# MissionSite top unreached locations

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CENSUS TRACT: 01129993900 ds Moun Nest Blocton Multiply Cedar Bluff REGION: Gulf Coast Region ASSOCIATION: Washington Yellow Bluff DISTRICT: 07: Gulf Coast District nge Beach Homev In partnership with the: Excel Graysville Tarrant COUNTY: Washington Gulf Shores Intercultural Institute Date and Madrid SITESCAPE: Countryscape ont Ozark Fayette S SDENNITY PATTERN: 13 Black Hytop Holt Gunte for Contextual Ministrysuma Camp Hill Phenix T Alabama Baptist Convention aloosa Saks Nount Olive Wetumpka Altoona Coosada Constant State Board of Missions Lisman Hena Calera d Copyright 2013 Intercultural Institute for Contextual Ministry Elkmont Oxford East Brewton Fort Payne Phil Campbell

#### MissionSite (TM) Table of Contents

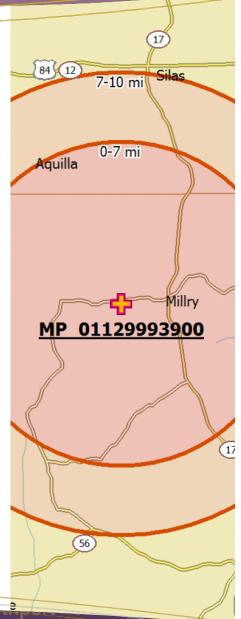
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66

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#### Site Location Summary

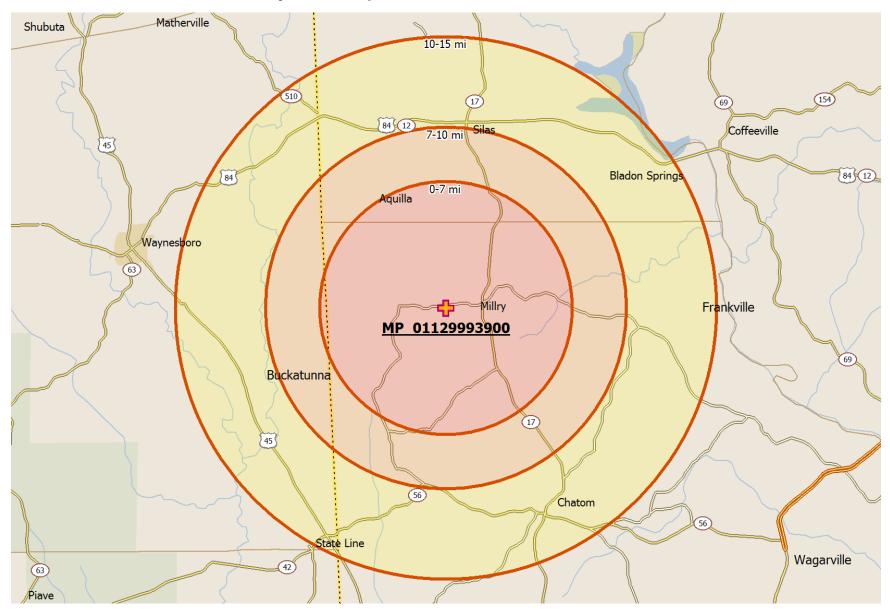
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0105	Gulf Coast Region
2	Association	1955	Washington
3	District	07	Gulf Coast District
4	County Location	01129	Washington
5	Zipcode	36558	Washington
6	Sitescape Category	1	Countryscape
7	Sitescape Group	1.2	Distant Settlements
8	Sitescape Subgroup	1.22	Settlements adjacent to other settlements
9	Sitescape Density Pattern	13	2500-2500-10000



ckleburg Pell City Tarrant Selma Haleyville Clay Ladonia Union Grove Camp Hill Coshen Rockford R The Riverview Waldo Locust Fork Woodville Kellyton Silas Brighton Intercultural Institute terloo Harpersville Cowarts Lynn Guntersville McMullen Onycha Mer for Contextual Ministry Sland Eutaw Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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



edar Bluff Hobson City Rutledge Black Talladega Meadowbrook New Brockton Cottonwood Vestavia Hi City Fort Rucker Bridgeport Valley Petrey Carolina Jackson Owens Intercultural Institute Lowndesboro Littleville La Fayette Westover Jacksons' Gap Sand Rock Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	7	Noncore adjacent to a small metro area and does not contain a town of at least 2,500 residents
3	Rural / Urban Continuum	8	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	7	Rural commuting: Secondary flow 10% to 30% to a small Urban Cluster
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	23	Percent commuting from non metro to metro areas

Uniontown Dutton Gu-Will nugure

Centre Weaver valley Grande Moulton North Courtland Snead Mobile Energies Clo Grayson Valle Huntsville Brantley Tarrant Providence Repton Eldridge Myrtlewoor Intercultural Institute Slocomb Sand Rock Vredenburgh Union Springs Onycha Pinckard North Courtestual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry West Point Fort Rucker Helena Heath Coker Midfield

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	2,801	4,128	7,356
2010 Households	1,225	1,642	3,031
2010 Group Quarters Population	2	8	79

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	2	3	4
Language Diversity National Index	3	3	0
Foreign Born Diversity National Index	0	39	10
Ancestry Diversity National Index	16	11	9
Racial Diversity National Index	38	49	44

Courtland Fayette Millry Anniston Boligee Vance Huguley Cowarts Vina Rehobeth Columbia Colling Guin Ariton Dauphin Island Sipsey Jemison Mobile Linden Eutaw Jor Contextual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	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	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Parrish Ragland Dothan Dayton Kinston Beatrice Altoona Detroit Heflin Orange Beach Level Plains Lake View Harvest Meadowbrook Madrid Excel Ridgeville Underwood Activity Heath Somerville Ta Bridgeport Maplesville Coker Wadley Fayette Lexington St. Floria 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 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	0	0%
Mainstay Communities	Established, Diverse Households	67	5.47%
Working Communities	Blue-collar, Working Families	49	4%
Country Communities	Rural, Agri. & Mining Families	701	57.22%
Aspiring Communities	Young Singles / Aspiring-Multihousing	100	8.16%
Urban Communities	High Density, Inner-city Neighborhoods	308	25.14%

Eva Balleyton Gordonville Douglas Tuscumbia Vernon Rock Mills Fayette Elkmont Samson Killen Pinson Lake Purdy Grayson Valley Harvest Autaugaville Parrish Sumiton Odenville Oxford Sylvania Tuskegee Headland Daphne for Contextual Institute Gul Shores Do Copyright 2013, Intercultural Institute for Contextual Ministry Memphis Pell City Dadeville Dauphin Island La Fayet 8

# 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.

Head Columbia Newville Hytop Goshen Muscle Shoals Hartford Ranburne McKenzie Eclectic Madrie Pollard Tuscumbia Moores Mill Andalusia Meadowbrook Alexander Intercultural Institute Mountain Brook Onycha Walnut Grove Webb Brewton Dadeville The for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Brockwood Hartselle Talladega Springs Clayhatchee Red Level Athens Vance Campen Hollywood Date Beaverton Hammondville Sheffield Walnut Grove Mount Vernon Munier Phenix City Lester Reptor Highland Lake Gadsden Waverly Newton Dozier Meridianville Win for Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	4,261	754	17.7%
Unreached %	61.72%	61.57%	99.76
Religious But NOT Evangelical HH	1,174	183	15.59%
Religious But NOT Evangelical %	17%	14.94%	87.88
Spiritual But NOT Relig or Evang HH	565	120	21.28%
Spiritual But NOT Relig or Evang %	8.19%	9.82%	119.93
Not Evangelical, Not Interested HH	2,561	457	17.86%
Not Evangelical, Not Interested %	37.1%	37.34%	100.67



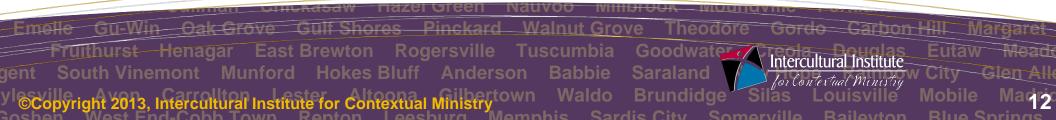
fferson Union <u>Spanish Fort</u> <u>Scottsboro</u> <u>Faunsdale</u> <u>Satsuma</u> Notasulga <u>Sylacauga</u> <u>Una</u> <u>Alabaster</u> Rog Kimberly Thorsby Mentone Atmore Rehobeth Bear Creek Goldville <u>Intercultural Institute</u> Twin Castleberry Red Level Opp County Line Ozark Owens Cross <u>Intercultural Institute</u> Va Joi Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	32	1	3.13%
Active ALSBOM Attenders	1,977	26	1.32%
Active Evangelical Households	1,823	60	3.31%
Active Evangelical Percent	26.40%	26.48%	100.29
Inactive Evangelical Households	820	27	3.28%
Inactive Evangelical Percent	11.88%	11.80%	99.31
# 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	Shady Grove	2.80 mi	26	Growing	16	Yellow Pine	13.12 mi	40	Declining
2	Antioch	4.14 mi	39	Plateauing	17	Spring Bank	13.30 mi	79	Declining
3	Millry	4.89 mi	178	Plateauing	18	Friendship	13.52 mi	10	Declining
4	North Oak Grove	5.84 mi	34	Declining	19	South Oak Grove	13.54 mi	38	Growing
5	Laton Hill	7.08 mi	53	Declining	20	Isney	13.67 mi	44	Growing
6	Chapel Hill	7.84 mi	46	Growing	21	Fairhope	14.50 mi	44	Growing
7	New Grace	8.23 mi	50	Plateauing	22	Bladon Springs	14.70 mi	8	Growing
8	Spring Hill	8.99 mi	89	Growing	23	Frankville	14.76 mi	39	Declining
9	Pleasant Hill	9.04 mi	48	Plateauing	24	Black Creek	15.66 mi	25	Declining
10	Spring Bank	9.64 mi	64	Growing	25	Hickory Grove	16.24 mi	62	Plateauing
11	Cullomburg	9.95 mi	63	Plateauing	26	Pine Level	16.25 mi	41	Growing
12	True Vine	11.28 mi	38	Growing	27	Fruitdale	17.33 mi	30	Growing
13	Chatom First	11.52 mi	198	Plateauing	28	Tibbie	17.64 mi	77	Plateauing
14	Three Forks	12.60 mi	13	Plateauing	29	Howardtown	18.35 mi	72	Declining
15	Silas First	12.83 mi	151	Plateauing	30	St. Stephens First	19.73 mi	106	Plateauing

wn La Favette Sylacauga Fruithurst Odenville Daphne Kimberly Andalusia Skyline Lowndesboro Rad Blue Springs Union Jemison Wilton Rainbow City Beatrice Sweet Way Intercultural Institute Idridge Smoke Rise Saks Lockhart Hurtsboro Morris Benton Tallass for Confectual Ministry Socopyright 2013, Intercultural Institute for Contextual Ministry Socopyright 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.

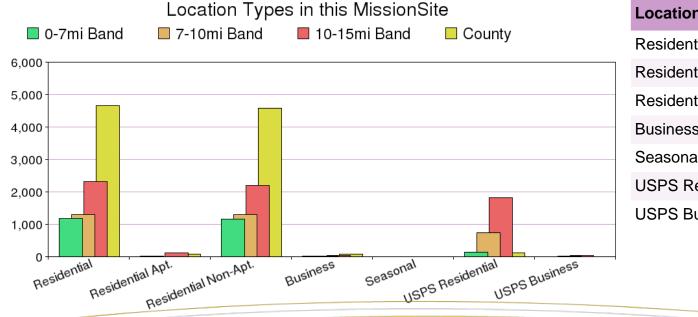
#### Issues for Your Consideration

- 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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND
1990 Population	16,694	3,095	18.54%	1990 Households	5,709	1,102
2000 Population	18,097	3,204	17.7%	2000 Households	6,705	1,266
2010 Population	17,042	2,801	16.44%	2010 Households	6,904	1,225

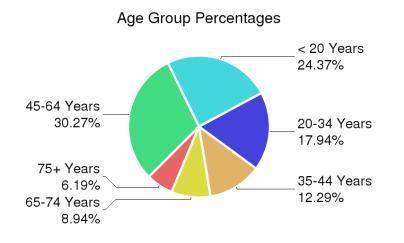


Location Type	0-7mi Band
Residential	1,180
Residential Apt.	19
Residential Non-Apt.	1,161
Business	24
Seasonal	0
USPS Residential	132
USPS Business	6

Susan Moore Brantley Grimes Killen Smiths Station Shiloh Homewood Trafford Guntersville Ashland Leadand Woodville Foley Twin Reece City Lanett Moody La Fayette Kyline Kinsey Grant Muscle Shoals Pleasant Groves Akron Wedowee Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Pleasant Groves Akron Wedowee Confectual Ministry 

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

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

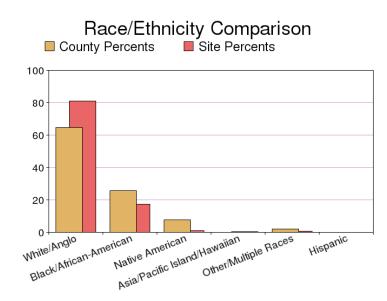


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.71%	2.71%	57.54
4-5 Years	2.38%	0.68%	28.57
6-8 Years	3.58%	2.68%	74.86
9-11 Years	3.91%	4.32%	110.49
12-13 Years	2.78%	4.28%	153.96
14-17 Years	5.76%	5.96%	103.47
18-19 Years	2.93%	3.71%	126.62
0-5 Years	7.09%	3.39%	47.81
6-12 Years	8.87%	8.93%	100.68
13-19 Years	10.09%	12.03%	119.23
< 20 Years	26.05%	24.35%	93.47
20-34 Years	18.21%	17.92%	98.41
35-44 Years	12.13%	12.28%	101.24
45-64 Years	27.52%	30.24%	109.88
65-74 Years	9.12%	8.93%	97.92
75+ Years	6.97%	6.18%	88.67
Median Age	40	38	95.33
Median Age (Male)	39	37	96.13
Median Age (Female)	41	40	97.92



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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	64.51%	81.15%	125.79
Black, African-American	25.58%	17.21%	67.26
Native American	7.76%	0.93%	11.96
Asian	0.11%	0.11%	96.07
Pacific Island, Hawaiian	0.03%	0.07%	243.37
Other/Multiple Races	2%	0.57%	28.55
Hispanic	0%	2.14%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,492	1,941	
Less than 9th Grade	10.37%	13.5%	76.84
No High School Diploma	16.63%	15.04%	110.54
High School Graduate	44.1%	39.57%	111.46

15.61%

4.64%

5.59%

3.06%

17.47%

6.29%

4.89%

3.25%

89.38

73.79

114.14

94.37

Calera Minor Brewton Oak Hill Valley Coosada Valley Grande Daviston Evergreen Moundville Gant 1960 Town Creek Huguley Shiloh Kinston McKenzie Tuscumbia Minor Intercultural Institute Indidge Weaver Mentone Edgewater Northport Butler Repton Belk <sup>U</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>C</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>C</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>C</sup>Copyright 2013, Intercultural Institute for Contextual Ministry

Some College, no degree

Associate Degree

Graduate/Prof. degree

**College Degree** 

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	12.43%	14.86%	103.61
\$10,000 to \$19,999	16.63%	18.78%	112.91
\$20,000 to \$29,999	10.89%	12.08%	110.92
\$30,000 to \$49,999	20.52%	19.59%	95.46
\$50,000 to \$59,999	8.68%	8.9%	102.56
\$60,000 to \$69,999	7.73%	7.1%	91.82
\$70,000 to \$79,999	6.79%	5.14%	75.71
\$80,000 to \$89,999	4.82%	2.78%	57.54
\$90,000 to \$99,999	2.78%	1.8%	64.58
\$100,000 to \$124,999	5.01%	5.31%	105.88
\$125,000 to \$149,999	1.64%	1.31%	79.8
\$150,000 to \$199,999	0.93%	0.16%	17.61
\$200,000 to \$249,999	0.12%	0.08%	70.45
\$250,000 or more	1.03%	2.04%	198.45
Median Household	38,747	34,980	90.28
Average Household	47,535	48,416	101.85
Per Capita Household	19,357	21,176	109.4
Family/Non-Family Household			
Income			
Median Family Income	47,304	44,247	93.54
Average Family Income	53,747	52,907	98.44
Median Non-Family Income	16,749	20,830	124.37
Average Non-Family Income	28,841	26,810	92.96

18

elle Westover Gordo Town Creek Margaret Dora Forestdale Vernon Athens Collinsville Snead anish Fort Dothan Cusseta Fruithurst Frisco City Tarrant Red Level Application Intercultural Institute Saks Cottonwood Troy Silas Calera Beatrice Lockhart Penningt Intercultural Institute Double S Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	75.06%	72.9%	97.12
Families with Children	41.8%	37.14%	88.85
Families without Children	33.26%	35.76%	107.51
Non-Family Households			
% Non-Family Households	24.94%	27.1%	108.66
Non-Families with Children	0.17	0.08	46.97
Non-Families without Children	24.77	27.02	109.09
Housing Units			Index
Total Housing Units	8,402	1,419	
Vacant percent	17.83%	13.74%	77.08
Owned percent	72.22%	76.96%	106.56%
Rented Percent	9.95%	9.37%	94.2
Households by Size			Index
Avg household size	2.46	2.28	92.68
Avg family hh size	2.90	2.71	93.45
Avg non-family hh size	1.11	1.14	102.7
Households By Count of Persons			Percent
One	1,584	303	19.13%
Two	2,482	490	19.74%
Three or Four	2,345	372	15.86%
Five+	493	60	12.17%

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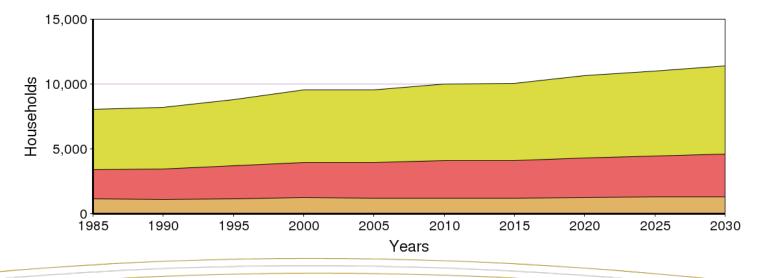
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	16,694	3,095	18.54%
2000 Population	18,097	3,204	17.7%
2010 Population	17,042	2,801	16.44%
2015 Population	16,902	2,733	16.17%

Household Change from 1985 to 2030

🔲 0-7mi Ring 🛛 📕 0-10mi Ring

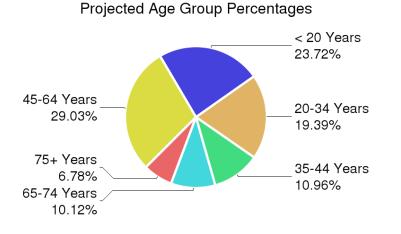
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Madrid Warrior Falkville Babbie Daleville Lincoln Deatsville Bessemer Munford Hayden Yellow E Crossville Abbeville Mentone Gurley Auburn Belk Riverview Tillman <u>Intercultural Institute</u> Saraland E seta Indian Springs Village Wedowee Jacksonville Mountainboro Snead *Intercultural Institute* ville Natural Bi ocopyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

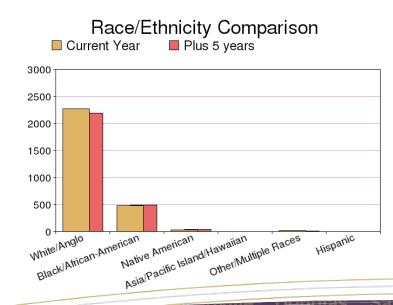


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	2.71%	3.88%	143.17
4-5 Years	0.68%	0.99%	145.59
6-8 Years	2.68%	3.22%	120.15
9-11 Years	4.32%	3.73%	86.34
12-13 Years	4.28%	3.37%	78.74
14-17 Years	5.96%	4.9%	82.21
18-19 Years	3.71%	3.59%	96.77
0-5 Years	3.39%	4.87%	143.66
6-12 Years	8.93%	8.53%	95.52
13-19 Years	12.03%	10.28%	85.45
< 20 Years	24.35%	23.68%	97.25
20-34 Years	17.92%	19.36%	108.04
35-44 Years	12.28%	10.94%	89.09
45-64 Years	30.24%	28.98%	95.83
65-74 Years	8.93%	10.1%	113.1
75+ Years	6.18%	6.77%	109.55
Median Age	40	38	95.13
Median Age (Male)	39	36	93.8
Median Age (Female)	41	42	102.61

Were Brockton Rehobeth Rainsville Gainesville Brilliant Alexandria Piedmont Folcy Anderson Reform of Rucker Moody McIntosh Millport Headland Altoona Butler Huntsville Intercultural Institute Shoals Ariton Yellow Bluff Wilsonville Odenville Lipscomb Grant Halve Tor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Manuelle Emelle Union Grove Newbern Daphne Creola 21

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	81.15%	80.02%	98.61
Black, African-American	17.21%	17.97%	104.4
Native American	0.93%	1.57%	169.5
Asian	0.11%	0.04%	34.16
Pacific Island, Hawaiian	0.07%	0.07%	102.49
Other/Multiple Races	0.57%	0.37%	64.06
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,941	1,898	
Less than 9th Grade	13.5%	12.86%	95.24
No High School Diploma	15.04%	14.7%	97.71
High School Graduate	39.57%	40.2%	101.6
Some College, no degree	17.47%	17.6%	100.76
Associate Degree	6.29%	6.32%	100.59
College Degree	4.89%	5.01%	102.27
Graduate/Prof. degree	3.25%	3.32%	102.27

Homewood Rainsville Oakman Trinity Selmont-West Selmont Birmingham Hokes Bluff Kansas Waterk He Road Prattville Tuscaloosa Hueytown Dodge City Shorter Gilbertown <u>Intercultural Institute</u> Offee Springs Southside Smoke Rise Talladega Crossville Sardis City Foley Citror *for Contextual Ministry* Demopolis 22 Copyright 2013, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	14.86%	12.98%	87.38
\$10,000 to \$19,999	18.78%	18.65%	99.34
\$20,000 to \$29,999	12.08%	12.24%	101.34
\$30,000 to \$49,999	19.59%	18.32%	93.53
\$50,000 to \$59,999	8.9%	8.71%	97.89
\$60,000 to \$69,999	7.1%	6.49%	91.4
\$70,000 to \$79,999	5.14%	5.42%	103.85
\$80,000 to \$89,999	2.78%	3.2%	106.58
\$90,000 to \$99,999	1.8%	1.97%	109.81
\$100,000 to \$249,999	5.31%	6.98%	131.63
\$125,000 to \$149,999	1.31%	2.22%	169.86
\$150,000 to \$199,999	0.16%	0.25%	150.99
\$200,000 to \$249,999	0.08%	0%	0
\$250,000 or more	2.04%	1.97%	96.63
Median Household	34,980	37,910	108.38
Average Household	48,416	52,800	109.05
Per Capita Household	21,176	23,514	111.04
Family/Non-Family Household			
Income			
Median Family Income	44,247	47,000	106.22
Average Family Income	52,907	58,272	110.14
Median Non-Family Income	20,830	25,774	123.73
Average Non-Family Income	26,810	28,066	104.68

Pine Hill Sipsey Alabaster Butler Gulf Shores Glencoe Garden City Phil Campbell Selma Bon Air Prichard Harpersville Columbiana Russellville Jacksons' Gap Meadowbron Intercultural Institute Reece City Hillsboro Billingsley Parrish Ashland Cordova Bay Minette for Contextual Ministry C<sup>ti</sup> Copyright 2013, Intercultural Institute for Contextual Ministry Story 1990 Valley Grande Black McDonald Chapel Brewton Union

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100%) increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	72.9%	72.47%	99.42
Families with Children	37.14	36.65	98.67
Families without Children	35.76	35.09	98.13
Non-Family Households			
% Non-Family Households	27.1%	27.53%	101.57
Non-Families with Children	0.08	0.08	101.57
Non-Families without	27.02	27.44	101.57
Children			
Housing Units			
Total Housing Units	1,419	1,410	99.37%
Vacant percent	13.74%	13.69%	99.61
Owned percent	76.96%	77.02%	100.09
Rented Percent	9.37%	9.29%	99.12
Households by Size			
Avg household size	2.28	2.24	98.25%
Avg family hh size	2.71	2.67	98.52%
Avg non-family hh size	1.14	1.11	97.37%
Households By Count of			
Persons			
One	303	299	98.68%
Two	490	498	101.63%
Three or Four	372	364	97.85%
Five+	60	56	93.33%

ander City Geneva Hamilton Headland Gurley Slocomb Billingsley New Brockton Edgewater Atmore ka St. Florian Chatom Cottonwood Parrish Malvern Glencoe Hayden Intercultural Institute Lisman Gainesville Brighton Hartselle Ladonia Meridianville Butler Jos Contextual Ministry Ble Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ethnographic Summary

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

BORN IN:	0-7	7-10	10-15		BORN IN:	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
Foreign Born Pop	6	10	26	-	Eastern Africa	0	0	0
Northern Europe	0	0	0		Middle Africa	0	0	0
Western Europe	0	6	6		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	0	18		Oceania	0	0	0
So. Central Asia	0	0	0		Caribbean	0	4	2
SE Asia	6	0	0		Central Amer.	0	0	0
Western Asia	0	0	0		South America	0	0	0
Other Asia	0	0	0		North America	0	0	0
					Born at sea	0	0	0

Meeresville Haleburg Grayson Valley Cedar Bluff West Point Onycha Berry Flomaton Lake View River Red Level Daphne Argo Steele Gordo Eutaw Clayton Livingston Reveal Intercultural Institute ville Mignon Gordon Moundville Oak Grove Henagar Guin Frisco City Florate Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry

# Language Summary

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

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES	SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only				Other Indo-Euro	0	0	0
English only Spanish	2,682 28	4,323 37	6,142 38		0	-	0
Other Indo-Euro	18	43	19	Asian/PI languages Chinese		0	17
	10	43	19		0	-	
language	2	22	0	Japanese	0	0	0
French (incl. Patois,	3	22	8	Korean Mara Kharaar	0	0	0
Cajun)	0	0	0	Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian	<u> </u>	2	<u>^</u>
Italian	0	2	1	Miao, Hmong	0	0	0
Portuguese	0	7	4	Thai	0	0	0
German	15	12	6	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	6	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0		-	-	-

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Centrevitie Sylacauga Webb Clencoe Mountain Brook Guin Trinity Livingston Kinsey Weodstock Su read Clanton Madison Hanceville Thomaston Pine Apple Steele Orver Intercultural Institute Blue Ridge New Market Rainbow City Prichard Trussville La Fayette for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Section Alexander City Gardendale Mooresville

# Ancestry Summary

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

ANCESTRY	0-7	7-10	10-15	ANCESTRY
	MILES	MILES	MILES	
Reporting ancestry	1,751	3,259	4,383	Irish
Arab	0	0	0	Italian
Armenian	0	0	0	Lithuanian
Austrian	0	0	0	Norwegian
British	17	3	6	Polish
Canadian	0	0	0	Portuguese
Croatian	2	0	0	Romanian
Czech	0	0	0	Russian
Czechoslovak	0	0	2	Scandinavian
Danish	0	11	3	Scotch-Irish
Dutch	0	12	11	Scottish
English	123	143	163	Slovak
European	0	20	58	Subsaharan Africar
Finnish	0	0	0	Swedish
French (not Basque)	24	18	18	Swiss
French Canadian	1	6	6	Ukrainian
German	33	75	57	US/American
Greek	0	0	0	Welsh
Hungarian	6	0	0	West Indian
Iranian	0	0	0	Yugoslavian
				Other

ANCESTRY	0-7	7-10	10-15	
	MILES	MILES	MILES	
Irish	62	155	165	
Italian	2	7	8	
Lithuanian	0	0	0	
Norwegian	0	6	5	
Polish	0	1	1	
Portuguese	0	0	0	
Romanian	0	1	0	
Russian	0	0	0	
Scandinavian	0	2	1	
Scotch-Irish	62	42	34	
Scottish	8	26	28	
Slovak	0	0	0	
Subsaharan African	0	45	124	
Swedish	0	4	1	
Swiss	0	0	0	
Ukrainian	0	0	0	
US/American	714	1,434	1,503	
Welsh	0	1	1	
West Indian	0	9	3	
Yugoslavian	0	0	0	
Other	698	1,238	2,185	

Powell Riverview West End-Cobb Town Evergreen Elberta Lipscomb Oak Hill Akren Minor Monroev Tookside Demopolis Talladega Blountsville Hayden Nectar Killen Guine Intercultural Institute Clayton Coffeeville Clayhatchee Southside Rutledge McKenzie McIntov Jos Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Haleyville Toxey Bagland McDonald Chapel Gree

## 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?

Center Point Fulton Hobson City Libertyville Gurley Blountsville Mignon Fayette Cordova South Point Grimes Fultondale Westover Oakman Addison Valley Head Napier Intercultural Institute Greenville Jacksonville Hayden New Market Sylacauga Wilton Heflin for Contextual Ministry Blocopyright 2013, Intercultural Institute for Contextual Ministry Georgiana Pleasant Groves McKenzie Lipscomb Gu 28

# 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?

An Creek McDonald Chapel Cuba Holly Pond Anderson Grimes Evergreen Reform Hillsboro Pine Ridge Cross Roads Newville Lake Purdy Paint Rock Redstone Arsenal Chelses Anderson Present Clear Sufficient Chickasaw Ardmore Muscle Shoals Triana Ashford Pinson Vesta for Contextual Ministry Maplesville M Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Addison Camp Hill Daphne Clayton Needbarn Tallasse

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.



a Lineville Lake Purdy Owens Cross Roads Oak Hill New Hope Kinsey Clayhatchee Haleville Linden Excel Fayette Montevallo Dozier Eclectic Hytop Satsuma Lester Intercultural Institute Abbeville Phenix City Natural Bridge Rockford Pleasant Groves Headland for Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,225	100%	756	100%
AFFLUENT SUBURBIA	0	0%	0	0%
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	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	67	5.47%	43	5.69%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	67	5.47%	43	5.69%
Mid-Market Enterprise	0	0%	0	0%

Hokes Bluff St. Florian Westover Fulton Arley Section Margaret McDonald Chapel Hartford Pleasant G effin Franklin Taylor Columbiana Huguley Falkville Guntersville Alexand Intercultural Institute Dora Crossville Hanceville Heath Gaylesville Piedmont Cuba Dor Confectual 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 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,225	100%	756	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	49	4%	34	4.5%
Steadfast Conservative	48	3.92%	33	4.37%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	1	0.08%	1	0.13%

dy Hayden Rutledge Libertyville Coker Valley Holly Pond Pell City Aliceville Lowndesboro Carolina Colony McDonald Chapel Trussville Triana Newville Haleyville Curry Intercultural Institute ille Hackleburg Brilliant Piedmont Vredenburgh Gordon Lake View For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Line Millry Beaverton New Site Meridianville Grand 32

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,225	100%	756	100%
REMOTE AMERICA	513	41.88%	313	41.4%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	513	41.88%	313	41.4%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	100	8.16%	74	9.79%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	100	8.16%	74	9.79%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	188	15.35%	100	13.23%
Industrious Country Living	82	6.69%	56	7.41%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	106	8.65%	44	5.82%



The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,225	100%	756	100%
STRUGGLING SOCIETIES	301	24.57%	187	24.74%
Rugged Southern Style	186	15.18%	109	14.42%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	115	9.39%	78	10.32%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	7	0.57%	5	0.66%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	7	0.57%	5	0.66%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

atural Bridge Rockford Alabaster Fort Rucker Vestavia Hills Huntsville Union Brantley Midway Hancey He Gordonville Douglas Rosa Addison Newbern Orrville Fairview Conta Vernon Butler Lanett Cuba Red Bay Pinson Dozier Pelham Contextual Ministry Contextual Ministry Millport Bessemer Sumiton Prichard Ministry Contextual Ministry Millport Bessemer Sumiton Prichard Ministry Contextual Ministry Millport Bessemer Sumiton Prichard Ministry Millport Bessemer Sumiton Prichard Ministry Contextual Ministry Millport Bessemer Sumiton Prichard Ministry Millport Bessemer Sumiton Prichard Ministry Millport Bessemer North Johns Carolina Jangston Boges

# Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

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

Somerville Birmingham Slocomb Detroit Dauphin Island Gaylesville Decatur Sullgent Holly Pond ELIPSCOMB Sardis City Kinston Gardendale Heath Wilton Newton Fulton Malvern Grimes Pollard Daviston Gulf Shores Tarrant Sy for Confertual Institute Copyright 2013, Intercultural Institute for Contextual Ministry Oak Grove 35

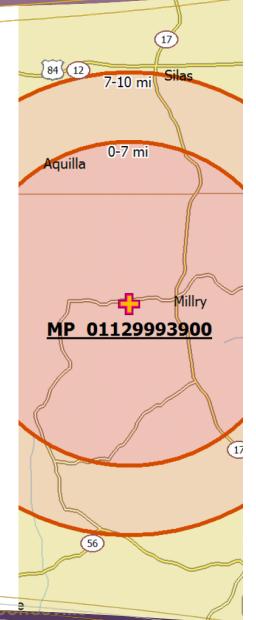
#### **Potential Cultural Bridges**

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).



Indian Springs Village Bridgeport Autaugaville York Dauphin Island Steele Webb Pine Apple Irondale Grimes Highland Lake Reform Boaz Forestdale Trafford Gadsder Intercultural Institute Leighton Samson Hartselle Section Underwood-Petersville Brewtor For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15		BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES			MILES	MILES	MILES
PC-HH Own	71%	69%	68%	-	Use Comp. for Banking	21%	20%	20%
Use Comp. for Internet/E-mail	52%	49%	47%		Internet Use: Banking	21%	20%	20%
Internet Use: E-Mail	40%	38%	37%		PC-Network-HH Has One	20%	19%	18%
Use Comp. for Comp. Games	36%	35%	35%		Use Comp. for News/Info./Data	15%	14%	13%
Use Comp. for Word	33%	29%	27%		Service			
Processing					Use Comp. for Personal Financial	13%	11%	10%
Use Comp. for Digital Camera	31%	27%	25%		Mngmnt			
Photo Editing					Use Comp. for Filing/DB Mngmnt	11%	10%	10%
Use Comp. for Shopping	30%	27%	26%		Internet Use: Shopping: Made A	11%	10%	9%
Use Comp. for Education	26%	26%	27%		Purchase			
Internet Use: News/ Weather	25%	23%	23%		Internet Use: Shopping: Gathered	9%	8%	8%
HH Owns DVD Player	23%	23%	24%		Info. for Shopping			
					Internet Use: Research/ Education	8%	8%	8%
					Use Comp. for Accounting	7%	7%	7%



The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Listening To Music	64%	64%	64%
Dining Out (Not Fast Food)	49%	47%	45%
Reading Books	44%	45%	45%
Card Games	38%	37%	36%
Gardening	38%	34%	31%
Cooking for Fun	31%	31%	31%
Go To A Beach/Lake	28%	27%	27%
Board Games	26%	26%	25%
Going To	16%	15%	15%
Bars/Nightclubs/Dancing			
Visit Zoo	16%	15%	14%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Any Ailment	70%	69%	69%
Gen./Fam. Practitioner	37%	35%	34%
Hypertension/High Blood	25%	24%	24%
Pressure			
Dentist	23%	22%	22%
Backache	22%	22%	22%
High Cholesterol	19%	19%	19%
Overweight (30 Pounds Or	19%	17%	16%
More)			
Any Arthritis	18%	18%	17%
Eye Dr.	18%	18%	18%
None Of These	17%	17%	17%

Oak Grove Vredenburgh Hazel Green York Maplesville Triana Hobson City Collinsville Rainbow City Columbiana Maytown Napier Field Decatur Elba Birmingham Eutaw Rach Providence Gaylesville A Prattville Faunsdale Reform Roanoke Lake Purdy Forestdale Kellyton for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Report Valley Grande Gurley Glen Allen Brantley Daugh

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Concert	16.82%	18.48%	19.39%
Live Theater	13.28%	13.34%	13.66%
Live Theater Most Often	11.91%	11.5%	11.53%
Comedy Club	8.88%	8.69%	8.92%
Comedy Club Most Often	7.77%	7.35%	7.34%
Rock/Pop Concerts Most	7.48%	9.04%	10.02%
Often			
Movies: Comedy	35.16%	37.04%	38.65%
Movies: Action/Adventure	31.56%	33.47%	35.02%
Movies: Fam.	15.81%	18.06%	19.44%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Movies: Drama	15.71%	18.57%	20.64%
Movies: Romantic Comedy	14.86%	16.39%	17.49%
Movies: Mystery	13.21%	14.99%	16.29%
College Football Reg.	4.64%	4.46%	4.31%
Season			
NFL Football Reg. Season	4.59%	4.21%	4.1%
MLB Baseball Reg.	4.25%	3.7%	3.34%
Season			
Auto Racing Events	3.84%	3.11%	2.55%
College Basketball Reg.	3.42%	3.39%	3.42%
Season			
Rodeo	3.29%	2.59%	2.03%

de Chickasaw Wetumpka Blue Springs Somerville Goshen Loxley Red Level Eva Carrollton Thorsby Cleveland Thomasville Coker Point Clear Locust Fork Fort Deposit Oper Intercultural Institute Ille Gardendale West Point Hayneville Susan Moore Myrtlewood Louisv Fortextual 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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15	BRIDGES	BRIDGES 0-7	BRIDGES 0-7 7-10
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	32.49%	32.84%	32.82%	Weight Training	Weight Training 9.58%	Weight Training 9.58% 10.01%
Swimming	28.39%	26.38%	24.87%	Golf	Golf 9.27%	Golf 9.27% 8.66%
Freshwater Fishing	26.08%	22.48%	19.62%	Horseback Riding	Horseback Riding 8.71%	Horseback Riding 8.71% 7.22%
Camping Trips	25.34%	20.34%	16.81%	Mountain/Road Biking	Mountain/Road Biking 8.38%	Mountain/Road Biking 8.38% 7.89%
Bowling	19.34%	18.74%	18.18%	Canoeing/Kayaking	Canoeing/Kayaking 8.35%	Canoeing/Kayaking 8.35% 7.09%
Hunting	16.83%	13.77%	11.43%	Saltwater Fishing	Saltwater Fishing 8.29%	Saltwater Fishing 8.29% 7.4%
Billiards/Pool	14.18%	14.83%	15.2%	Volleyball	Volleyball 8.07%	Volleyball 8.07% 8.09%
Basketball	14.12%	15.2%	15.87%	Power Boating	Power Boating 7.68%	Power Boating 7.68% 6.71%
Target Shooting	13.4%	10.76%	8.89%	Softball	Softball 7.56%	Softball 7.56% 7.01%
Baseball	12.44%	11.67%	11.12%	Motorcycling	Motorcycling 7.04%	Motorcycling 7.04% 5.99%
Jogging/Running	11.54%	12.23%	12.84%	Using Cardio Machine	Using Cardio Machine 6.96%	Using Cardio Machine 6.96% 7.19%
Stationary Cycling	10.39%	10.13%	10.07%	Tennis	Tennis 6.41%	Tennis 6.41% 6.24%
Football	9.71%	10.64%	11.21%	Fly Fishing	Fly Fishing 5.99%	Fly Fishing 5.99% 5.52%
Backpacking/Hiking	9.63%	8.25%	7.08%	Water Skiing	Water Skiing 5.69%	Water Skiing 5.69% 4.93%

Curley Oak Grove Brighton Haleyville County Line Camden Highland Lake Brewton Cleveland Guil Franklin Center Point Blue Springs Mosses Roanoke Brent South Vine Intercultural Institute thelsville Moundville Glencoe New Site Flomaton Webb Mountainboro Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Archery	5.51%	4.57%	3.87%
Aerobics	5.27%	6.62%	7.53%
Soccer	5.16%	5.19%	5.27%
Jet Skiing	5.06%	4.84%	4.61%
Ice Skating	4.85%	5.04%	5.23%
Yoga	4.8%	5.06%	5.36%
Snowmobiling	4.45%	4.03%	3.59%
Roller Skating	4.2%	4.52%	4.69%
Racquetball	4.19%	3.92%	3.8%
Auto Racing	4.02%	3.39%	2.96%

BRIDGES	0-7	7-10	10-15
	MILES	MILES	MILES
Rock Climbing	3.96%	3.51%	3.3%
Downhill & X-Country	3.96%	3.66%	3.29%
Skiing			
Snorkeling	3.75%	3.91%	3.92%
Skateboarding	3.59%	3.61%	3.55%
Hockey	3.12%	3.21%	3.17%
Sailing	3.02%	2.92%	2.7%
Rowing	2.69%	2.42%	2.23%
Martial Arts	2.67%	2.59%	2.45%
Snowboarding	2.65%	2.75%	2.81%
Surfing & Windsurfing	2.48%	2.44%	2.32%

eenville Eclectic Lanett Tuscumbia Southside Rockford Dadeville Brookwood Glenwood Weaver Gu-Good Hope Vina Sanford Clio Pell City Geiger West Blocton Homewood <u>Intercultural Institute</u> Tuskegee Clay Fruithurst Florala Vredenburgh Baileyton Hodges Mode for Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Brockford Willey Statula Hills Coldville Sheffield Twin Sylvania Hammondville Tuscaloosa Attalla Tra

#### 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.

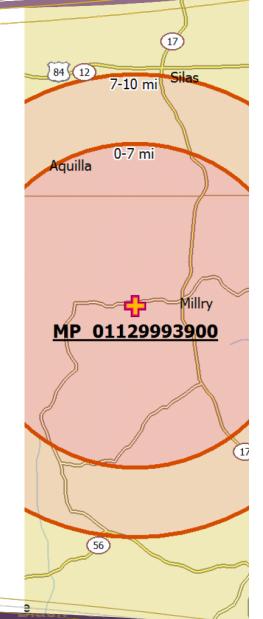
#### **BIBLICAL BARRIERS**

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.



Gurley Summerdale Trussville Collinsville Camp Hill Montevallo Ozark Prichard Snead Carbon Hill Grove Hill Double Springs Argo Hollywood Nauvoo Pine Hill <u>Helena</u> Goshen Meddul ton Florala York Coffee Springs Ashland Mobile Munford Morris Have Intercultural Institute (or Contextual Ministry Moundville Hamilton Ransas Mountainboro Madiso 42 Copyright 2013, Intercultural Institute for Contextual Ministry Birmingham Talladoga Springs Solma Groepsboro

#### 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.



Vivan-Springs Huntsville Pisgah Smiths Station Oakman Gulf Shores Hanceville Steele McKenzie Deat St Brewton Hartford Falkville Wilsonville Harpersville Lipscomb Shiloh <u>Intercultural Institute</u> Pinckard Belk Level Plains Sylacauga Maytown North Courtland Holly <u>for Confectual Ministry</u> Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Union Blue Bidge Coosada Athense Adamsville Bille Bidge Coosada

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-7	7-10	10-15	BARRIERS		7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning New Things	54%	55%	55%	If Won Lottery Would Never Work Again	22%	23%	24%
Woman's Place Is In The Home	42%	40%	39%	Only Work Current Job for The	20%	19%	19%
Find It Difficult To Say No To	39%	39%	38%	Money			
My Kids				I Am A Workaholic	20%	22%	24%
Speak My Mind Even If It Upsets People	39%	40%	41%	Like To Pursue Challenge/Novelty/Change	19%	19%	19%
Like Control Over People And Resources	38%	40%	40%	Friends More Important Than My Fam.	19%	18%	18%
Like To Do Unconventional Things	34%	32%	31%	Marijuana Should Be Legalized	18%	19%	19%
Don't Judge People/Way They Live Life	30%	32%	33%	We Should Strive for Equality for All	16%	17%	18%
Too Much Sponsorship In Arts/Sports	29%	31%	32%	Happy With My Standard Of Living	13%	12%	13%
Like to Stand Out In A Crowd	28%	27%	27%	Little I Can Do To Change My	12%	11%	12%
Money Is Best Measure Of	27%	25%	24%	Life			
Success				On Whole People Get What	12%	11%	12%
Prefer To Have Few	25%	25%	25%	They Deserve			
Possessions As Possible				Very Happy With My Life As It	11%	11%	11%
Rarely Sit Down to a Meal	23%	22%	21%	ls			
Together At Home				Indulge My Kids With The Little	9 10%	10%	9%
				Extras			

trattord Leighton Northport Gu-m

Brundlage

#### **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-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

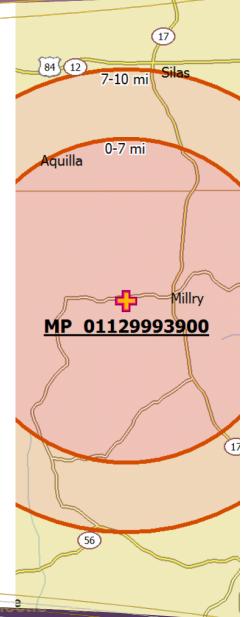
THEMES	0-7	7-10	10-15	THEMES	0-7	7-10	10-15
	MILES	MILES	MILES		MILES	MILES	MILE
mportant To Respect Customs And Beliefs	53%	53%	53%	People Have To Take Me As They Find Me	18%	19%	20%
You Should Seize Opportunities	52%	54%	55%	Like To Just Enjoy Life	18%	18%	18%
n Life				Enjoy Spending Time With My	17%	17%	17%
ike To Understand About	38%	38%	38%	Fam.			
lature				Is An Important Part Of Who I Am	17%	16%	15%
Prefer Work Part Of Team Than	37%	37%	38%	Real Men Don't Cry	16%	17%	17%
Alone				Worried About Pollution Caused	14%	15%	15%
mportant Feel Respected By	32%	32%	32%	By Cars			
/ly Peers				Try Not To Worry About The	13%	15%	16%
mportant To Juggle Various	32%	33%	34%	Future			
「asks				Children Should Be Allowed To	12%	11%	11%
Good At Fixing Things	30%	31%	32%	Express Themselves			
lave Keen Sense Of Adventure	29%	29%	30%	Feel Very Alone In The World	11%	9%	9%
Prefer To Have Few	25%	25%	25%	Would Like To Set Up Own	10%	8%	8%
Possessions As Possible				Business			
Looking for New Ideas To	23%	24%	24%	Like Spending Most Time With	7%	7%	6%
mprove Home				Fam.			
Consider Myself Interested In	23%	24%	24%	Decor Particular Interest To Me	6%	6%	5%
The Arts							
Provide My Kids With The Little	19%	20%	22%				
Extras							

arrish Hartford Colony

Grand Bay Carolina Fyfe Red Bay Bakerhill Eldridge Malvern Locust Fork Creola Centreville Rogers Larvest Eva Lineville Fort Payne Elmore Faunsdale Elba Andalusia Priceville Edgewater Clio Lake View Fort Rucker McIntosh Coosa for Confectual Ministry Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Condendated Arley Owens Cross Roads Lexington

#### **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.



Vilton Midland City Leekhart Level Plains Sylvan Springs Ohatchee Riverside Elberta Paint Rock Trinity Pisgan Littleville Baileyton Leeds Altoona Notasulga Rogersville Mc Intercultural Institute Red Level Riverview East Brewton Rockford Hazel Green Goodwat Confectual Ministry Confectual 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 - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Fast Food/Drive-In	90.65%	90.34%	89.85%
Restaurant-Visit Any			
Fam. Restaurants/Steak	77.27%	76.91%	76.09%
Houses-Visit Any			
McDonald's	60.01%	59.04%	58.65%
Burger King	40.13%	40.34%	40.4%
Subway	32.74%	32.75%	32.48%
Kentucky Fried Chicken (KFC)	32.27%	35.15%	36.84%
Wendy's	30.97%	32.37%	33.21%
Pizza Hut	30.14%	29.84%	29.9%
Applebee's	27.77%	27.34%	26.89%
Dairy Queen	23.17%	22.28%	21.23%
Taco Bell	22.12%	23.53%	24.26%
Sonic	21.88%	20.8%	19.8%

PLACE	0-7	7-10	10-15
	MILES	MILES	MILES
Arby's	20.92%	21.04%	20.82%
Long John Silver's	18.13%	16.71%	15.49%
Cracker Barrel	17.92%	16.32%	15.01%
Red Lobster	17.68%	18.52%	18.82%
Hardee's	16.79%	16.74%	16.02%
Olive Garden	15.99%	16.36%	16.47%
Outback Steakhouse	14.43%	14.04%	14.03%
Golden Corral	13.74%	14.91%	15.73%
Domino's Pizza	13.02%	14.99%	16.39%
Popeyes	12.23%	14.81%	17.01%
Captain D's	11.17%	11.46%	11.58%
IHOP (International House Of Pancakes)	10.89%	12.15%	13.22%

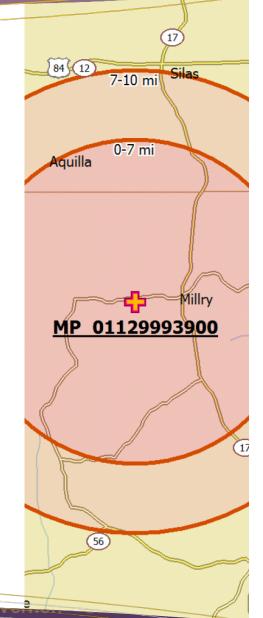
Gardendale Bear Creek Abbeville Littleville Weaver Luverne North Courtland Holly Pond Locust For Waverly Goshen Ladonia Wedowee Hanceville Shorter Valley Heaver Intercultural Institute Vincent Center Point Atmore Tallassee Woodland West Point Har for Confectual Ministry Confectual Ministry Confectual Ministry Moulton Union Springs Elkmont Jasper Clanton 48

#### **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!



Pell City Vina Eufatila Rainsville Beatrice Lockhart Heflin Arab Detroit Luverne Morris Colony Seen City Bayou La Batre Headland Boaz Rogersville Bakerhill Roberts in <u>Intercultural Institute</u> Mobile Coker Brookside Rockford Red Bay York Alexandria Ohatchee Gordon Hur Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Voted in fed/state/local election	40.9%	39.99%	39.22%
Recycled products	22.03%	21.47%	21.15%
Worked as volunteer (non political)	13.69%	12.73%	12.06%
Engaged in fund raising	10.62%	10.35%	10.12%
Religious club member	8.56%	8.37%	8.12%
Wrote to editor of mag or newspaper	5.89%	5.35%	5.15%

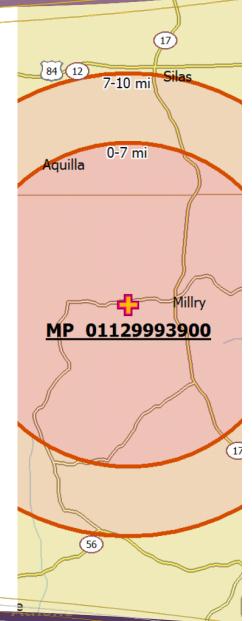
PROJECTS	0-7	7-10	10-15
	MILES	MILES	MILES
Church Board	5.69%	6.11%	6.26%
Wrote to elected offcl about publ bus	4.61%	4.21%	3.98%
Charitable Organization	4.28%	3.99%	3.79%
Wrote to editor of mag or newspaper	4.07%	3.51%	3.12%
Fraternal order member	4.07%	3.75%	3.58%
Took active part in local civic issue	4.01%	4.05%	3.99%

Crossville Roaneke Wilton Moody Odenville Heath Woodville Prattville Babbie Cherokee Camp Hill F Chatom Springville Hobson City Ragland Kinston Double Springs Intercultural Institute ighton Winfield Good Hope Glencoe Georgiana Selmont-West Selmont for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Minist

#### **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.



Locust Fork Sumiton Eutaw Fultondale Dayton Coosada Orange Beach Grand Bay Addison Oakman Hoover Harvest Hazel Green North Courtland Monroeville Myrtlewood Copyright 2013, Intercultural Institute for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Huevtown Huevtown Huevtown Huevtown Huevtown Huevtown Huevtown

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-7	7-10	10-15
	MILES	MILES	MILES
Novel	13.12%	12.47%	12.14%
Children's Books	10.68%	11.07%	11.22%
Mystery	8.71%	8.07%	7.56%
Religious (not Bibles)	8.31%	8.7%	8.99%
Cookbooks	7.92%	7.92%	7.85%
Romance	6.68%	6.49%	6.41%
History	4.93%	4.66%	4.56%
Mail order	4.68%	4.62%	4.71%
Biography	4.35%	4.41%	4.54%

MAGAZINES	0-7	7-10	10-15
	MILES	MILES	MILES
Newspaper Distributed	55.05%	57.08%	58.9%
Gen. Editorial	42.91%	46.46%	49.03%
Womens	39.4%	41.78%	43.61%
Service	33.86%	32.29%	31.27%
Fishing/Hunting	19.23%	16.57%	14.65%
Mens	15.04%	16.6%	17.71%
Parenthood	14.7%	15.23%	15.46%
Automotive	14.57%	13.46%	12.66%
Music	13.14%	15.72%	17.66%

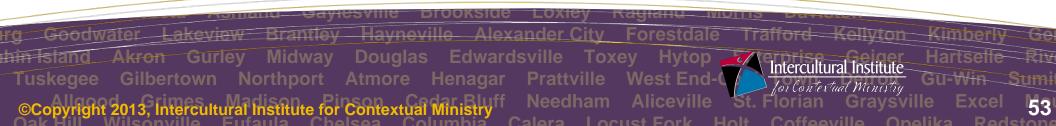
Cottonwood Loachapoka Gardendale Elberta Sheffield Castleberry Smiths Station Blue Springs Wa General Maytown Decatur Meadowbrook Meridianville Camp Hill Brack Colony Irondale Needham kerhill Crossville Hartselle Mooresville Kansas Bear Creek Red Level Contextual Ministry Copyright 2013, Intercultural 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7	7-10	10-15
	MILES	MILES	MILES
Gen. News	50.32%	48.64%	47.18%
Classified	37.64%	35.79%	34.33%
Sport	28.08%	27.66%	27.18%
Editorial Page	26.67%	25.52%	24.27%
Comics	25.07%	23.81%	22.52%
Food/Cooking	20.36%	20.12%	19.74%
Business/Finance	19.09%	19.19%	19.32%
TV/Radio Listings	17.84%	18.64%	18.97%
Home/Gardening	17.44%	16.7%	16.17%
Movie Listings & Reviews	14.71%	16.17%	17.28%
Fashion	12.1%	12.97%	13.52%
Travel	11.57%	11.96%	12.31%
Science/Technology	11.03%	11.09%	10.84%

RADIO	0-7	7-10	10-15
	MILES	MILES	MILES
Country	32.95%	26.74%	21.81%
Adult Contemporary	17.85%	15.4%	14.14%
Urban Contemporary	17.55%	25.87%	32.05%
CHR Contemp Hit Radio	13.15%	13.56%	13.97%
Oldies	9.51%	9.19%	8.99%
Classic Rock	7.79%	6.39%	5.52%
Rock	7.13%	6.22%	5.72%
Variety	6.51%	7.48%	8.39%
Religious	5.6%	5.39%	5.17%
Gospel	4.97%	6.47%	7.41%
News/Talk	4.47%	4.31%	4.28%
Jazz	3.82%	6.61%	8.53%
Alternative	3.75%	3.86%	4.03%
Soft Contemporary	3.15%	3.42%	3.74%
Classic Hits	2.78%	2.3%	1.97%
All Talk	2.37%	2.33%	2.43%
All News	2.08%	3.08%	3.88%
Classical	1.57%	1.66%	1.83%



## **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-7	7-10	10-15		MULTIMEDIA: TV	MULTIMEDIA: TV 0-7	MULTIMEDIA: TV 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Fox News Channel	62.17%	61.53%	60.85%		Nick At Nite	Nick At Nite 23%	Nick At Nite 23% 23.69%
Other Video-On-Demand	53.23%	54.18%	54.25%		TV Info From	TV Info From 22.31%	TV Info From 22.31% 22.86%
Satellite Dish	51.38%	50.77%	49.84%		Newspapers	Newspapers	Newspapers
Soapnet	45.12%	46.36%	47.43%		Hallmark Channel	Hallmark Channel 22.11%	Hallmark Channel 22.11% 22.32%
Sci-Fi Channel	38.29%	37.23%	36.25%		USA Network	USA Network 21.28%	USA Network 21.28% 20.77%
MSNBC	34.06%	34.22%	34.19%		ESPN2	ESPN2 20.49%	ESPN2 20.49% 19.86%
Nickelodeon	33.55%	31.68%	30.4%		TCM (Turner Classic	TCM (Turner Classic 20.27%	TCM (Turner Classic 20.27% 21.79%
Adult Pay Per View TV	32.05%	32.51%	32.22%		Movies)	Movies)	Movies)
Subscribe Digital Cable	31.11%	31.17%	31.23%		Lifetime	Lifetime 20.1%	Lifetime 20.1% 21.14%
TV Info From Sunday TV	26.22%	26.01%	26.17%		Comedy Central	Comedy Central 19.66%	Comedy Central 19.66% 19.99%
Magazine					BET (Black Entertainment	BET (Black Entertainment 19.52%	BET (Black Entertainment 19.52% 20.54%
Adult Swim	23.92%	22.34%	21.08%		TV)	TV)	TV)
TV Info From Monthly Cable	e 23.22%	22.94%	22.88%		Video-On-Demand	Video-On-Demand 19.11%	Video-On-Demand 19.11% 18.62%
Guide					Movies	Movies	Movies
					TV Info From Other	TV Info From Other 18.92%	TV Info From Other 18.92% 19.46%



The Science Channel

18.51%

15.81%

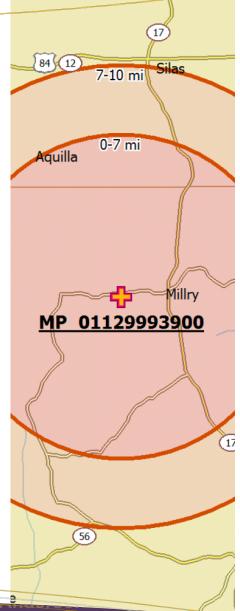
14.13%

#### **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.



le West End-Cobb Town Camp Hill Midfield La Fayette Allgood Graysville Monroeville North Courtland Pleasant Grove Akron Elberta Red Bay Babbie Underwood-Petersville Intercultural Institute Tuscaloosa Colony Edgewater Toxey Midland City Lester Athens Vecopyright 2013, Intercultural Institute for Contextual Ministry Vecopyright 2013, Intercultural Institute for Contextual Ministry Vecopyright 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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	16.47%	15.77%	15.35%
Medium Users (4-6)	8.03%	7.71%	7.68%
Light Users (1-3)	17.45%	17%	16.71%
Quintiles (20%)			
Newspaper I (Heavy)	1.51%	1.39%	1.43%
Newspaper II	1.78%	1.63%	1.67%
Newspaper III	1.45%	1.47%	1.47%
Newspaper IV	0.26%	0.34%	0.42%
Newspaper V (Light)	0.58%	0.77%	0.88%

MEDIUM	0-7	7-10	10-15
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.26%	20.65%	21.45%
Magazines II	8.23%	8.65%	9.22%
Magazines III	12.06%	11.53%	11.47%
Magazines IV	11.54%	12.5%	13.43%
Magazines V (Light)	0.26%	0.51%	0.7%
Outdoor I (Heavy)	8.77%	9.11%	9.58%
Outdoor II	2.57%	3.75%	4.49%
Outdoor III	4.4%	4.92%	5.37%
Outdoor IV	18.78%	18.57%	18.23%
Outdoor V (Light)	26.74%	26.27%	25.75%
Yellow Pages I	16.56%	16.74%	16.98%
(Heavy)			
Yellow Pages II	6.32%	7.09%	7.72%
Yellow Pages III	6.44%	8.32%	9.74%
Yellow Pages IV	26.31%	26.66%	26.84%
Yellow Pages V	5.05%	5.44%	5.73%
(Light)			

rthport Tuskegee Steele Gu-Win Chatom Gurley Woodland East Brewton Rockford Berry Talladega S Loxley Grimes Yellow Bluff Dutton Waldo Gaylesville Sanford Lyng Halarville ester Westover Mooresville Newton Citronelle Pelham Glenwood Flomaton Ashland for Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Grande Detroit Waterloo Langston Havneville Exinction Jacksonville Pleasant Groves Aliceville Satsur

## Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

EDIUM 0-7 7-10 10-15 I	MEDIUM
MILES MILES MILES	
dio Drive Time Quntiles TV	Prime Time Quntiles (fifths
ths / 20%) / 20%)	
ive Time I & II (Heavy) 3.39% 2.89% 2.46% Prime Time	e I & II (Heavy)
ive Time III (Medium) 0.94% 0.96% 1% Prime Time III (	Medium)
adio IV & V (Light) 1.53% 1.85% 2.05% Prime Time IV & V	/ (Light)
adio Media Quntiles (fifths / TV Early/Late Fring	ge Quntiles
%) (fifths / 20%)	
adio I & II (Heavy) 11.03% 11.68% 12.42% Fringe I & II (Heavy)	
adio III (Medium) 4.94% 4.33% 4.2% Fringe III (Medium)	
adio IV & V (Light) 1.9% 2.46% 3% Fringe IV (Light)	
able TV Quntiles (fifths / TV All Day Quntiles (fifth	ns /
%) 20%)	
ble I & II (Heavy) 11.94% 11.68% 11.47% All Day I & II (Heavy)	
ble III (Medium) 4.94% 5.45% 5.73% All Day III (Medium)	
able IV & V (Light) 35.78% 38.28% 39.73% All Day IV (Light)	



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.15%	9.3%	9.44%
6:00am - 10:00am	11.72%	12.19%	12.74%
10:00am - 3:00pm	5.18%	7.67%	9.65%
3:00pm - 7:00pm	11.14%	13.23%	14.66%
7:00pm - Midnight	9.5%	10.18%	10.81%
Midnight - 6:00am	6.17%	7.28%	8.12%
Weekend Radio			
Listeners			
Dayparts [summary]	10.15%	11.28%	12.25%
6:00am - 10:00am	1.3%	1.47%	1.69%
10:00am-3:00pm	2.56%	2.93%	3.33%
3:00pm - 7:00pm	6.13%	6.58%	6.86%
7:00pm - Midnight	6.25%	7.72%	8.86%
Midnight - 6:00am	7.84%	9.95%	11.67%

USAGE	0-7	7-10	10-15
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.66%	8.39%	7.89%
Saturday:	7.13%	7.26%	7.78%
8:00-11:00pm			
Sunday: 7:00-11:00pm	8.61%	9.09%	9.42%
9:00am-1:00pm	23%	23.69%	24.06%
9:00am-4:00pm	26.72%	27.42%	27.81%
4:00pm-7:00pm	22.26%	24.85%	26.79%
11:00pm-1:00am	40.9%	42.37%	43.42%
AVG Prime time	3.52%	4.45%	5.18%
Mon-Sun			

e Uniontown Powell Dothan Munford Natural Bridge Elmore Northport Maplesville Oakman Fort Depert The Stand Edgewater Alexandria Marion Piedmont Millport Ashville Intercultural Institute Eclectic Heflin Waterloo Madison Petrey Repton Redstone Arsenal Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Hokes Bluff Robertsdale Lisman Woodville Loviev

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7	7-10	10-15		TV VIEWERS	TV VIEWERS 0-7	TV VIEWERS 0-7 7-10
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	14.31%	14.86%	15.42%		Sat: 7-10am	Sat: 7-10am 13.07%	Sat: 7-10am 13.07% 13.62%
7-9am	20.49%	19.86%	19.89%		Sat: 10am-1pm	Sat: 10am-1pm 6.88%	Sat: 10am-1pm 6.88% 7.13%
9am-12noon	15.78%	16.31%	16.42%		Sat: 1-4pm	Sat: 1-4pm 19.67%	Sat: 1-4pm 19.67% 21.23%
12noon-4pm	10.94%	11.1%	11.39%		Sat: 4-6pm	Sat: 4-6pm 5.36%	Sat: 4-6pm 5.36% 5.77%
4-6pm	40.12%	41.97%	43.35%		Sat: 6-7pm	Sat: 6-7pm 1.22%	Sat: 6-7pm 1.22% 1.2%
6-7pm	20.85%	19.78%	19.21%		Sat: 7-8pm	Sat: 7-8pm 2.89%	Sat: 7-8pm 2.89% 2.31%
7-7:30pm	1.08%	1.21%	1.34%		Sat: 8-11pm	Sat: 8-11pm 7.13%	Sat: 8-11pm 7.13% 7.26%
7:30-8pm	14.76%	14%	13.67%		Sat: 11pm-1am	Sat: 11pm-1am 4.1%	Sat: 11pm-1am 4.1% 4.82%
8-11pm	9.66%	8.39%	7.89%		Sat: 1am-7pm	Sat: 1am-7pm 21.28%	Sat: 1am-7pm 21.28% 20.77%
11pm-12am	34.06%	34.22%	34.19%		Sun: 7-10am	Sun: 7-10am 2.19%	Sun: 7-10am 2.19% 2.28%
11pm-1am	40.9%	42.37%	43.42%		Sun: 10am-1pm	Sun: 10am-1pm 6.8%	Sun: 10am-1pm 6.8% 6.37%
1-6am	29.28%	30.03%	31.17%		Sun: 1-4pm	Sun: 1-4pm 3.66%	Sun: 1-4pm 3.66% 3.81%
					Sun: 4-7pm	Sun: 4-7pm 10.88%	Sun: 4-7pm 10.88% 10.76%
					Sun: 7-11pm	Sun: 7-11pm 8.61%	Sun: 7-11pm 8.61% 9.09%
					Sun: 11pm-1am	Sun: 11pm-1am 2.52%	Sun: 11pm-1am 2.52% 3.42%
					Sun: 1-7am	Sun: 1-7am 17.15%	Sun: 1-7am 17.15% 17.81%

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New Brockton Sheffield Thorsby Ethelsville Susan Moore Frisco Contentiation Moses New Hope Shorter Gardendale Scottsboro Ragland Cottonwood Goshen Hammo (Intercultural Institute Contentiation Detroit Leeds Weaver 59 Copyright 2013, Intercultural Institute for Contextual Ministry Vina Riverside Brighton Detroit Leeds Weaver 59

# Using the Cultural Bridges, Barriers and Themes

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ercultural Institute for Contextual Ministry

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.

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# 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

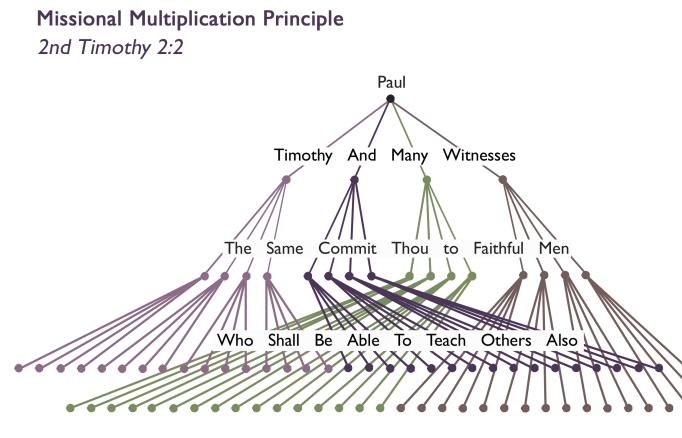
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Fort Rucker Butler Magnolia Springs Eldridge Garden City Rehobeth Moundville Indian Springs Village Ragiand Glen Allen Cleveland Triana Cordova Double Springs Elmond Intercultural Institute proeville Brewton McMullen South Vinemont Cherokee Midway Dayton for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

Biblical missional multiplication builds upon disciplemaking and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.



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## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



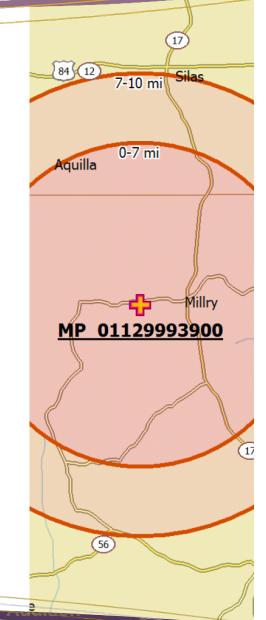


#### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

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



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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Shady Grove	694 Pine Tree Road Millry, AL 36558	2.80 mi	26	Growing
2	Antioch	100 Lloyd Waites Road Millry, AL 36558	4.14 mi	39	Plateauing
3	Millry	PO Box 197 Millry, AL 36558	4.89 mi	178	Plateauing
4	North Oak Grove	514 County Road 2 Millry, AL 36558	5.84 mi	34	Declining
5	Laton Hill	62 Nathan Jordan Rd. Chatom, AL 36518	7.08 mi	53	Declining
6	Chapel Hill	7206 Horace Odom Rd Millry, AL 36558	7.84 mi	46	Growing
7	New Grace	1550 County Road 2 Millry, AL 36558	8.23 mi	50	Plateauing
8	Spring Hill	898 Carpenter Road Millry, AL 36558	8.99 mi	89	Growing
9	Pleasant Hill	8314 Carpenter Rd. Millry, AL 36558	9.04 mi	48	Plateauing
10	Spring Bank	PO Box 491 Chatom, AL 36518	9.64 mi	64	Growing
11	Cullomburg	901 Cullomburg Rd Silas, AL 36919	9.95 mi	63	Plateauing
12	True Vine	1637 Sawmill Rd Chatom, AL 36518	11.28 mi	38	Growing
13	Chatom First	PO Box 816 Chatom, AL 36518	11.52 mi	198	Plateauing
14	Three Forks	8914 County Rd 34 Millry, AL 36558	12.60 mi	13	Plateauing
15	Silas First	PO Box 67 Silas, AL 36919	12.83 mi	151	Plateauing

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Yellow Pine	PO Box 164 Fruitdale, AL 36539	13.12 mi	40	Declining
17	Spring Bank	P.O. Box 307 Silas, AL 36919	13.30 mi	79	Declining
18	Friendship	6266 County Road 31 Frankville, AL 36538	13.52 mi	10	Declining
19	South Oak Grove	11385 County Road 1 Fruitdale, AL 36539	13.54 mi	38	Growing
20	Isney	1168 Hwy 84 Silas, AL 36919	13.67 mi	44	Growing
21	Fairhope	4010 Boyd-Willie Parnell Rd. Tibbie, AL 36583	14.50 mi	44	Growing
22	Bladon Springs	3649 Bladon Rd Silas, AL 36919	14.70 mi	8	Growing
23	Frankville	1704 Co. Rd. 31 Frankville, AL 36538	14.76 mi	39	Declining
24	Black Creek	2995 Highway 21 Silas, AL 36919	15.66 mi	25	Declining
25	Hickory Grove	991 Souwilpa Rd Silas, AL 36919	16.24 mi	62	Plateauing
26	Pine Level	P. O. Box 481 Chatom, AL 36518	16.25 mi	41	Growing
27	Fruitdale	P. O. Box 992 Fruitdale, AL 36539	17.33 mi	30	Growing
28	Tibbie	PO Box 21 Tibbie, AL 36583	17.64 mi	77	Plateauing
29	Howardtown	528 Clark Place Road Tibbie, AL 36583	18.35 mi	72	Declining
30	St. Stephens First	PO Box 70 Saint Stephens, AL 36569	19.73 mi	106	Plateauing

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Gilbertown	PO Box 125 Gilbertown, AL 36908	19.98 mi	96	Declining
32	Four Points	13007 Hwy. 45 Fruitdale, AL 36539	19.99 mi	56	Growing
33	Hurricane	5037 Hurricane Rd Gilbertown, AL 36908	20.13 mi	58	Plateauing
34	New Faith	PO Box 250 Coffeeville, AL 36524	20.16 mi	33	Declining
35	Coffeeville First	PO Box 299 Coffeeville, AL 36524	20.71 mi	63	Plateauing
36	Union Grove	18957 Highway 69 Coffeeville, AL 36524	20.74 mi	43	Declining
37	Escatawpa	P. O. Box 37 Vinegar Bend, AL 36584	20.79 mi	24	Growing
38	Womack Hill	3016 Womack Hill Rd Gilbertown, AL 36908	21.09 mi	27	Plateauing
39	West Bend	PO Box 275 Coffeeville, AL 36524	21.62 mi	23	Plateauing
40	River Hill	11455 Highway 69 Jackson, AL 36545	21.73 mi	56	Plateauing
41	Chappell Hill	3355 Chapel Hill Rd Gilbertown, AL 36908	21.77 mi	42	Plateauing
42	Ulcanush	PO Box 277 Coffeeville, AL 36524	22.52 mi	32	Growing
43	Тохеу	PO Box 230 Toxey, AL 36921	22.95 mi	100	Declining
44	Wagarville	PO Box 9 Wagarville, AL 36585	23.10 mi	31	Growing
45	Bethel	28674 Highway 69 Coffeeville, AL 36524	23.48 mi	37	Declining

Fyffe Winfield Yellow Bluff McDonald Chapel St. Florian Smiths Station Elberta Clay Mooresville Eufar Waverly Mosses La Fayette Paint Rock Susan Moore Jackson Pierre Intercultural Institute Eldridge Elmore Valley Grande Franklin Anderson Creola Faunsdale for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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