# MissionSite top unreached locations

Wetumpka Natural Bridge Taylor Rut HELENA, AL Madrid Crossville Alldood Northport Deposit Carrollton abaster Vestavia Hills Berry Beatrice Vina La Fay CENSUS TRACT: 01117030317 Garden City Hobson d CONGREGATIONAL PLIDgeport Talladega Springs Kinsey REGION: North Central Region II Tuskegee Kinst Ne ASSOCIATION: Shelby Maverly Oak Grove raland Benton Gadsden Fruithurst Holly Pond Point Clear PIDISTRICT: 11: Birmingham Metro District Pollar In partnership with the: USE Fork Gordo Walnut Grove Gu-WCOUNTY: Shelby Trussville Boaz Alexandria Hai Intercultural Institute giana Clio Democratic Density PATTERN: Kton Roanoke West Jefferso 01 Hartse for Contextual MinistryCourtland Ardmore Contextual Alabama Baptist Convention Trafford San Glen Creola Rainsville Woodville Leesburg Hodges JareyState Board of Missionspetrey Sulligent ©Copyright 2011 Hater cultural Institute for Contextual Ministrycha Hayneville Opp Riverview Waldo Camp Hill Dora

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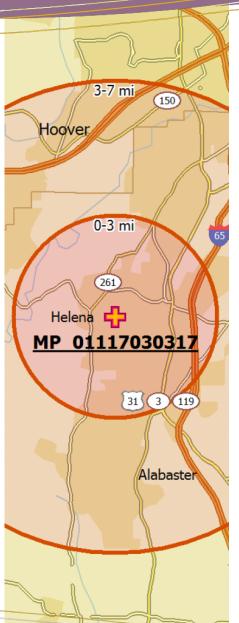
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#### Site Location Summary

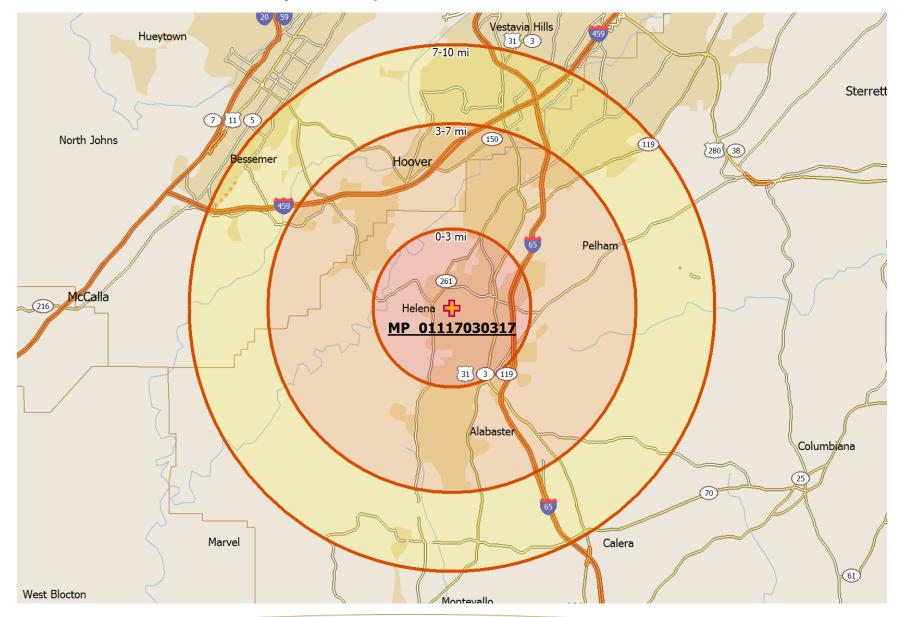
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1805	Shelby
3	District	11	Birmingham Metro District
4	County Location	01117	Shelby
5	Zipcode	35080	Shelby
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
9	Sitescape Density Pattern	K	50000-100000-100000



Glenwood Gilbertown Brighton Wadley Vina Valley Grande Cordova Gantt Westover Autaugaville Addison Haleyville Kinston New Brockton Ashville Jacksons' Gant Kennedy Carolina B neva Onycha Petrey Florence Steele Holly Pond Grand Bay Elmore for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



#### 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 Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

McDenald Chapel Section Franklin Pine Hill Daviston Holt Collinsville Pollard Lipscomb Oneonta Ma Milling Geraldine Mooresville Double Springs Thomasville Anniston Intercultural Institute Helena Madrid Columbiana Arley Gu-Win Napier Field Eufaula Hac Joi Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	36,818	71,138	76,255
2010 Households	13,323	27,321	30,915
2010 Group Quarters Population	486	100	484

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	37	40	40
Language Diversity National Index	15	32	41
Foreign Born Diversity National Index	21	49	45
Ancestry Diversity National Index	82	83	70
Racial Diversity National Index	36	31	45

Pine Apple Lester New Hope Selma Coffee Springs West Jefferson Pelham Double Springs Troy Susa Dateville Oakman Sand Rock Fultondale Lexington Heath Triana Take Intercultural Institute Centreville Twin Trafford Colony Stevenson Hackleburg Fruithurst for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Trussyille Milloort Waverly Fort Rucker Pennington

## 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

Bluff Coffeeville Talladega Smoke Rise Geraldine Grant Hobson City Jasper Talladega Springs Vreden Black Fairview Blue Ridge Mobile Abbeville Livingston Altoona Curro Garaland Goodwater Pinckard Hazel Green Babbie Cardiff McKenzie South for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Black Fairview Akron Webb Foley Pergri

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	7,522	56.46%
Mainstay Communities	Established, Diverse Households	3,815	28.63%
Working Communities	Blue-collar, Working Families	167	1.25%
Country Communities	Rural, Agri. & Mining Families	51	0.38%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,665	12.5%
Urban Communities	High Density, Inner-city Neighborhoods	100	0.75%

The Courtiand Calera Gurley Dora Clanton Waverly Mount Vernon Vredenburgh Columbiana Holt S Dateville Ranburne Grant Blountsville Harpersville Springville Gord Antheory City Dayton Natural Lynn Talladega Springs Coosada Dothan Ridgeville Warrior Pleas for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.

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# 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?

Tan Fort Rucker Wedowee Brilliant Centreville Brantley Montevallo Chatom Georgiana Grayson Valley Litaw Level Plains Notasulga Bon Air Dora Coosada Mobile Ethels Intercultural Institute A Marion Odenville Chelsea River Falls Jasper Centre Robertsdale Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hoover Kennedy Elorence Camp Hill Rockford Cullman

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 mile band that are in each category. The index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	50,280	9,074	18.05%
Unreached %	68.16%	68.11%	99.92
Religious But NOT Evangelical HH	10,961	1,980	18.06%
Religious But NOT Evangelical %	14.86%	14.86%	99.99
Spiritual But NOT Relig or Evang HH	9,257	1,749	18.89%
Spiritual But NOT Relig or Evang %	12.55%	13.13%	104.61
Not Evangelical, Not Interested HH	30,115	5,350	17.76%
Not Evangelical, Not Interested %	40.83%	40.15%	98.35



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## **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	6	7.69%
Active ALSBOM Attenders	19,143	3,859	20.16%
Active Evangelical Households	10,307	1,863	18.08%
Active Evangelical Percent	13.97%	13.99%	100.1
Inactive Evangelical Households	13,177	2,383	18.08%
Inactive Evangelical Percent	17.86%	17.88%	100.12
# New Churches Needed	0	1	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	Helena First	0.81 mi	224	Growing	16	Hunter Street	5.31 mi	3,349	Plateauing
2	Alabaster First	2.44 mi	941	Declining	17	World Overcomers Christian Church	5.46 mi	63	Growing
3	Perimeter Pointe	2.56 mi	46	Plateauing	18	Riverchase	5.68 mi	253	Declining
4	Riverside	2.64 mi	276	Growing	19	Southside	6.20 mi	58	Growing
5	Westwood	2.75 mi	1,113	Plateauing	20	Canaan	6.57 mi	369	Growing
6	Pelham First	2.84 mi	1,259	Plateauing	21	Ryan	7.21 mi	23	Declining
7	Crosscreek	3.10 mi	118	Declining	22	Sunrise	7.57 mi	26	Growing
8	Meadow View Community	3.22 mi	31	Growing	23	Green Valley	7.62 mi	776	Growing
9	Siluria	3.27 mi	118	Declining	24	Indian Springs First	7.86 mi	193	Declining
10	Oak Mountain	3.53 mi	44	Plateauing	25	Shady Grove	7.94 mi	54	Declining
11	Church at Shelby Crossings	3.63 mi	351	Growing	26	Hoover First	8.10 mi	183	Declining
12	Community	3.71 mi	99	Growing	27	New Hope	8.31 mi	26	Declining
13	Crossbridge Community Church	4.01 mi	52	Growing	28	Valleydale	8.52 mi	1,815	Declining
14	Southcrest	4.30 mi	191	Declining	29	Hopewell First	8.54 mi	34	Growing
15	Trace Crossing Baptist Church	5.12 mi	0	Plateauing	30	Shades Crest	8.58 mi	484	Plateauing

Millbrook Mount Olive Shiloh Lanett Section Rehobeth Moulton Gilbertown Hollywood Florala Gu-Brookwood Ariton Fort Deposit Hurtsboro Coffee Springs Ethelsville Intercultural Institute Adamsville Beaverton Pine Apple Athens Fultondale Union Carrollton Los Contextual Ministry Copyright 2011, 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

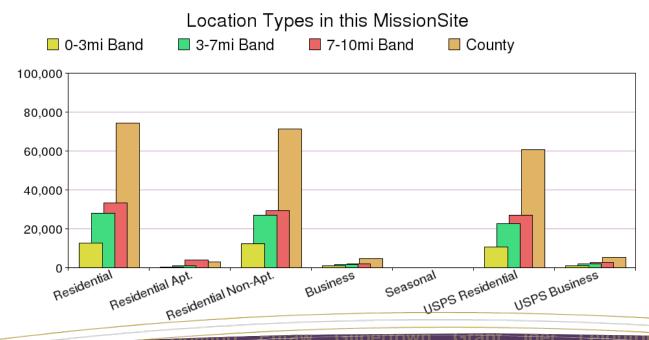
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Piedmont Winfield Gu-Win Madison Myrtlewood Fort Deposit Haleburg Beaverton Elkmont Margare Witton Sanford Sumiton Stevenson Chelsea Lexington Arley Fairviewer Intercultural Institute anburne McIntosh Eutaw Pell City Petrey Brantley Hurtsboro Gunter (a) Confextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Pied Level Brent Northport Opelika Dora Ethelsville

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	99,358	15,391	15.49%
2000 Population	143,293	26,392	18.42%
2010 Population	197,013	36,818	18.69%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	35,985	5,269	14.64%
2000 Households	54,631	9,779	17.9%
2010 Households	73,764	13,323	18.06%

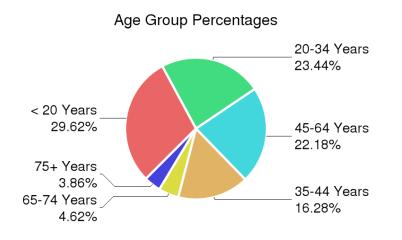


Location Type	0-3mi Band
Residential	12,795
Residential Apt.	415
Residential Non-Apt.	12,380
Business	983
Seasonal	0
USPS Residential	10,645
USPS Business	1,110

Concord Weaver Pennington Cullman Grimes Ethelsville Clayton Double Springs Daleville Calera War The Lanett Dadeville Hayneville Lester Libertyville Foley Needham Har Intercultural Institute Dadeville Argo Linden Margaret Littleville River Falls Kellyton Piper Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

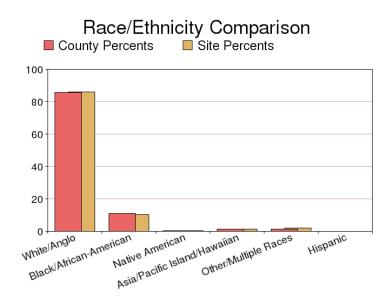


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.22%	6.94%	132.95
4-5 Years	2.86%	3.27%	114.34
6-8 Years	4.43%	4.96%	111.96
9-11 Years	4.39%	4.49%	102.28
12-13 Years	2.9%	2.85%	98.28
14-17 Years	5.45%	4.93%	90.46
18-19 Years	2.64%	2.17%	82.2
0-5 Years	8.08%	10.22%	126.49
6-12 Years	10.26%	10.9%	106.24
13-19 Years	9.54%	8.5%	89.1
< 20 Years	27.88%	29.62%	106.24
20-34 Years	19.44%	23.44%	120.58
35-44 Years	15.36%	16.28%	105.99
45-64 Years	26.91%	22.18%	82.42
65-74 Years	6.5%	4.62%	71.08
75+ Years	3.9%	3.86%	98.97
Median Age	37	35	94.34
Median Age (Male)	36	34	94.52
Median Age (Female)	37	36	94.93

en Midway Edgewater Calera Gu-Win Rainsville Vance Theodore Gardendale Providence Rehobeth Foley Malvern Needham Dodge City Ozark Argo South Vinemont McDonald Chapel Side Daviston Glenwood Mignon Paint Rock Luverne Andalusia Attalla De for Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Box Elkmont Reece City Crossyille New Site Sweet Wa

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	85.73%	86.11%	100.45
Black, African-American	10.98%	10.35%	94.29
Native American	0.29%	0.23%	77.77
Asian	1.49%	1.4%	93.87
Pacific Island, Hawaiian	0.01%	0.01%	41.16
Other/Multiple Races	1.5%	1.91%	127.12
Hispanic	0%	5.35%	0
Education of Adults (25 yrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	130,581	24,038	
Less than 9th Grade	2.31%	1.68%	137.72
No High School Diploma	4.68%	3.3%	141.75
High School Graduate	22%	20.86%	105.46
Some College, no degree	23.24%	25%	92.97
Associate Degree	7.47%	9.03%	82.67
College Degree	27.54%	29.8%	92.4
Graduate/Prof. degree	12.76%	10.32%	123.61

Saks Gulf Shores Fultondale Daleville Holt Monroeville Jacksonville Hodges Hackleburg Gadsden Honoreville Akron Wetumpka Bayou La Batre Haleburg Rutledge Goodwater Intercultural Institute Mignon Camp Honoreville Benton Magnolia Springs Meadowbrook Pinson Gainesville Fort De Goutevial Winistry Mignon Camp Honoreville 2011, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	3.55%	2.52%	85.57
\$10,000 to \$19,999	5.96%	4.62%	77.42
\$20,000 to \$29,999	8.79%	7.76%	88.28
\$30,000 to \$49,999	16.88%	18.53%	109.79
\$50,000 to \$59,999	9.15%	11.22%	122.61
\$60,000 to \$69,999	6.68%	9.96%	149.15
\$70,000 to \$79,999	7.42%	10.16%	136.8
\$80,000 to \$89,999	6.26%	8.21%	131.1
\$90,000 to \$99,999	4.61%	5.42%	117.67
\$100,000 to \$124,999	12%	11.18%	93.21
\$125,000 to \$149,999	6.5%	4.82%	74.13
\$150,000 to \$199,999	6.01%	3.56%	59.21
\$200,000 to \$249,999	2.3%	1.03%	44.62
\$250,000 or more	3.88%	0.99%	25.53
Median Household	68,395	65,765	96.15
Average Household	94,055	79,997	85.05
Per Capita Household	35,594	28,965	81.38
Family/Non-Family Household			
Income			
Median Family Income	81,908	75,490	92.16
Average Family Income	110,621	89,928	81.29
Median Non-Family Income	41,086	44,366	107.98
Average Non-Family Income	52,870	46,484	87.92

Mountain Brook Florence Hueytown Columbiana Madison McMullen Foley Heflin Hartselle Graysv Brent Daviston Birmingham North Courtland Spanish Fort Wetumpka Sanford Center Point Emelle Shiloh Good Hope Kimberly Fayette for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry New York Malvern, Tallassee Pennington, Montgomery

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

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.32%	73.93%	103.67
Families with Children	36.68%	40.94%	111.61
Families without Children	34.64%	33%	95.26
Non-Family Households			
% Non-Family Households	28.68%	26.07%	90.88
Non-Families with Children	0.06	0.03	51.5
Non-Families without Children	28.63	26.04	90.96
Housing Units			Index
Total Housing Units	81,438	14,066	
Vacant percent	9.42%	5.28%	56.06
Owned percent	73.74%	83.73%	113.55%
Rented Percent	16.84%	10.98%	65.24
Households by Size			Index
Avg household size	2.64	2.73	103.41
Avg family hh size	3.25	3.28	100.92
Avg non-family hh size	1.15	1.16	100.87
Households By Count of Persons			Percent
One	18,426	3,054	16.57%
Two	21,982	3,775	17.17%
Three or Four	26,056	5,156	19.79%
Five+	7,300	1,339	18.34%

ake View Ladonia Bear Creek Bridgeport Red Bay Hayden Providence East Brewton Maytown Milibroe port Fayette Excel Mignon Cullman Jackson Faunsdale Dayton Wood Intercultural Institute Allen Blue Ridge Brookwood Hammondville Point Clear Warrior Sarala Ciocopyright 2011, Intercultural Institute for Contextual Ministry Digent Fayette Excel Mignon Cullman Jackson Faunsdale Dayton Wood Intercultural Institute Ciocopyright 2011, Intercultural Institute for Contextual Ministry Digent Fayette Excel Mignon City Shorter Winestry Ciocopyright 2011, Intercultural Institute for Contextual Ministry Digent Fayette Excel Mignon City Shorter Winestry Ciocopyright 2011, Intercultural Institute for Contextual Ministry Digent Fayette Excel Mignon City Shorter Winestry

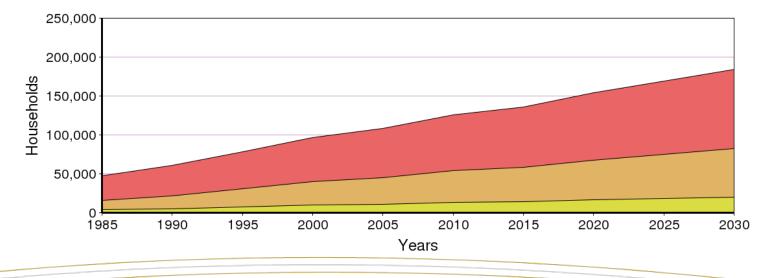
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	99,358	15,391	15.49%
2000 Population	143,293	26,392	18.42%
2010 Population	197,013	36,818	18.69%
2015 Population	219,539	40,749	18.56%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 🗖 0-7mi Ring

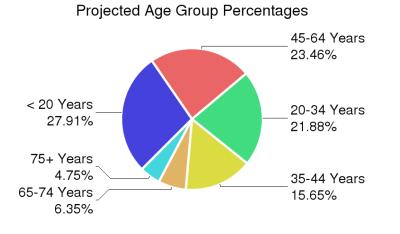
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on Valley Grimes <u>Talladega Springs</u> Wilsonville Linden <u>Fairfield</u> Mount Olive Vina Onyche Clavhatche Harvest Montgomery Mignon Collinsville Skyline Monroeville Mobile <u>Intercultural Institute</u> ton Odenville Coker Alabaster Nauvoo Littleville Arley Ider Ladoni <u>for Contextual Ministry</u> Contextual Ministry Langston Millport Northport Leesburg Saraland G20 Dalaville Coster Contextual Ministry Lakeview Obatchee Cottonwood Eairbone Pell City

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

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

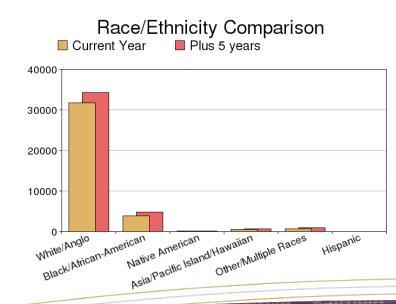


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.94%	5.7%	82.13
4-5 Years	3.27%	2.86%	87.46
6-8 Years	4.96%	4.4%	88.71
9-11 Years	4.49%	4.37%	97.33
12-13 Years	2.85%	2.95%	103.51
14-17 Years	4.93%	5.21%	105.68
18-19 Years	2.17%	2.42%	111.52
0-5 Years	10.22%	8.56%	83.76
6-12 Years	10.9%	10.26%	94.13
13-19 Years	8.5%	9.09%	106.94
< 20 Years	29.62%	27.91%	94.23
20-34 Years	23.44%	21.88%	93.34
35-44 Years	16.28%	15.65%	96.13
45-64 Years	22.18%	23.46%	105.77
65-74 Years	4.62%	6.35%	137.45
75+ Years	3.86%	4.75%	123.06
Median Age	37	36	98.88
Median Age (Male)	36	35	96.41
Median Age (Female)	37	38	101.31

Snead Gu-Win Kinsey Dozler Lake View West End-Cobb Town Ozark Deatsville Wedowee Opelika e Clanton Odenville Franklin Lanett Tuskegee Lipscomb Graysville hobeth Boligee Pine Ridge Loachapoka Mosses Center Point Thorsby Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	86.11%	84%	97.54
Black, African-American	10.35%	11.94%	115.34
Native American	0.23%	0.25%	108.64
Asian	1.4%	1.5%	107.4
Pacific Island, Hawaiian	0.01%	0%	90.35
Other/Multiple Races	1.91%	2.31%	121.11
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	24,038	27,013	
Less than 9th Grade	1.68%	1.26%	75.08
No High School Diploma	3.3%	2.3%	69.6
High School Graduate	20.86%	19.91%	95.41
Some College, no degree	25%	25.07%	100.27
Associate Degree	9.03%	10.23%	113.29
College Degree	29.8%	30.44%	102.14
Graduate/Prof. degree	10.32%	10.79%	104.59

Spanish Fort Lexington Hokes Bluff Cusseta Ladonia Deatsville Chatom Mcintosh New Brockton Aubur Forth Johns Maytown Camden Thomasville Opelika Demopolis Selmon Intercultural Institute Douglas Good Hope Moundville Cowarts Columbia Springville Soft Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	2.52%	2.03%	80.47
\$10,000 to \$19,999	4.62%	4.18%	90.63
\$20,000 to \$29,999	7.76%	7.28%	93.76
\$30,000 to \$49,999	18.53%	17.26%	93.15
\$50,000 to \$59,999	11.22%	11.02%	98.17
\$60,000 to \$69,999	9.96%	9.24%	92.8
\$70,000 to \$79,999	10.16%	10.16%	93.41
\$80,000 to \$89,999	8.21%	8.66%	99.95
\$90,000 to \$99,999	5.42%	5.4%	99.64
\$100,000 to \$249,999	11.18%	12.52%	111.98
\$125,000 to \$149,999	4.82%	5.59%	115.96
\$150,000 to \$199,999	3.56%	4.03%	113.3
\$200,000 to \$249,999	1.03%	1.17%	114.22
\$250,000 or more	0.99%	1.21%	122.05
Median Household	65,765	69,411	105.54
Average Household	79,997	87,507	109.39
Per Capita Household	28,965	30,922	106.76
Family/Non-Family Household			
Income			
Median Family Income	75,490	80,220	106.27
Average Family Income	89,928	100,192	111.41
Median Non-Family Income	44,366	47,066	106.09
Average Non-Family Income	46,484	48,332	103.98

Redistone Arsenal Steele Wadley McDonald Chapel Hueytown Good Hope Roanoke Centreville Holt E wette Carrollton Reform Alabaster Coffeeville Hartselle Pleasant Grove Intercultural Institute Auburn Winfield Pollard Jasper Bay Minette Ozark Muscle Shoals E for Contextual Ministry <sup>11</sup> Copyright 2011, Intercultural Institute for Contextual Ministry <sup>14</sup> Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.93%	72.63%	98.24
Families with Children	40.94	40.16	98.11
Families without Children	33	34.73	105.25
Non-Family Households			
% Non-Family Households	26.07%	27.37%	104.99
Non-Families with Children	0.03	0.01	104.99
Non-Families without	26.04	27.35	105.06
Children			
Housing Units			
Total Housing Units	14,066	15,196	108.03%
Vacant percent	5.28%	5.31%	100.54
Owned percent	83.73%	83.93%	100.23
Rented Percent	10.98%	10.76%	97.96
Households by Size			
Avg household size	2.73	2.79	102.2%
Avg family hh size	3.28	3.41	103.96%
Avg non-family hh size	1.16	1.14	98.28%
Households By Count of			
Persons			
One	3,054	3,519	115.23%
Two	3,775	3,665	97.09%
Three or Four	5,156	5,604	108.69%
Five+	1,339	1,601	119.57%

Geiger Pine Ridge Carolina Trafford Kinston Riverside Orange Beach New Hope Gu-Win Crossville Union Grove Loxley Eldridge Autaugaville Hueytown Belk Oakmap Arion Putledge Castleberry eville Providence Brent Lineville Slocomb Chelsea Woodville Frankliv Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Ocopyright 2011, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:		BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	567	1,689	3,670		Eastern Africa	Eastern Africa 2	Eastern Africa 2 19
Northern Europe	27	195	160		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	82	105	109		Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	16	34	Southern Africa		Southern Africa 0	Southern Africa 0 9
Eastern Europe	11	54	47		Western Africa 0	Western Africa 0 3	
Other Europe	0	0	0		Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	40	205	458		Oceania	Oceania 0	Oceania 0 12
So. Central Asia	19	209	430		Caribbean	Caribbean 1	Caribbean 1 48
SE Asia	14	83	293	Central Amer.		Central Amer. 343	Central Amer. 343 472
Western Asia	13	75	146		South America	South America 8	South America 8 98
Other Asia	0	24	12		North America	North America 7	North America 7 62
					Born at sea	Born at sea 0	Born at sea 0 0



# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	20,968	44,042	56,778	Other Indo-Euro	0	0	0
Spanish	20,900 581	1,495	2,468	Asian/PI languages	0	0	0
Other Indo-Euro	190	868	936	Chinese	0	137	357
	190	000	930		0	28	29
language	55	140	139	Japanese Korean	22	20 36	29 54
French (incl. Patois,	55	140	139				
Cajun)	0	0	0	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	0	0	0
Italian	4	91	35	Miao, Hmong	0	0	8
Portuguese	0	22	5	Thai	0	0	8
German	95	254	191	Laotian	0	0	0
Yiddish	0	6	3	Vietnamese	27	26	290
Other West Germanic	11	11	8	Other Asian	25	2	34
A Scandinavian	0	18	4	Tagalog	0	0	35
Language				Other Pacific Is	0	12	10
Greek	0	30	115	Other languages	0	208	421
Russian	10	31	17	Navajo	0	0	0
Polish	0	18	11	Other Native N.	0	16	17
Serbo-Croatian	0	0	0	American			
Other Slavic Language	6	3	0	Hungarian	0	7	5
Armenian	0	0	0	Arabic	0	143	234
Persian	9	32	125	Hebrew	0	8	12
Gujarathi	0	108	96	African languages	0	14	143
Hindi	0	56	87	Other unspecified	0	20	10
Urdu	0	31	57		-	-	-

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Cimberly Clencoe Lincoln Cuntersville Avon Chelsea Altoona Hayneville Carbon Hill Natural Bridge G Fruithurst Linden Lisman Hackleburg Concord Brundidge Blue Springer Intercultural Institute lenagar Daleville Pine Apple Fultondale Clio Emelle Opelika Littleville of Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	17,374	36,632	48,347	Irish	Irish 1,817	Irish 1,817 3,956
Arab	52	292	360	Italian	Italian 768	Italian 768 1,466
Armenian	0	0	6	Lithuanian	Lithuanian 11	Lithuanian 11 20
Austrian	42	56	19	Norwegian	Norwegian 127	Norwegian 127 204
British	170	393	478	Polish	Polish 205	Polish 205 372
Canadian	33	65	92	Portuguese	Portuguese 6	Portuguese 6 26
Croatian	0	34	28	Romanian	Romanian 9	Romanian 9 0
Czech	24	65	58	Russian	Russian 3	Russian 3 63
Czechoslovak	6	18	22	Scandinavian	Scandinavian 13	Scandinavian 13 45
Danish	0	75	39	Scotch-Irish	Scotch-Irish 576	Scotch-Irish 576 1,585
Dutch	192	462	606	Scottish	Scottish 540	Scottish 540 1,490
English	2,311	5,537	6,803	Slovak	Slovak 9	Slovak 9 42
European	266	517	695	Subsaharan African	Subsaharan African 345	Subsaharan African 345 87
Finnish	0	72	69	Swedish	Swedish 77	Swedish 77 138
French (not Basque)	401	729	980	Swiss	Swiss 12	Swiss 12 69
French Canadian	47	137	174	Ukrainian	Ukrainian 24	Ukrainian 24 45
German	1,853	3,889	4,240	US/American	US/American 3,780	US/American 3,780 7,678
Greek	43	85	258	Welsh	Welsh 103	Welsh 103 234
Hungarian	19	57	83	West Indian	West Indian 0	West Indian 0 47
Iranian	9	18	97	Yugoslavian	Yugoslavian 20	Yugoslavian 20 11
				Other	Other 3,461	Other 3,461 6,554

Sweet Water Napier Field Sheffield Allgood Pickensville Millry Cardiff Argo Jackson Shieh Moores Priceville Meadowbrook Dora Hodges Ladonia Mobile Owens Cross Intercultural Institute Blue Ridge Clayhatchee Anderson Tuskegee Holly Pond Pine Ridge For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Luverne Holt Mountainboro Brilliant Citronelle Springville Lincoln Babble Maplesville Meadowbrook Vernon Millry Tillmans Corner Killen Libertyville Carolina Hammon Intercultural Institute Parrish Greenville Hollywood Dayton Moundville Lake View Demop For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Copyright Copyright Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Demographic Indicators

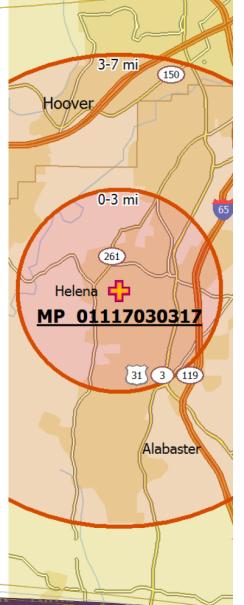
#### Issues for Your Consideration - continued

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

Eclectic Talladega Madrid Calera Eutaw Tallassee Dadeville Decatur Gulf Shores Hueytown Bessen Belk Steele Bon Air Harvest Brookside Elmore Midway Hammond Calera Hamilton Sardis Cle Horn Hill Rutledge Meadowbrook White Hall Mount Olive Camp Hill For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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

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



Helena Elba Rogersville Anderson Odenville Hokes Bluff Ragland Millbrock Kallyton Taylor Not Tisco City Geneva Daleville Coffee Springs Forkland Brent Gilbertown Intercultural Institute Cuba Valley Head Winfield Trussville Brantley Lisman Monroeville Contextual Ministry Albertville Selma Attalla Loachapoka Lipscomb Clayo Contextual Ministry North Courtland Cardiff Gravsville Bickensville Cotton

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	13,323	100%	9,076	100%
AFFLUENT SUBURBIA	5,548	41.64%	3,757	41.39%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	158	1.19%	106	1.17%
Small Town Success	737	5.53%	510	5.62%
New Suburbia Fam.	4,653	34.92%	3,141	34.61%
UPSCALE AMERICA	1,974	14.82%	1,371	15.11%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,398	10.49%	939	10.35%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	38	0.29%	28	0.31%
Successful Urban Sprawl	538	4.04%	404	4.45%
SM TWN SUCCESS	3,815	28.63%	2,502	27.57%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	2,793	20.96%	1,819	20.04%
Urban Optimists	0	0%	0	0%
Family Convenience	433	3.25%	276	3.04%
Mid-Market Enterprise	589	4.42%	407	4.48%
-				

ectar Bridgeport Eutaw North Courtland Mentone Grand Bay Banks Tillmans Corner Sipsey Henagar Oxford Bon Air Munford Brundidge Pine Hill Linden Wetumpka River als Cottonwood Parrish He alladega Loachapoka Myrtlewood Carbon Hill Gainesville Sardis City for Contextual Ministry Corporting 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	13,323	100%	9,076	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	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	167	1.25%	115	1.27%
Steadfast Conservative	157	1.18%	108	1.19%
Moderate Conventionalists	10	0.08%	7	0.08%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Fundinge Dayton Ider Jemison Level Plains Newbern Irondale Cuba Hoit Louisville Ethelsville Trink Palkville Valley Athens Pinckard Demopolis New Hope Redstone Intercultural Institute on Paint Rock Cowarts Phil Campbell Providence Notasulga Sumiton Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	13,323	100%	9,076	100%
REMOTE AMERICA	3	0.02%	2	0.02%
Hardy Rural Fam.	3	0.02%	2	0.02%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,665	12.5%	1,228	13.53%
Young Cosmopolitans	486	3.65%	381	4.2%
Minority Metro Communities	797	5.98%	590	6.5%
Stable Careers	0	0%	0	0%
Aspiring Hispania	382	2.87%	257	2.83%
RURAL VILLAGES & FARMS	48	0.36%	33	0.36%
Industrious Country Living	48	0.36%	33	0.36%
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%

Ashland Louisville Horn Hill Detroit New Site Susan Moore Orrville Southside Good Hope Millbrook Ider Newville Sylvan Springs Onycha Spanish Fort Courtland Grays Alex Pine Hill Ethelsville G illport Chatom Anderson Nauvoo Uniontown Beatrice Albertville Chi Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	13,323	100%	9,076	100%
STRUGGLING SOCIETIES	100	0.75%	68	0.75%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	18	0.14%	12	0.13%
Struggling city Centers	82	0.62%	56	0.62%
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%

argaret Creola Northport Twin Midfield Columbiana Mulga Tallassee Lynn Ashland Billingsley Fran ork East Brewton Scottsboro Eutaw Livingston Hurtsboro Pelham Alexandria Institute Berry Pine Apple Woodland McIntosh Silverhill Prattville Hayden Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Malvern Lake View Talladega La Favette Jemison Cuba Powell Georgiana Section Skyline Somerville

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Rock Creek Heath Jacksonville Bessemer Natural Bridge Coffeeville Evergreen Tuscaloosa Fort Pays Elect New Hope Northport Ridgeville Forestdale Midfield Rainbow City Intercultural Institute ayson Valley Triana Hazel Green Red Level Rutledge Underwood-Petersv for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

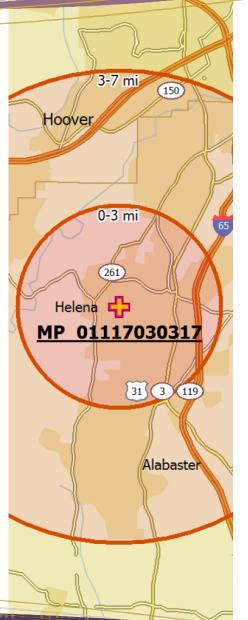
#### **Potential Cultural Bridges**

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

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

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

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



nbia Opelika Prattville Odenville Munford Pennington Marion Demopolis Aliceville Owens Cross Roads the Shoals Pinson Henagar Hammondville Sheffield Carbon Hill Ashville Intercultural Institute and City Toxey Jemison Moundville Gadsden Ider Brewton Ashland Intercultural Institute Se Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	87%	87%	85%
Use Comp. for Internet/E-mail	75%	75%	72%
Internet Use: E-Mail	63%	65%	62%
Use Comp. for Word Processing	54%	55%	52%
Use Comp. for Shopping	50%	49%	46%
Use Comp. for Banking	47%	46%	43%
Use Comp. for Comp. Games	46%	46%	44%
Use Comp. for Digital Camera	45%	45%	42%
Photo Editing			
Use Comp. for Education	42%	41%	39%
Internet Use: Banking	37%	37%	35%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
HH Owns DVD Player	37%	37%	35%
Internet Use: News/ Weather	36%	38%	36%
Use Comp. for News/Info./Data	33%	34%	32%
Service			
PC-Network-HH Has One	27%	28%	26%
Use Comp. for Personal Financial	22%	23%	21%
Mngmnt			
Use Comp. for Accounting	19%	20%	19%
Use Comp. for Telecommuting	17%	17%	15%
Internet Use: Shopping: Gathered	17%	19%	18%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	16%	17%	16%
Internet Use: Shopping: Made A	15%	16%	16%
Purchase			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	71%	71%	70%
Dining Out (Not Fast Food)	64%	66%	65%
Reading Books	55%	58%	58%
Card Games	46%	45%	44%
Go To A Beach/Lake	43%	45%	43%
Board Games	37%	36%	35%
Cooking for Fun	37%	38%	38%
Gardening	35%	36%	35%
Going To	24%	24%	23%
Bars/Nightclubs/Dancing			
Visit Museum	24%	26%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	65%	65%	66%
Gen./Fam. Practitioner	42%	41%	41%
Dentist	31%	33%	33%
None Of These	23%	23%	22%
Backache	20%	20%	20%
Eye Dr.	20%	21%	21%
High Cholesterol	17%	17%	18%
Hypertension/High Blood	16%	16%	17%
Pressure			
OB/GYN	15%	15%	14%
Acid Reflux Disease (GERD)	13%	13%	13%

Dauphin Island Leachapoka Lincoln Vestavia Hills Carbon Hill Leighton Elba Hulga Hayden Brigh Intercultural Institute Rock Mills Thorsby Hillsboro Pisgah Castleberry Clayhatchee Clio Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Millbort Summardale Beaverton Butler Alexandria

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

BRIDGES	DGES 0-3		
	MILES	MILES	MILES
Concert	31.85%	34.23%	33.41%
Live Theater	22.92%	26.35%	26.31%
Live Theater Most Often	18.67%	21.29%	21.35%
Rock/Pop Concerts Most	18.3%	19.22%	18.63%
Often			
Comedy Club	12.6%	12.3%	11.58%
Comedy Club Most Often	9.56%	9.24%	8.64%
Movies: Comedy	45.85%	45.8%	44.45%
Movies: Action/Adventure	44.64%	44.35%	42.58%
Movies: Fam.	24.78%	23.7%	22.52%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	23.18%	24.01%	23.59%
Movies: Drama	22.35%	23.61%	23.47%
Movies: Mystery	17.33%	17.85%	17.64%
MLB Baseball Reg. Season	11.75%	13.23%	12.21%
NFL Football Reg. Season	10.8%	10.98%	10.17%
College Football Reg.	9.46%	10.2%	9.43%
Season			
College Basketball Reg.	6.54%	7.22%	6.53%
Season			
NBA Basketball Reg.	6.04%	6.26%	5.74%
Season			
Auto Racing Events	5.09%	4.68%	4.16%

Bakerhill Daphne Clanton Reece City Center Point Jackson Beaverton Monroeville Vina Fort Deposit A and Source Susan Moore Eclectic Jemison Coosada Geiger Waldo Excel Redstone Arsenal Abbeville Nauvoo Hurtsboro Wilsonville Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, I

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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Walking for Exercise	45.59%	46.38%	45.36%	1
Swimming	39.72%	40.45%	39.07%	
Bowling	26.49%	25.62%	24.37%	
Billiards/Pool	22.43%	21.52%	20.37%	
Weight Training	22.21%	22.1%	20.62%	
Using Cardio Machine	20.23%	20.17%	18.72%	
Golf	19.21%	19.25%	18%	
Jogging/Running	19.19%	19.14%	18.3%	
Basketball	17.5%	16.53%	15.87%	
Freshwater Fishing	16.43%	15.89%	15.72%	
Camping Trips	16.33%	15.92%	15.41%	
Mountain/Road Biking	15.63%	16.07%	15.43%	
Stationary Cycling	13.86%	14.79%	14.22%	
Baseball	12.44%	11.66%	10.95%	

0-3	3-7	7-10
MILES	MILES	MILES
11.92%	12.34%	12%
11.13%	11.82%	11.6%
10.36%	9.59%	9.33%
9.59%	9.75%	9.2%
8.81%	8.98%	8.7%
8.81%	8.63%	8.28%
8.71%	8.37%	7.92%
8.7%	8.22%	8.1%
8.6%	8.41%	8.1%
8.37%	8.34%	8.04%
8.21%	7.74%	7.57%
7.94%	8.64%	8.51%
7.04%	6.57%	6.31%
6.74%	7.34%	7.33%
	MILES   11.92%   11.13%   10.36%   9.59%   8.81%   8.81%   8.71%   8.7%   8.6%   8.37%   8.21%   7.94%   7.04%	MILESMILES11.92%12.34%11.13%11.82%10.36%9.59%9.59%9.75%8.81%8.98%8.81%8.63%8.71%8.37%8.7%8.22%8.6%8.41%8.37%8.34%8.21%7.74%7.94%8.64%

Eutaw Oxford Gurley Aliceville Theodore Gaylesville Citronelle Maplesville Epes West Jefferson averton Athens Oneonta Columbiana Ragland Mount Vernon Priceville <u>Intercultural Institute</u> ton Jacksons' Gap West End-Cobb Town Leighton Yellow Bluff Headland <u>Jor Contextual Ministry</u> Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Jet Skiing	6.54%	6.01%	5.37%
Roller Skating	6.05%	5.94%	5.73%
Downhill & X-Country	5.95%	6.19%	5.91%
Skiing			
Snorkeling	5.95%	6.08%	5.71%
Ice Skating	5.91%	6.02%	5.79%
Horseback Riding	5.72%	5.83%	5.76%
Water Skiing	5.57%	5.17%	4.77%
Martial Arts	4.54%	4.28%	3.98%
Rock Climbing	4.44%	4.16%	4.03%
Racquetball	4.14%	4.12%	3.96%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowboarding	3.97%	3.64%	3.58%
Archery	3.89%	3.67%	3.7%
Fly Fishing	3.89%	3.98%	3.96%
Sailing	3.66%	3.77%	3.58%
Snowmobiling	3.61%	3.31%	3.24%
Rowing	3.51%	3.14%	2.97%
Hockey	3.37%	3.36%	3.38%
Auto Racing	3.36%	3%	2.84%
Skateboarding	3.22%	2.87%	2.81%
Surfing & Windsurfing	2.97%	2.94%	2.77%

Morris Talladega Pinckard Slocomb Berry Jasper Florala Anniston New Site Town Creek Skyline S Ramburne Ragland Coaling Glen Allen Munford Fort Payne Gu-Win Intercultural Institute alla River Falls Hodges Geneva Vina Dodge City Courtland Foley Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

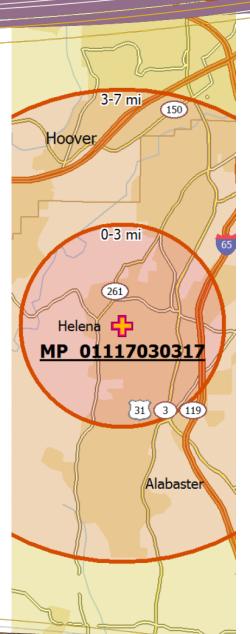
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Allo Reform Odenville Decatur Wedowee Douglas Silverhill Kellyton Steele Hilport Ethelsville Allo Allo Dadeville Lester Myrtlewood Rockford Theodore Brantley Enternant New Market Atta Allgood Edwardsville Aliceville Mount Vernon Onycha Centre Tusk for Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

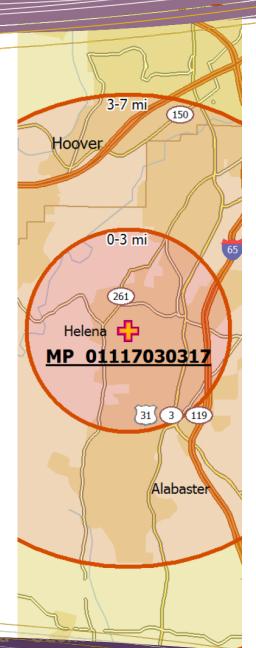
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### Unreached People Group

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



The Level Plains Bear Greek Autaugaville Phenix City North Courtland Shorter Leighton Millry Hueytown The Sanford Mountain Brook Huntsville Petrey Helena Sylvania Claure Pinckard Tuscumbia Vance Holt Hartselle Akron Rock Creek Pleasant Grove Thorsby Faure For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Daphne Geraldine Beaverton Susan Moore Hoover

## **Potential Cultural Barriers:**

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

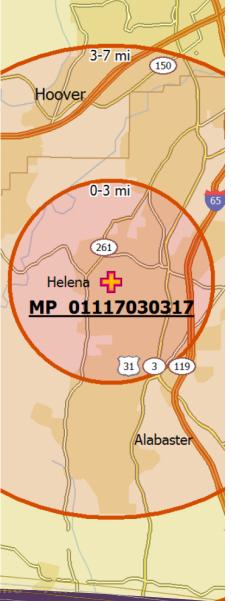
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	49%	49%	Too Much Sponsorship In Arts/Sports	22%	20%	20%
Find It Difficult To Say No To My Kids	42%	41%	40%	Like to Stand Out In A Crowd I Am A Workaholic	20% 19%	20% 18%	20% 18%
Woman's Place Is In The Home Prefer To Have Few	36% 36%	34% 40%	34% 39%	Like To Pursue Challenge/Novelty/Change	17%	18%	18%
Possessions As Possible Speak My Mind Even If It Upsets	35%	34%	34%	Rarely Sit Down to a Meal Together At Home	16%	16%	16%
People If Won Lottery Would Never	31%	32%	31%	We Should Strive for Equality for All	14%	13%	13%
Work Again Like Control Over People And	31%	30%	30%	Only Work Current Job for The Money	13%	12%	13%
Resources Like To Do Unconventional	28%	27%	27%	Happy With My Standard Of Living	12%	14%	14%
Things Don't Judge People/Way They	27%	28%	28%	On Whole People Get What They Deserve	9%	10%	10%
Live Life Friends More Important Than My	25%	27%	27%	Indulge My Kids With The Little Extras	9%	9%	9%
Fam. Money Is Best Measure Of	25%	25%	25%	Little I Can Do To Change My Life	8%	7%	7%
Success Marijuana Should Be Legalized	22%	22%	22%	I Am A Perfectionist	7%	6%	6%

pes Clanton Lanett Indian Springs Village Greensboro Coker Midway Lynn Kansas Ethelsville Pike R Ham Rock Mills Thorsby Fort Payne Lowndesboro Coaling Maplesville Intercultural Institute Pickensville Bear Creek Goldville Oneonta Brilliant Woodstock Munfor Intercultural Institute Intercultural Institute for Contextual Ministry Skegee Emelle Beatrice Prichard Chatom Trafford 44 Copyright 2011, Intercultural Institute for Contextual Ministry Skegee Emelle Beatrice Prichard Chatom Trafford 44

#### **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.



Waldo Prattville Glen Allen McMullen Lynn Demopolis Talladega Montgomery Lisman Tillmans Ge Silverhill Bridgeport Wedowee Minor Lowndesboro Priceville Reference Intercultural Institute Moulton Pinckard Walnut Grove Grove Hill Highland Lake Hayden for Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Blountsville Madison Vernon Dodge City, Themas 45

# **Potential Cultural Themes:**

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

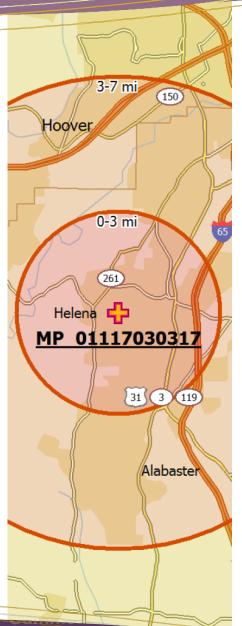
THEMES	0-3	3-7	7-10	TH	HEMES	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Important To Respect Customs And Beliefs	73%	73%	71%	Co Ar	onsider Myself Interested In The ts	19%	18%	18%
You Should Seize Opportunities	57%	57%	58%	Re	eal Men Don't Cry	17%	17%	17%
In Life				Lo	ooking for New Ideas To Improve	16%	15%	15%
Like To Understand About	39%	39%	39%	Ho	ome			
Nature				ls	An Important Part Of Who I Am	14%	15%	15%
Prefer To Have Few	36%	40%	39%	Tr	y Not To Worry About The	14%	14%	14%
Possessions As Possible				Fu	iture			
Prefer Work Part Of Team Than	33%	32%	33%	Er	njoy Spending Time With My	13%	12%	12%
Alone				Fa	am.			
Important Feel Respected By My	30%	31%	32%	Pr	ovide My Kids With The Little	9%	8%	9%
Peers				Ex	ktras			
Important To Juggle Various	28%	27%	28%	Lik	ke Spending Most Time With	5%	5%	5%
Tasks					am.			
People Have To Take Me As	27%	27%	27%	Ch	hildren Should Be Allowed To	5%	5%	5%
They Find Me				Ex	press Themselves			
Good At Fixing Things	27%	26%	26%		ecor Particular Interest To Me	4%	4%	4%
Have Keen Sense Of Adventure	26%	27%	27%	Fe	eel Very Alone In The World	4%	4%	4%
Worried About Pollution Caused	24%	24%	23%		ould Like To Set Up Own	3%	3%	3%
By Cars					usiness			
Like To Just Enjoy Life	22%	24%	24%					

Dora Frisco City Winnerg De

Glibertown McHulen Franklin Bessemer Oak Hill Pickensville Attaila Linden Brookside Roanoke Lak anden Gantt Trafford Samson Geiger Pike Road Spanish Fort Fairfield Intercultural Institute Weaver Repton Opp Cullman Anderson Meridianville Notasulga Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



Brundidge Hollywood Blue Springs Fultondale Epes Valley Head Leesburg Haleyville Oakman Sulliger Fundy Section Skyline Fayette Highland Lake Daviston Homewood Moral Intercultural Institute Mobile Brighton Double Springs Sipsey Garden City Grove Hill Talla for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.3%	87.13%	86.21%
Restaurant-Visit Any			
Fam. Restaurants/Steak	88.07%	87.55%	85.99%
Houses-Visit Any			
McDonald's	59.7%	59%	58.19%
Burger King	36.61%	35.31%	35.69%
Applebee's	35.68%	34.38%	32.91%
Subway	35.34%	33.84%	32.77%
Taco Bell	34.51%	31.19%	29.76%
Wendy's	34.35%	32.82%	31.97%
Kentucky Fried Chicken (KFC)	28.04%	25.79%	25.65%
Arby's	27.55%	25.43%	24.02%
Olive Garden	25.27%	24.89%	23.73%
Pizza Hut	22.71%	20.48%	20.1%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Chick-Fil-A	20.81%	19.33%	17.5%
Chili's Grill and Bar	20.51%	20.16%	18.37%
Outback Steakhouse	19.27%	19.6%	18.73%
Starbucks	18.36%	19.44%	17.91%
Cracker Barrel	17.84%	17.23%	16.16%
Sonic	17.29%	15.17%	13.87%
Dairy Queen	16.58%	15.83%	15.85%
Red Lobster	16.51%	16.78%	16.74%
TGI Friday's	16.19%	16.3%	15.38%
IHOP (International House Of	15.64%	15.9%	15.71%
Pancakes)			
Ruby Tuesday	15.08%	14.39%	13.17%
Domino's Pizza	14.84%	14.18%	14.01%

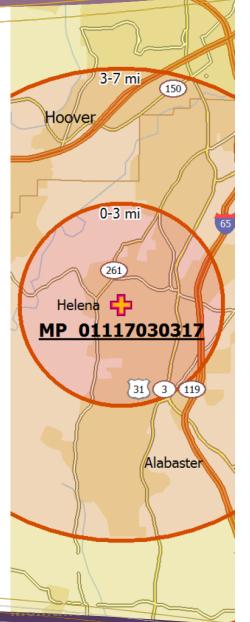
Cross Roads Castleberry Wilton Carbon Hill Chickasaw Garden City New Site Sylvan Springs River Fails Way Hurtsboro Livingston Edwardsville Ider Newbern Argo Bakerhill Intercultural Institute Hueytown Lisman Gordo Banks Avon New Hope Heath Ranburne Workspright 2011, Intercultural Institute for Contextual Ministry Contextual M

#### **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!



Good Hope Samson Redistone Arsenal Homewood Arley Opp Hokes Bluff Lisman Moundville Lock To Robertsdale Ardmore Flomaton Dadeville Pisgah West End-Cobb Intercultural Institute To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	50.24%	51.91%	51.4%
Recycled products	41.49%	43.02%	41.77%
Worked as volunteer (non political)	20.22%	21.36%	20.65%
Engaged in fund raising	11.8%	12.61%	12.62%
Religious club member	8.45%	8.39%	8.25%
Wrote to elected offcl about publ bus	7.48%	7.95%	7.68%

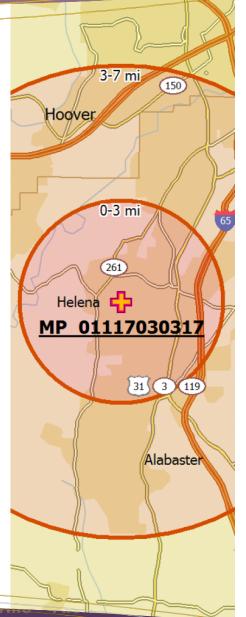
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.38%	6.89%	6.77%
newspaper			
Addressed a public meeting	5.66%	5.92%	5.76%
Took active part in local civic	5.41%	5.75%	5.7%
issue			
Union member	5.4%	5.41%	5.44%
Charitable Organization	5.28%	6.04%	6.11%
Wrote to editor of mag or	5.12%	5.19%	4.91%
newspaper			

Waterloo Rutledge Red Level Point Clear Saks Talladega Springs McMullen Union Springs Samson Centreville Hytop Grove Hill Talladega Thomaston County Line Newbert Intercultural Institute Baileyton Brent Brantley Bessemer Napier Field Jacksons' Gap Fall for Contextual Ministry Copyright 2011, 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.



d Camden Hoever Georgiana Gantt Pine Ridge Lineville Cedar Bluff Tillmans Corner Margaret Gorde Satur Graysville Wilsonville Piedmont Munford Sand Rock Rainbow City Intercultural Institute Evergreen Eclectic Lester Livingston Argo Coosada Gurley Lynn Intercultural Institute V Copyright 2011, Intercultural Institute for Contextual Ministry V Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	21.13%	22.31%	21.59%
Children's Books	16%	15.77%	15.17%
Mystery	13.77%	14.43%	14.02%
Cookbooks	11.13%	11.7%	11.7%
Religious (not Bibles)	10.2%	9.7%	9.37%
Personal/Business	9.17%	9.27%	8.84%
Self-help			
History	8.77%	9.1%	8.77%
Romance	8.19%	7.76%	7.48%
Biography	7.89%	8.38%	8.19%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	70.74%	71.86%	71.77%
Gen. Editorial	46.45%	47.38%	47.86%
Womens	45.15%	44.18%	43.67%
Service	39.36%	40.13%	38.94%
<b>Business/Finance</b>	21.67%	23%	22.62%
Mens	20.3%	20.22%	20.14%
Sports	17.39%	17.73%	17.47%
Parenthood	16.18%	15.07%	14.32%
Health	13.87%	13.52%	13.47%

Cainesville Level Plains Red Level Vernon New Site Littleville Trussville Ashland Pine Hill Chelsea Hey Munford Indian Springs Village Slocomb Graysville Silverhill Luver Selma Coosada Hanceville Demopolis Opp Fayette Lisman Fairfield Hamilton Harpersville Sylver for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Course Fork Memobis Rainsville Lynn Georgiana River

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.42%	59.19%	58.4%
Sport	34.09%	34.59%	34.26%
<b>Business/Finance</b>	33.87%	35.65%	34.79%
Classified	31.62%	31.02%	31.04%
Editorial Page	30.71%	32.16%	31.84%
Movie Listings & Reviews	27.83%	28.53%	28.25%
Comics	26.69%	27.45%	27.45%
Food/Cooking	26.38%	27.46%	26.98%
Home/Gardening	23.38%	24.25%	23.76%
TV/Radio Listings	23.1%	23.88%	24.09%
Travel	23.09%	24.12%	23.42%
Science/Technology	19.86%	20.92%	20.39%
Fashion	15.74%	15.99%	15.9%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	22.62%	20.91%	19.66%
Adult Contemporary	21.62%	21.3%	20.52%
CHR Contemp Hit Radio	19.3%	18.92%	18.89%
News/Talk	16.03%	17.35%	16.52%
Rock	13.85%	14.04%	13.78%
Alternative	13.63%	13.8%	12.94%
Classic Rock	12.11%	12.41%	11.93%
Urban Contemporary	11.94%	10.12%	11.67%
Oldies	11.42%	12.09%	12.04%
Soft Contemporary	9.65%	9.54%	8.87%
Variety	8.66%	8.99%	9.09%
Religious	7.4%	7.26%	7.08%
Jazz	6.07%	5.62%	5.73%
Sports	5.91%	6.12%	5.82%
All News	5.83%	7.03%	7.4%
Classic Hits	5.77%	5.66%	5.19%
All Talk	5.4%	5.55%	5.59%
Classical	3.99%	4.7%	4.7%

Auntain Brook Cedar Bluff Spanish Fort River Falls Brundidge Yellow Bluff Roanoke White Hall Selma B Selmont-West Selmont Pickensville Carbon Hill Excel Ridgeville Card Ak Hill Wadley Sheffield B pores Mill Pennington Heath Mooresville Bear Creek Wilsonville Ashville for Contextual Ministry Avon Thomasville Greensboro Benton Parrish Nev53

#### **Potential Multimedia Content:**

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

0-3	3-7	7-10
MILES	MILES	MILES
70.17%	69.65%	67.89%
63.5%	63.07%	60.05%
55.22%	55.22%	54.28%
44.06%	42.52%	41.88%
40.78%	40.07%	38.86%
38.5%	41.19%	39.97%
36.67%	36.08%	35.24%
36.07%	36.06%	34.94%
33.75%	33.12%	30.97%
32.71%	32.82%	32.13%
32.43%	31.54%	30.43%
32.14%	31.6%	28.78%
	WILES   70.17%   53.5%   55.22%   44.06%   40.78%   38.5%   36.67%   33.75%   32.71%   32.43%	MILES MILES   70.17% 69.65%   63.5% 63.07%   55.22% 55.22%   44.06% 42.52%   40.78% 40.07%   88.5% 41.19%   36.67% 36.06%   33.75% 33.12%   32.71% 32.82%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
ABC Fam.	30.95%	32.14%	30.88%
Hallmark Channel	30.92%	31.58%	30.14%
TV Info From Newspapers	30.43%	29.77%	28.76%
Subscribe Digital Cable	30%	31.04%	30.7%
Nick At Nite	29.8%	28.2%	26.95%
The Golf Channel	28.58%	28.91%	27.82%
TV Info From Monthly Cable	28.46%	27.86%	26.49%
Guide			
TCM (Turner Classic	28.26%	28.72%	28%
Movies)			
ESPN Classic	27.72%	29.85%	28.72%
Encore	27.2%	26.25%	24.13%
ESPN2	27.18%	28.11%	27.26%
USA Network	26.7%	27.89%	27.46%

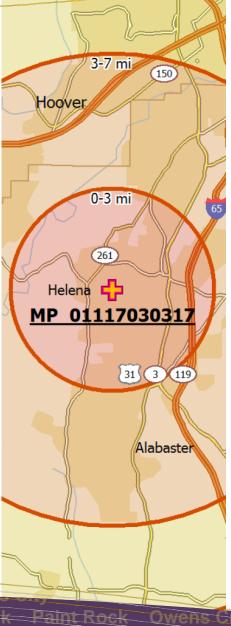
Langston Littleville Town Creek Lynn Eldridge Cedar Bluff Rockford Hazel Green Monroeville Argo Mentone Enterprise Grimes Daphne Point Clear Orrville Eva Ashron Intercultural Institute Intosh Westover Gordonville Forkland Walnut Grove Coosada Hackleb Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Coord Hone Contextual Ministry Robertsdale Opelika Cardiff Ohatchee Benton Lake 54

#### **Communication Media Usage**

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

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

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



Dauphin Island Elberta New Brockton Eutaw White Hall Waldo Mountain Brook Paint Rock Owens Cross Sanford Butler Arab Fairfield McIntosh Courtland Toxey Avon Gosta Intercultural Institute Pinson Carrollton Union Springs Gilbertown Belk Flomaton Douglas for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	23.68%	24.67%	23.94%
Medium Users (4-6)	13.26%	13.08%	12.61%
Light Users (1-3)	21.75%	21.79%	21.6%
Quintiles (20%)			
Newspaper I (Heavy)	1.56%	1.35%	1.45%
Newspaper II	1.17%	1.23%	1.4%
Newspaper III	2.64%	2.52%	2.37%
Newspaper IV	0.82%	0.62%	0.57%
Newspaper V (Light)	0.92%	0.92%	0.91%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.16%	21.17%	20.57%
Magazines II	10.02%	9.45%	9.26%
Magazines III	10.86%	10.36%	10.03%
Magazines IV	12.83%	12.06%	11.71%
Magazines V (Light)	0.57%	0.66%	0.68%
Outdoor I (Heavy)	6.35%	6.88%	7.34%
Outdoor II	2.17%	2.17%	2.33%
Outdoor III	3.63%	3.19%	3.32%
Outdoor IV	15.25%	14.85%	15.14%
Outdoor V (Light)	23.02%	24.05%	24.38%
Yellow Pages I	13.32%	13.33%	13.76%
(Heavy)			
Yellow Pages II	5.17%	5.53%	5.99%
Yellow Pages III	4.31%	4.55%	5.18%
Yellow Pages IV	21.02%	20.29%	20.66%
Yellow Pages V (Light)	2.52%	2.6%	2.85%
Outdoor V (Light) Yellow Pages I (Heavy) Yellow Pages II Yellow Pages IV	23.02% 13.32% 5.17% 4.31% 21.02%	24.05% 13.33% 5.53% 4.55% 20.29%	24.38% 13.76% 5.99% 5.18% 20.66%

Tillmans Corner Riverview Daphne Gilbertown Powell Centreville Eva Lineville Valley Grande Camp Hill San Moore Ozark Sylacauga Heath Bear Creek Fort Deposit Brundidge Intercultural Institute Tew Franklin Irondale Clayhatchee Billingsley Jacksonville Arley Hele (or Confectual Munistry C

# Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	
	MILES	MILES	MILES		MILES	MILES	
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /			
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	2.62%	2.59%	2.7%	Prime Time I & II (Heavy)	2.8%	2.93%	
Drive Time III (Medium)	0.45%	0.55%	0.63%	Prime Time III (Medium)	2.38%	2.23%	
Radio IV & V (Light)	1.9%	1.9%	2.09%	Prime Time IV & V (Light)	12.05%	10.95%	
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	11.46%	10.59%	9.91%	Fringe I & II (Heavy)	39.07%	40.34%	
Radio III (Medium)	6.06%	5.84%	5.61%	Fringe III (Medium)	48.65%	48.81%	
Radio IV & V (Light)	3.53%	3.5%	3.48%	Fringe IV (Light)	53.13%	54.09%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	18.32%	18.6%	17.21%	All Day I & II (Heavy)	13.58%	12.7%	
Cable III (Medium)	4.53%	4.21%	4.28%	All Day III (Medium)	22.14%	22.57%	
Cable IV & V (Light)	33.81%	33.02%	32.97%	All Day IV (Light)	12.27%	13.08%	

Moulton Lynn Sardis City Hokes Bluff Millbrook Concord Pell City Fort Rucker Leeds Dutton Louis k Creek Alabaster Pine Hill Camden Reece City Trussville Eufaula Brit Libertyville Fayette Attaile Underwood-Petersville Pelham Hayneville Trafford Haleyville Mounta For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Morris McMullen Lincoln Daphne Homewood Fr57

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	13.09%	13.42%	13.12%
6:00am - 10:00am	19.37%	21.54%	20.65%
10:00am - 3:00pm	7.39%	7.56%	7.61%
3:00pm - 7:00pm	14.69%	14.52%	14.41%
7:00pm - Midnight	14.5%	16.13%	15.89%
Midnight - 6:00am	5.56%	5.71%	5.79%
Weekend Radio			
Listeners			
Dayparts [summary]	16.51%	16.33%	15.84%
6:00am - 10:00am	3.98%	4.75%	4.83%
10:00am-3:00pm	7.36%	7.6%	7.26%
3:00pm - 7:00pm	8.1%	7.92%	7.56%
7:00pm - Midnight	9.79%	10.17%	10.03%
Midnight - 6:00am	10.26%	11.51%	11.67%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	12.34%	12.12%	11.14%
Saturday: 8:00-11:00pm	8.04%	8.05%	8.28%
Sunday: 7:00-11:00pm	13.02%	12.53%	11.7%
9:00am-1:00pm	29.8%	28.2%	26.95%
9:00am-4:00pm	33.49%	31.79%	30.54%
4:00pm-7:00pm	32.61%	32.88%	32.18%
11:00pm-1:00am	44.96%	43.63%	42.62%
AVG Prime time Mon-Sun	3.36%	3.27%	3.17%

e Grand Bay Opp Gadsden Yellow Bluff Midland City Altoona Sulligent Mulga Concord Rock Greek Fairhope McMullen Chickasaw Lake View Carolina Langston Fairvier Forkland Millry Riverview B Smiths Station Goldville Centreville Dothan Lynn Mooresville Fulton for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bay Minette Notasulga Fairfield Jemison Reform San

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10		TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	18.99%	20.38%	19.67%		Sat: 7-10am	Sat: 7-10am 21.53%	Sat: 7-10am 21.53% 23%
7-9am	27.18%	28.11%	27.26%		Sat: 10am-1pm	Sat: 10am-1pm 9.18%	Sat: 10am-1pm 9.18% 9.24%
9am-12noon	25.75%	24.02%	22.84%		Sat: 1-4pm	Sat: 1-4pm 28.61%	Sat: 1-4pm 28.61% 28.28%
12noon-4pm	7.73%	7.77%	7.7%		Sat: 4-6pm	Sat: 4-6pm 9.08%	Sat: 4-6pm 9.08% 8.35%
4-6pm	57.49%	58.55%	56.34%		Sat: 6-7pm	Sat: 6-7pm 1.72%	Sat: 6-7pm 1.72% 2.12%
6-7pm	19.97%	19.43%	18.98%		Sat: 7-8pm	Sat: 7-8pm 1.14%	Sat: 7-8pm 1.14% 1.43%
7-7:30pm	1.73%	1.61%	1.62%		Sat: 8-11pm	Sat: 8-11pm 8.04%	Sat: 8-11pm 8.04% 8.05%
7:30-8pm	11.82%	11.55%	11%		Sat: 11pm-1am	Sat: 11pm-1am 5.13%	Sat: 11pm-1am 5.13% 5.29%
8-11pm	12.34%	12.12%	11.14%		Sat: 1am-7pm	Sat: 1am-7pm 26.7%	Sat: 1am-7pm 26.7% 27.89%
11pm-12am	36.67%	36.08%	35.24%		Sun: 7-10am	Sun: 7-10am 2.07%	Sun: 7-10am 2.07% 1.97%
11pm-1am	44.96%	43.63%	42.62%		Sun: 10am-1pm	Sun: 10am-1pm 7.66%	Sun: 10am-1pm 7.66% 7.28%
1-6am	36.53%	36.99%	36.16%		Sun: 1-4pm	Sun: 1-4pm 8.03%	Sun: 1-4pm 8.03% 8.07%
					Sun: 4-7pm	Sun: 4-7pm 17.11%	Sun: 4-7pm 17.11% 16.31%
					Sun: 7-11pm	Sun: 7-11pm 13.02%	Sun: 7-11pm 13.02% 12.53%
					Sun: 11pm-1am	Sun: 11pm-1am 6.98%	Sun: 11pm-1am 6.98% 6.58%
					Sun: 1-7am	Sun: 1-7am 26.23%	Sun: 1-7am 26.23% 26.13%

nterprise Theodore Citronelle Hartford Billingsley Lynn Emelle Henagar Pollard Spanish Fort Rogers Caker Mulga Highland Lake Anniston Talladega Dothan Saks Owens Angels Falkville Double S Intrice Thomaston Jacksonville Addison Haleburg Vincent Smiths Station (ontextual Ministry Contextual Ministry Epes Sylvan Springs Hobson City Tuscumbia Fauns 59 Copyright 2011, Intercultural Institute for Contextual Ministry Muscle Shoals Brighton Dodge City Coosada Bayou La

# 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

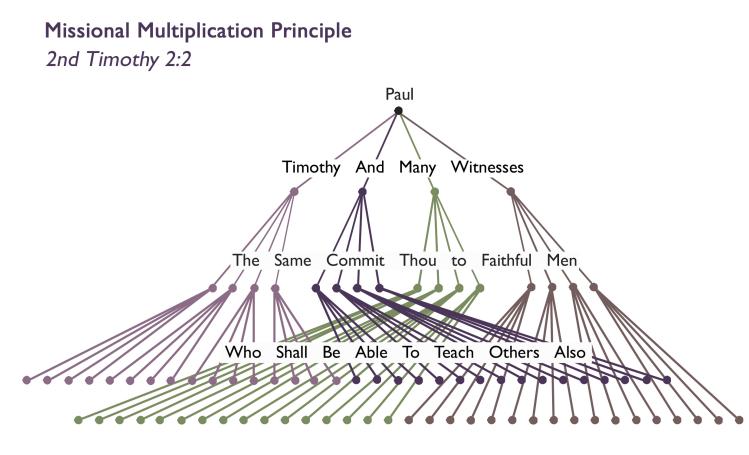
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Vestover Camden Ider Ethelsville New Site Elmore Columbiana Center Point Prichard Maytown Excel Berry Somerville Priceville Kinsey McKenzie Littleville Gaylesville intercultural Institute Graysville Troy Blountsville Langston Phenix City Tuscumbia Coker Kocopyright 2011, Intercultural Institute for Contextual Ministry Section 12 Faverte Newbern Autaunaville Orange Beach Vredenburgh Banburge Hartselle Dora Opp

## **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.



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## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



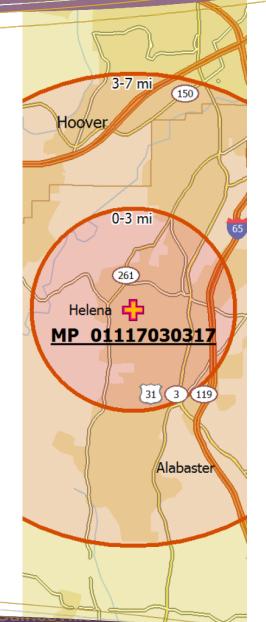


#### Your MissionSite and the Missional Suite

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

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

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



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## Notes and Sources

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



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

			DIATANAE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Helena First	815 Highway 52 E Helena, AL 35080	0.81 mi	224	Growing
2	Alabaster First	903 3rd Ave NW Alabaster, AL 35007	2.44 mi	941	Declining
3	Perimeter Pointe	701 Barkley Circle Alabaster, AL 35007	2.56 mi	46	Plateauing
4	Riverside	1919 Highway 52 West Helena, AL 35080	2.64 mi	276	Growing
5	Westwood	PO Box 630 Alabaster, AL 35007	2.75 mi	1,113	Plateauing
6	Pelham First	2867 Pelham Pkwy Pelham, AL 35124	2.84 mi	1,259	Plateauing
7	Crosscreek	600 Crosscreek Trl Pelham, AL 35124	3.10 mi	118	Declining
8	Meadow View Community	PO Box 1481 Alabaster, AL 35007	3.22 mi	31	Growing
9	Siluria	10696 Highway 119 Alabaster, AL 35007	3.27 mi	118	Declining
10	Oak Mountain	1805 Highway 35 Pelham, AL 35124	3.53 mi	44	Plateauing
11	Church at Shelby Crossings	532 George Roy Pkwy Calera, AL 35040	3.63 mi	351	Growing
12	Community	8254 Highway 17 Maylene, AL 35114	3.71 mi	99	Growing
13	Crossbridge Community Church		4.01 mi	52	Growing
14	Southcrest	4317 S Shades Crest Rd Bessemer, AL 35022	4.30 mi	191	Declining
15	Trace Crossing Baptist Church	109 Mars Hill Rd Hoover, AL 35244	5.12 mi	0	Plateauing

Pollard Chatom Collinsville Blue Ridge Greensboro Thomaston Faunsdale Bessemer Belk Midfield Attalla Red Level Pickensville Hayneville Highland Lake Berry Brue Highland Lake Berry Brue Highland Institute inden Grayson Valley Baileyton Ashford County Line New Brockton Michael Ministry Valley Line Copyright 2011, Intercultural Institute for Contextual Ministry

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Hunter Street	2600 John Hawkins Pkwy Hoover, AL 35244	5.31 mi	3,349	Plateauing
17	World Overcomers Christian Church	510 4th Ave SW Bessemer, AL 35022	5.46 mi	63	Growing
18	Riverchase	2020 Crossvine Rd Birmingham, AL 35244	5.68 mi	253	Declining
19	Southside	PO Box 1775 Alabaster, AL 35007	6.20 mi	58	Growing
20	Canaan	2543 Morgan Rd Bessemer, AL 35022	6.57 mi	369	Growing
21	Ryan	PO Box 145 Maylene, AL 35114	7.21 mi	23	Declining
22	Sunrise	212 Sunrise Court Alabaster, AL 35007	7.57 mi	26	Growing
23	Green Valley	1815 Patton Chapel Rd Hoover, AL 35226	7.62 mi	776	Growing
24	Indian Springs First	3375 Cahaba Valley Rd Indian Springs, AL 35124	7.86 mi	193	Declining
25	Shady Grove	4644 Laceys Chapel Loop Rd Bessemer, AL 35022	7.94 mi	54	Declining
26	Hoover First	2025 Patton Chapel Rd Hoover, AL 35216	8.10 mi	183	Declining
27	New Hope	7475 Bluff Ridge Rd Bessemer, AL 35022	8.31 mi	26	Declining
28	Valleydale	501 Riverchase Pkwy E Ste 200 Birmingham, AL 35244	8.52 mi	1,815	Declining
29	Hopewell First	2033 Sadlertown Rd Bessemer, AL 35022	8.54 mi	34	Growing
30	Shades Crest	452 Park Áve Hoover, AL 35226	8.58 mi	484	Plateauing

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Oakman Ohatchee Uniontown Pell City Goodwater Sylvan Springs Intercultural Institute Oak Grove Fultondale New Market Livingston Ridgeville Double Sport Intercultural Institute for Contextual Ministry Southside Eclectic Locust Fork North Johns Susan 67

# APPENDIX: ALSBOM Churches by Distance - Continued

04	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
31	Crossroads	5106 Highway 119 Montevallo, AL 35115	8.64 mi	18	Declining
32	Rocky Ridge First	2209 Rocky Ridge Rd Hoover, AL 35216	8.76 mi	25	Declining
33	Loveless Park	6200 Lou George Loop Bessemer, AL 35022	8.90 mi	324	Growing
34	Shannon Fist	PO Box 238 Shannon, AL 35142	8.91 mi	89	Declining
35	Dogwood Grove	56 Church Dr Montevallo, AL 35115	8.92 mi	138	Growing
36	Underwood	4480 Highway 22 Montevallo, AL 35115	9.06 mi	28	Growing
37	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	9.20 mi	46	Declining
38	Raimund Hgts.	233 Elrie Blvd Bessemer, AL 35020	9.32 mi	96	Plateauing
39	Bluff Park	2211 McGwier Dr Hoover, AL 35226	9.32 mi	105	Declining
40	The People's Church at Oak Mountain	5184 Caldwell Mill Rd, Ste 204-174 Hoover, AL 35244	9.39 mi	103	Declining
41	Eastern Valley	1216 Potter Ave Bessemer, AL 35020	9.46 mi	192	Plateauing
42	Macedonia South	101 Birdsong Ln Montevallo, AL 35115	9.48 mi	84	Plateauing
43	Muscoda	1131 Avenue I Bessemer, AL 35020	9.69 mi	36	Plateauing
44	The Church at Ross Station	1331 Fairfax Ave Bessemer, AL 35020	9.89 mi	125	Plateauing
45	Concord	11215 Highway 22 Calera, AL 35040	9.92 mi	280	Plateauing

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