MissionSite top unreached locations

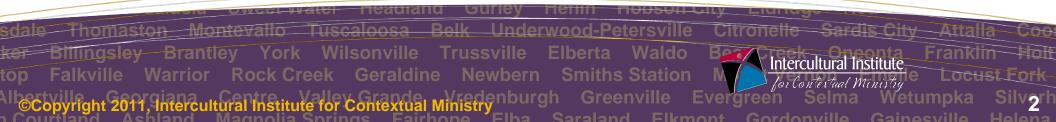
Attalla Cardiff Hollywood West En AUBURN, AL

erareen

Silverhill Ladoni CENSUS TRACT: 01081040300 Saraland Multiply **REGION: South Central Region** Wilton East Brewton Avon New Site Billingsley Selma Lin ASSOCIATION: Tuskegee Lee Southside Grayson Bear Creek Fort Rucker Black Coosada Fultondal DISTRICT: 04: Eastern Black Belt District larion Syla Moores In partnership with the: Moores In partnership with the: Intercultural Institute Sylvan Springs COENSITY PATTERN: Kindendale Fort Deposit Alex Mck for Contextual Ministry on City Fort Payne Astar Alabama Baptist Convention Sipsey Ohatc Aliceville Fairhope SeiterRiState Board of Missions Camden Luverne Cherokee ©Copyright 2011, Intercultural Institute for Contextual Ministryaks Oakman McDonald Chapel Glen Allen Magnolia Sprin

MissionSite (TM) Table of Contents

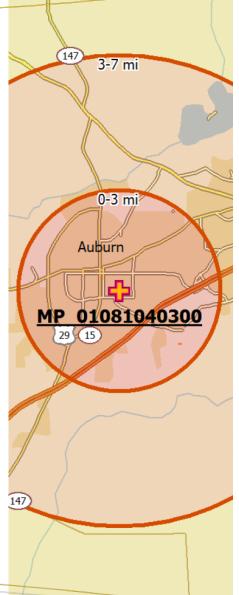
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Site Location Summary

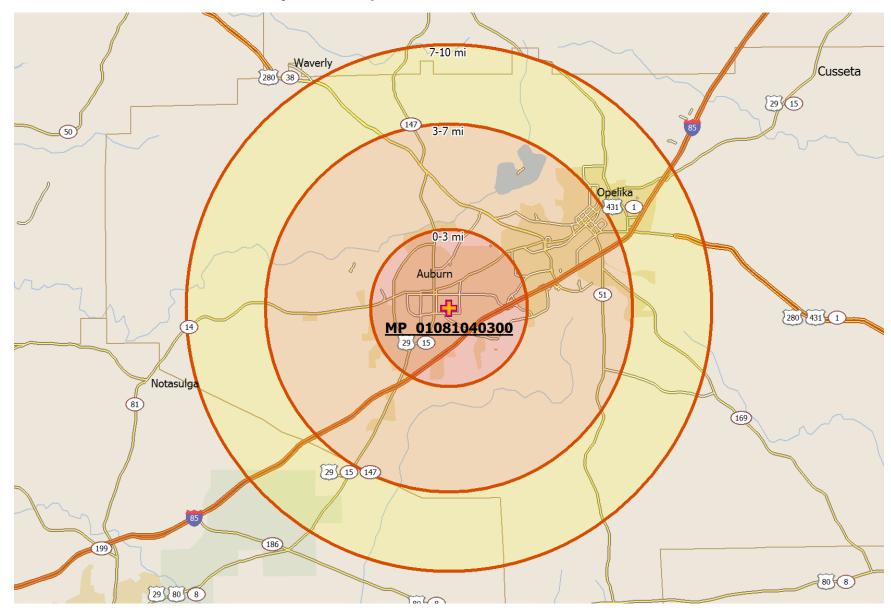
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1900	Tuskegee Lee
3	District	04	Eastern Black Belt District
4	County Location	01081	Lee
5	Zipcode	36830	Lee
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



Acce Eldridge Pell City Franklin Hartselle South Vinemont Coaling Horn Hill Notasulga Carbon Hill Franklin Hartselle South Vinemont Coaling Horn Hill Notasulga Carbon Hill Franklin Kansas Bridgeport Needham Dutton Fort Deposit Cuba Hoover Were Intercultural Institute New Site Alter Intercultural Institute Clio East Brewton Fairhope Rogers for Contextual Ministry for Contextual Ministry Franklin Frank Monte Clio East Brewton Fairhope Rogers for Contextual Ministry for Contextual Ministry for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Ministry Franklin Clio East Brewton Fairhope Rogers for Contextual Clio East Brewton Fair

Site Location Summary - Map of the Site Location



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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	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale	13	City: Small: Territory inside an urbanized area and inside a principal city with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Anniston Florence Faylor Steele Haleburg Centre Natural Bridge Hanceville Killen Boaz Pine Apple Grange Beach Brundidge Aliceville Eva Wilton Trafford Underwood-Pero Intercultural Institute Valley Homewood Autaugaville Ashford Odenville Midfield Roan for Contextual 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	48,965	30,208	15,151
2010 Households	22,413	12,784	6,004
2010 Group Quarters Population	3,399	508	21

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	41	28	20
Language Diversity National Index	42	17	12
Foreign Born Diversity National Index	65	85	27
Ancestry Diversity National Index	63	22	20
Racial Diversity National Index	47	59	59

owbrook Banks Hackleburg Highland Lake Uniontown Underwood-Petersville Ethelsville Wetumpka Hold Decatur Heflin Valley Wedowee Blue Springs South Vinemont Lister Intercultural Institute e Hill Foley Lexington Oneonta Geneva Clayton Center Point Woodst For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Talladega Margaret Traiford North Courtland Rainsville Lowndesboro Rehobeth Saraland Twin Pelhan Double Springs Berry Brent Mountain Brook Morris Robertsdale Webb Orrville Libertyville Nauvoo Mignon Boligee Eva Rock Creve Jos Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	4,123	18.4%
Mainstay Communities	Established, Diverse Households	746	3.33%
Working Communities	Blue-collar, Working Families	840	3.75%
Country Communities	Rural, Agri. & Mining Families	1,176	5.25%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,503	11.17%
Urban Communities	High Density, Inner-city Neighborhoods	13,025	58.11%

man Providence Ider West Point Saraland Altoona Sanford Ohatchee Seimont West Selmont Thomaste Columbiana Summerdale Newbern Prattville Dodge City Eutaw Fulton intercultural Institute eburg Gordon Avon Mobile Hartford New Market Calera Fayette Autor 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.

Henagar Warrior Twin Riverview Linden Deatsville Moody Powell Guntersville Sylvan Springs Mide Hartford Kansas Kimberly Goodwater Billingsley Lake View Hayden Change Moulton Trin West Jefferson McIntosh Eclectic Sulligent Glen Allen Enterprise Hale Joconfextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Confextual Ministry Loachapoka Silas Selma Valley Fayette Pelham R 90

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?

Adeville Garden City Goodwater Needham Abbeville Libertyville Brent Dutton Locust Fork Vincent Locust Apple Graysville Athens Blountsville Glencoe Sipsey Brookwood Homewood Napier Field Intercultural Institute Indian Springs Village Hammondville Alabaster Rainsville Andalusia Clarket Intercultural Institute Benton Ste Copyright 2011, Intercultural Institute for Contextual Ministry Hackberright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	40,029	16,046	40.08%
Unreached %	69.09%	71.59%	103.62
Religious But NOT Evangelical HH	12,440	5,722	46%
Religious But NOT Evangelical %	21.47%	25.53%	118.9
Spiritual But NOT Relig or Evang HH	5,831	2,357	40.41%
Spiritual But NOT Relig or Evang %	10.06%	10.51%	104.47
Not Evangelical, Not Interested HH	21,916	7,994	36.48%
Not Evangelical, Not Interested %	37.83%	35.67%	94.29



Ale Skyline Moores Mill Pine Hill Beaverton Sanford Kinston Saks Red Level Trey Woodstock Prati-Andalusia Gaylesville Mount Vernon Greensboro Gordo Cowarts Confectual Institute Autaugaville Gilbertown New Market Satsuma Coker Red Bay Low Torconfectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	37	7	18.92%
Active ALSBOM Attenders	7,306	2,385	32.64%
Active Evangelical Households	8,421	2,994	35.55%
Active Evangelical Percent	14.54%	13.36%	91.91
Inactive Evangelical Households	9,487	3,373	35.55%
Inactive Evangelical Percent	16.38%	15.05%	91.91
# New Churches Needed	0	4	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	Auburn First	0.44 mi	361	Plateauing	16	Loachapoka	6.71 mi	22	Declining
2	Journey Church	1.23 mi	70	Plateauing	17	Chewacla	7.70 mi	31	Growing
3	Parkway	1.43 mi	488	Plateauing	18	Northside	8.59 mi	31	Growing
4	Lakeview	1.83 mi	1,253	Plateauing	19	Providence	8.69 mi	360	Plateauing
5	North Ridge	2.02 mi	96	Growing	20	Union Grove	10.05 mi	121	Growing
6	Grace Heritage	2.10 mi	70	Growing	21	Liberty	10.69 mi	73	Declining
7	West Auburn	2.96 mi	47	Growing	22	Waverly	11.26 mi	42	Declining
8	Airview	3.20 mi	100	Declining	23	Concord	11.51 mi	38	Declining
9	East View	3.82 mi	19	Growing	24	Notasulga First	12.28 mi	53	Growing
10	Pepperell	4.17 mi	199	Declining	25	Ridge Road	12.33 mi	37	Growing
11	Purpose	4.52 mi	45	Growing	26	Society Hill	12.58 mi	36	Declining
12	Farmville	4.59 mi	225	Plateauing	27	Salem First	14.00 mi	17	Growing
13	Central	5.58 mi	140	Growing	28	Pleasant Grove	14.07 mi	68	Plateauing
14	High Hope	5.62 mi	9	Growing	29	Wallace Chapel	14.81 mi	37	Plateauing
15	Opelika First	6.49 mi	1,350	Growing	30	Salem Macon	15.56 mi	104	Declining

Banks Montgomery Kennedy Horn Hill Trafford Coffee Springs Muscle Shoals Havneville Cleveland Ladonia Langston Babbie Dauphin Island Fort Payne Bear Creek Centre Intercultural Institute redenburgh Holt Fort Rucker Pinckard Warrior Dothan Westover Det for Contextual Ministry ©Copyright 2011, Intercultural Institute for 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.



Residential Non-Apt.

Business

Residential Apt.

40,000

20,000

Residential

0

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	DEMOSCAPE	COUNTY	BAND	% OF (
1990 Population	87,146	33,456	38.39%	1990 Households	33,098	13,373	40.4%
2000 Population	115,092	40,503	35.19%	2000 Households	45,702	17,547	38.39%
2010 Population	138,427	48,965	35.37%	2010 Households	57,938	22,413	38.68%
Location Types in this MissionSite							
					Location T	уре	0-3mi Bar
📕 0-3mi Band			7-10mi Band	County	Residential	уре	0-3mi Bar 23,077
■ 0-3mi Banc ^{80,000}							
					Residential	Apt.	,

Needha Intercultura nstitute Douglas 15 Conte

USPS Residential

Seasonal

USPS Business

Seasonal

USPS Residential

USPS Business

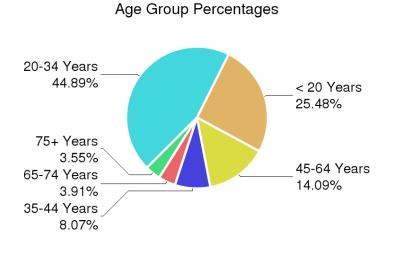
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20,216

1,416

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.

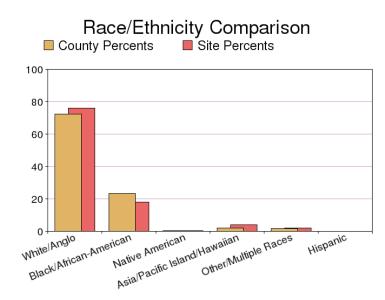


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.66%	4.14%	73.14
4-5 Years	2.43%	1.6%	65.84
6-8 Years	3.47%	2.31%	66.57
9-11 Years	3.48%	2.32%	66.67
12-13 Years	2.34%	1.65%	70.51
14-17 Years	6.18%	6.32%	102.27
18-19 Years	3.29%	7.13%	216.72
0-5 Years	8.09%	5.74%	70.95
6-12 Years	8.13%	5.46%	67.16
13-19 Years	10.64%	14.27%	134.12
< 20 Years	26.86%	25.47%	94.83
20-34 Years	31.2%	44.88%	143.85
35-44 Years	11.5%	8.07%	70.17
45-64 Years	20.97%	14.09%	67.19
65-74 Years	5.5%	3.91%	71.09
75+ Years	3.99%	3.55%	88.97
Median Age	29	31	107.41
Median Age (Male)	28	30	107.06
Median Age (Female)	29	32	109.29

Poka Greensbore Ashford Daleville Point Clear Saks Sulligent Meadowbrook Riverside Arab Elmore Forkland Irondale Littleville Vernon Dadeville Fairview Coffee Spring Intercultural Institute Hazel Green Leighton Napier Field Hodges Jackson Douglas Wadley For Confextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	72.46%	76.02%	104.91
Black, African-American	23.48%	17.87%	76.1
Native American	0.27%	0.2%	73.13
Asian	1.96%	3.84%	195.3
Pacific Island, Hawaiian	0.02%	0.02%	141.35
Other/Multiple Races	1.81%	2.05%	113.6
Hispanic	0%	2.39%	0
Education of Adults (25 yrs+)			
Total Adulta over age 25 veers	<u>00 702</u>	22 106	

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	80,792	22,186	
Less than 9th Grade	4.85%	2.61%	186
No High School Diploma	8.91%	4.5%	197.98
High School Graduate	26.56%	13.87%	191.53
Some College, no degree	20.04%	17.34%	115.6
Associate Degree	6.9%	5.06%	136.28
College Degree	18.24%	28.68%	63.58
Graduate/Prof. degree	14.51%	27.95%	51.92

od Muscle Shoals Helena Red Bay Excel Hillsboro Elba Fairview Springville Geraldine Epes Deatsville kville Rehobeth Pleasant Grove Louisville Parrish Montevallo Blue Ridger Harpersville Brewton Oak Hill Alexandria Atmore Notasulga Coker St. Florian Hodges Indian Spring Contextual Ministry Copyright 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	13.84%	23.51%	172.8
\$10,000 to \$19,999	15.89%	19.51%	122.76
\$20,000 to \$29,999	12.33%	10.55%	85.56
\$30,000 to \$49,999	15.76%	11.4%	72.31
\$50,000 to \$59,999	8.01%	5.27%	65.8
\$60,000 to \$69,999	7.82%	4.88%	62.39
\$70,000 to \$79,999	5.63%	4%	71.13
\$80,000 to \$89,999	4.13%	3.36%	81.17
\$90,000 to \$99,999	2.91%	2.58%	88.67
\$100,000 to \$124,999	6.02%	6.08%	100.99
\$125,000 to \$149,999	3.45%	3.74%	108.31
\$150,000 to \$199,999	2.4%	3.03%	126.64
\$200,000 to \$249,999	0.6%	0.79%	130.73
\$250,000 or more	1.22%	1.29%	106.33
Median Household	39,134	34,414	87.94
Average Household	58,439	63,809	109.19
Per Capita Household	25,156	29,423	116.96
Family/Non-Family Household			
Income			
Median Family Income	59,692	71,991	120.6
Average Family Income	75,835	81,670	107.69
Median Non-Family Income	20,144	18,009	89.4
Average Non-Family Income	33,998	43,561	128.13

Lexington Malvern Jackson Fultondale Flomaton Warrior West End-Cobb Priceville Trafford Columbiana Gainesville Highland Lake New Market Auburn Rockford Morris Montgomery Arley Blue Springs Faunsdale Dertville Thomasville Center Point Copyright 2011, Intercultural Institute for Contextual Ministry Valow Bluff Mobile Sullige



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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	58.42%	38%	65.06
Families with Children	33.15%	20.14%	60.76
Families without Children	25.27%	17.86%	70.69
Non-Family Households			
% Non-Family Households	41.58%	62%	149.1
Non-Families with Children	0.02	0	21.54
Non-Families without Children	41.56	61.99	149.16
Housing Units			Index
Total Housing Units	64,735	24,800	
Vacant percent	10.5%	9.63%	91.67
Owned percent	56.9%	38.54%	67.73%
Rented Percent	32.61%	51.84%	159
Households by Size			Index
Avg household size	2.32	2.03	87.5
Avg family hh size	3.03	2.89	95.38
Avg non-family hh size	1.32	1.51	114.39
Households By Count of Persons			Percent
One	18,979	9,991	52.64%
Two	18,104	6,674	36.86%
Three or Four	16,879	4,847	28.72%
Five+	3,976	902	22.69%

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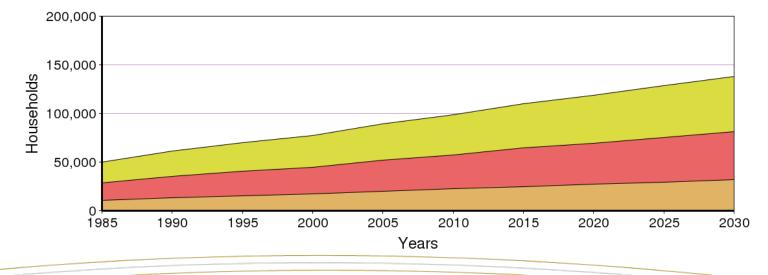
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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.

COUNTY	RING	% OF CO
87,146	33,456	38.39%
115,092	40,503	35.19%
138,427	48,965	35.37%
151,145	54,025	35.74%
	87,146 115,092 138,427	87,14633,456115,09240,503138,42748,965

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

ig 🛛 📃 0-10mi Ring

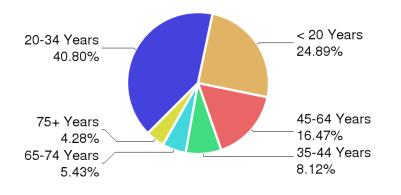


Ashville Malvern Kinsey Eva Henagar Morris Double Springs Langston Gainesville Jacksons Gainesville Jacksons Gainesville Mulga Chickasaw Brewton Daviston Chatom Lineville Maplesville Maplesville Intercultural Institute Concord Centre Arley Waterloo Ranburne Mount Olive Robertsda Volume View Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

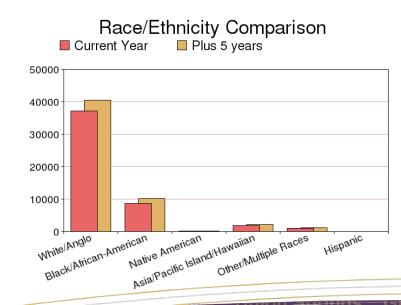


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.14%	5.79%	139.86
4-5 Years	1.6%	2.23%	139.38
6-8 Years	2.31%	3.13%	135.5
9-11 Years	2.32%	2.8%	120.69
12-13 Years	1.65%	1.75%	106.06
14-17 Years	6.32%	5.3%	83.86
18-19 Years	7.13%	3.89%	54.56
0-5 Years	5.74%	8.02%	139.72
6-12 Years	5.46%	6.83%	125.09
13-19 Years	14.27%	10.04%	70.36
< 20 Years	25.47%	24.89%	97.72
20-34 Years	44.88%	40.8%	90.91
35-44 Years	8.07%	8.12%	100.62
45-64 Years	14.09%	16.47%	116.89
65-74 Years	3.91%	5.43%	138.87
75+ Years	3.55%	4.28%	120.56
Median Age	29	32	112.46
Median Age (Male)	28	32	113.34
Median Age (Female)	29	33	112.74

rsby Millbrook Warrier Hollywood Tuscaloosa Grand Bay Newton Samson Somerville Rosa Waterloo The Hodges Southside Brookwood Gantt Geneva Mignon Hayney Intercultural Institute Lowndesboro Smiths Station Mooresville Twin New Hope Riverview Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Repton 21 Copyright 2011, Intercultural Institute for Contextual Ministry Repton 21 Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Context

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	76.02%	75.01%	98.67
Black, African-American	17.87%	18.84%	105.44
Native American	0.2%	0.18%	92.5
Asian	3.84%	3.89%	101.49
Pacific Island, Hawaiian	0.02%	0.02%	90.63
Other/Multiple Races	2.05%	2.05%	100.01
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	22,186	32,009	
Less than 9th Grade	2.61%	2.64%	101.21
No High School Diploma	4.5%	3.95%	87.86
High School Graduate	13.87%	14.41%	103.87
Some College, no degree	17.34%	17.54%	101.17
Associate Degree	5.06%	5.23%	103.32
College Degree	28.68%	29.14%	101.57
Graduate/Prof. degree	27.95%	27.1%	96.98

Selma Fairview Mount Vernon Lexington Avon Mountain Brook Petrey Birmingham Triana Fyffe Les Wintield Oneonta Mobile Daphne Decatur Hobson City Gulf Shores Line Corde Black Clamen ingsley Ider Wetumpka Vestavia Hills Belk Foley Jackson Dauphin Is for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coverts Providence Rock 22

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	23.51%	20.5%	87.22
\$10,000 to \$19,999	19.51%	20%	102.53
\$20,000 to \$29,999	10.55%	11.02%	104.46
\$30,000 to \$49,999	11.4%	10.64%	93.36
\$50,000 to \$59,999	5.27%	5.28%	100.26
\$60,000 to \$69,999	4.88%	5.17%	106.04
\$70,000 to \$79,999	4%	4.13%	96.88
\$80,000 to \$89,999	3.36%	3.5%	97.3
\$90,000 to \$99,999	2.58%	2.55%	98.94
\$100,000 to \$249,999	6.08%	6.77%	111.38
\$125,000 to \$149,999	3.74%	4.39%	117.41
\$150,000 to \$199,999	3.03%	3.53%	116.31
\$200,000 to \$249,999	0.79%	0.93%	117.67
\$250,000 or more	1.29%	1.35%	104.32
Median Household	34,414	36,810	106.96
Average Household	63,809	71,770	112.48
Per Capita Household	29,423	33,363	113.39
Family/Non-Family Household			
Income			
Median Family Income	71,991	77,419	107.54
Average Family Income	81,670	91,674	112.25
Median Non-Family Income	18,009	19,719	109.5
Average Non-Family Income	43,561	49,275	113.12

Woodland <u>Hanceville</u> Tuscumbia Gilbertown York <u>Hartford</u> Midfield Garden City Moulton Hurtsber Daleville Alexandria Level Plains Thomaston Shiloh Yellow Bluff Hale <u>Alexandria Institute</u> ew St. Florian Ider Kennedy Edgewater Hytop Mignon Valley Head ©Copyright 2011, Intercultural Institute for Contextual Ministry Ston Mount Vernon Lake Purdy Berry Langston A23

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	38%	37.92%	99.78
Families with Children	20.14	20.66	102.58
Families without Children	17.86	19.83	111.06
Non-Family Households			
% Non-Family Households	62%	62.08%	100.14
Non-Families with Children	0	0	100.14
Non-Families without	61.99	62.08	100.14
Children			
Housing Units			
Total Housing Units	24,800	27,633	111.42%
Vacant percent	9.63%	9.65%	100.28
Owned percent	38.54%	38.92%	100.99
Rented Percent	51.84%	51.43%	99.21
Households by Size			
Avg household size	2.03	2.04	100.49%
Avg family hh size	2.89	2.93	101.38%
Avg non-family hh size	1.51	1.49	98.68%
Households By Count of			
Persons			
One	9,991	11,846	118.57%
Two	6,674	6,814	102.1%
Three or Four	4,847	5,231	107.92%
Five+	902	1,075	119.18%

taw Hobson City Woodstock Rehobeth Cardiff Creola Ozark Camp Hill Cordova Chatchee Fairview Fuskegee Fyffe Talladega Springs Cottonwood Wedowee Clayhatchee Thercultural Institute Glen Allen Linden Cuba McMullen Magnolia Springs Huguley Spring Contextual Ministry an Copyright 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	2,091	412	107	Eastern Africa	Eastern Africa 37	Eastern Africa 37 8
Northern Europe	104	40	4	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	181	32	19	Northern Africa	Northern Africa 51	Northern Africa 51 4
Southern Europe	37	0	0	Southern Africa	Southern Africa 27	Southern Africa 27 5
Eastern Europe	63	17	3	Western Africa	Western Africa 72	Western Africa 72 7
Other Europe	0	0	0	Other Africa	Other Africa 10	Other Africa 10 0
Eastern Asia	646	72	41	Oceania	Oceania 7	Oceania 7 0
So. Central Asia	262	57	9	Caribbean	Caribbean 86	Caribbean 86 35
SE Asia	75	81	23	Central Amer.	Central Amer. 164	Central Amer. 164 40
Western Asia	99	2	0	South America	South America 128	South America 128 4
Other Asia	17	0	0	North America	North America 25	North America 25 8
				Born at sea	Born at sea 0	Born at sea 0 0

onville Clay Grand Bay Clio Birmingham Pleasant Grove Jacksonville Fairfield Clanton Kansas Ecles atom Kellyton Carbon Hill Priceville Brilliant Waverly Beatrice Unionter Intercultural Institute t Rucker Camden Pine Apple Dora Alexandria North Courtland Oxford For Confectual Ministry Otomore Confectual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	38,915	18,274	14,359	Other Indo-Euro	15	0	0
Spanish	1,140	380	231	Asian/PI languages	0	0	0
Other Indo-Euro	745	124	127	Chinese	450	74	42
language	745	124	121	Japanese	62	3	42
French (incl. Patois,	295	47	58	Korean	137	31	25
Cajun)	295	47	50	Mon-Khmer,	0	0	0
French Creole	0	2	8	Cambodian	0	0	0
Italian	35	2	15	Miao, Hmong	0	0	0
Portuguese	12	0	0	Thai	6	10	0
German	202	32	23	Laotian	4	86	31
Yiddish	8	0	0	Vietnamese	4 51	12	6
Other West Germanic	6	7	0	Other Asian	190	0	0
A Scandinavian	0	0	0		42	7	0
	0	0	0	Tagalog Other Pacific Is	42 60	0	
Language Greek	0	0	0		204	31	0 0
Russian	13	0		Other languages	204	0	0
Polish		1	5	Navajo	-		•
	7	8	5	Other Native N.	11	0	0
Serbo-Croatian	0	0	0	American	00	0	0
Other Slavic Language	0	0	0	Hungarian	23	0	0
Armenian	0	0	0	Arabic	66	7	0
Persian	0	0	0	Hebrew	0	5	0
Gujarathi	20	0	0	African languages	104	19	0
Hindi	28	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

you La Batre Indian Springs Village Piedmont Sweet Water Mount Vernon Monroeville Ozark Favette Gun Tuscaloosa Center Point Phenix City Coffeeville Guin Waverly Vincert Intercultural Institute ke View Reece City Gu-Win Goodwater Thomasville Gurley Tillmans Confectual Ministry Confectual Ministry Fulton Paint Rock Andalusia Chelsea Harpersville 26 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	33,536	15,354	11,946	Irish	Irish 3,480	Irish 3,480 771
Arab	193	38	0	Italian	Italian 1,044	Italian 1,044 160
Armenian	28	0	0	Lithuanian	Lithuanian 51	Lithuanian 51 11
Austrian	38	1	1	Norwegian	Norwegian 214	Norwegian 214 62
British	382	130	92	Polish	Polish 375	Polish 375 81
Canadian	27	13	15	Portuguese	Portuguese 13	Portuguese 13 2
Croatian	6	11	7	Romanian	Romanian 10	Romanian 10 0
Czech	17	15	9	Russian	Russian 96	Russian 96 2
Czechoslovak	23	6	3	Scandinavian	Scandinavian 22	Scandinavian 22 12
Danish	66	11	16	Scotch-Irish	Scotch-Irish 1,413	Scotch-Irish 1,413 395
Dutch	218	94	72	Scottish	Scottish 1,182	Scottish 1,182 248
English	3,679	1,164	1,068	Slovak	Slovak 17	Slovak 17 11
European	907	128	185	Subsaharan African	Subsaharan African 446	Subsaharan African 446 295
Finnish	8	28	67	Swedish	Swedish 254	Swedish 254 17
French (not Basque)	842	177	114	Swiss	Swiss 101	Swiss 101 24
French Canadian	123	38	4	Ukrainian	Ukrainian 25	Ukrainian 25 2
German	2,899	672	615	US/American	US/American 3,685	US/American 3,685 2,568
Greek	233	0	0	Welsh	Welsh 117	Welsh 117 33
Hungarian	78	14	2	West Indian	West Indian 133	West Indian 133 33
Iranian	18	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 11,072	Other 11,072 8,086

on Woodland Pollard West Blocton Brundidge Scottsboro Dadeville Seimont-West Selmont Prativille JackSonville Allgood Guntersville Cleveland Kennedy Rock Creek New Hope Eclectic Spanish Fort Auburn Brookside Collinsville Triving Sector Intercultural Institute Moulton Jasp New Hope Eclectic Spanish Fort Auburn Brookside Collinsville Triving Sector Moulton Jasp Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

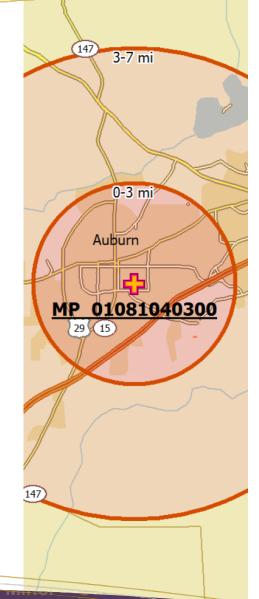
Issues for Your Consideration - continued

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

Weight Codar Bluff Coaling Hayden Hollywood Maytown Headland Wadley Pine Hill Triana Newton Butler Springville McDonald Chapel Brighton Blountsville Kennedy Intercultural Institute Kansas Enterprise Dora Mentone Huntsville Sand Rock Roanoke (or Contextual Ministry) a Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Opelika Baileyton Eincoln Jasper Dodge City Haleburg McDonald Chapet Glenwood West Point V Fondale Rainbow City Indian Springs Village Ashland Rockford Livings Intercultural Institute West Jefferson Vredenburgh Double Springs Monroeville Madrid Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	22,413	100%	16,046	100%
AFFLUENT SUBURBIA	2,667	11.9%	1,878	11.7%
America's Wealthiest	60	0.27%	48	0.3%
Dream Weavers	1,353	6.04%	968	6.03%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	207	0.92%	139	0.87%
Small Town Success	930	4.15%	644	4.01%
New Suburbia Fam.	117	0.52%	79	0.49%
UPSCALE AMERICA	1,456	6.5%	999	6.23%
Status Conscious Consumers	130	0.58%	91	0.57%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,104	4.93%	741	4.62%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	222	0.99%	167	1.04%
SM TWN SUCCESS	283	1.26%	190	1.18%
2nd City Homebodies	110	0.49%	78	0.49%
Prime Middle America	40	0.18%	26	0.16%
Urban Optimists	0	0%	0	0%
Family Convenience	113	0.5%	72	0.45%
Mid-Market Enterprise	20	0.09%	14	0.09%

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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	22,413	100%	16,046	100%
BLUE COLLAR BACKBONE	35	0.16%	24	0.15%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	35	0.16%	24	0.15%
AMER. DIVERSITY	463	2.07%	347	2.16%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	80	0.36%	51	0.32%
Professional Urbanites	111	0.5%	80	0.5%
Urban Advancement	35	0.16%	24	0.15%
Amer. Great Outdoors	0	0%	0	0%
Mature America	237	1.06%	192	1.2%
METRO FRINGE	805	3.59%	551	3.43%
Steadfast Conservative	726	3.24%	498	3.1%
Moderate Conventionalists	69	0.31%	46	0.29%
Southern Blues	10	0.04%	7	0.04%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Thish Fort Sulligent Dutton Athens Prichard Powell Ider Eclectic Camp Hill Woodville Gardiff Mount Hount Olive Winfield Pinson Douglas Triana Fairhope Dayton Greense Intercultural Institute Field Holly Pond Ashville Hillsboro Ragland Mentone Gu-Win Selmon for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Brent Winford Cull Shores Springs Gosben Addison Jackson Daphy

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	22,413	100%	16,046	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,759	7.85%	1,314	8.19%
Young Cosmopolitans	260	1.16%	204	1.27%
Minority Metro Communities	1,499	6.69%	1,110	6.92%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	1,176	5.25%	716	4.46%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	1,108	4.94%	677	4.22%
Small Town Connections	68	0.3%	39	0.24%
Hinterland Fam.	0	0%	0	0%

The Springs Geneva Owens Cross Roads Sand Rock Malvern Emelle Colony Piedment Talladega Mide Elkmont Castleberry Lowndesboro Blue Ridge Margaret Kimberly Intercultural Institute Talladega Springs Dadeville Vance North Courtland An Intercultural Institute Confectual Ministry Detroit Linden Jacksons 33 Copyright 2011, Intercultural Institute for Contextual Ministry Thomasville Opp Sulligent Cedar Bluff Lynn Coffeevi

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	22,413	100%	16,046	100%
STRUGGLING SOCIETIES	3,295	14.7%	2,656	16.55%
Rugged Southern Style	6	0.03%	4	0.02%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	503	2.24%	341	2.13%
College Town Communities	2,786	12.43%	2,311	14.4%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	9,730	43.41%	6,766	42.17%
Unattached Multicultures	8,389	37.43%	5,810	36.21%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	247	1.1%	173	1.08%
Urban Diversity	571	2.55%	411	2.56%
New Generation Activists	300	1.34%	202	1.26%
Getting By	223	0.99%	170	1.06%
VARYING LIFESTYLES	744	3.32%	605	3.77%
Military Family Life	0	0%	0	0%
Major University Towns	744	3.32%	605	3.77%
Gray Perspectives	0	0%	0	0%

reen Anniston <u>Cullman Rutledge Maplesville Wilsonville Castleberry</u> Montevallo Lowndesboro Mount Hekes Bluff Newbern Woodstock Arley Meadowbrook Cusseta Saraland <u>Intercultural Institute</u> Twin Gardende Fairview Highland Lake Spanish Fort Courtland McKenzie Pleasant Governant Contextual Ministry ^e Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

forn Hill Owens Cross Roads Reform Level Plains Leighton Phil Campbell Tuscaloosa Glen Allen Lisman Leifas Odenville Excel Haleyville Columbiana Oakman Fulton Hamilton Intercultural Institute Hollywood Bakerhill Springville Forkland Myrtlewood Ridgeville Dutto for Contextual Ministry Centreville Eva Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

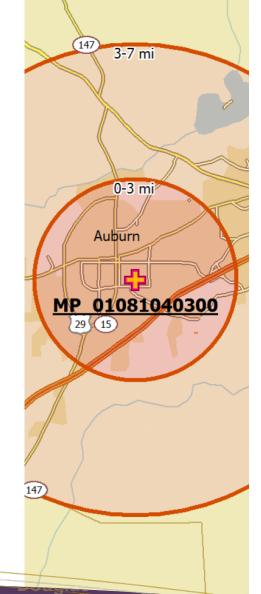
Potential Cultural Bridges

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).



Ville Camp Hill Epes Monroeville Benton Blue Ridge Mulga Hartford Power Abbeville Thorsby Hoe Livingston West End-Cobb Town Pollard Gordonville Pennington Gerege Intercultural Institute Daviston Fairview Phenix City Cullman Smiths Station Roanoke Jon Confectual Ministry 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	BRIDGES 0-3	3-7	7-10
	MILES	MILES	MILES	MILI	ES MILES	MILES
PC-HH Own	83%	80%	79%	Use Comp. for Word Processing 29%	30%	31%
Use Comp. for	74%	68%	66%	Use Comp. for Digital Camera 28%	28%	28%
Internet/E-mail				Photo Editing		
Internet Use: E-Mail	66%	61%	59%	Use Comp. for Banking 27%	27%	27%
Internet Use: News/	52%	45%	42%	Internet Use: Banking 25%	24%	24%
Weather				Use Comp. for News/Info./Data 25%	23%	23%
Use Comp. for Education	50%	45%	43%	Service		
HH Owns DVD Player	42%	38%	37%	Use Comp. for Personal 16%	15%	15%
Internet Use: Sports	35%	27%	24%	Financial Mngmnt		
Internet Use: Research/	34%	28%	25%	Internet Use: Bulletin/ Message 13%	5 11%	10%
Education				Boards		
Use Comp. for Shopping	30%	30%	30%	PC-Network-HH Has One 13%	15%	15%
Use Comp. for Comp.	29%	31%	32%	Internet Use: Shopping: Made 13%	12%	12%
Games				A Purchase		
				Internet Use: Read Magazines/ 13%	12%	12%

Newspapers

Alexandria Kansas Billingsley Bakerhill Lakeview Mount Vernon Jener Intercultural Institute Gordon Tallase Lueytown Dutton Providence Midway Rock Mills Wadley Gordo Caler for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10
MILES	MILES	MILES
73%	72%	71%
52%	52%	52%
51%	51%	51%
49%	45%	44%
41%	41%	41%
33%	32%	32%
32%	28%	27%
26%	23%	23%
23%	26%	27%
23%	20%	19%
	MILES 73% 52% 51% 49% 41% 33% 32% 26% 26% 23%	MILES MILES 73% 72% 52% 52% 51% 51% 49% 45% 41% 32% 33% 32% 26% 23% 23% 26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	62%	63%	64%
Gen./Fam. Practitioner	40%	39%	38%
Dentist	28%	27%	27%
None Of These	27%	25%	24%
Eye Dr.	19%	19%	19%
Physical Therapist	18%	14%	13%
Overweight (30 Pounds Or	18%	16%	16%
More)			
Backache	17%	18%	19%
OB/GYN	16%	15%	15%
Acid Reflux Disease	15%	15%	15%
(GERD)			

Colony Rock Mills Tuskegee Lincoln Auburn Indian Springs Village Hoover Arley Pine Apple Providence Madison Ridgeville Rockford Gordonville Haleyville Trussville Loader Intercultural Institute Isboro Decatur Geraldine Kinsey Saraland Pinson Pine Ridge Vance For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	21.84%	23.25%	23.89%
Live Theater	17.51%	18.01%	18.18%
Live Theater Most Often	14.95%	14.98%	15.08%
Rock/Pop Concerts Most	13.05%	13.42%	13.68%
Often			
Dance Performance	6.46%	7.26%	7.5%
Comedy Club	5.42%	6.76%	7.22%
Movies: Comedy	37.06%	38.64%	38.88%
Movies: Action/Adventure	33.67%	35.09%	35.73%
Movies: Romantic Comedy	27.81%	26.23%	25.29%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	25.25%	24.5%	23.96%
Movies: foreign	17.96%	13.68%	11.98%
Language/Independent			
Movies: Drama	13.96%	16.29%	17.1%
College Football Reg. Season	5.84%	5.86%	5.88%
MLB Baseball Reg. Season	5.34%	5.73%	5.83%
College Basketball Reg.	4.75%	4.54%	4.48%
Season			
NFL Football Reg. Season	4.48%	5.02%	5.17%
NBA Basketball Reg. Season	2.38%	2.71%	2.82%
College Basketball	2.09%	1.99%	1.93%
Post-Season			

Elmore Elba Grant Prattville Vredenburgh Waterloo Oak Hill Millport Hazel Green Wilsonville Tal Park River Falls Beatrice Redstone Arsenal Blue Ridge Clayhatchee Astor Daleville Gardendale Live St. Florian Tillmans Corner Boligee Sipsey Onycha Irondale Lips for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3		3-7
	MILES	MILES	MILES		MILES	MIL	.ES
Swimming	51.68%	45.67%	43.59%	Jogging/Running	11.74%	12.64	4%
Walking for Exercise	29.39%	31.87%	32.8%	Soccer	11.36%	9.93%	, 0
Baseball	27.38%	23.06%	21.46%	Weight Training	10.88%	12.079	%
Mountain/Road Biking	25.54%	21.21%	19.74%	Using Cardio Machine	10.77%	11.23%	, 0
Volleyball	24.77%	20.55%	18.88%	Power Boating	10.77%	9.71%	
Downhill & X-Country	23.62%	18.42%	16.38%	Ice Skating	10.03%	8.62%	
Skiing				Softball	9.99%	9.32%	
Billiards/Pool	20.26%	19.48%	19.42%	Roller Skating	9.26%	8.25%	
Bowling	19.93%	20.13%	20.44%	Freshwater Fishing	8.98%	10.42%	
Snorkeling	18.1%	14.53%	13.1%	Jet Skiing	8.87%	7.65%	
Golf	17.94%	16.21%	15.62%	Water Skiing	8.74%	7.39%	
Basketball	17.56%	17.08%	17.11%	Stationary Cycling	8.58%	9.26%	
Camping Trips	16.13%	14.77%	14.45%	Snowboarding	8.25%	6.86%	
Football	14.49%	13.55%	13.37%	Racquetball	7.86%	6.83%	
Tennis	12.19%	10.57%	10.04%				

ever Malvern <u>Attalla Lake View Myrtlewood Newton Billingsley</u> Oakman Beatrice Grimes Creola Her Prattville Hodges Munford Vestavia Hills Rosa Mooresville Calera <u>Intercultural Institute</u> Auburn Mourt Camden Somerville Sheffield New Site McIntosh Springville Sullige for Contextual Ministry 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
Hockey	7.81%	6.63%	6.17%
Sailing	7.79%	6.54%	6.05%
Snowmobiling	7.6%	6.45%	6%
Backpacking/Hiking	7.38%	7.39%	7.52%
Surfing & Windsurfing	7.26%	6.02%	5.55%
Skateboarding	7.26%	6.19%	5.79%
Aerobics	7.03%	8.1%	8.47%
Yoga	5.88%	5.95%	6.05%
Motorcycling	5.07%	5.13%	5.24%
Target Shooting	4.36%	5.03%	5.48%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Hunting	3.76%	4.52%	5.08%
Saltwater Fishing	3.53%	4.42%	4.94%
Canoeing/Kayaking	3.52%	4.21%	4.46%
Horseback Riding	3.18%	3.44%	3.73%
Rock Climbing	2.73%	2.79%	2.83%
Archery	2.17%	2.48%	2.71%
Fly Fishing	2.15%	2.66%	2.95%
Martial Arts	2.06%	2.28%	2.41%
Auto Racing	1.79%	1.97%	2.1%
Rowing	1.53%	1.78%	1.9%

Citronelle Margaret Lineville Elba Steele Reform Centre Fulton Ardmore Edgewater Gantt Roc Lakeview Weaver Geneva Powell Piedmont Leeds Monroeville Intercultural Institute Leesburg Oneonta Red Level Banks Elmore Douglas Bayou La B Jor Confextual Ministry e Copyright 2011, Intercultural Institute for Contextual Ministry Sumiton Auburn Cuba Owens Cross Roads Hytop Valley Grande Wadley Ethelsville Decatur Alabaste

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.

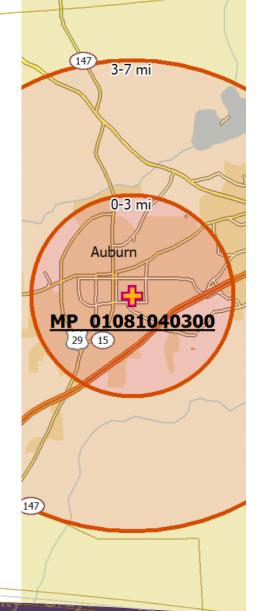
BIBLICAL BARRIERS

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.



hside Coffeeville Pinckard Repton West Point Butler Helena Vestavia Hills Margaret Petrey Uniontown Lope Piedmont McIntosh Pollard New Market Brundidge Anderson Lope Intercultural Institute eville Roanoke Rosa Grove Hill Oakman Ashland Pinson Holly Pond Vertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Conte

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.

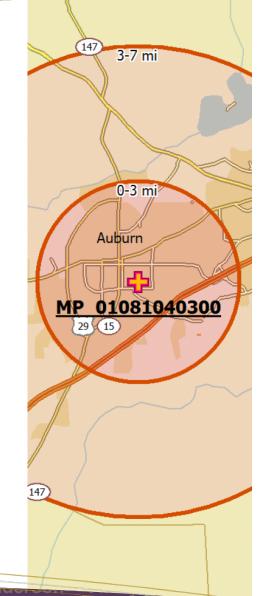
CULTURAL BARRIERS OF ACCEPTANCE

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.



Ardmore Cordova Andalusia Brantley Irondale Center Point Margaret Trussville Ethelsville Sardis (Cullman Bayou La Batre Hammondville Auburn White Hall Linden Gantt Lincoln Tarrant Pine Ridge Moody Hurtsboro Gurley Douge Intercultural Institute Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

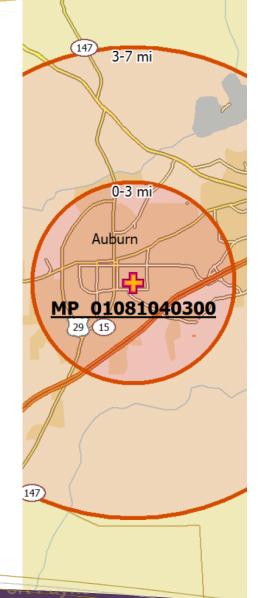
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Find It Difficult To Say No To My Kids	48%	45%	44%	Like To Do Unconventional Things	18%	21%	22%
Prefer To Have Few	36%	35%	34%	Marijuana Should Be Legalize	15%	16%	17%
Possessions As Possible				Like To Pursue	13%	14%	15%
Don't Judge People/Way They	33%	32%	32%	Challenge/Novelty/Change			
Live Life				I Am A Workaholic	13%	15%	16%
Important Continue Learning	32%	38%	40%	Like to Stand Out In A Crowd	12%	15%	15%
New Things				On Whole People Get What	11%	11%	11%
Speak My Mind Even If It Upsets	27%	30%	31%	They Deserve			
People				Indulge My Kids With The Little	e 10%	10%	9%
Too Much Sponsorship In	25%	26%	26%	Extras			
Arts/Sports				Only Work Current Job for The	10%	11%	12%
Woman's Place Is In The Home	23%	26%	27%	Money			
Happy With My Standard Of Living	22%	19%	18%	We Should Strive for Equality for All	9%	11%	11%
Like Control Over People And	22%	26%	27%	Rarely Sit Down to a Meal	9%	11%	12%
Resources	2270	2070	21/0	Together At Home	570	1170	1270
If Won Lottery Would Never	21%	22%	22%	I Am A Perfectionist	7%	7%	7%
Work Again				Little I Can Do To Change My	5%	6%	7%
Friends More Important Than My Fam.	20%	20%	20%	Life			
Money Is Best Measure Of Success	18%	20%	21%				

mondville Hodges Beaverton Brent Eva Montgomery Benton Black Leeds Smiths Station Leighton The Hodges Beaverton Brent Eva Montgomery Benton Black Leeds Smiths Station Leighton Fruithurst Hillsboro Franklin Castleberry Cullman Camden Sheffield Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Clayton Hartford Kinston Wilsonville Providence Louisville Weaver Hokes Bluff Midland City Level Hoge Triana Millry Arley Reece City Carbon Hill Leighton Gaylesville Argenty Holly Pond Attaile St. Florian McIntosh Moundville Smoke Rise Blue Springs Dauphin Confertual Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry St. Florian Original Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs	59%	59%	60%	Like To Just Enjoy Life	15%	17%	17%
And Beliefs				Consider Myself Interested In The	13%	16%	16%
Good At Fixing Things	54%	47%	44%	Arts			
You Should Seize Opportunities	46%	49%	50%	Real Men Don't Cry	12%	14%	14%
In Life				Provide My Kids With The Little	12%	13%	13%
Worried About Pollution Caused	40%	34%	32%	Extras			
By Cars				Looking for New Ideas To Improve	11%	14%	14%
Prefer To Have Few	36%	35%	34%	Home			
Possessions As Possible				Try Not To Worry About The	10%	12%	12%
Have Keen Sense Of Adventure	29%	28%	28%	Future			
Like To Understand About	27%	30%	31%	Is An Important Part Of Who I Am	9%	11%	11%
Nature				Feel Very Alone In The World	6%	6%	6%
Prefer Work Part Of Team Than	25%	28%	29%	Children Should Be Allowed To	6%	6%	6%
Alone				Express Themselves			
People Have To Take Me As	24%	24%	24%	Enjoy Spending Time With My	6%	8%	9%
They Find Me				Fam.			
Important Feel Respected By My	23%	25%	27%	Like Spending Most Time With	6%	5%	5%
Peers				Fam.			
Decor Particular Interest To Me	20%	16%	14%	Would Like To Set Up Own	2%	2%	3%
Important To Juggle Various	18%	22%	23%	Business			
Tasks							

stevenson Brantiev Failageua

Smoke Rise Valley Grande Red Level Blountsville Lakeview Napier Field Fyffe Georgiana Minor Roge Uniontown Valley Moores Mill New Hope Edwardsville Bon Air Price Intercultural Institute Saks Rock Creek Oneonta Lake View Geiger Elberta Meridianville Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

Ranburne Ladonia Heflin East Brewton Ariton Brilliant Walnut Grove Berry Gravsville Tuskegee Fellow Bluff Trafford Rainsville Malvern Cowarts Somerville Clay Trian Bed Boy Marion Odenville n Leighton Webb Coffeeville Midfield Gordon Creola Waterloo Elba for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

147

3-7 mi

0-3 mi

MP 01081040300

Auburn

29 (15)

147

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	PLA	CE	ACE 0-3	CE 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fam. Restaurants/Steak	81.9%	81.15%	81.1%	Quiznos Sub		15.9%	15.9% 14.47%
Houses-Visit Any				Papa John's		13.83%	13.83% 12.83%
Fast Food/Drive-In	71.74%	75.61%	77.23%	Olive Garden		13.25%	13.25% 15.21%
Restaurant-Visit Any				Domino's Pizza		13.17%	13.17% 13.87%
McDonald's	44.27%	47.65%	49.07%	Arby's		12.84%	12.84% 15.3%
Burger King	33.94%	35.51%	36.01%	Lone Star Steakhouse	and	and 12.56%	and 12.56% 10.61%
Applebee's	32.94%	31.7%	31.53%	Saloon			
Kentucky Fried Chicken (KFC)	24.89%	27.22%	28.08%	Chick-Fil-A		12.48%	12.48% 13.15%
Taco Bell	23.35%	24.59%	25.24%	Cracker Barrel		11.12%	11.12% 11.5%
Subway	22.46%	24.61%	25.63%	Dairy Queen		10.73%	10.73% 12.37%
Wendy's	20.18%	23.79%	24.9%	Chili's Grill and Bar		10.58%	10.58% 11.37%
Pizza Hut	17.12%	18.81%	19.51%	Red Lobster		10.36%	10.36% 12.61%
Sonic	16.97%	16.02%	15.91%	IHOP (International Hous	e Of	e Of 9.49%	e Of 9.49% 10.9%
Panera Bread	15.96%	14.13%	13.18%	Pancakes)			

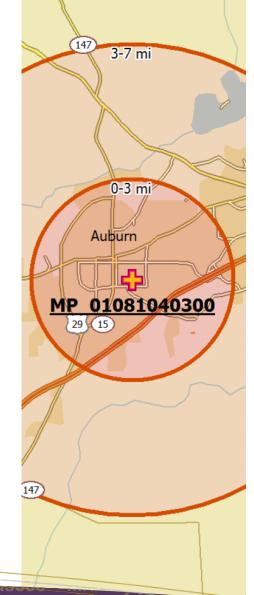


Potential Shared Projects

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!



Union Springs Guin Helena Autaugaville Goodwater Pleasant Groves Notasulga Materieo Anderso Hiton Eutaw Mountain Brook Fairfield Littleville Gulf Shores Fultond Ministry Good Hope Indian Springs Village Mooresville Thomasville Hazel Green Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mini

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	36.85%	39.13%	39.76%
Recycled products	29.65%	29.88%	29.78%
Worked as volunteer (non political)	15.58%	15.43%	15.33%
Engaged in fund raising	9.78%	10.2%	10.27%
Religious club member	7.07%	7.34%	7.43%
Charitable Organization	5.14%	5.03%	4.98%

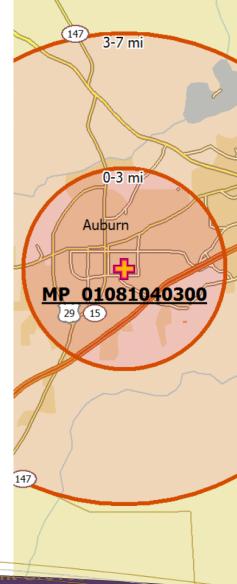
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.01%	5.14%	5.13%
Wrote to editor of mag or newspaper	4.81%	4.9%	4.92%
Took active part in local civic issue	4.52%	4.67%	4.69%
Addressed a public meeting	4.35%	4.36%	4.39%
Fraternal order member	3.98%	4.12%	4.16%
Wrote to editor of mag or newspaper	3.67%	3.6%	3.53%

wille New Site Locust Fork Madrid Georgiana Eufaula Fort Payne Brent Eclectic Loxley Steele Mount of Grove Triana Mulga Tarrant Clayhatchee Harpersville Coker Falky in <u>Intercultural Institute</u> Saraland Riverview Red Level Newville Collinsville Citronelle Autauga for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hillsborgh 2011, Intercultural Institute for Contextual Ministry Hillsborgh 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.



Tranord Powell Hokes Bluff Spanish Fort Rock Creek Odenville Raine <u>Intercultural Institute</u> Franord Powell Hokes Bluff Spanish Fort Rock Creek Odenville Raine <u>Intercultural Institute</u> Selmont-West Selmont Fairhope Lisman Vina Coosada Leesbur for Contextual Ministry for Contextual Ministry 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	16.33%	16.14%	15.97%
Children's Books	12.48%	12.72%	12.76%
Mystery	11.31%	10.99%	10.87%
Cookbooks	8.76%	8.94%	9.07%
Religious (not Bibles)	8.01%	8.47%	8.64%
Romance	7.44%	7.38%	7.32%
Personal/Business	6.09%	6.26%	6.27%
Self-help			
Biography	5.96%	6.1%	6.07%
History	5.81%	5.92%	5.91%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	59.75%	61.93%	62.51%
Gen. Editorial	46.89%	47.79%	47.95%
Womens	44.07%	44.22%	44.16%
Service	32.31%	32.32%	32.39%
Mens	22.39%	21.45%	20.93%
Sports	17.33%	16.61%	16.23%
Music	17.25%	16.92%	16.72%
Business/Finance	16.12%	17.2%	17.44%
Automotive	13.38%	12.78%	12.61%

Clayhatchee Jasper Margaret Pinckard Gainesville Fort Rucker Opelika Albertville Grant North Court Site Mooresville Greenville Kinston Monroeville Russellville Concord Intercultural Institute rsville West Jefferson Troy Andalusia Brundidge Elmore Henagar Mo Jor Confectual Ministry Pecopyright 2011, Intercultural Institute for Contextual Ministry Pecopyright 2011, Intercultural Institute for Contextual Ministry Perovidence Castleberry Livingston Birmingha

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	52.57%	52.25%	52.06%
Classified	33.67%	33.16%	33.11%
Sport	31.51%	31.27%	31.09%
Movie Listings & Reviews	28.73%	27.58%	27.05%
Editorial Page	28.73%	28.43%	28.33%
Business/Finance	26.89%	26.94%	26.79%
Comics	26.88%	26.16%	25.99%
Food/Cooking	22.51%	22.77%	22.92%
TV/Radio Listings	21.29%	21.69%	21.84%
Travel	16.99%	17.36%	17.41%
Science/Technology	16.9%	16.68%	16.53%
Home/Gardening	16.35%	17.29%	17.67%
Fashion	14.45%	14.79%	14.83%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
CHR Contemp Hit Radio	19.97%	19.29%	18.98%
Country	19.73%	18.16%	18.08%
Urban Contemporary	17.96%	21.27%	22.14%
Adult Contemporary	16%	15.43%	15.18%
Rock	12.58%	11.61%	11.28%
Classic Rock	10.95%	9.84%	9.45%
News/Talk	9.21%	9.41%	9.38%
Alternative	9.14%	8.76%	8.44%
Variety	8.96%	9.28%	9.28%
Oldies	8.27%	8.89%	9.05%
Soft Contemporary	6.04%	6.06%	6.03%
Religious	5.89%	5.96%	6.01%
Hispanic	5.26%	4.6%	4.47%
Jazz	4.45%	5.72%	6.14%
All Talk	4.13%	4.09%	3.99%
Classic Hits	4.08%	3.78%	3.65%
All News	3.86%	4.59%	4.78%
Classical	3.5%	3.39%	3.32%

Nauvoo Steele Selmont West Selmont Bear Creek Alabaster Uniontown Russellville Gordon Aliceville Rutledge Abbeville Elmore New Site Thomaston Beaverton Fairhord Intercultural Institute Magnolia Springs Graysville Orange Beach Gordo Coker Nectar Midwa Goldville Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	57.44%	58.68%	59.2%
Soapnet	47.1%	48.4%	48.73%
Satellite Dish	43.7%	45.99%	46.87%
Comedy Central	36.29%	34.34%	33.45%
ESPN Classic	29.9%	26.84%	25.52%
TV Info From Newspapers	28.61%	28.16%	27.94%
Nickelodeon	27.85%	27.77%	27.78%
TV Info From Sunday TV	26.36%	27.04%	27.28%
Magazine			
Other Video-On-Demand	25.45%	30.2%	32.04%
ESPN News	24.94%	22.7%	21.77%
MSNBC	24.46%	26.68%	27.68%
TCM (Turner Classic	22.48%	23.14%	23.34%
Movies)			

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Hallmark Channel	21.69%	22.48%	22.82%
Adult Pay Per View TV	21.38%	24.6%	25.96%
Sci-Fi Channel	21.03%	25%	26.52%
E (Entertainment TV)	20.99%	20.92%	20.78%
Court TV (Courtroom	20.47%	19.36%	18.83%
Television)			
CNN (Cable News Network)	20.36%	19.41%	18.73%
CMT (Country Music	20.29%	19.47%	18.88%
Television)			
ESPN	20.08%	19.35%	18.91%
BET (Black Entertainment	19.71%	20.92%	21.13%
TV)			
Adult Swim	19.62%	20.18%	20.63%
Subscribe Digital Cable	19.58%	23.16%	24.41%
TV Info From Monthly Cable Guide	18.82%	20.02%	20.54%

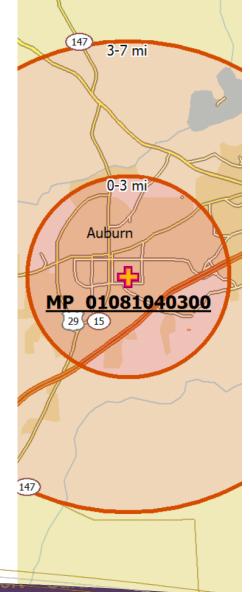
Harpersville Jacksonville Carolina Hanceville Brantley Grimes Newville Argo Dothan Beatrice Pine of Springs Mobile Lester Wadley Gardendale Wilton Fort Deposit Guide Intercultural Institute Hodges Tarrant Calera Chickasaw Ridgeville Needham Homewood Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Springs Summerdale Forestdale Clio Emelle Rivers 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.



nison Rutledge Slocemb Babbie New Hope Sylacauga Centreville North Johns Arab New Brockton G out Kinsey Orange Beach Moores Mill Russellville Priceville Tuscumbia <u>Intercultural Institute</u> in Hayden Town Creek Sardis City Fort Deposit Attalla Newton Silver 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+)	20.04%	19.5%	19.27%
Medium Users (4-6)	9.21%	9.32%	9.31%
Light Users (1-3)	20.59%	20.23%	20.04%
Quintiles (20%)			
Newspaper I (Heavy)	0.55%	0.79%	0.84%
Newspaper II	0.86%	1.03%	1.12%
Newspaper III	1.23%	1.46%	1.55%
Newspaper IV	0.13%	0.21%	0.25%
Newspaper V (Light)	4.62%	3.67%	3.27%

0-3	3-7	7-10
MILES	MILES	MILES
19.6%	19.99%	20.08%
5.05%	6.45%	6.87%
12.75%	12.07%	11.84%
12.38%	12.76%	12.75%
0.41%	0.62%	0.67%
3.58%	4.84%	5.19%
3.74%	3.93%	3.9%
1.85%	2.65%	2.9%
12.28%	13.36%	13.77%
21.15%	21.92%	22.2%
8.18%	10.22%	11.06%
3.88%	4.9%	5.22%
7.85%	7.85%	7.77%
18.9%	20.05%	20.4%
5.57%	5.26%	5.06%
	MILES 19.6% 5.05% 12.75% 12.38% 0.41% 3.58% 3.74% 1.85% 12.28% 21.15% 8.18% 7.85% 18.9%	MILESMILES19.6%19.99%5.05%6.45%12.75%12.07%12.38%12.76%0.41%0.62%3.58%4.84%3.74%3.93%1.85%2.65%12.28%13.36%21.15%21.92%8.18%10.22%3.88%4.9%7.85%7.85%18.9%20.05%

McKenzie Talladega Wadley Reece City West Jefferson Cullman Monroeville Sylvan Springs County Lin Hillsboro Epes Frisco City Orange Beach Alexandria Maytown Ider Intercultural Institute Hartford Madrid Rainbow City Decatur Brantley Gurley Cedar Bluff Confectual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	4.11%	3.53%	3.42%
Drive Time III (Medium)	4.52%	3.58%	3.18%
Radio IV & V (Light)	1.09%	1.53%	1.66%
Radio Media Quntiles (fifths /			
20%)			
Radio I & II (Heavy)	7.05%	8.43%	8.71%
Radio III (Medium)	6.81%	6.16%	5.91%
Radio IV & V (Light)	2.43%	2.85%	3.08%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	8.22%	9.67%	10.21%
Cable III (Medium)	3.64%	3.8%	3.91%
Cable IV & V (Light)	20%	24.42%	25.93%



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]	6.65%	8.17%	8.69%
6:00am - 10:00am	20.29%	19.47%	18.88%
10:00am - 3:00pm	6.86%	7.89%	8.2%
3:00pm - 7:00pm	20.36%	19.41%	18.73%
7:00pm - Midnight	6.94%	8.79%	9.29%
Midnight - 6:00am	3.56%	4.78%	5.12%
Weekend Radio			
Listeners			
Dayparts [summary]	20.47%	19.36%	18.83%
6:00am - 10:00am	2.82%	3.05%	3.16%
10:00am-3:00pm	15.13%	12.51%	11.46%
3:00pm - 7:00pm	6.01%	6.73%	6.92%
7:00pm - Midnight	6.66%	7.76%	8.09%
Midnight - 6:00am	7.22%	9.29%	9.8%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	17.27%	14.54%	13.57%
Saturday: 8:00-11:00pm	5.06%	6.15%	6.58%
Sunday: 7:00-11:00pm	8.13%	8.43%	8.59%
9:00am-1:00pm	17.6%	19.48%	20.32%
9:00am-4:00pm	19.58%	21.98%	23.1%
4:00pm-7:00pm	18.85%	22.55%	23.65%
11:00pm-1:00am	31.21%	34.07%	35.34%
AVG Prime time	1.76%	2.54%	2.79%
Mon-Sun			

field Excel Kansas Houndville Needham Headland Coaling Goldville Loachapoka Sand Rock Culimar Onatchee Aliceville Childersburg Allgood New Brockton Midway Intercultural Institute ennington Edwardsville Ladonia Bay Minette Argo Beaverton Clay Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	20.08%	19.35%	18.91%	Sat: 7-10am	Sat: 7-10am 12.41%	Sat: 7-10am 12.41% 14.06%
7-9am	16.17%	17.96%	18.54%	Sat: 10am-1pm	Sat: 10am-1pm 9.7%	Sat: 10am-1pm 9.7% 9.6%
9am-12noon	14.84%	15.92%	16.53%	Sat: 1-4pm	Sat: 1-4pm 27.49%	Sat: 1-4pm 27.49% 26.93%
12noon-4pm	4.74%	6.07%	6.56%	Sat: 4-6pm	Sat: 4-6pm 4.57%	Sat: 4-6pm 4.57% 5.25%
4-6pm	37.16%	40.57%	41.72%	Sat: 6-7pm	Sat: 6-7pm 1.09%	Sat: 6-7pm 1.09% 1.36%
6-7pm	19.7%	19.4%	19.25%	Sat: 7-8pm	Sat: 7-8pm 0.78%	Sat: 7-8pm 0.78% 0.94%
7-7:30pm	1.22%	1.34%	1.39%	Sat: 8-11pm	Sat: 8-11pm 5.06%	Sat: 8-11pm 5.06% 6.15%
7:30-8pm	6.88%	7.99%	8.55%	Sat: 11pm-1am	Sat: 11pm-1am 3.34%	Sat: 11pm-1am 3.34% 4.2%
8-11pm	17.27%	14.54%	13.57%	Sat: 1am-7pm	Sat: 1am-7pm 15.07%	Sat: 1am-7pm 15.07% 17.43%
11pm-12am	24.46%	26.68%	27.68%	Sun: 7-10am	Sun: 7-10am 1.64%	Sun: 7-10am 1.64% 1.82%
11pm-1am	31.21%	34.07%	35.34%	Sun: 10am-1pm	Sun: 10am-1pm 4.31%	Sun: 10am-1pm 4.31% 4.72%
1-6am	21.41%	24.65%	25.47%	Sun: 1-4pm	Sun: 1-4pm 3.82%	Sun: 1-4pm 3.82% 4.39%
				Sun: 4-7pm	Sun: 4-7pm 10.39%	Sun: 4-7pm 10.39% 10.77%
				Sun: 7-11pm	Sun: 7-11pm 8.13%	Sun: 7-11pm 8.13% 8.43%
				Sun: 11pm-1am	Sun: 11pm-1am 3.93%	Sun: 11pm-1am 3.93% 4.26%
				Sun: 1-7am	Sun: 1-7am 15.48%	Sun: 1-7am 15.48% 16.9%

Loachapoka Huntsville Woodville South Vinemont Kimberly Coker Holly Pond Dothan Stevenson Enwood Level-Plains York Moody Maytown Daphne Epes Skyline Ussville Vernon Repton Cuba Fairfield Beatrice Gadsden Midway Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

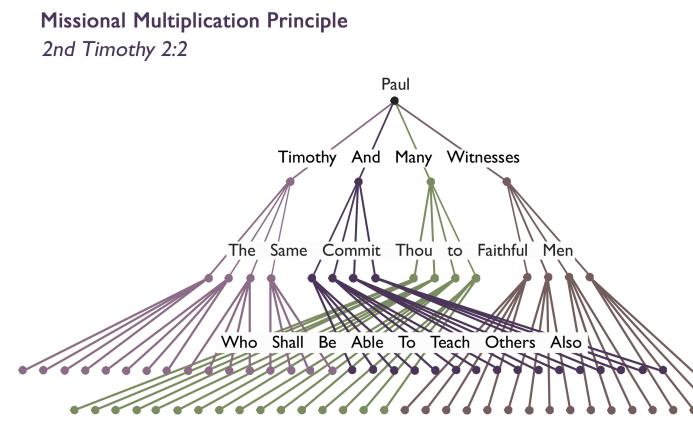
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

stover Mooresville Jasper Concord Lake Purdy Hodges Camden Mignon Headland Florala Pisgah G Haysville Indian Springs Village Enterprise Powell Dora Belk Collinsviller Intercultural Institute and Garden City Gordonville Fulton Sweet Water Anderson Wilsonville for Confectual Ministry Baileyton Na Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Altoona Spanish Fort Hollywood Centre Troy Underwood

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.



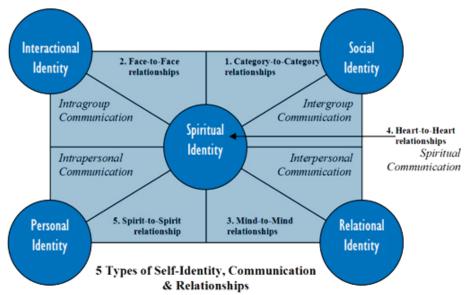
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Establishing Redemptive Relationships

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.



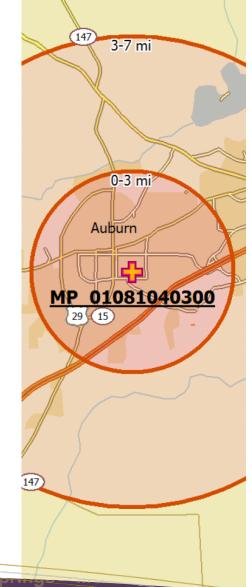
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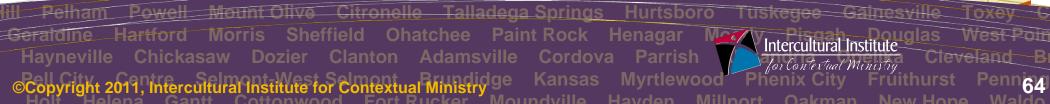
Your MissionSite and the Missional Suite

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

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

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





Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Auburn First	128 E Glenn Ave Auburn, AL 36830	0.44 mi	361	Plateauing
2	Journey Church	555 Old Stage Rd Suite 2B Auburn, AL 36830	1.23 mi	70	Plateauing
3	Parkway	766 E University Dr Auburn, AL 36830	1.43 mi	488	Plateauing
4	Lakeview	1600 E Glenn Ave Auburn, AL 36830	1.83 mi	1,253	Plateauing
5	North Ridge	89 Lee Rd 91 Auburn, AL 36830	2.02 mi	96	Growing
6	Grace Heritage	PO Box 1510 Auburn, AL 36831	2.10 mi	70	Growing
7	West Auburn	536 Webster Rd Auburn, AL 36832	2.96 mi	47	Growing
8	Airview	2301 Airport Rd Opelika, AL 36801	3.20 mi	100	Declining
9	East View	1208 Spring Dr Opelika, AL 36801	3.82 mi	19	Growing
10	Pepperell	2702 2nd Ave Opelika, AL 36801	4.17 mi	199	Declining
11	Purpose	PO Box 4193 Opelika, AL 36803	4.52 mi	45	Growing
12	Farmville	3607 Al Highway 147 N Auburn, AL 36830	4.59 mi	225	Plateauing
13	Central	1611 2nd Ave Opelika, AL 36801	5.58 mi	140	Growing
14	High Hope	227 Lee Road 673 Auburn, AL 36832	5.62 mi	9	Growing
15	Opelika First	PO Box 329 Opelika, AL 36803	6.49 mi	1,350	Growing

ks Webb New Hope Trafford Yellow Bluff Red Bay Fairhope McDonald Chapel Beatrice Creola Color Frattville Moundville Kellyton Jasper Hollywood Anniston Holly Pond Alter York Daphne Stock Ashford Belk St. Florian Reece City Cedar Bluff Brewton Natural Brid Copyright 2011, Intercultural Institute for Contextual Ministry Cowarts Auburn West Point Foley McIntosh Hillsbo 66 Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Loachapoka	PO Box 68 Loachapoka, AL 36865	6.71 mi	22	Declining
17	Chewacla	1401 Chewacla Rd Opelika, AL 36804	7.70 mi	31	Growing
18	Northside	3001 Lafayette Pkwy Opelika, AL 36801	8.59 mi	31	Growing
19	Providence	2807 Lee Road 166 Opelika, AL 36804	8.69 mi	360	Plateauing
20	Union Grove	4009 Lee Road 391 Opelika, AL 36804	10.05 mi	121	Growing
21	Liberty	2701 W Point Pkwy Opelika, AL 36804	10.69 mi	73	Declining
22	Waverly	PO Box 10 Waverly, AL 36879	11.26 mi	42	Declining
23	Concord	PO Box 98 Notasulga, AL 36866	11.51 mi	38	Declining
24	Notasulga First	PO Box 385 Notasulga, AL 36866	12.28 mi	53	Growing
25	Ridge Road	5465 Lee Road 390 Opelika, AL 36804	12.33 mi	37	Growing
26	Society Hill	16155 US Hwy. 80 W Opelika, AL 36804	12.58 mi	36	Declining
27	Salem First	PO Box 96 Salem, AL 36874	14.00 mi	17	Growing
28	Pleasant Grove	5805 Lee Road 401 Salem, AL 36874	14.07 mi	68	Plateauing
29	Wallace Chapel	7444 US Highway 29 N Cusseta, AL 36852	14.81 mi	37	Plateauing
30	Salem Macon	4647 Tallapoosa St Notasulga, AL 36866	15.56 mi	104	Declining

Nauvoo Butler North Johns Winfield Clio Lester Moundville Brent Faunsdale Grant Newton Tusk Childersburg Brookside Irondale Eva Walnut Grove Madrid Davistor Intercultural Institute Cusseta Bay Minette Coffee Springs Orrville Vernon Forkland Vance for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Antioch	94 Roxanna Rd Camp Hill, AL 36850	15.58 mi	19	Plateauing
32	Shiloh	5125 US Highway 80 W Opelika, AL 36804	15.61 mi	58	Declining
33	Cusseta	PO Box 122 Cusseta, AL 36852	16.16 mi	20	Plateauing
34	Antioch	20130 Veterans Memorial Pkwy Lafayette, AL 36862	16.80 mi	50	Declining
35	Camp Hill	PO Box 307 Camp Hill, AL 36850	17.03 mi	85	Growing
36	Cornerstone	9785 US Highway 29 N Cusseta, AL 36852	17.38 mi	69	Growing
37	Johnson Chapel	3122 County Road 388 Valley, AL 36854	17.47 mi	69	Declining
38	Tuskegee First	PO Box 830098 Tuskegee, AL 36083	17.74 mi	15	Declining
39	Concord	321 Lee Road 251 Salem, AL 36874	17.79 mi	201	Plateauing
40	Grace	2344 US Highway 29 Valley, AL 36854	18.48 mi	64	Growing
41	Center	2511 County Road 33 Lafayette, AL 36862	18.51 mi	53	Growing
42	Sandy Creek	PO Box 813 Camp Hill, AL 36850	18.55 mi	11	Growing
43	Beulah	5500 Lee Road 270 Valley, AL 36854	18.73 mi	97	Growing
44	Reeltown First	16963 Highway 49 S Notasulga, AL 36866	18.89 mi	88	Plateauing
45	Rocky Mount	115 Lee Road 804 Valley, AL 36854	19.23 mi	69	Declining

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