MissionSite top unreached locations

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MissionSite (TM) Table of Contents

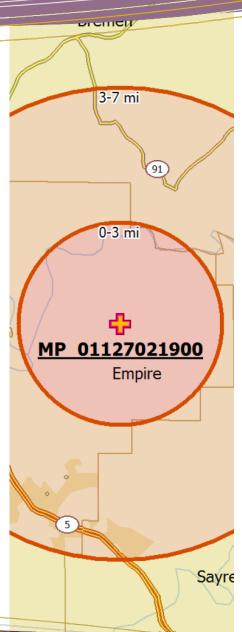
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enix City Dodge City Uniontown Cullman Ragland Centre Meridianville Fayette Napier Field Brent Talk Sey Madrid Hobson City Glenwood Edgewater York Owens Cross Road Intercultural Institute Fort Payne Maplesville Leeds Newville Lowndesboro Paint Rock Dave Cito Sylvania Fairhope Undervo Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary

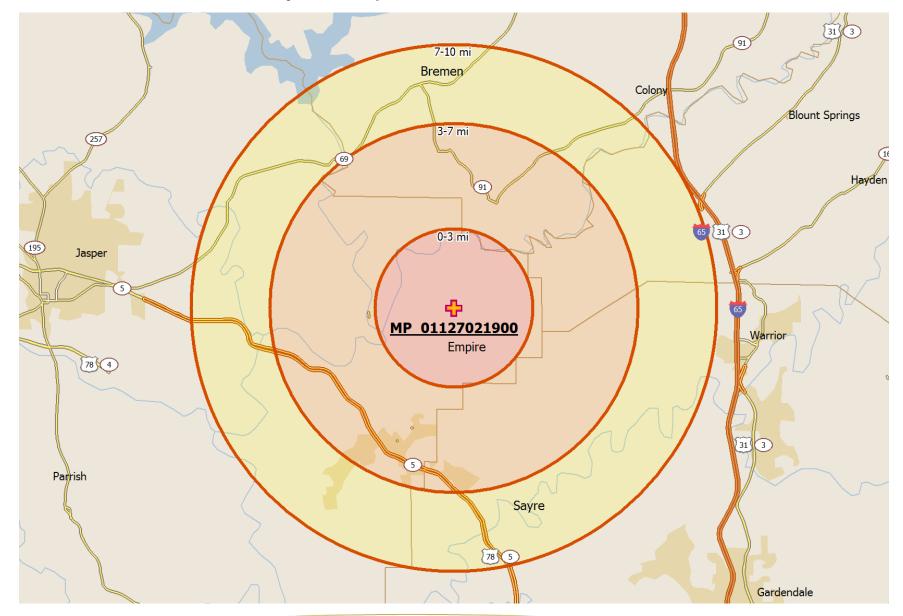
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1940	Walker
3	District	09	West Central District
4	County Location	01127	Walker
5	Zipcode	35063	Walker
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	E3	10000-50000-10000



Minor Thorsby Livingston Henagar Centreville Malvern Daphne Vestavia Hills Alexander City McKin or Payne New Market Columbia Millry Lynn Skyline Ridgeville Sila (Intercultural Institute Scottsboro Redstone Arsenal Moody Billingsley Anderson Piedmont Of Confectual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Moderid Davide Device Clep Allen Bhil Company

Site Location Summary - Map of the Site Location



Sant Grove Robertsdale Jacksonville Mount Vernon Thomaston Harvest Selma Hayneville Cottonwood Springs Napier Field Gadsden Reform Lisman Parrish Blue Springs Intercultural Institute Riverside Foley Gaylesville Baileyton Rogersville Decatur West Jeffer (on Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD	EXPLANATION
		Е	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Elkmont Arley Gu-Win Madrid Thomasville Ashland Millry Lake View Coosada Jacksons' Gap Orrect Allen Westover Wilsonville North Johns Level Plains Trinity Saks Steven Intercultural Institute adonia Rainsville St. Florian Owens Cross Roads Rutledge Collinsville or Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,785	15,255	16,593
2010 Households	1,066	5,865	6,321
2010 Group Quarters Population	0	48	145

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	8	23	10
Language Diversity National Index	0	3	9
Foreign Born Diversity National Index	24	45	43
Ancestry Diversity National Index	56	56	56
Racial Diversity National Index	8	18	20

Benton Parrish Brantley New Hope Snead Saraland Hobson City Dozier Elmore Valley Sipsey An Creek Toxey Sumiton Pleasant Grove Camp Hill Jemison Underwork Intercultural Institute Dauphin Island Yellow Bluff Beatrice Harpersville Coffeeville Pisgah Copyright 2013, Intercultural Institute for Contextual Ministry Blue Ridge Langston Silvernill Waterloo Pickensville Mountainboro

Site Location Summary - County Environment

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

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

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

Pike Road Avon River Falls Courtland Wilsonville Detroit Beatrice Excel Red Level Fairview Tria Gaylesville Gantt Rock Creek Snead Sylvania Dutton Warrior Linder Intercultural Institute Ranburne Cottonwood Foley Reece City Weaver Greenville Mooresview Dignon Moody Deatsville 70 Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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	21	1.97%
Mainstay Communities	Established, Diverse Households	7	0.66%
Working Communities	Blue-collar, Working Families	180	16.89%
Country Communities	Rural, Agri. & Mining Families	653	61.26%
Aspiring Communities	Young Singles / Aspiring-Multihousing	0	0%
Urban Communities	High Density, Inner-city Neighborhoods	204	19.14%

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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.



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	16,311	575	3.52%
Unreached %	59.22%	53.93%	91.06
Religious But NOT Evangelical HH	3,465	108	3.1%
Religious But NOT Evangelical %	12.58%	10.09%	80.2
Spiritual But NOT Relig or Evang HH	2,487	86	3.45%
Spiritual But NOT Relig or Evang %	9.03%	8.05%	89.09
Not Evangelical, Not Interested HH	10,424	382	3.66%
Not Evangelical, Not Interested %	37.85%	35.79%	94.57



Habaster Annisten Clayton Millport Babbie Forestdale Vance Tillmans Corner Addison Geiger County and Waterloo Hayneville Mignon Bessemer Woodville Coaling Hale Intercultural Institute ural Bridge Selmont-West Selmont Northport Adamsville Rehobeth Lips for Confectual Ministry Confectual Ministry Bridgeport Prattville Nauvoo Henagar Geraldine Confectual Confectual 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	85	3	3.53%
Active ALSBOM Attenders	8,073	166	2.06%
Active Evangelical Households	8,801	384	4.36%
Active Evangelical Percent	31.96%	36.03%	112.76
Inactive Evangelical Households	2,429	106	4.38%
Inactive Evangelical Percent	8.82%	9.98%	113.14
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	New Canaan	2.14 mi	61	Declining	16	New Bethel 1	7.12 mi	75	Growing
2	Little Vine	2.20 mi	57	Growing	17	Dora Second	7.34 mi	46	Plateauing
3	Empire	2.36 mi	48	Growing	18	Barton Chapel	7.41 mi	39	Growing
4	Pisgah	3.10 mi	157	Declining	19	Good Hope	7.48 mi	101	Plateauing
5	Mt. Hope	4.04 mi	37	Growing	20	Union Missionary	7.57 mi	36	Declining
6	Aiken Grove	4.09 mi	27	Declining	21	Bethel	7.76 mi	300	Growing
7	Argo First	4.49 mi	71	Declining	22	Antioch	7.89 mi	36	Growing
8	Sumiton	4.97 mi	62	Plateauing	23	Burnwell	8.14 mi	45	Declining
9	New Temple	5.49 mi	328	Declining	24	Mt. View	8.16 mi	41	Declining
10	Temple Hill	5.53 mi	81	Declining	25	Union Chapel	8.23 mi	45	Plateauing
11	Harmony	5.63 mi	42	Plateauing	26	New Vision	8.27 mi	40	Plateauing
12	Grace	5.85 mi	201	Plateauing	27	Calvary	8.43 mi	73	Growing
13	Dora First	6.44 mi	178	Declining	28	Boldo First	8.50 mi	139	Growing
14	Arkadelphia	6.69 mi	26	Growing	29	Sayre	8.83 mi	26	Declining
15	Mt. Zion	7.11 mi	348	Plateauing	30	Philadelphia	9.22 mi	75	Declining

end Elmore Oak Grove Goldville East Brewton Crossville Homewood Midway Valley Robertsdale Hame ton Ariton Pennington Piedmont Guntersville Hodges Memphis Monter Intercultural Institute (or Elba Kellyton Smiths Station St. Florian Weaver Webb Gainesville for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

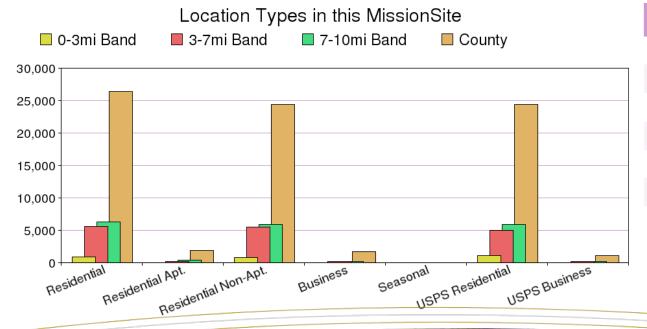
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	67,670	2,582	3.82%
2000 Population	70,713	2,809	3.97%
2010 Population	68,785	2,785	4.05%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	25,554	928	3.63%
2000 Households	28,364	1,078	3.8%
2010 Households	27,541	1,066	3.87%

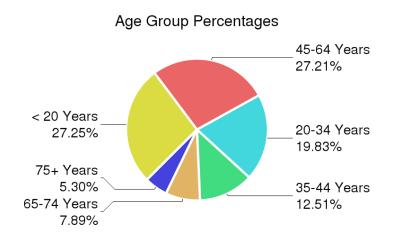


Location Type	0-3mi Band
Residential	868
Residential Apt.	26
Residential Non-Apt.	842
Business	9
Seasonal	0
USPS Residential	1,145
USPS Business	13

eonta Loxiey Petrey Union Springs Paint Rock West Blocton Steele Boligee Phenix City Coffeeville R Cardin Carolina Lynn Geiger Pell City Thomaston Leeds Alexandria Intercultural Institute Vest Jefferson Silverhill Gordonville Addison Alabaster Camden Dotha Confectual Ministry Confectual Ministry Verne Ruguley Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

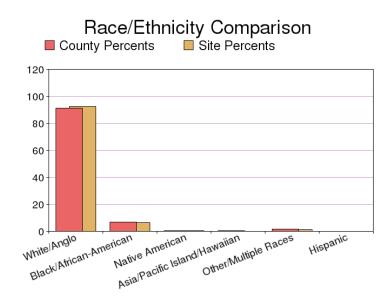


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.68%	5.96%	127.35
4-5 Years	2.46%	2.62%	106.5
6-8 Years	3.75%	4.88%	130.13
9-11 Years	3.77%	4.49%	119.1
12-13 Years	2.52%	2.98%	118.25
14-17 Years	4.94%	4.49%	90.89
18-19 Years	2.46%	1.87%	76.02
0-5 Years	7.14%	8.58%	120.17
6-12 Years	8.78%	10.95%	124.72
13-19 Years	8.66%	7.76%	89.61
< 20 Years	24.58%	27.29%	111.03
20-34 Years	17.75%	19.86%	111.89
35-44 Years	12.68%	12.53%	98.82
45-64 Years	27.34%	27.25%	99.67
65-74 Years	9.69%	7.9%	81.53
75+ Years	7.96%	5.31%	66.71
Median Age	41	34	81.78
Median Age (Male)	39	33	84.02
Median Age (Female)	43	38	88.08

rdy Harpersville Bon Air Aliceville Columbiana Ardmore Excel Paint Rock Headland Blue Springs Re nevalto Carbon Hill Coffeeville Sumiton Hillsboro Madison Bayou La Britercultural Institute aylor Huguley Guin Heflin Pollard Addison Gordonville Autaugaville ¹Copyright 2013, Intercultural Institute for Contextual Ministry Hartselle Hobson City Greensboro Eutaw Dutton Sa16

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	91.19%	92.35%	101.27
Black, African-American	6.68%	6.36%	95.1
Native American	0.32%	0.22%	67.98
Asian	0.27%	0%	0
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	1.52%	1.08%	71.04
Hispanic	0%	0.79%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	48,055	1,837	
Less than 9th Grade	7.38%	11.32%	65.21
No High School Diploma	14.67%	16.22%	90.42
Lligh Cabool Craduate	00.070/	07 000/	00.44

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	48,055	1,837	
Less than 9th Grade	7.38%	11.32%	65.21
No High School Diploma	14.67%	16.22%	90.42
High School Graduate	36.37%	37.83%	96.14
Some College, no degree	24.07%	19.71%	122.13
Associate Degree	8.35%	8.76%	95.28
College Degree	4.56%	2.94%	155.24
Graduate/Prof. degree	4.59%	3.21%	143.06

Mount Olive Minor Mignon Vina Dayton Castleberry Brilliant Edgewater Mountain Brook Ashford Wile Level Plains Kinston Hytop Blue Ridge McIntosh New Site Wood Addison Oxford Cooseda See Lipscomb Citronelle Anniston Lanett Sylvania Talladega Springs for Contextual Institute Secopyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Courtband Russellville Warrior Carrollton Adamsville

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	10.26%	10.6%	141.58
\$10,000 to \$19,999	16.15%	19.61%	121.42
\$20,000 to \$29,999	14.94%	17.26%	115.5
\$30,000 to \$49,999	19.32%	19.14%	99.05
\$50,000 to \$59,999	8.49%	11.44%	134.87
\$60,000 to \$69,999	7.66%	4.69%	61.25
\$70,000 to \$79,999	5.42%	4.6%	84.74
\$80,000 to \$89,999	3.85%	3.1%	80.51
\$90,000 to \$99,999	2.61%	1.59%	61.09
\$100,000 to \$124,999	6.01%	5.07%	84.35
\$125,000 to \$149,999	2.5%	1.41%	56.25
\$150,000 to \$199,999	1.5%	0.09%	6.24
\$200,000 to \$249,999	0.38%	0%	0
\$250,000 or more	0.91%	1.31%	144.1
Median Household	37,181	32,632	87.77
Average Household	52,086	50,014	96.02
Per Capita Household	21,174	19,144	90.41
Family/Non-Family Household			
Income			
Median Family Income	47,127	39,484	83.78
Average Family Income	60,321	48,109	79.75
Median Non-Family Income	20,765	31,300	150.73
Average Non-Family Income	31,616	46,372	146.67

18

ard Phil Campbell Pleasant Grove Addison Calera Vestavia Hills Frisco City Heath Vernon Falkville Semer Fruithurst Goodwater Homewood Wilsonville Snead Slocomb Intercultural Institute Samson Valley Selma Eclectic Wadley West Point Benton Jackson Intercultural Institute for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.31%	74.11%	103.92
Families with Children	34.16%	37.9%	110.94
Families without Children	37.15%	36.21%	97.47
Non-Family Households			
% Non-Family Households	28.69%	25.89%	90.25
Non-Families with Children	0.06	0.09	161.47
Non-Families without Children	28.63	25.8	90.11
Housing Units			Index
Total Housing Units	33,706	1,275	
Vacant percent	18.29%	16.39%	89.62
Owned percent	62.19%	68.24%	109.71%
Rented Percent	19.52%	15.37%	78.77
Households by Size			Index
Avg household size	2.46	2.61	106.1
Avg family hh size	3.00	3.12	104
Avg non-family hh size	1.11	1.15	103.6
Households By Count of Persons			Percent
One	7,159	256	3.58%
Two	9,217	329	3.57%
Three or Four	9,193	389	4.23%
Five+	1,972	93	4.72%

Anderson Mount Vernen Vestavia Hills Petrey Shiloh Smoke Rise Cordova Eutaw Talladega Springs E kman Center Point West Blocton Heath Rock Creek Benton Sanford The Direcultural Institute Orange Beach Geneva Rainsville Brent Orrville Dadeville Wetumpka Cosada Gordon Providence 19 effectopyright 2013, Intercultural Institute for Contextual Ministry New Brockton Sumiton Wilton New Hope Sulligent

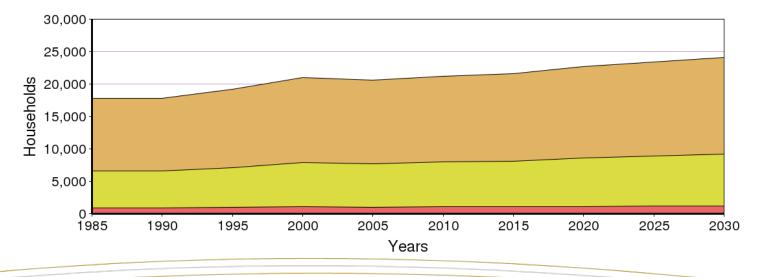
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	67,670	2,582	3.82%
2000 Population	70,713	2,809	3.97%
2010 Population	68,785	2,785	4.05%
2015 Population	68,991	2,823	4.09%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

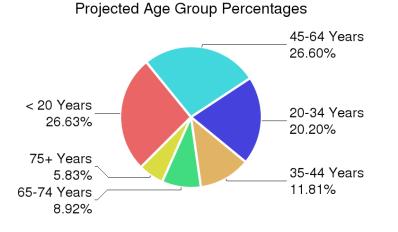
📕 0-10mi Ring



Prichard Holly Pond Collinsville Lynn Lake Purdy Lincoln Petrey Faikville Woodland Hurtsboro Raif Meridianville Autaugaville South Vinemont Vincent Citronelle Thomas Intercultural Institute Montevallo Montgomery Belk Satsuma Castleberry West Jefferson Nove for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

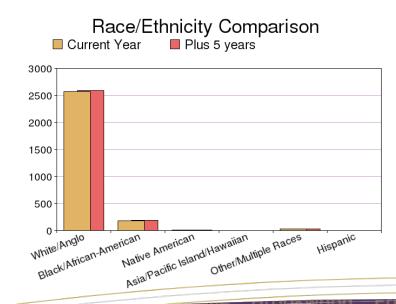


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.96%	4.89%	82.05
4-5 Years	2.62%	2.41%	91.98
6-8 Years	4.88%	4.85%	99.39
9-11 Years	4.49%	4.39%	97.77
12-13 Years	2.98%	3.01%	101.01
14-17 Years	4.49%	4.75%	105.79
18-19 Years	1.87%	2.37%	126.74
0-5 Years	8.58%	7.3%	85.08
6-12 Years	10.95%	10.8%	98.63
13-19 Years	7.76%	8.57%	110.44
< 20 Years	27.29%	26.67%	97.73
20-34 Years	19.86%	20.23%	101.86
35-44 Years	12.53%	11.83%	94.41
45-64 Years	27.25%	26.64%	97.76
65-74 Years	7.9%	8.93%	113.04
75+ Years	5.31%	5.84%	109.98
Median Age	41	34	83.53
Median Age (Male)	39	32	81.69
Median Age (Female)	43	39	90.53

Taylor Webb Trafford Hillsboro Lisman Babbie Steele Union Berry Saks Gadsden Hayneville A Sylacauga Hackleburg Luverne Maytown Hoover Blue Springs Intercultural Institute Waverly New Hope Dayton Point Clear Woodville Hytop Underwood for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	92.35%	91.85%	99.46
Black, African-American	6.36%	6.87%	108.13
Native American	0.22%	0.25%	115.1
Asian	0%	0%	0
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.08%	0.99%	92.08
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,837	1,857	
Less than 9th Grade	11.32%	8.72%	77.05
No High School Diploma	16.22%	13.35%	82.33
High School Graduate	37.83%	38.83%	102.62
Some College, no degree	19.71%	22.4%	113.68
Associate Degree	8.76%	10.23%	116.74
College Degree	2.94%	2.75%	93.43
Graduate/Prof. degree	3.21%	3.72%	115.69

Fayette Bessemer Ardmore Sweet Water Jacksonville Fort Payne Goldville Leesburg Eufaula Gle caloosa Mount Olive Wilton Carbon Hill Sylvan Springs Point Clear Content Intercultural Institute Rutledge Pleasant Groves Somerville Lake Purdy Snead Cleveland Events for Content al Ministry Maytown Plea Copyright 2013, Intercultural Institute for Contextual Ministry Highland Lake Chelsea Midway Vance Margaret Nor 22 Highland City Summerdale Kennedy Lake View Hueve

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	10.6%	9.05%	85.36
\$10,000 to \$19,999	19.61%	19.76%	100.79
\$20,000 to \$29,999	17.26%	17.27%	100.04
\$30,000 to \$49,999	19.14%	18.19%	95.05
\$50,000 to \$59,999	11.44%	11.82%	103.27
\$60,000 to \$69,999	4.69%	5.17%	110.24
\$70,000 to \$79,999	4.6%	4.34%	98.43
\$80,000 to \$89,999	3.1%	3.14%	95.45
\$90,000 to \$99,999	1.59%	1.66%	104.22
\$100,000 to \$249,999	5.07%	6.19%	122.13
\$125,000 to \$149,999	1.41%	1.57%	111.55
\$150,000 to \$199,999	0.09%	0.18%	196.86
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	1.31%	1.48%	112.49
Median Household	32,632	34,113	104.54
Average Household	50,014	55,468	110.9
Per Capita Household	19,144	21,279	111.15
Family/Non-Family Household			
Income			
Median Family Income	39,484	41,765	105.78
Average Family Income	48,109	54,294	112.86
Median Non-Family Income	31,300	29,855	95.38
Average Non-Family Income	46,372	48,861	105.37

Bay Minette Headland Pine Ridge Greenville Atmore Altoona Concord Eldridge Vestavia Hills Nectar Jemison Franklin Brent Moody Clio Pleasant Grove Belk Mobile Intercultural Institute Hobson City Owens Cross Roads Town Creek Theodore Marion Concord Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	74.11%	73.78%	99.55
Families with Children	37.9	37.95	100.14
Families without Children	36.21	36.47	100.73
Non-Family Households			
% Non-Family Households	25.89%	26.22%	101.28
Non-Families with Children	0.09	0	101.28
Non-Families without	25.8	26.22	101.65
Children			
Housing Units			
Total Housing Units	1,275	1,290	101.18%
Vacant percent	16.39%	16.05%	97.89
Owned percent	68.24%	68.29%	100.09
Rented Percent	15.37%	15.66%	101.86
Households by Size			
Avg household size	2.61	2.61	100%
Avg family hh size	3.12	3.14	100.64%
Avg non-family hh size	1.15	1.10	95.65%
Households By Count of			
Persons			
One	256	263	102.73%
Two	329	327	99.39%
Three or Four	389	393	101.03%
Five+	93	101	108.6%

ston Springville Gorden Newton Bay Minette Lowndesboro Pine Hill Vernon Aliceville North Courtland Needham Redstone Arsenal Sipsey Waterloo Garden City New Brockter Redersville Mentone Carrol Ien Adamsville Albertville Gaylesville Coosada Hokes Bluff McIntosh Jor Contextual Ministry e Copyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry 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:	IN: 0-3	IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	0	32	134	Eastern Afric	а	a 0	a 0 0
Northern Europe	0	2	4	Middle Africa		0	0 0
Western Europe	0	4	20	Northern Africa		0	0 0
Southern Europe	0	0	0	Southern Africa		0	0 0
Eastern Europe	0	0	0	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	0	1	14	Oceania		0	0 0
So. Central Asia	0	3	37	Caribbean	С)) 1
SE Asia	0	6	5	Central Amer.	0		14
Western Asia	0	1	5	South America	0		0
Other Asia	0	0	0	North America	0		0
				Born at sea	0		0

Mullen Needham Florala Wadley Loachapoka Eva Twin Glencoe Childersburg Maytown Cuntersville Hamilton Libertyville Courtland Red Level Hartselle Chickasaw United Intercultural Institute Flomaton Bon Air Falkville Shorter Lisman Monroeville Malvern Gar for Confectual Ministry Ocopyright 2013, Intercultural Institute for Contextual Ministry Baileyton Newbern Level Hartselle Carrollton Grove Hill Spead Chatom Hollywood Fauns

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	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	2,392	13,712	13,793	Other Indo-Euro	0	4	1
Spanish	10	125	236	Asian/PI languages	0	0	0
Other Indo-Euro	0	100	107	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	0	12	41	Korean	0	0	10
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	2	Miao, Hmong	0	0	0
Portuguese	0	24	4	Thai	0	0	0
German	0	40	30	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	9	0	Other Asian	0	0	20
A Scandinavian	0	0	0	Tagalog	0	0	6
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	21	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	11	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	10	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

tdale Opp Midfield Pickensville Forkland Twin Belk Oak Hill Fort Rucker Lakeview Fairfield Rehobe Server Sardis City Vestavia Hills Moores Mill Coosada Madrid Bon Air Intercultural Institute Vania Prattville Douglas Providence Petrey Coker Haleyville Ridgeville Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry 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	1,324	9,713	9,675	Irish	Irish 100	Irish 100 1,036
Arab	0	6	4	Italian	Italian 29	Italian 29 155
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	11	5	Norwegian	Norwegian 3	Norwegian 3 36
British	0	74	34	Polish	Polish 6	Polish 6 48
Canadian	0	0	4	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	5	0	Russian	Russian 0	Russian 0 19
Czechoslovak	0	7	5	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	2	2	Scotch-Irish	Scotch-Irish 18	Scotch-Irish 18 165
Dutch	0	142	100	Scottish	Scottish 5	Scottish 5 217
English	116	995	894	Slovak	Slovak 5	Slovak 5 0
European	0	50	149	Subsaharan African	Subsaharan African 0	Subsaharan African 0 13
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 0
French (not Basque)	12	97	146	Swiss	Swiss 0	Swiss 0 0
French Canadian	0	8	34	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	72	477	478	US/American	US/American 825	US/American 825 4,325
Greek	0	0	18	Welsh	Welsh 0	Welsh 0 28
Hungarian	0	0	7	West Indian	West Indian 0	West Indian 0 4
Iranian	0	0	3	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 133	Other 133 1,794

rantley Hokes Bluff Gordonville Colony Abbeville Rockford Malvern Trinity Mulga Nectar Anderson Et Blocton Shorter New Hope Lineville Lake View Cherokee Grant Kepo Intercultural Institute es Fairfield Heath Sipsey Elba Eva Babbie Glenwood Dozier Snea for et al Ministry for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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Using the Demographic Indicators

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

Issues for Your Consideration

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



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?

alkville Akron Lisman Smoke Rise Minor Good Hope Madison Mountain Brook McKenzie Decatur Car Slocomb Gardendale Leesburg West Jefferson Centre Kimberly Valley Intercultural Institute ville York Ozark Brantley Springville Gainesville Enterprise Linden Jor Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

3-7 mi 0-3 mi MP 01127021900 Empire Sayre

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ranklin Center Point Hoover Ozark Underwood-Petersville Ashford Cuba Geneva Ariton Columbiana Formas Reckford Holly Pond Slocomb Union Grove Dutton Ashville <u>Intercultural Institute</u> rrollton Mentone Rogersville McKenzie Belk Ardmore Riverside Lake (or for for function) sville Graysville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Convertion Demonstration Demonstration Andelusion Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,066	100%	575	100%
AFFLUENT SUBURBIA	21	1.97%	15	2.61%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	21	1.97%	15	2.61%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	7	0.66%	4	0.7%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	7	0.66%	4	0.7%
Mid-Market Enterprise	0	0%	0	0%

Sylvania Pisgah Weaver Town Creek Mignon Lineville Rehobeth Robertsdale Pell City Mentone H He Aliceville Brookside Tallassee Langston Millport Natural Bridge Intercultural Institute ta Moulton Waverly Heath Linden Hokes Bluff Midland City Bakerhil For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,066	100%	575	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	180	16.89%	124	21.57%
Steadfast Conservative	173	16.23%	119	20.7%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	7	0.66%	5	0.87%

Sulligent Smiths Station Daleville Russellville Dadeville Douglas Loachapoka Red Level Carroliton Service Owens Cross Roads Clanton Kellyton Scottsboro Anniston Merry Intercultural Institute Grove Woodstock Falkville Thorsby Dauphin Island Valley Head Sylav Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,066	100%	575	100%
REMOTE AMERICA	226	21.2%	137	23.83%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	44	4.13%	26	4.52%
Coal & Crops	182	17.07%	111	19.3%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	0	0%	0	0%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	0	0%	0	0%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	427	40.06%	176	30.61%
Industrious Country Living	3	0.28%	2	0.35%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	424	39.77%	174	30.26%

Regersville Wedowee Loxley Bakerhill Cardiff Epes Athens Westover Linden Pine Ridge Eldridge Redstone Arsenal Yellow Bluff Cedar Bluff Chatom Oneonta Coosada Vina Brilliant Tillmans Corner Harvest Forestdale Florence Sand for Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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 & Perce	ent
Total	1,066	100%	575	100%
STRUGGLING SOCIETIES	202	18.95%	118	20.52%
Rugged Southern Style	202	18.95%	118	20.52%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2	0.19%	1	0.17%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	2	0.19%	1	0.17%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Bessemer Hoover Coker Napier Field Leeds Center Point Jasper Sylacauga Concord Guntersville W Sulfgent Adamsville Lincoln Summerdale Pisgah Fayette Sardis Circo Intercultural Institute Ariton Warrior Cowarts Vredenburgh Demopolis Eldridge Camp Hill for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Prent
McIntosh
Ohatchee
Kellyton
Fultondale
Ariton
Kansas
Carolina
Millport
Coffee Springs
Herlin

St. Florian
Madison
Thomaston
Phil Campbell
Camden
Eutaw
Fairlow
<td

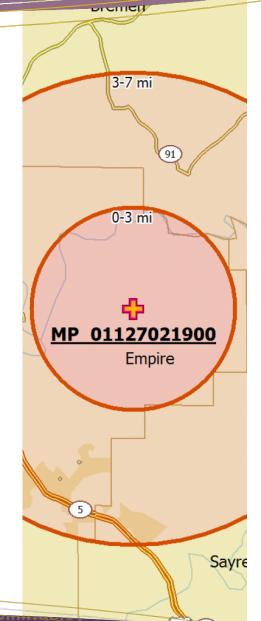
Potential Cultural Bridges

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).



Ragland Blountsville Eva Kinston Parrish Nauvoo Kansas Babbie Camden Phenix City Maytown Hanville Sweet Water Gainesville New Brockton Cuba Douglas Rosa <u>Intercultural Institute</u> Gordon Carbon airfield Paint Rock Jacksons' Gap Webb Sylacauga Athens Ranburne *Intercultural Institute* Gadsden Detro for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	72%	74%	74%
Use Comp. for Internet/E-mail	51%	53%	54%
Internet Use: E-Mail	40%	44%	45%
Use Comp. for Comp. Games	35%	37%	38%
Use Comp. for Shopping	33%	33%	34%
Use Comp. for Word Processing	31%	32%	34%
Use Comp. for Digital Camera	28%	29%	30%
Photo Editing			
Use Comp. for Education	24%	28%	29%
Internet Use: Banking	23%	25%	25%
Use Comp. for Banking	23%	26%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	22%	24%	24%
HH Owns DVD Player	22%	25%	25%
PC-Network-HH Has One	19%	18%	18%
Use Comp. for News/Info./Data	15%	16%	17%
Service			
Internet Use: Shopping: Made A	11%	11%	11%
Purchase			
Use Comp. for Accounting	10%	12%	12%
Use Comp. for Filing/DB Mngmnt	10%	11%	11%
Use Comp. for Personal Financial	9%	9%	10%
Mngmnt			
Internet Use: Shopping: Gathered	9%	10%	11%
Info. for Shopping			
Internet Use: Research/ Education	8%	10%	10%

Susan Moore Luverne Flomaton Lakeview Selmont-West Selmont Fort Deposit Babbie Glen Allen Yel Goldville Redstone Arsenal Sweet Water Taylor Bay Minette Childered Intercultural Institute int Clear Mountainboro Saks West Jefferson Coosada Cullman Snead for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	64%	65%	66%
Dining Out (Not Fast	52%	54%	55%
Food)			
Reading Books	46%	48%	48%
Card Games	40%	41%	42%
Gardening	39%	39%	39%
Board Games	31%	33%	33%
Go To A Beach/Lake	30%	32%	33%
Cooking for Fun	29%	32%	32%
Photography	17%	18%	18%
Visit Zoo	16%	18%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	39%	41%	41%
Hypertension/High Blood	22%	19%	19%
Pressure			
Backache	21%	23%	23%
Dentist	21%	22%	23%
None Of These	20%	21%	20%
Any Arthritis	19%	18%	18%
Eye Dr.	18%	19%	19%
High Cholesterol	17%	17%	17%
Overweight (30 Pounds Or More)	17%	16%	16%



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	19.02%	21.07%	21.18%
Live Theater	12.23%	14.24%	14.86%
Live Theater Most Often	10.01%	11.58%	12.22%
Rock/Pop Concerts Most	9.61%	11.26%	11.26%
Often			
Country Concerts Most	6.81%	6.95%	6.9%
Often			
Comedy Club	5.55%	6.15%	6.55%
Movies: Comedy	33.37%	36.15%	36.48%
Movies: Action/Adventure	29.83%	34.24%	34.85%
Movies: Romantic Comedy	14.97%	16.71%	16.69%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	14.57%	17.67%	18.04%
Movies: Drama	14.22%	16.19%	16.13%
Movies: Mystery	12%	14%	14.27%
College Football Reg.	5.05%	5.54%	5.61%
Season			
MLB Baseball Reg. Season	5.04%	5.24%	5.45%
NFL Football Reg. Season	4.13%	4.57%	4.77%
Auto Racing Events	3.93%	3.29%	3.35%
Rodeo	3.37%	2.6%	2.63%
College Basketball Reg. Season	3.2%	3.54%	3.5%

Underwood-Petersville Lipscomb Mount Vernon Pike Road Jackson Eclectic Countland Hurtsboro F Dothan Sand Rock Southside Elberta Hollywood Dayton Carbor Intercultural Institute Florence Odenville Repton Rosa Greensboro Level Plains Winfield Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Walking for Exercise	33.97%	35.57%	36.13%	-		Football	Football 10.12%	Football 10.12% 9.53%
Swimming	32.75%	33.11%	32.98%		J	ogging/Running	ogging/Running 10.05%	ogging/Running 10.05% 10.73%
Freshwater Fishing	30.46%	27.19%	26.27%		Sta	tionary Cycling	tionary Cycling 9.5%	tionary Cycling 9.5% 9.89%
Camping Trips	27.09%	23.99%	23.43%		Horseba	ack Riding	ack Riding 8.96%	ack Riding 8.96% 8.16%
Bowling	21.3%	21.86%	21.79%		Power Boat	ting	ting 8.53%	ting 8.53% 7.69%
Hunting	20.38%	17.89%	17.52%		Saltwater Fish	ning	ning 8.51%	ning 8.51% 8.88%
Billiards/Pool	16.73%	17.56%	17.75%		Volleyball		8.37%	8.37% 8.45%
Basketball	14.56%	14.98%	14.78%		Canoeing/Kayakir	ng	ng 8.05%	ng 8.05% 6.9%
Target Shooting	14.53%	12.81%	12.8%		Using Cardio Mach	ine	ine 7.96%	ine 7.96% 9.64%
Baseball	12.1%	11.21%	11.27%		Archery		7.23%	7.23% 6.61%
Backpacking/Hiking	11.81%	10.77%	10.6%		Fly Fishing		7.07%	7.07% 6.03%
Golf	11.34%	11.27%	11.48%		Motorcycling		6.7%	6.7% 6.28%
Mountain/Road Biking	10.54%	10.96%	11.24%		Softball		6.53%	6.53% 6.63%
Weight Training	10.45%	12.27%	12.7%		Tennis		6.41%	6.41% 6.32%

e Springs Headland Millport Pinson Bear Creek Childersburg Ariton Intercultural Institute Rockford Lockhart Union Grove Jasper Glencoe Meadowbrook Honter Huntsville Petrey Bead Copyright 2013, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10
MILES	MILES	MILES
5.95%	7.22%	7.26%
5.5%	4.64%	4.73%
5.28%	4.54%	4.56%
5.04%	5.22%	5.39%
4.66%	4.28%	4.34%
4.46%	4.15%	4.37%
4.42%	3.56%	3.78%
4.32%	3.53%	3.66%
4.11%	4.86%	4.97%
4.06%	3.63%	3.61%
	MILES 5.95% 5.5% 5.28% 5.04% 4.66% 4.46% 4.32% 4.11%	MILES MILES 5.95% 7.22% 5.5% 4.64% 5.28% 4.54% 5.04% 5.22% 4.66% 4.28% 4.46% 4.15% 4.32% 3.56% 4.11% 4.86%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Skateboarding	3.89%	3.7%	3.7%
Hockey	3.5%	3.09%	3.16%
Ice Skating	3.5%	3.87%	4.19%
Racquetball	3.45%	3.19%	3.3%
Auto Racing	3.36%	3.96%	4%
Rock Climbing	3.32%	3.31%	3.35%
Sailing	3.31%	2.57%	2.62%
Rowing	2.65%	2.44%	2.5%
Surfing & Windsurfing	2.58%	2.19%	2.26%
Snowboarding	2.57%	2.66%	2.83%

Line Demopolis Banks Sylvan Springs Alexandria Coker Ridgeville Attalia Gadsden Memphis Geiger Egaret York Pinson Grand Bay Prattville Cuba Myrtlewood Opelika For Intercultural Institute ord Loachapoka Ider Thorsby Meadowbrook Vredenburgh Coffee Sprin Softextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Softextual Ministry Contextual Ministry Con

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.

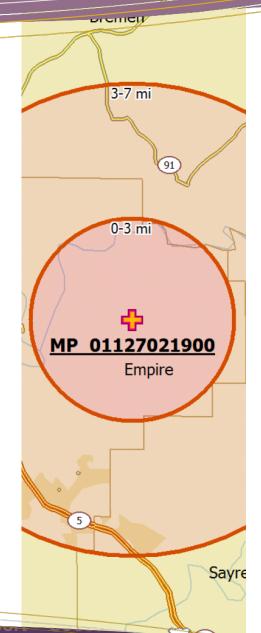
BIBLICAL BARRIERS

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.



Hartselle Castleberry Tuscumbia Calera Rogersville Glenwood Margaret Leesburg Elba Deatsville R Cusseta Luverne Pickensville Fultondale Meadowbrook Pisgah Jaspan Montgomery Maytown Good Fort Rucker Demopolis Lake View Holt Chelsea Powell Tallassee for Contextual Ministry Fayette Hoke Copyright 2013, Intercultural Institute for Contextual Ministry Payette Alicovillo Groepsboro Loster Natural Pridae Lab

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.

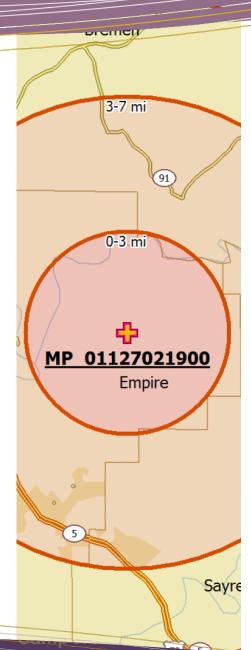
CULTURAL BARRIERS OF ACCEPTANCE

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.



Hackleburg Flomaton Bayou La Batre Natural Bridge Helena Auburn Silverhill Oak Hill Sweet Water Rainbow City Needham Holly Pond Oak Grove Geiger Ashland Person Malvern Ider Minor E or Gurley Harvest Saraland North Johns Red Bay Hueytown Trinity for Contextual Ministry Cleveland Br ©Copyright 2013, Intercultural Institute for Contextual Ministry Reece City Oneonta Warrior Saks West End-Cobb T 43

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES		0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	52%	51%	Friends More Important Than My Fam.	20%	20%	21%
Find It Difficult To Say No To My Kids	42%	42%	41%	If Won Lottery Would Never Work Again	19%	21%	22%
Woman's Place Is In The Home Speak My Mind Even If It Upsets	38% 36%	37% 36%	38% 36%	Challenge/Novelty/Change	19%	17%	17%
People Like Control Over People And Resources	35%	34%	34%	, 0	17% 17%	17% 15%	17% 15%
Like To Do Unconventional Things	31%	31%	32%	I Am A Workaholic	15% 11%	16% 11%	16% 11%
Money Is Best Measure Of Success	27%	26%	26%		10%	10%	10%
Don't Judge People/Way They Live Life Too Much Sponsorship In	26% 25%	27% 25%	27% 25%	Living On Whole People Get What They Deserve	10%	10%	10%
Arts/Sports Like to Stand Out In A Crowd	24%	24%	24%		9%	9%	9%
Prefer To Have Few Possessions As Possible	24%	25%	25%		8%	8%	8%
Rarely Sit Down to a Meal Together At Home	20%	20%	20%	Very Happy With My Life As It Is	7%	7%	7%

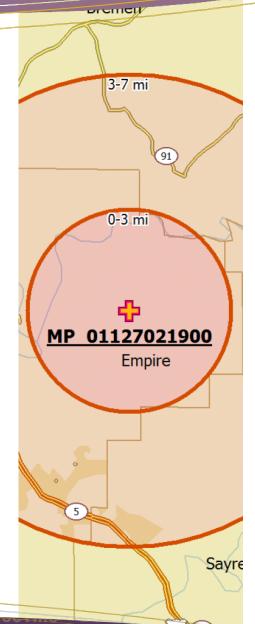
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East Brewton Epes valley Grande Castleberry Piedmont Providence Tarrant Humond Phenix City Dou and Gantt Hammondville Lake Purdy Napier Field Wilton Shorter Surge Intercultural Institute Stevenson Northport Cullman Lincoln Mount Vernon Helena Jasper Up for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



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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 MILES	3-7 MILES	7-10 MILES		THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	56%	60%	60%	I	Looking for New Ideas To Improve Home	18%	17%	17%
You Should Seize Opportunities In Life	51%	54%	54%		Enjoy Spending Time With My Fam.	17%	16%	15%
Prefer Work Part Of Team Than Alone	35%	34%	34%		Real Men Don't Cry Worried About Pollution Caused	16% 16%	16% 17%	16% 17%
Like To Understand About Nature	34%	34%	35%		By Cars People Have To Take Me As They	16%	18%	19%
Important Feel Respected By My Peers	32%	32%	33%		Find Me Provide My Kids With The Little	15%	13%	13%
Important To Juggle Various Tasks	31%	31%	31%		Extras Try Not To Worry About The	10%	11%	11%
Have Keen Sense Of Adventure	26%	25%	26%		Future	00/	70/	70/
Good At Fixing Things Prefer To Have Few	26% 24%	27% 25%	27% 25%		Children Should Be Allowed To Express Themselves	9%	7%	7%
Possessions As Possible Is An Important Part Of Who I	21%	19%	19%		Would Like To Set Up Own Business	8%	6%	6%
Am	, o				Feel Very Alone In The World	8%	6%	6%
Consider Myself Interested In The Arts	20%	18%	19%		Like Spending Most Time With Fam.	6%	5%	5%
Like To Just Enjoy Life	19%	20%	20%		Decor Particular Interest To Me	4%	4%	4%

Valley Falkville Satsting Coffeeville Town Creek Hodges Brent Irondale Hountainboro White Hall Huscle Shoals Needham Argo Pell City Vincent Pollard Mosses Oak Intercultural Institute For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

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JUDIN

Clay Webb Garden City Westover Loachapoka Underwood-Petersville Faikville Union Grove Huguley Memphis Mooresville Summerdale Theodore Lakeview Ider Scotts <u>Intercultural Institute</u> Meter York Moundville Beaverton Taylor Castleberry Grayson Valley for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	89.45%	88.93%	88.91%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.79%	82.46%	82.69%
Houses-Visit Any			
McDonald's	55.67%	56.56%	57.24%
Burger King	40.37%	39.96%	40.16%
Subway	31.82%	32.31%	32.36%
Kentucky Fried Chicken (KFC)	31.5%	31.97%	31.65%
Wendy's	29.38%	30.52%	30.54%
Applebee's	26.74%	27.19%	27.69%
Pizza Hut	25.58%	26.63%	26.12%
Taco Bell	25.02%	27.84%	28.15%
Sonic	23.12%	21.61%	20.37%
Dairy Queen	21.76%	20.73%	21.03%

		7-10
MILES	MILES	MILES
20.82%	22.93%	23.44%
18.5%	17.22%	16.47%
17.96%	18.72%	18.42%
17.19%	17.89%	18.19%
16.95%	14.85%	14.26%
15.42%	15.9%	16%
12.07%	13.37%	13.26%
11.47%	12.3%	12.23%
11.29%	12.42%	12.37%
10.49%	12.14%	12.12%
9.51%	9.99%	10.27%
9.08%	9.44%	8.83%
	20.82% 18.5% 17.96% 17.19% 16.95% 15.42% 12.07% 11.47% 11.29% 10.49% 9.51%	20.82%22.93%18.5%17.22%17.96%18.72%17.19%17.89%16.95%14.85%15.42%15.9%12.07%13.37%11.47%12.3%11.29%12.42%10.49%12.14%9.99%

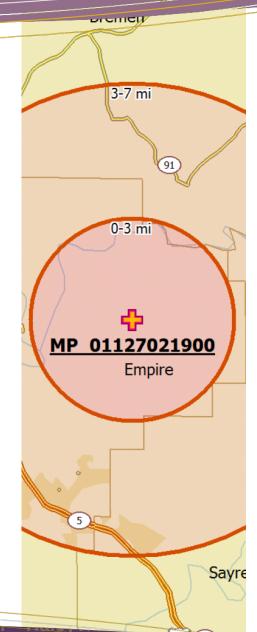
Ama Mooresville Sulligent Fulton Heath Reform New Market Camp Hill Childersburg Onycha Bay Mine K Hill Jemison Coaling Opelika Pleasant Groves Deatsville Harpersville Intercultural Institute Madison Warrior Foley Kansas Guntersville Aliceville Baileyton Butler For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



en Brundidge Oak Grove Thomasville Powell Gu-Win Woodville Daviston Hillsbore Castleberry South Fussville Springville Eldridge Black Munford Vance Odenville Rogers in Intercultural Institute rd Faunsdale Repton Enterprise Providence Demopolis Hokes Bluff for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bon Air Bayou La Batre Chelsea Point Clear Louisv49

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	39.58%	41.24%	42.54%
Recycled products	22.85%	26.38%	27.62%
Worked as volunteer (non political)	13.81%	14.92%	15.33%
Engaged in fund raising	11.1%	11%	11.05%
Religious club member	8.38%	8.04%	8.08%
Church Board	5.61%	5.44%	5.48%

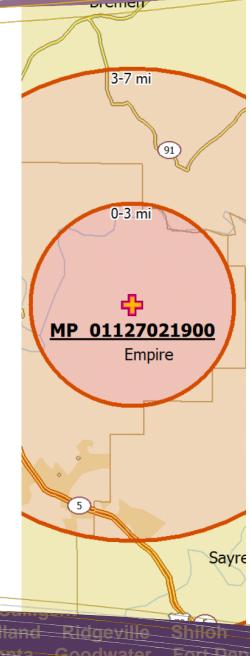
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	4.79%	5.11%	5.28%
Charitable Organization	4.53%	4.83%	4.98%
Wrote to editor of mag or newspaper	4.48%	4.96%	5.13%
Addressed a public meeting	3.99%	4.24%	4.37%
Took active part in local civic issue	3.93%	4.05%	4.19%
Union member	3.66%	4.31%	4.65%

Munford Forestdale Wetumpka Coaling Tuscaloosa Evergreen Reform Edwardsville Silverhill Brigh Valley Smoke Rise Elkmont Littleville Ardmore Blue Springs Faune Intercultural Institute Andalusia Calera Stevenson Jemison New Market Harvest Avon Pin Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



51

Vestavia Hills Wilton Mobile Oakman St. Florian Bridgeport Hamilto For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Recopyright 2013, Intercultural Institute for Contextual Ministry Recopyright 2013, Intercultural Institute for Contextual Ministry Record Pike Road Level Plains Hodges Pol

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	12.92%	13.53%	13.89%
Children's Books	12.07%	12.81%	12.72%
Mystery	10.37%	10.78%	10.67%
Cookbooks	9.19%	9.36%	9.5%
Religious (not Bibles)	8.75%	9.4%	9.36%
Romance	7.36%	7.53%	7.48%
History	5.21%	5.73%	5.83%
Biography	4.41%	4.97%	5.11%
Science Fiction	4.03%	3.97%	4.04%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	51.9%	56.26%	58.17%
Gen. Editorial	38.68%	41.52%	41.96%
Womens	34.97%	37.5%	38.11%
Service	33.35%	34.6%	34.75%
Fishing/Hunting	19.91%	18.07%	17.77%
Automotive	15.9%	15.66%	15.47%
Parenthood	14.29%	14.08%	13.79%
Mens	13.96%	15.54%	15.75%
Health	11.78%	12.88%	12.82%

Bayou La Batre Langston Brookside McKenzie Uniontown Rogersville Valley Grande Scottsboro Film pton Pleasant Groves Loxley Tuscaloosa Enterprise Coaling Falkville Intercultural Institute illbrook Black Snead Bakerhill West Blocton Lakeview Dutton Babbi for Contextual Ministry ^{is}©Copyright 2013, Intercultural Institute for Contextual Ministry ^{is}©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	52.32%	53.45%	53.98%
Classified	39.31%	38.26%	38.17%
Editorial Page	30.32%	30.46%	30.71%
Sport	28.57%	29.1%	29.76%
Comics	26.77%	26.82%	27.02%
Food/Cooking	20.32%	21.99%	22.3%
TV/Radio Listings	19.14%	21.1%	21.51%
Business/Finance	18.46%	20.92%	21.89%
Home/Gardening	17.03%	18.45%	19.04%
Movie Listings & Reviews	16.06%	19.3%	20.02%
Fashion	12.03%	12.62%	12.64%
Science/Technology	11.94%	13.24%	13.74%
Travel	11.12%	13.39%	14.12%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	39.23%	34.6%	33.64%
Adult Contemporary	15.9%	16.19%	16.67%
CHR Contemp Hit Radio	13.64%	15.18%	15.45%
Oldies	9.16%	9.55%	9.85%
Classic Rock	9.15%	9.69%	9.95%
Rock	8.46%	9.88%	10.41%
Urban Contemporary	8.1%	9.86%	10.15%
Religious	6.87%	6.78%	6.66%
News/Talk	5.13%	7.04%	7.59%
Alternative	5.11%	6.55%	6.71%
Gospel	4.5%	4.82%	4.45%
Variety	3.96%	4.59%	4.88%
Classic Hits	3.55%	3.77%	3.82%
Soft Contemporary	3.23%	4.47%	4.68%
All Talk	2.4%	2.62%	2.75%
Hispanic	1.62%	1.69%	1.73%
Adult Standards	1.59%	1.89%	2%
Public	1.46%	1.72%	1.77%



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	62.12%	62.26%	62.85%
Satellite Dish	56.37%	58.77%	58.37%
Other Video-On-Demand	48.14%	48.33%	47.78%
Soapnet	44.38%	47.8%	48.1%
Sci-Fi Channel	36.54%	36.23%	36.69%
Adult Pay Per View TV	35.78%	36.45%	36.12%
Nickelodeon	33.88%	32.02%	32.11%
MSNBC	32.94%	32.64%	33.13%
Subscribe Digital Cable	27.77%	29.01%	28.96%
TV Info From Sunday TV	26.55%	28.17%	28.27%
Magazine			
Adult Swim	23.82%	23.45%	24.42%
TV Info From Newspapers	22.71%	24.66%	25.02%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	22.19%	23.37%	24.03%
Hallmark Channel	22.17%	22.88%	23.25%
TV Info From Monthly Cable Guide	22.04%	24.17%	24.05%
TCM (Turner Classic Movies)	21.85%	22.84%	22.99%
Video-On-Demand Movies	20.71%	21.63%	21.44%
USA Network	19.91%	21.77%	22.19%
BET (Black Entertainment TV)	19.06%	20.45%	21.03%
Encore	18.83%	19.28%	19.7%
Lifetime	18.58%	19.22%	19.57%
TV Info From Other	18.11%	18.92%	18.99%
The Golf Channel	16.65%	17.86%	18.34%
Comedy Central	16.5%	18.09%	19.35%

Foley Jacksonville Pell City Falkville Valley Oak Hill Talladega Camp Hill Providence Russellville C He Parrish Boligee West Point Bear Creek Brent Malvern Hartford Inderwood-Petersville Highland Lake Detroit Heflin Orrville Lake View Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Usage

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

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

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



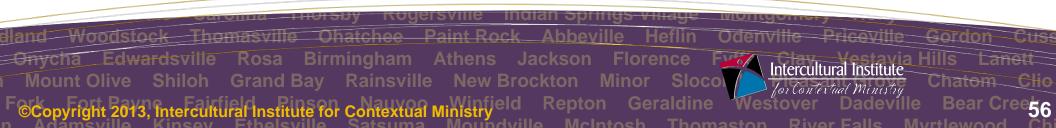
offersen Smoke Rise Jacksons Gap Loachapoka Opelika Centreville Clanton Mentone Wilton Muiga Button Loxley Lake Purdy Glenwood Magnolia Springs Jackson Decar Intercultural Institute Section Rainbow City Douglas Fairfield Kennedy Cherokee Tillma (ortextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.63%	16.92%	17.17%
Medium Users (4-6)	7.85%	9.08%	9.36%
Light Users (1-3)	19.26%	19.75%	19.89%
Quintiles (20%)			
Newspaper I (Heavy)	0.98%	1.01%	1.08%
Newspaper II	0.96%	1.06%	1.17%
Newspaper III	2.43%	2.55%	2.52%
Newspaper IV	0.22%	0.51%	0.54%
Newspaper V (Light)	1.04%	1.27%	1.33%

0-3	3-7	7-10	
MILES	MILES	MILES	
17.76%	18.44%	18.96%	
8.07%	8.89%	9%	
10.42%	10.07%	10.35%	
9.96%	10.62%	10.84%	
0.07%	0.18%	0.18%	
5.14%	4.9%	5.06%	
2.37%	2.41%	2.34%	
2.91%	2.78%	2.81%	
20.52%	20.57%	20.17%	
25.56%	25.48%	25.73%	
15.36%	15.58%	15.91%	
4.79%	4.66%	4.63%	
4.3%	5.02%	4.88%	
25.91%	25.74%	25.63%	
3.81%	3.8%	3.73%	
	MILES 17.76% 8.07% 10.42% 9.96% 0.07% 5.14% 2.37% 2.91% 20.52% 15.36% 4.79% 4.3% 25.91%	MILES MILES 17.76% 18.44% 8.07% 8.89% 10.42% 10.07% 9.96% 10.62% 0.07% 0.18% 5.14% 4.9% 2.37% 2.41% 2.91% 20.57% 25.56% 25.48% 15.36% 15.58% 4.79% 4.66% 4.3% 5.02% 25.91% 25.74%	



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	м	IEDIUM	0-3	3-7	
	MILES	MILES	MILES			MILES	MILES	
Radio Drive Time Quntiles				T	V Prime Time Quntiles (fifths /			
(fifths / 20%)				20	0%)			
Drive Time I & II (Heavy)	3.72%	3.03%	3.1%	P	rime Time I & II (Heavy)	5.08%	4.32%	
Drive Time III (Medium)	0.93%	0.79%	0.78%	Ρ	rime Time III (Medium)	1.47%	1.86%	
Radio IV & V (Light)	2.37%	2.53%	2.65%	P	rime Time IV & V (Light)	9.55%	9.24%	
Radio Media Quntiles (fifths /	1			Τ	V Early/Late Fringe Quntiles			
20%)				(fi	ifths / 20%)			
Radio I & II (Heavy)	8.37%	8.77%	8.89%	Fi	ringe I & II (Heavy)	45.42%	43.08%	
Radio III (Medium)	3.83%	4.51%	4.82%	Fi	ringe III (Medium)	59.23%	58.97%	
Radio IV & V (Light)	1.71%	2.37%	2.44%	Fi	ringe IV (Light)	60.92%	59.94%	
Cable TV Quntiles (fifths /				T	V All Day Quntiles (fifths /			
20%)				20	0%)			
Cable I & II (Heavy)	12.23%	12.44%	12.42%	A	ll Day I & II (Heavy)	15.71%	14.98%	
Cable III (Medium)	5.67%	6.09%	5.68%	А	ll Day III (Medium)	30.01%	28.54%	
Cable IV & V (Light)	30.94%	32.69%	32.55%	A	ll Day IV (Light)	10.71%	10.48%	

McDonald Chapel Union Grove Florala Brent Berry Fort Payne Underwood Petersville Flomaton Made Lay Mulbrook Smiths Station Coker Smoke Rise Fort Deposit Kansas Intercultural Institute Wedowee Pollard Jacksonville Hollywood Level Plains Centre Revealed Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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]	8.87%	9.59%	9.9%
6:00am - 10:00am	8%	8.52%	9.22%
10:00am - 3:00pm	2.45%	3.98%	4.27%
3:00pm - 7:00pm	11.55%	12.65%	13.04%
7:00pm - Midnight	7.72%	9.11%	9.4%
Midnight - 6:00am	3.5%	3.41%	3.68%
Weekend Radio			
Listeners			
Dayparts [summary]	9.25%	11.5%	12.24%
6:00am - 10:00am	1.32%	2.1%	2.1%
10:00am-3:00pm	1.65%	2.32%	2.61%
3:00pm - 7:00pm	5.14%	5.66%	5.91%
7:00pm - Midnight	6.2%	7.35%	7.48%
Midnight - 6:00am	5.02%	6.7%	7.03%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.72%	6.51%	6.83%
Saturday: 8:00-11:00pm	6.21%	6.98%	7.24%
Sunday: 7:00-11:00pm	8.99%	9.3%	9.53%
9:00am-1:00pm	22.19%	23.37%	24.03%
9:00am-4:00pm	25.68%	26.58%	27.35%
4:00pm-7:00pm	21.1%	23.25%	23.79%
11:00pm-1:00am	37.24%	38.34%	39.07%
AVG Prime time	1.61%	2.32%	2.33%
Mon-Sun			

Cardiff Malvern Coffeeville Pelham Gu-Win Petrey Ozark Bear Creek Jackson Courtland Reform Herewood Opp Alexander City Natural Bridge Elkmont Margaret Steele Intercultural Institute Autaugaville Ariton Moody Powell Montevallo Goldville Black Gan Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014, Inter

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	12.19%	12.4%	12.79%	Sat: 7-10am	Sat: 7-10am 12.47%	Sat: 7-10am 12.47% 14.48%
7-9am	15.89%	15.86%	16.65%	Sat: 10am-1pm	Sat: 10am-1pm 5.68%	Sat: 10am-1pm 5.68% 6.56%
9am-12noon	16.36%	18.28%	19.05%	Sat: 1-4pm	Sat: 1-4pm 21.49%	Sat: 1-4pm 21.49% 24.08%
12noon-4pm	9.32%	8.3%	8.3%	Sat: 4-6pm	Sat: 4-6pm 4.62%	Sat: 4-6pm 4.62% 6.09%
4-6pm	38.33%	40.1%	41.11%	Sat: 6-7pm	Sat: 6-7pm 0.86%	Sat: 6-7pm 0.86% 1.1%
6-7pm	20.73%	20.18%	20.55%	Sat: 7-8pm	Sat: 7-8pm 1.1%	Sat: 7-8pm 1.1% 0.79%
7-7:30pm	0.78%	0.92%	0.97%	Sat: 8-11pm	Sat: 8-11pm 6.21%	Sat: 8-11pm 6.21% 6.98%
7:30-8pm	10.62%	10.83%	11.1%	Sat: 11pm-1am	Sat: 11pm-1am 3.08%	Sat: 11pm-1am 3.08% 3.63%
8-11pm	6.72%	6.51%	6.83%	Sat: 1am-7pm	Sat: 1am-7pm 19.91%	Sat: 1am-7pm 19.91% 21.77%
11pm-12am	32.94%	32.64%	33.13%	Sun: 7-10am	Sun: 7-10am 2.99%	Sun: 7-10am 2.99% 2.76%
11pm-1am	37.24%	38.34%	39.07%	Sun: 10am-1pm	Sun: 10am-1pm 7.68%	Sun: 10am-1pm 7.68% 7.47%
1-6am	20.85%	21.83%	23.22%	Sun: 1-4pm	Sun: 1-4pm 5.65%	Sun: 1-4pm 5.65% 6.11%
				Sun: 4-7pm	Sun: 4-7pm 11.56%	Sun: 4-7pm 11.56% 12.73%
				Sun: 7-11pm	Sun: 7-11pm 8.99%	Sun: 7-11pm 8.99% 9.3%
				Sun: 11pm-1am	Sun: 11pm-1am 2.29%	Sun: 11pm-1am 2.29% 3.18%
				Sun: 1-7am	Sun: 1-7am 17.87%	Sun: 1-7am 17.87% 19.36%

Conville Millport Elmore East Brewton McKenzie Rockford Garden City Prattville Anderson Thorsby Lecomb Emelle Bayou La Batre Indian Springs Village Banks Warrior Service Edev Lexington Heffin lyrtlewood Oak Hill Decatur Opelika Vernon La Fayette Brundidge Turner (Serviced Minustry) Confectual Minustry Copyright 2013, Intercultural Institute for Contextual Ministry Convertion Langston Dutton Vance Vellow Bluff

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.

Columbia Blountsville Autaugaville Slocomb Hayden Notasulga Malvern Shiloh Foley Somerville Haleyville Geneva Leeds Hokes Bluff Cherokee Argo Fairview Vor Contextual Institute Troy Opelika Good Hope Castleberry Irondale Magnolia Springs Gard Vor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

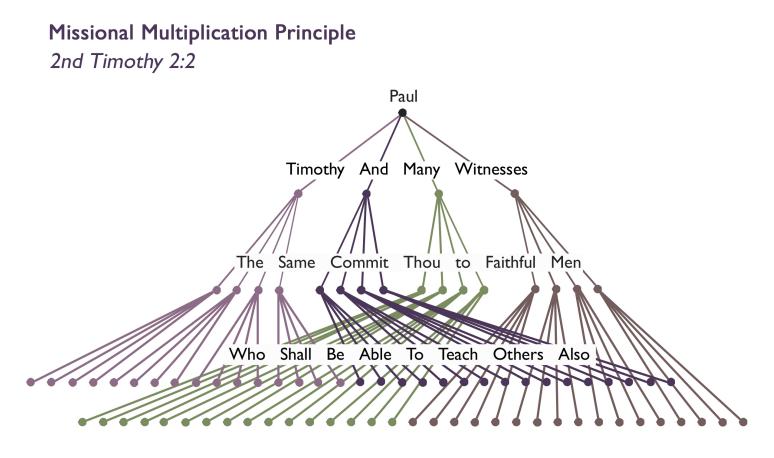
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Lanett Vina Fultondale Gilbertown Littleville Alexander City Waldo Wadley Theodore McIntosh Collin wille Bon Air Lester Good Hope Westover Daviston West Jefferson Intercultural Institute ston Oak Hill Chickasaw Billingsley Gordo Pelham Concord Carrollty Joi Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Malvern Asbyille Baileyton Selma Harpersville Jackson

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.



Frafford Coker Hueytown Hartselle Horn Hill Carrollton Elmore Anderson Detroit Red Level Tuscumber Kennedy Beaverton Decatur Orrville Woodland Abbeville Woodville Intercultural Institute kman Clanton Heath Ragland Skyline Riverview Concord Crossville Oak Hill Dozier New Site Newton Jacks 62 ©Copyright 2013, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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





Your MissionSite and the Missional Suite

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

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

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



Pike Road Ohatchee Petrey Eldridge Dadeville Daviston Wilsonville Silas Forkland Reese City Weak Dodge City Brookwood Marion Rutledge Columbiana Ariton Gu-Win Chercultural Institute I City Huntsville Mount Olive Atmore Stevenson Beatrice Linden Kell of Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	New Canaan	730 County RD 68 Bremen, AL 35033	2.14 mi	61	Declining
2	Little Vine	851 Dilworth Bend Rd Empire, AL 35063	2.20 mi	57	Growing
3	Empire	PO Box 130 Empire, AL 35063	2.36 mi	48	Growing
4	Pisgah	5306 3rd Street Sipsey Jasper, AL 35504	3.10 mi	157	Declining
5	Mt. Hope	4965 Campbellville Rd Bremen, AL 35033	4.04 mi	37	Growing
6	Aiken Grove	2395 Sipsey RD Jasper, AL 35504	4.09 mi	27	Declining
7	Argo First	282 Pineview St Sumiton, AL 35148	4.49 mi	71	Declining
8	Sumiton	PO Box 217 Sumiton, AL 35148	4.97 mi	62	Plateauing
9	New Temple	4501 Greathouse Rd Dora, AL 35062	5.49 mi	328	Declining
10	Temple Hill	10321 County Line Rd Empire, AL 35063	5.53 mi	81	Declining
11	Harmony	959 County Highway 5 Hayden, AL 35079	5.63 mi	42	Plateauing
12	Grace	PO Box 421 Sumiton, AL 35148	5.85 mi	201	Plateauing
13	Dora First	PO Box 357 Dora, AL 35062	6.44 mi	178	Declining
14	Arkadelphia	8353 Al Highway 91 Hanceville, AL 35077	6.69 mi	26	Growing
15	Mt. Zion	2427 Corner Rd Warrior, AL 35180	7.11 mi	348	Plateauing

Prichard West Jefferson Loachapoka Hillsboro Bessemer Tuskegee Gu-Win Tuscumbia Oak Grove He Hackleburg Berry Allgood Owens Cross Roads Newville Skyline Fuller Intercultural Institute Intercultural Institute Coosada Meadowbrook Morris Jos Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	New Bethel 1	205 New Bethel Rd Jasper, AL 35501	7.12 mi	75	Growing
17	Dora Second	185 Dickerson Cir Dora, AL 35062	7.34 mi	46	Plateauing
18	Barton Chapel	87 Jones Rd Cordova, AL 35550	7.41 mi	39	Growing
19	Good Hope	7508 River Rd Dora, AL 35062	7.48 mi	101	Plateauing
20	Union Missionary	2931 Warrior Jasper Rd Warrior, AL 35180	7.57 mi	36	Declining
21	Bethel	7000 Bethel Rd Dora, AL 35062	7.76 mi	300	Growing
22	Antioch	979 County RD 54 Bremen, AL 35033	7.89 mi	36	Growing
23	Burnwell	1509 Glover Rd Quinton, AL 35130	8.14 mi	45	Declining
24	Mt. View	1400 Mount View Rd Hayden, AL 35079	8.16 mi	41	Declining
25	Union Chapel	39 Tommy Robinson Rd Jasper, AL 35504	8.23 mi	45	Plateauing
26	New Vision	27913 Highway 69 Jasper, AL 35504	8.27 mi	40	Plateauing
27	Calvary	PO Box 787 Dora, AL 35062	8.43 mi	73	Growing
28	Boldo First	27480 Highway 69 Jasper, AL 35504	8.50 mi	139	Growing
29	Sayre	PO Box 868 Sayre, AL 35139	8.83 mi	26	Declining
30	Philadelphia	1200 Burrows Crossing Rd Jasper, AL 35504	9.22 mi	75	Declining

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APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Cordova First	PO Box 12	9.26 mi	72	Declining
		Cordova, AL 35550			-
32	New Bethel	1854 Warrior Jasper Rd. Warrior, AL 35180	9.45 mi	112	Plateauing
33	Cold Springs	8392 County Road 109 Bremen, AL 35033	9.75 mi	42	Declining
34	Mt. High	1600 Skyline Dr Warrior, AL 35180	9.77 mi	58	Declining
35	Corinth	2145 Gardners Gin Rd Cordova, AL 35550	9.89 mi	151	Plateauing
36	Union Grove	2040 Underwood Ferry Rd Cordova, AL 35550	10.00 mi	49	Growing
37	Calvary	800 Arkadelphia Rd Warrior, AL 35180	10.10 mi	50	Growing
38	New Life	PO Box 1964 Jasper, AL 35502	10.27 mi	36	Plateauing
39	Mt. Carmel	6509 Horsecreek Blvd. Cordova, AL 35550	10.33 mi	194	Declining
40	Kilgore	5844 Kilgore Church Rd Dora, AL 35062	10.34 mi	20	Growing
41	Calcedonia	5438 Mount Olive Rd Gardendale, AL 35071	10.48 mi	45	Plateauing
42	Mt. Philadelphia	PO Box 13 Cordova, AL 35550	10.49 mi	89	Plateauing
43	Sulphur Springs	8411 Corner School Rd Empire, AL 35063	10.53 mi	38	Plateauing
44	Mt. Joy	4320 County Road 8 Hanceville, AL 35077	10.56 mi	55	Declining
45	Mt. Joy	5640 Smith Lake Dam Rd Jasper, AL 35504	10.80 mi	54	Growing

Polis Mobile Mountain Brook Edgewater Blue Ridge Lockhart Owens Cross Roads Coker Waldo Selme Eva Riverside Millbrook Leesburg McIntosh Hartford Trussville Serve Intercultural Institute op Blue Springs Muscle Shoals Hokes Bluff Oneonta Walnut Grove Rainsville York West Blocton Cu68 ©Copyright 2013, Intercultural Institute for Contextual Ministry Confertual Ministry Rosa Black Chickasaw Autaugaville Madison Gordon



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

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