Light)	1.19%	0.97%	0.97%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.33%	19.98%	19.14%
Magazines II	8.56%	8.77%	8.41%
Magazines III	8.95%	9.37%	9.09%
Magazines IV	10.23%	10.72%	10.69%
Magazines V (Light)	0.62%	0.67%	0.75%
Outdoor I (Heavy)	8.39%	8.33%	8.06%
Outdoor II	2.01%	2.04%	2.22%
Outdoor III	2.59%	2.66%	3.01%
Outdoor IV	14.07%	14.46%	14.89%
Outdoor V (Light)	24.39%	24.86%	24.9%
Yellow Pages I	11.74%	12.3%	12.71%
(Heavy)			
Yellow Pages II	6.31%	6.63%	6.66%
Yellow Pages III	4.36%	4.57%	4.94%
Yellow Pages IV	18.05%	19.18%	19.52%
Yellow Pages V	2.38%	2.49%	2.73%
(Light)			

offeeville Libertyville Fort Rucker Hodges South Vinemont Cullman Dozier Hoover Saks Irondale Akt and Shiloh Theodore Dora Susan Moore Northport Pinckard Wilton Intercultural Institute est Center Point Clanton York Arab Orrville Natural Bridge New Brock Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Alexander City Woodstock Courtland Vernon Athense

# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

DIUM 0-1.5 1.5-3 3-7	MEDIUM	MEDIUM 0-1.5	MEDIUM 0-1.5 1.5-3
MILES MILES MILES		MILES	MILES MILES
dio Drive Time Quntiles T	V Prime Time Quntiles (fifths	V Prime Time Quntiles (fifths	V Prime Time Quntiles (fifths
hs / 20%) / 20	1%)	%)	1%)
ve Time I & II (Heavy) 2.53% 2.61% 2.68% Prim	e Time I & II (Heavy)	e Time I & II (Heavy) 3.3%	e Time I & II (Heavy) 3.3% 3.34%
ve Time III (Medium) 0.67% 0.74% 0.68% Prime Tim	ne III (Medium)	ne III (Medium) 2.19%	ne III (Medium) 2.19% 2.11%
dio IV & V (Light) 1.69% 1.72% 1.97% Prime Time I	V & V (Light)	V & V (Light) 8.29%	V & V (Light) 8.29% 8.94%
dio Media Quntiles (fifths / TV Early/Late	Fringe Quntiles	Fringe Quntiles	Fringe Quntiles
%) (fifths / 20%)			
dio I & II (Heavy) 9.1% 9.31% 8.86% Fringe I & II (Heav	/y)	y) 43.96%	y) 43.96% 43.77%
dio III (Medium)   5.24%   5.6%   5.13%   Fringe III (Medium)		45.95%	45.95% 47.56%
dio IV & V (Light) 3.18% 3.26% 3.15% Fringe IV (Light)		52.91%	52.91% 54.16%
ble TV Quntiles (fifths / TV All Day Quntiles (fi	fths /	fths /	fths /
%) 20%)			
ble I & II (Heavy) 20.02% 20.25% 18.52% All Day I & II (Heavy)		10.24%	10.24% 10.89%
ble III (Medium) 3.54% 3.7% 4.21% All Day III (Medium)		22.66%	22.66% 22.84%
ble IV & V (Light) 32.71% 32.57% 32.68% All Day IV (Light)		13.63%	13.63% 14.19%



# 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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.88%	13.87%	13.74%
6:00am - 10:00am	27.93%	28.35%	25.43%
10:00am - 3:00pm	8.56%	8.79%	8.16%
3:00pm - 7:00pm	12.71%	13.61%	13.1%
7:00pm - Midnight	19.58%	19.06%	18.14%
Midnight - 6:00am	6.63%	6.49%	6.46%
Weekend Radio			
Listeners			
Dayparts [summary]	13.62%	14.44%	14.06%
6:00am - 10:00am	6.58%	6.31%	6.24%
10:00am-3:00pm	9.73%	9.71%	9.36%
3:00pm - 7:00pm	6.59%	7.02%	6.89%
7:00pm - Midnight	9.94%	10.2%	10.18%
Midnight - 6:00am	14.22%	14.14%	13.45%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	11.02%	11.62%	10.96%
Saturday:	7.88%	8.37%	8.69%
8:00-11:00pm			
Sunday: 7:00-11:00pm	11.11%	11.88%	11.29%
9:00am-1:00pm	25.69%	25.16%	25.35%
9:00am-4:00pm	29.2%	28.75%	29.11%
4:00pm-7:00pm	33.76%	32.7%	32.93%
11:00pm-1:00am	41.44%	41.51%	41.06%
AVG Prime time	3.81%	3.53%	3.31%
Mon-Sun			

eta Moulton Cettonwood Ridgeville Slocomb Saks Bridgeport Jasper Selmont-West Selmont Bay Miner Buff La Fayette Eufaula Odenville Gilbertown Marion Smoke Rise Weber Indian Springs Village Powell Cennedy Addison Hanceville Smiths Station York Pelham Coaling Piner Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	21.92%	22.73%	21.29%	Sat: 7-10am	Sat: 7-10am 26.38%	Sat: 7-10am 26.38% 26.7%
7-9am	33.47%	32.63%	30.43%	Sat: 10am-1pm	Sat: 10am-1pm 9.72%	Sat: 10am-1pm 9.72% 9.73%
9am-12noon	21.08%	20.62%	21.23%	Sat: 1-4pm	Sat: 1-4pm 26.98%	Sat: 1-4pm 26.98% 27.98%
12noon-4pm	8.13%	8.12%	7.88%	Sat: 4-6pm	Sat: 4-6pm 8%	Sat: 4-6pm 8% 8.25%
4-6pm	61.97%	61.42%	59.6%	Sat: 6-7pm	Sat: 6-7pm 2.53%	Sat: 6-7pm 2.53% 2.57%
6-7pm	20.63%	18.89%	18.46%	Sat: 7-8pm	Sat: 7-8pm 1.64%	Sat: 7-8pm 1.64% 1.68%
7-7:30pm	1.78%	1.64%	1.83%	Sat: 8-11pm	Sat: 8-11pm 7.88%	Sat: 8-11pm 7.88% 8.37%
7:30-8pm	11.52%	11.27%	10.42%	Sat: 11pm-1am	Sat: 11pm-1am 6.05%	Sat: 11pm-1am 6.05% 6.07%
8-11pm	11.02%	11.62%	10.96%	Sat: 1am-7pm	Sat: 1am-7pm 29.98%	Sat: 1am-7pm 29.98% 30.29%
11pm-12am	34.27%	34.58%	33.94%	Sun: 7-10am	Sun: 7-10am 1.53%	Sun: 7-10am 1.53% 1.6%
11pm-1am	41.44%	41.51%	41.06%	Sun: 10am-1pm	Sun: 10am-1pm 5.85%	Sun: 10am-1pm 5.85% 6.1%
1-6am	40.72%	39.59%	38.21%	Sun: 1-4pm	Sun: 1-4pm 8.19%	Sun: 1-4pm 8.19% 8.6%
				Sun: 4-7pm	Sun: 4-7pm 13.7%	Sun: 4-7pm 13.7% 14.39%
				Sun: 7-11pm	Sun: 7-11pm 11.11%	Sun: 7-11pm 11.11% 11.88%
				Sun: 11pm-1am	Sun: 11pm-1am 5.15%	Sun: 11pm-1am 5.15% 5.82%
				Sun: 1-7am	Sun: 1-7am 24.11%	Sun: 1-7am 24.11% 25.34%

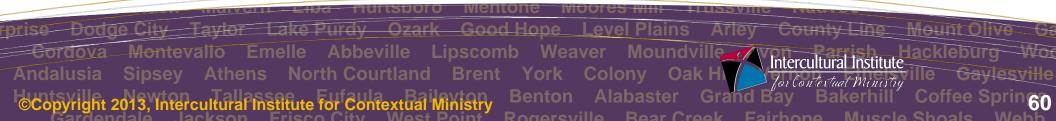
righten Rosa <u>Hackleburg Lester Jemison Twin Red Bay Kinston Pickensville Uniontown</u> Priceville Fackton Lisman Toxey Phil Campbell Brewton Monroeville Wedowee Susan Moore West Point Gaylesville Woodstock Mountainboro Collin for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Eairbone Ecresticale Livingston Oak Grove Kansas

# 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

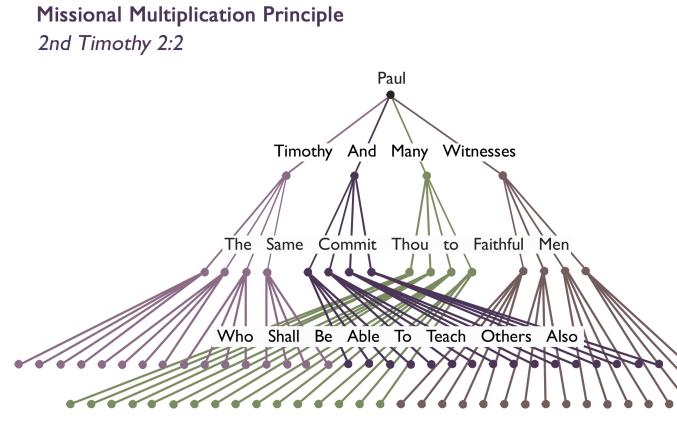
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Moores Mill McKenzie Natural Bridge Waldo Samson Homewood Sheffield Hayneville Loachapoka A p Union Bridgeport Dadeville Wedowee Rainbow City Mobile Yellow Intercultural Institute enix City Benton Dozier West Jefferson Fayette Babbie Guin Leeds Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Montercultural Institute for Contextual Ministry Memory Haleville Union Springs Phil Campbell Forkland Montgomery

## **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.



Grand Bay Greenville Guin Columbiana Haleburg Adamsville Tuscaloosa Magnelia Springs Red Le Terd Citronelle Allgood Coffee Springs Forestdale Mosses Gu-Win Proving Intercultural Institute Springville Livingston Bon Air McIntosh Gordonville Pike Road Oak Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Co

# **Establishing Redemptive Relationships**

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

### **Communication Steps**

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



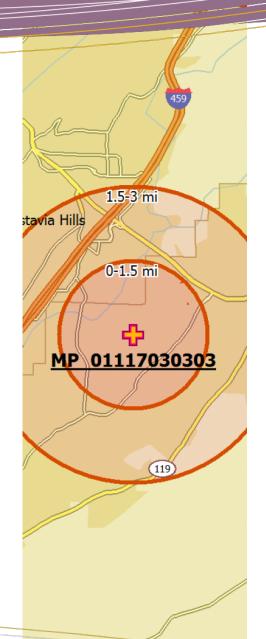


### Your MissionSite and the Missional Suite

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

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

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





### Notes and Sources

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

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Meadow Brook	4984 Meadow Brook Rd Birmingham, AL 35242	1.44 mi	387	Growing
2	The People's Church at Oak Mountain	5184 Caldwell Mill Rd, Ste 204-174 Hoover, AL 35244	2.06 mi	103	Declining
3	Oak Grove	6555 Cahaba Valley Rd Birmingham, AL 35242	2.37 mi	44	Declining
4	Lakeside	2865 Old Rocky Ridge Rd Birmingham, AL 35243	2.48 mi	987	Declining
5	Valleydale	501 Riverchase Pkwy E Ste 200 Birmingham, AL 35244	2.91 mi	1,815	Declining
6	The Church at Brook Hills	PO Box 380543 Birmingham, AL 35238	3.11 mi	2,792	Growing
7	Brook Hills Deaf	PO Box 380543 Birmingham, AL 35238	3.11 mi	50	Plateauing
8	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	3.35 mi	239	Growing
9	Indian Springs First	3375 Cahaba Valley Rd Indian Springs, AL 35124	3.86 mi	193	Declining
10	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	3.94 mi	91	Declining
11	Rocky Ridge First	2209 Rocky Ridge Rd Hoover, AL 35216	4.16 mi	25	Declining
12	North Shelby	PO Box 380816 Birmingham, AL 35238	4.22 mi	316	Growing
13	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	4.54 mi	413	Plateauing
14	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	4.62 mi	562	Declining
15	Liberty Park	12001 Liberty Pkwy Vestavia Hills, AL 35242	4.74 mi	291	Plateauing

Sulligent Trussville Morris Brantley Mount Olive Linden Coaling Carrollton Phil Campbell Moundy For Valley Sumiton Onycha Powell Vestavia Hills Bessemer Rock Min Ashland Blountsville McIntosh Ardmore Albertville Geneva Woodstock Saks Mentone So for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Hoover First	2025 Patton Chapel Rd Hoover, AL 35216	4.96 mi	183	Declining
17	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	5.23 mi	215	Growing
18	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	5.39 mi	2,096	Growing
19	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	5.41 mi	61	Growing
20	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	5.43 mi	0	Plateauing
21	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	5.45 mi	419	Declining
22	Clearwater Community Church	30 Dunnavant Valley Road Birmingham, AL 35242	5.52 mi	160	Growing
23	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	5.82 mi	180	Declining
24	Green Valley	1815 Patton Chapel Rd Hoover, AL 35226	6.09 mi	776	Growing
25	Riverchase	2020 Crossvine Rd Birmingham, AL 35244	6.10 mi	253	Declining
26	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	6.27 mi	529	Plateauing
27	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	6.63 mi	2,245	Plateauing
28	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	6.73 mi	141	Growing
29	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	6.76 mi	29	Declining
30	World Overcomers Christian Church	510 4th Ave SW Bessemer, AL 35022	6.91 mi	63	Growing

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Bluff Park	2211 McGwier Dr Hoover, AL 35226	6.95 mi	105	Declining
32	New Birth Christian	19 Ragland Drive Odenville, AL 35120	7.03 mi	0	Plateauing
33	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	7.44 mi	318	Plateauing
34	Pleasant Site	PO Box 338 Chelsea, AL 35043	7.55 mi	26	Growing
35	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	7.55 mi	0	Plateauing
36	Southside	PO Box 55058 Birmingham, AL 35255	7.55 mi	163	Declining
37	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	7.55 mi	0	Plateauing
38	Liberty	11050 Chelsea Rd Chelsea, AL 35043	7.59 mi	633	Growing
39	Hunter Street	2600 John Hawkins Pkwy Hoover, AL 35244	7.71 mi	3,349	Plateauing
40	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	7.83 mi	176	Growing
41	Shades Crest	452 Park Ave Hoover, AL 35226	7.86 mi	484	Plateauing
42	Church at Shelby Crossings	532 George Roy Pkwy Calera, AL 35040	8.04 mi	351	Growing
43	Trace Crossing Baptist Church	109 Mars Hill Rd Hoover, AL 35244	8.11 mi	0	Plateauing
44	Crosscreek	600 Crosscreek Trl Pelham, AL 35124	8.34 mi	118	Declining
45	Oak Mountain	1805 Highway 35 Pelham, AL 35124	8.36 mi	44	Plateauing

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