MissionSite top unreached locations

Emelle Moulton Mountained Cross Roads Orrville CENSUS TRACT: 01003010902 Thor Multip VDozier Sanford Roanoke Dauphin **REGION: Gulf Coast Region** Cullman Allo ASSOCIATION: Baldwin Fairview Coffeeville Glencoe Petrey Silas Montevallo Prichard Dora Frisco City Onycha partnership with the: Onycha Partnership with the: DISTRICT: 07: Gulf Coast District attville Union C YCOUNTY: Baldwin/es Henagar Smiths Station Ki Intercultural Institute Grove Decatur LSITESCAPE: Townscape Decatur AnDEN for Contextual Ministry ne Toxey Hoover Brand Malabama Baptist Convention xington Babbie edenbur Underwood-Petersville Collinsville Teru State Board of Missions Firmingham Banks Oneonta Re©Copyright 2013; Intercultural Institute for Contextual Ministry olia Springs Sipsey Gadsden Pinckard Hanceville Edw

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Site Location Summary

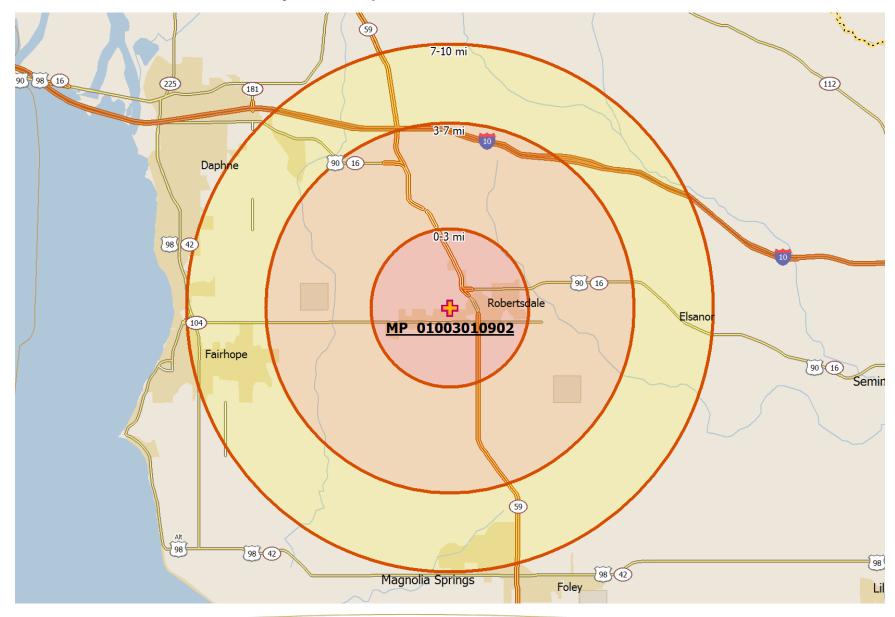
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0105	Gulf Coast Region
2	Association	1047	Baldwin
3	District	07	Gulf Coast District
4	County Location	01003	Baldwin
5	Zipcode	36576	Baldwin
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	13	50000-50000-50000



Parrish Dora Columbia Skyline Cowarts Hoover Trussville Carrow Intercultural Institute Ranburne Waverly Newton Alabaster Hammondville Madison Rock for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



ntone Holt Winfield Blue Ridge Akron Guntersville Section Fort Rucker Sulligent Avon Lisman Taylo and Roanoke Alexander City McIntosh Orange Beach Lexington Ohatcher Intercultural Institute Vinemont Sweet Water Wilton Carrollton Selma Allgood Glencoe Shile for Contextual Ministry ^{tt} ©Copyright 2013, Intercultural Institute for Contextual Ministry ^{tt} ©Copyright 2013, Intercultural Institute for Contextual Ministry Eclectic Asbland Blountsville Butler Libertyville Jacks

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	CO DE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	31	Small town low commuting: Secondary flow 10% to 30% to a large Urban Cluster
7	ERS RUCA Commuting Value	9	Small town low commuting: primary flow 10% to 30% to a small urban cluster
8	Percent Commuting to Metro	23	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	8,808	17,943	35,114
2010 Households	3,353	6,601	13,878
2010 Group Quarters Population	39	561	390

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	24	20	30
Language Diversity National Index	19	13	13
Foreign Born Diversity National Index	40	16	75
Ancestry Diversity National Index	89	71	89
Racial Diversity National Index	18	28	26

Lisman Huevtown Weaver York Auburn Coaling Irondale Fultondale North Courtland Guntersville Daleville Lake Purdy Millbrook Town Creek Thorsby Goshen Kanser Newton Snead Somerville North Johns Ardmore Dadeville Valley Grande Rogersville Dauphin Isle Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bridgeport Gilbertown Oak Hill Fort Deposit

Site Location Summary - County Environment

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

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

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

Littleville Lester Tuscumbia Lincoln Baileyton Heflin Twin White Half Boaz Dora Lexington Cha Sipsey Cordova Ozark Edgewater Snead Lowndesboro Natural Brider Intercultural Institute ookwood Needham New Site Troy Aliceville Grayson Valley Sumiton For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	37	1.1%
Mainstay Communities	Established, Diverse Households	1,050	31.32%
Working Communities	Blue-collar, Working Families	1,134	33.82%
Country Communities	Rural, Agri. & Mining Families	1,022	30.48%
Aspiring Communities	Young Singles / Aspiring-Multihousing	73	2.18%
Urban Communities	High Density, Inner-city Neighborhoods	38	1.13%

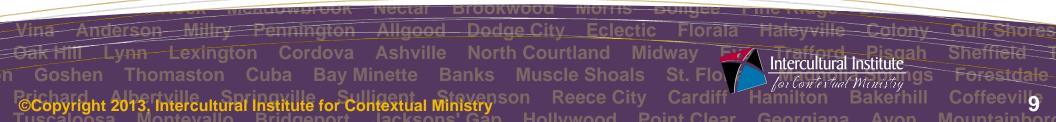
ed Bay Alexandria Lake View Lowndesboro Marion Ashville River Falls Repton Chickasaw Odenville Mountain Brook Nauvoo Woodstock Cedar Bluff Gantt Hayden Jack Intercultural Institute Faunsdale Sumiton Clanton Center Point Dozier Pollard Fayette for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Maytown Kansas Hamilton Cusseta Elberta Midland

Using the Site Location Summary

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

Issues for Your Consideration

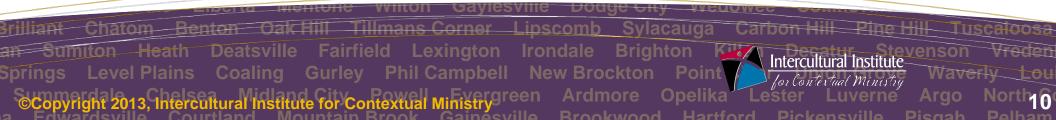
- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for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



Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	49,252	2,156	4.38%
Unreached %	66.6%	64.31%	96.56
Religious But NOT Evangelical HH	11,368	461	4.06%
Religious But NOT Evangelical %	15.37%	13.75%	89.46
Spiritual But NOT Relig or Evang HH	8,817	412	4.68%
Spiritual But NOT Relig or Evang %	11.92%	12.3%	103.13
Not Evangelical, Not Interested HH	29,148	1,283	4.4%
Not Evangelical, Not Interested %	39.42%	38.26%	97.07



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Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	61	3	4.92%
Active ALSBOM Attenders	9,327	638	6.84%
Active Evangelical Households	10,840	526	4.85%
Active Evangelical Percent	14.66%	15.68%	106.95
Inactive Evangelical Households	13,859	672	4.85%
Inactive Evangelical Percent	18.74%	20.04%	106.93
# 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	Robertsdale First	1.01 mi	330	Growing	16	Fairhope Avenue	9.46 mi	156	Growing
2	Silverhill First	1.42 mi	239	Declining	17	Magnolia Springs	9.75 mi	77	Declining
3	Lifeway Community	2.99 mi	69	Plateauing	18	Spanish Trail	10.18 mi	65	Declining
4	Summerdale First	4.00 mi	80	Growing	19	Jubilee	10.28 mi	371	Growing
5	New Horizon	4.67 mi	37	Declining	20	Fairhope First	10.72 mi	769	Plateauing
6	Bethel	5.07 mi	161	Growing	21	Fairhope First	10.72 mi	272	Declining
7	Grace	5.39 mi	49	Declining	22	Eastern Shore	11.53 mi	610	Growing
8	Loxley First	5.55 mi	185	Plateauing	23	Bay Shore	11.69 mi	76	Growing
9	Church On the Eastern Shore	6.71 mi	406	Growing	24	Elberta First	11.73 mi	68	Growing
10	Trinity	7.18 mi	26	Declining	25	Point Clear First	11.98 mi	27	Declining
11	Fish River	7.22 mi	125	Declining	26	Vernant Park	12.11 mi	69	Growing
12	Crossroads Church at Belforest	8.22 mi	228	Growing	27	Barnwell	12.87 mi	139	Plateauing
13	Foley First	9.20 mi	381	Plateauing	28	Pleasant View	12.93 mi	130	Growing
14	Calvary	9.28 mi	88	Declining	29	Spanish Fort First	12.97 mi	156	Declining
15	Styx River	9.28 mi	21	Growing	30	Faith Family Fellowship	13.00 mi	361	Growing

araland Gordon Bay Minette Geneva Gaylesville Castleberry Rainsville Gilbertown Garden City Rock Mo ille Evergreen Vance Pine Apple Madrid Addison Rogersville Libert <u>Intercultural Institute</u> Bridgeport Brilliant Webb Camp Hill Summerdale Silverhill Woodstoc Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Dauphin Island Arley Alexander City Highland Lake

Using the Spirituality Indicators

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

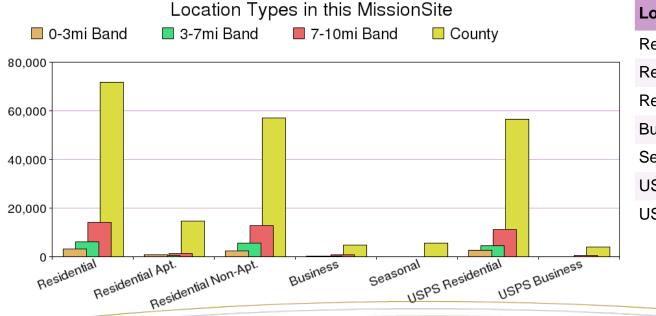
Issues for Your Consideration

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



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

MOSCAPE	COUNTY	BAND	% OF CC
1990 Population	98,281	4,788	4.87%
2000 Population	140,415	7,383	5.26%
2010 Population	183,407	8,808	4.8%



Location Type	0-3mi Band
Residential	3,189
Residential Apt.	674
Residential Non-Apt.	2,515
Business	164
Seasonal	0
USPS Residential	2,551
USPS Business	103

% OF CO

4.85%

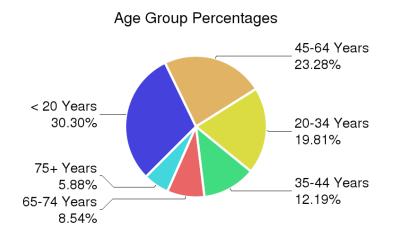
4.53%

5%

Valley Greensbore Moundville Fyfle West Blocton Repton Pinckard Flomaton Athens Fort Payne Grande Argo Ider Lynn Vincent Gordon Hayneville Montgomery Ver Intercultural Institute Alexandria Cherokee River Falls Tarrant Jacksonville Sipsey Harve Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

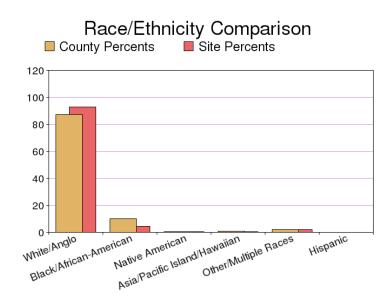


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.48%	6.9%	125.91
4-5 Years	2.56%	2.92%	114.06
6-8 Years	3.75%	4.38%	116.8
9-11 Years	3.76%	4.35%	115.69
12-13 Years	2.51%	3.01%	119.92
14-17 Years	5.04%	5.82%	115.48
18-19 Years	2.52%	2.91%	115.48
0-5 Years	8.04%	9.82%	122.14
6-12 Years	8.77%	10.22%	116.53
13-19 Years	8.82%	10.25%	116.21
< 20 Years	25.63%	30.29%	118.18
20-34 Years	17.12%	19.8%	115.65
35-44 Years	12.4%	12.19%	98.31
45-64 Years	27.01%	23.27%	86.15
65-74 Years	10.03%	8.54%	85.14
75+ Years	7.82%	5.88%	75.19
Median Age	41	34	82.89
Median Age (Male)	40	32	82.14
Median Age (Female)	42	35	82.84



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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	87.03%	92.64%	106.45
Black, African-American	9.92%	4.36%	43.93
Native American	0.49%	0.56%	112.74
Asian	0.69%	0.42%	60.66
Pacific Island, Hawaiian	0.03%	0%	0
Other/Multiple Races	1.84%	2.01%	109.3
Hispanic	0%	3.58%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	125,928	5,524	
Less than 9th Grade	2.73%	3.49%	78.28
No High School Diploma	8.17%	10.99%	74.38
High School Graduate	30.79%	39.74%	77.48
Some College, no degree	22.25%	20.51%	108.47
Associate Degree	8.03%	6.35%	126.39
College Degree	18.69%	11.95%	156.45
Graduate/Prof. degree	9.33%	6.97%	133.92

Aliceville Hurtsborg Meadowbrook Coaling Cowarts Rock Creek Edgewater Chickesaw Munford Kin Ster Kennedy Montevallo Sheffield Elkmont Butler Homewood Istone Arsenal Birmingham Lake Purdy Prichard Springville Smiths State for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	4.87%	6.35%	208.24
\$10,000 to \$19,999	9.93%	10.86%	109.33
\$20,000 to \$29,999	12.16%	15.21%	125.08
\$30,000 to \$49,999	21.78%	24.16%	110.91
\$50,000 to \$59,999	9.99%	11.75%	117.64
\$60,000 to \$69,999	7.25%	7.87%	108.67
\$70,000 to \$79,999	6.82%	5.93%	87.03
\$80,000 to \$89,999	5.81%	4.53%	78.04
\$90,000 to \$99,999	3.96%	2.89%	72.99
\$100,000 to \$124,999	7.61%	4.12%	54.08
\$125,000 to \$149,999	3.57%	2.42%	67.75
\$150,000 to \$199,999	3.3%	1.85%	55.97
\$200,000 to \$249,999	1%	0.72%	71.53
\$250,000 or more	1.95%	1.43%	73.26
Median Household	51,068	44,969	88.06
Average Household	67,301	56,333	83.7
Per Capita Household	27,489	21,469	78.1
Family/Non-Family Household			
Income			
Median Family Income	59,807	51,093	85.43
Average Family Income	77,615	63,249	81.49
Median Non-Family Income	30,654	26,976	88
Average Non-Family Income	41,040	34,341	83.68

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Arab Yellow Bluff Meadowbrook McDonald Chapel Columbiana Paris Have Green Ragland Orang Bluff Arley Excel Gantt Bon Air Lake Purdy Maytown Redstone Arsen for Contextual Institute for Contextual Ministry Elberta Silas Rainsville Onycha Tillmans Corner Go

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	71.8%	73.78%	102.76
Families with Children	33.1%	38.92%	117.6
Families without Children	38.7%	34.86%	90.08
Non-Family Households			
% Non-Family Households	28.2%	26.22%	92.96
Non-Families with Children	0.2	0.33	165.04
Non-Families without Children	28	25.89	92.45
Housing Units			Index
Total Housing Units	107,779	3,810	
Vacant percent	31.39%	12.02%	38.3
Owned percent	51.9%	64.41%	124.11%
Rented Percent	16.72%	23.57%	140.98
Households by Size			Index
Avg household size	2.45	2.62	106.94
Avg family hh size	2.95	3.11	105.42
Avg non-family hh size	1.18	1.23	104.24
Households By Count of Persons			Percent
One	16,539	700	4.23%
Two	29,862	1,215	4.07%
Three or Four	22,136	1,121	5.06%
Five+	5,415	317	5.85%

ton Fairfield <u>Grove Hill</u> Newville Jemison Malvern Taylor Anniston Coker Altoona Blue Springs Block Ridgeville Marion Columbiana Pisgah Citronelle Lipscomb Ariton <u>Intercultural Institute</u> Sanford Ladonia Valley Grande Midland City Pinckard Oakman Operation For Contextual Ministry Hobson City 19 Copyright 2013, Intercultural Institute for Contextual Ministry

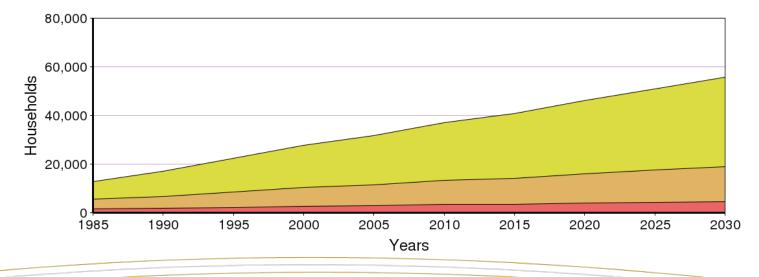
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	98,281	4,788	4.87%
2000 Population	140,415	7,383	5.26%
2010 Population	183,407	8,808	4.8%
2015 Population	201,031	9,195	4.57%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

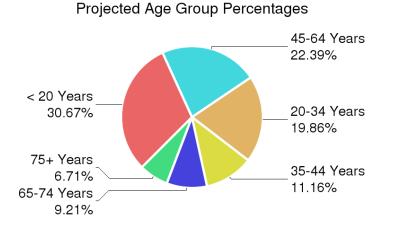
j 🛛 📃 0-10mi Ring



ural Bridge Horn Hill Albertville Goodwater Mulga Onycha Talladega Coaling Moody Auburn Hamilto Emelle Clanton Rehobeth Petrey Glen Allen Providence Grand Bayer Annowille Argo Mountain Brod Talladega Springs Baileyton Oakman Valley Grande Dodge City West Jos Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Ashland Meridianville Rosa Columbiana Eutaw Bak 20

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

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

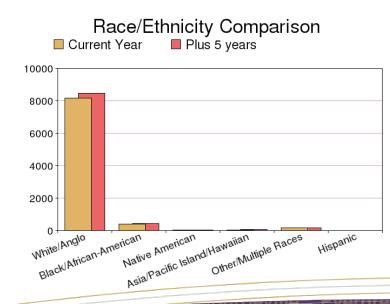


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.9%	7.45%	107.97
4-5 Years	2.92%	3.03%	103.77
6-8 Years	4.38%	4.49%	102.51
9-11 Years	4.35%	4.31%	99.08
12-13 Years	3.01%	2.9%	96.35
14-17 Years	5.82%	5.66%	97.25
18-19 Years	2.91%	2.83%	97.25
0-5 Years	9.82%	10.48%	106.72
6-12 Years	10.22%	10.28%	100.59
13-19 Years	10.25%	9.91%	96.68
< 20 Years	30.29%	30.67%	101.25
20-34 Years	19.8%	19.86%	100.3
35-44 Years	12.19%	11.16%	91.55
45-64 Years	23.27%	22.39%	96.22
65-74 Years	8.54%	9.21%	107.85
75+ Years	5.88%	6.71%	114.12
Median Age	41	33	81.5
Median Age (Male)	40	32	80.67
Median Age (Female)	42	35	82.68

Lowndesboro Rainbow City Cedar Bluff Alabaster Vincent Beatrice Grayson Valley Demopolis Lincoln Loeres Mill Gulf Shores Glenwood Mountainboro Franklin Lester Hackley Intercultural Institute erry Montgomery Goshen Samson Riverside Town Creek Mobile Sats for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Silas Addison Toxey Spanish Fort Russellville Slocon

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	92.64%	92.23%	99.56
Black, African-American	4.36%	4.69%	107.52
Native American	0.56%	0.54%	97.75
Asian	0.42%	0.55%	132.04
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.01%	1.97%	97.96
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,524	5,683	
Less than 9th Grade	3.49%	2.78%	79.57
No High School Diploma	10.99%	8.75%	79.59
High School Graduate	39.74%	40.1%	100.92
Some College, no degree	20.51%	20.02%	97.63
Associate Degree	6.35%	7.48%	117.69
College Degree	11.95%	13.34%	111.64
Graduate/Prof. degree	6.97%	7.53%	108.06

Robertsdale Red Bay Skyline New Site Red Level Bayou La Batre Frisco City Magnolia Springs Atme Providence Georgiana Mount Vernon Rockford Prichard Pelham Intercultural Institute Attaila tumpka Midway Glenwood Rosa Gordo Hammondville Pleasant Groves for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Haleburg Mountain Brook Hueytown Riverside Min 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.35%	4.99%	78.62
\$10,000 to \$19,999	10.86%	9.82%	90.42
\$20,000 to \$29,999	15.21%	14.81%	97.37
\$30,000 to \$49,999	24.16%	22.9%	94.81
\$50,000 to \$59,999	11.75%	11.94%	101.61
\$60,000 to \$69,999	7.87%	8.04%	102.07
\$70,000 to \$79,999	5.93%	6.57%	101.08
\$80,000 to \$89,999	4.53%	5.22%	105.74
\$90,000 to \$99,999	2.89%	3.1%	107.15
\$100,000 to \$249,999	4.12%	4.85%	117.86
\$125,000 to \$149,999	2.42%	2.78%	115.25
\$150,000 to \$199,999	1.85%	2.44%	131.94
\$200,000 to \$249,999	0.72%	0.72%	100.25
\$250,000 or more	1.43%	1.58%	110.27
Median Household	44,969	48,065	106.88
Average Household	56,333	61,437	109.06
Per Capita Household	21,469	23,304	108.55
Family/Nan Family Hausshold			
Family/Non-Family Household Income			
Median Family Income	51,093	53,662	105.03
Average Family Income	63,249	69,593	110.03
Median Non-Family Income	26,976	29,425	109.08
Average Non-Family Income	34,341	37,200	108.33

isman Lake View Alexandria Blue Ridge Union Springs Sylacauga West Point Eva Muscle Shoals Eufa enburgh Mountainboro Grove Hill Ashville Harvest Alexander City Power Intercultural Institute fillsboro Fruithurst Dozier Newbern Rock Mills Vestavia Hills Onycha ©Copyright 2013, Intercultural Institute for Contextual Ministry Leesburg Edwardsville Daphne Wilton Carrollton A 23

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	73.78%	73.28%	99.31
Families with Children	38.92	38.12	97.94
Families without Children	34.86	35.82	102.74
Non-Family Households			
% Non-Family Households	26.22%	26.72%	101.93
Non-Families with Children	0.33	0.2	101.93
Non-Families without	25.89	26.52	102.45
Children			
Housing Units			
Total Housing Units	3,810	3,951	103.7%
Vacant percent	12.02%	11.82%	98.33
Owned percent	64.41%	64.54%	100.2
Rented Percent	23.57%	23.64%	100.3
Households by Size			
Avg household size	2.62	2.63	100.38%
Avg family hh size	3.11	3.15	101.29%
Avg non-family hh size	1.23	1.20	97.56%
Households By Count of			
Persons			
One	700	720	102.86%
Two	1,215	1,270	104.53%
Three or Four	1,121	1,164	103.84%
Five+	317	331	104.42%

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Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	B	BORN IN:	ORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	85	188	592	Eastern Afr	ica	ica 0	ica 0 0
Northern Europe	7	8	68	Middle Africa	l	0	0 0
Western Europe	2	21	61	Northern Africa	l	0	0 4
Southern Europe	0	7	13	Southern Africa		0	0 0
Eastern Europe	0	4	43	Western Africa		0	0 0
Other Europe	0	0	0	Other Africa		0	0 0
Eastern Asia	6	11	28	Oceania		0	0 0
So. Central Asia	0	0	14	Caribbean		0	0 0
SE Asia	14	13	19	Central Amer.		32	32 109
Western Asia	0	0	47	South America		3	3 1
Other Asia	0	0	0	North America		21	21 10
				Born at sea		0	0 0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	5,771	13,191	23,080	Other Indo-Euro	0	0	0
Spanish	200	369	495	Asian/PI languages	0	0	0
Other Indo-Euro	71	127	326	Chinese	0	0	0
language				Japanese	0	8	14
French (incl. Patois,	43	27	44	Korean	0	0	19
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	6	11	35	Miao, Hmong	0	0	0
Portuguese	0	0	6	Thai	0	0	0
German	3	37	144	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	2	0
Other West Germanic	0	22	2	Other Asian	0	0	0
A Scandinavian	6	2	25	Tagalog	0	0	8
Language				Other Pacific Is	0	0	5
Greek	0	5	4	Other languages	0	11	32
Russian	0	0	5	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	9	0
Serbo-Croatian	0	0	17	American			
Other Slavic Language	13	23	22	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	2	32
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	11	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	11	•			

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 Boaz
 Greenville
 Vernon
 Deatsville
 Lester
 Lassee
 Somerville
 Somervil

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	4,137	9,712	18,541	Irish	Irish 375	Irish 375 1,085
Arab	0	2	47	Italian	Italian 129	Italian 129 217
Armenian	0	0	0	Lithuanian	Lithuanian 12	Lithuanian 12 5
Austrian	0	10	14	Norwegian	Norwegian 41	Norwegian 41 70
British	11	50	127	Polish	Polish 45	Polish 45 92
Canadian	9	3	71	Portuguese	Portuguese 13	Portuguese 13 5
Croatian	0	8	21	Romanian	Romanian 0	Romanian 0 15
Czech	111	94	146	Russian	Russian 6	Russian 6 8
Czechoslovak	87	47	70	Scandinavian	Scandinavian 0	Scandinavian 0 13
Danish	28	31	33	Scotch-Irish	Scotch-Irish 202	Scotch-Irish 202 312
Dutch	70	164	189	Scottish	Scottish 97	Scottish 97 149
English	379	956	2,573	Slovak	Slovak 5	Slovak 5 8
European	10	111	373	Subsaharan African	Subsaharan African 0	Subsaharan African 0 5
Finnish	0	0	15	Swedish	Swedish 131	Swedish 131 117
French (not Basque)	73	236	462	Swiss	Swiss 0	Swiss 0 18
French Canadian	13	66	112	Ukrainian	Ukrainian 0	Ukrainian 0 5
German	403	1,223	2,124	US/American	US/American 1,057	US/American 1,057 2,603
Greek	27	30	52	Welsh	Welsh 0	Welsh 0 9
Hungarian	0	2	26	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	6	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 803	Other 803 1,943

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Warrio

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

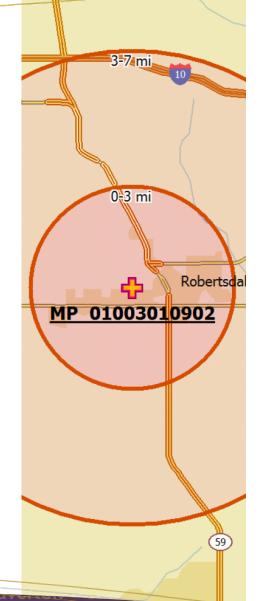
Issues for Your Consideration - continued

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

s Corner Greenville Elba Brantley Ridgeville Nauvoo Wetumpka Athens Blue Ridge Selmont-West Schr Chatchee East Brewton Pinckard Yellow Bluff Boligee Oakman Childer Intercultural Institute Vance Flomaton Vernon Grand Bay Waldo New Market Goldville Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



Garden City Grand Bay Kellyton Courtland Mignon Winfield Faunsdale Toxey Trussville West Jeffer The Springville Kimberly Sylvan Springs Ardmore Lisman Elkmont Intercultural Institute Cedar Bluff Jacksons' Gap Tillmans Corner Bon Air Skyline Selmont <u>Intercultural Institute</u> Son 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,353	100%	2,156	100%
AFFLUENT SUBURBIA	14	0.42%	10	0.46%
America's Wealthiest	0	0%	0	0%
Dream Weavers	13	0.39%	9	0.42%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	1	0.03%	1	0.05%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	23	0.69%	16	0.74%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	18	0.54%	12	0.56%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	5	0.15%	4	0.19%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	1,012	30.18%	652	30.24%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	465	13.87%	303	14.05%
Urban Optimists	0	0%	0	0%
Family Convenience	547	16.31%	349	16.19%
Mid-Market Enterprise	0	0%	0	0%

Billingsley Brighton Steele Excel Loachapoka Jasper Elba Elberta Napier Field Montevallo Maytown Lineville Sand Rock Indian Springs Village Lake View Clayton Brookside Intercultural Institute geport Madison Fairhope Monroeville Dutton Moores Mill Westover 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 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,353	100%	2,156	100%
BLUE COLLAR BACKBONE	55	1.64%	34	1.58%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	51	1.52%	31	1.44%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	4	0.12%	3	0.14%
AMER. DIVERSITY	38	1.13%	25	1.16%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	9	0.27%	6	0.28%
Professional Urbanites	4	0.12%	3	0.14%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	25	0.75%	16	0.74%
Mature America	0	0%	0	0%
METRO FRINGE	1,079	32.18%	738	34.23%
Steadfast Conservative	991	29.56%	679	31.49%
Moderate Conventionalists	88	2.62%	59	2.74%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

ield Coker Pickensville Killen Memphis Cordova Dodge City Frisco City Mentone Creola Bridgeport Fillmans Corner Theodore Pinson Meadowbrook Samson Beaverton Intercultural Institute Fort Rucker Alexandria Lisman Vance Powell Alexander City Hackle Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,353	100%	2,156	100%
REMOTE AMERICA	929	27.71%	545	25.28%
Hardy Rural Fam.	15	0.45%	9	0.42%
Rural Southern Living	914	27.26%	536	24.86%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	73	2.18%	52	2.41%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	45	1.34%	33	1.53%
Stable Careers	13	0.39%	9	0.42%
Aspiring Hispania	15	0.45%	10	0.46%
RURAL VILLAGES & FARMS	93	2.77%	61	2.83%
Industrious Country Living	69	2.06%	47	2.18%
America's Farmland	0	0%	0	0%
Comfy Country Living	23	0.69%	14	0.65%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	1	0.03%	0	0%

ural Bridge West Jefferson Ladonia Grove Hill Avon Lester Samson Sanford Springville Prichard Ster Shorter Creola Lockhart Midway Blountsville Brookwood Gurley Lagar Vina Redstone Arsenal Sipsey Ariton Dothan Goodwater Section for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,353	100%	2,156	100%
STRUGGLING SOCIETIES	23	0.69%	13	0.6%
Rugged Southern Style	23	0.69%	13	0.6%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	15	0.45%	10	0.46%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1	0.03%	1	0.05%
Urban Diversity	0	0%	0	0%
New Generation Activists	14	0.42%	9	0.42%
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%

Riverview Grant Hanceville Sweet Water Bakerhill Ashford Tuscumbla Opp Bridgeport Aliceville Kinsey Edgewater Wilton Carolina Elberta Camden Arley Piedmond Intercultural Institute anford Gadsden Oak Grove McKenzie Toxey Sylvan Springs Prattville for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

mopolis Haleburg Tillmans Corner Anniston Trinity Sand Rock Toxey Theodore River Falls Selmont-We Tuskegee Columbiana Hartford Headland Chelsea Lineville Clantor Intercultural Institute en Hammondville Oak Grove Grimes Colony Ariton Hillsboro Penning Intercultural Institute erview Madrid ill Copyright 2013, Intercultural Institute for Contextual Ministry

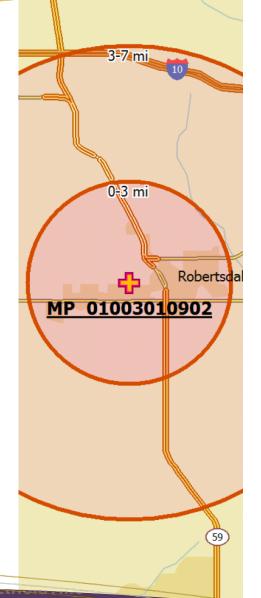
Potential Cultural Bridges

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

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

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

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



oeville Lanett Marion New Site Albertville Winfield Harvest Ragland Satsuma Troy Grimes Dothan sity AShville Muscle Shoals Moulton Decatur Gurley Hokes Bluff Nectary For Payne Margaret Gordon sant Groves Jacksonville Florence Rosa Vincent Kinston New Brockton racionation for Contextual Ministry racionation of the Shorter Brockside Wedger Gardendale Uniontown Vance Rutledge Rainsville

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	83%	82%	81%
Use Comp. for Internet/E-mail	65%	64%	65%
Internet Use: E-Mail	53%	52%	53%
Use Comp. for Comp. Games	43%	42%	42%
Use Comp. for Word Processing	41%	40%	41%
Use Comp. for Shopping	38%	37%	38%
Use Comp. for Banking	36%	35%	34%
Use Comp. for Education	35%	34%	33%
Use Comp. for Digital Camera	34%	34%	35%
Photo Editing			
Internet Use: Banking	31%	31%	29%

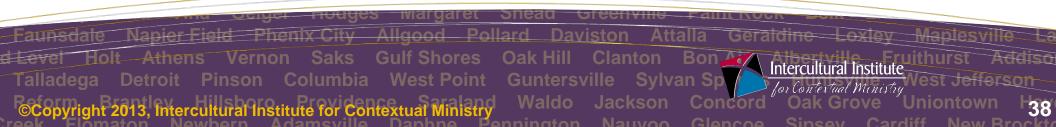
BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	30%	30%	30%
HH Owns DVD Player	30%	29%	29%
Use Comp. for News/Info./Data	22%	22%	23%
Service			
PC-Network-HH Has One	19%	19%	19%
Use Comp. for Accounting	18%	18%	16%
Use Comp. for Personal Financial	14%	14%	15%
Mngmnt			
Internet Use: Shopping: Made A	13%	13%	13%
Purchase			
Use Comp. for Filing/DB Mngmnt	12%	12%	13%
HH Owns Video/Webcam	12%	12%	11%
Internet Use: Shopping: Gathered	11%	11%	13%
Info. for Shopping			

Vance Auburn Union Grove Malvern Walnut Grove Fairfield Andalusia Crossville Maytown Avon S pp Heath Hartselle Eldridge Webb Helena Northport Brighton Concern Moodland Tarrant Dora Bri Tuscaloosa Rock Creek Columbia Brantley Adamsville Beatrice Jacob Ton Contextual Ministry Contextual Ministry Contextual Ministry achapoka Benton Irondale Trinity Talladega Springs 37 will Contextual Ministry Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	69%	69%	69%
Dining Out (Not Fast Food)	59%	59%	60%
Reading Books	51%	51%	53%
Card Games	44%	43%	42%
Cooking for Fun	38%	37%	36%
Go To A Beach/Lake	38%	37%	38%
Board Games	37%	36%	35%
Gardening	37%	37%	37%
Visit Zoo	23%	23%	22%
Going To	20%	19%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	45%	44%	43%
Dentist	26%	26%	28%
Backache	24%	24%	23%
Eye Dr.	20%	20%	21%
None Of These	19%	19%	19%
Hypertension/High Blood	18%	18%	19%
Pressure			
High Cholesterol	17%	18%	18%
Heartburn	16%	16%	15%
Overweight (30 Pounds Or	15%	15%	15%
More)			



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

7-10

MILES 19.24% 19.25% 16.25% 8.45% 7.09% 6.76%

4.72%

3.31% 2.75%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	26.58%	26.74%	27.8%
ve Theater	16.07%	16.47%	19.51%
ock/Pop Concerts Most	13.61%	13.44%	14.31%
Often			
ive Theater Most Often	13.44%	13.86%	16.54%
Comedy Club	9.32%	9.2%	9.18%
Country Concerts Most	9.19%	9.25%	8.25%
Often			
Movies: Comedy	39.68%	39.58%	40.11%
Movies: Action/Adventure	38.86%	38.79%	38.75%
Movies: Fam.	19.63%	19.58%	19.61%

Childersburg Andalusia Geiger Kinston Ohatchee White Hall Cardiff Sipsey Rutledge Birmingham Learning Fairhope Linden Vestavia Hills Fort Deposit Union Grove West Point Intercultural Institute Crossville Sand Roa Atmore Camp Hill Troy Tarrant Tuscumbia Dutton Rock Mills Show Intercultural Institute Chronelle Sand Roa Copyright 2013, Intercultural Institute for Contextual Ministry Oak Hill Auburn Oakman Alabaster Needbam Norther

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	37.47%	37.73%	40.32%		Target Shooting	Target Shooting 11.43%	Target Shooting11.43%11.19%
Swimming	37.3%	37%	36.15%	F	ootball	Football 11.19%	Football 11.19% 11.2%
Freshwater Fishing	25.9%	25.52%	21.99%	Sta	ationary Cycling	ationary Cycling 10.44%	ationary Cycling 10.44% 10.62%
Bowling	23.32%	23.03%	22.29%	Saltwat	ter Fishing	ter Fishing 9.48%	ter Fishing 9.48% 9.48%
illiards/Pool	21.97%	21.35%	19.82%	Backpacki	ng/Hiking	ing/Hiking 9.44%	ng/Hiking 9.44% 9.38%
Camping Trips	18.79%	18.03%	16.71%	Volleyball		8.95%	8.95% 8.77%
Neight Training	15.93%	15.52%	15.96%	Softball		8.42%	8.42% 8.46%
Basketball	14.77%	15.07%	14.96%	Motorcycling		7.85%	7.85% 7.62%
Hunting	13.28%	13.07%	11.57%	Power Boating		7.64%	7.64% 7.99%
Using Cardio Machine	12.98%	12.9%	14.05%	Horseback Riding		7.49%	7.49% 7.47%
Golf	12.78%	12.96%	14.21%	Aerobics		7.35%	7.35% 7.68%
Jogging/Running	12.65%	12.85%	13.93%	Soccer		6.65%	6.65% 6.76%
Mountain/Road Biking	12.3%	12.29%	12.77%	Canoeing/Kayaking		6.45%	6.45% 6.51%
Baseball	11.95%	12.07%	11.65%	Tennis		5.89%	5.89% 5.99%

Alexander City Westover Malvern Baileyton West Blocton Theodore Prattville Dutton Billingsley Moody and Fort Rucker Centreville Roanoke Fort Payne Killen Greenville Billingsley Dothan Month ruithurst Dadeville Margaret Douglas Sylvania Pine Apple Midway Joi Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

7-10

MILES 3.74% 2.8% 3.05% 2.86% 2.75% 3% 2.91% 3.01% 2.71% 2.43%

BRIDGES	0-3	3-7	7-10		BRIDGES	0-3	3-7
	MILES	MILES	MILES			MILES	MILES
Archery	5.83%	5.54%	5.15%	;	Snowmobiling	3.53%	3.6%
Yoga	5.59%	5.64%	6.39%		Auto Racing	2.78%	2.81%
Fly Fishing	4.91%	4.93%	4.68%		Rock Climbing	2.61%	2.66%
Roller Skating	4.5%	4.43%	4.73%	:	Skateboarding	2.55%	2.63%
Water Skiing	3.84%	3.91%	4.01%		Rowing	2.44%	2.57%
Downhill & X-Country	3.74%	3.73%	4.28%	:	Snowboarding	2.43%	2.48%
Skiing				1	Hockey	2.4%	2.49%
Ice Skating	3.72%	3.72%	4.26%	:	Sailing	2.37%	2.66%
Snorkeling	3.71%	3.93%	4.54%		Martial Arts	2.16%	2.25%
Racquetball	3.6%	3.72%	3.79%	:	Surfing & Windsurfing	1.97%	2.07%
Jet Skiing	3.56%	3.7%	4.11%				

Helly Pond Benton Florala Sheffield Bear Creek Reform North Johns Brookwood Yellow Bluff Tuske Henagar Elkmont Pickensville Red Bay Skyline Sipsey Leeds Ladonia Intercultural Institute Natural Bridge Arab Lisman Graysville Owens Cross Roads Grant For Contextual Ministry Contextual Ministry Mobile Black Gilbertown Springville Eclectic Lakever

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.

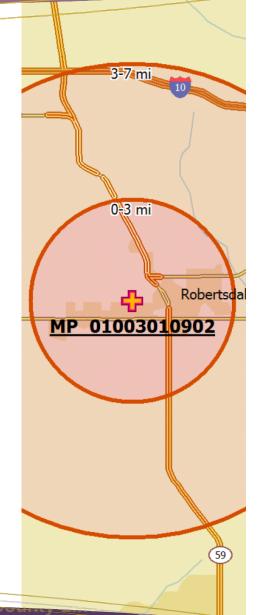
BIBLICAL BARRIERS

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.



Santord Riverside Stevenson Daphne Geneva Elba Avon Helena Canden Fairhope Boli erta Cardiff Alexandria Pisgah Guntersville Fairview Ashland Fort De Gordevided Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

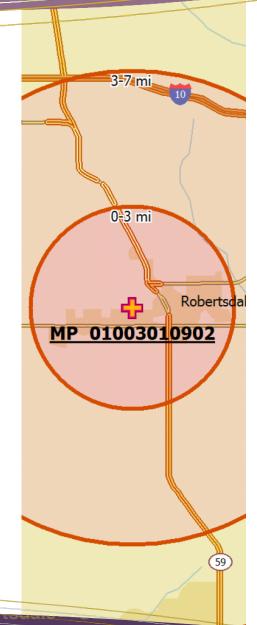
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Mullen Enterprise Level Plains Moores Mill Belk Lipscomb Sipsey Fort Rucker Emelle Clayton Kellyto Intercultural Institute Astock Livingston Centreville Center Point Lake View Eufaula Onycha Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	-	0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning	48%	49%	49%		21%	20%	20%
New Things				Rarely Sit Down to a Meal 1	18%	18%	17%
Find It Difficult To Say No To My	41%	41%	40%	Together At Home			
Kids				, ,	17%	18%	18%
Woman's Place Is In The Home	36%	35%	35%		17%	17%	16%
Like To Do Unconventional Things	33%	33%	31%	Like To Pursue 1 Challenge/Novelty/Change	15%	16%	17%
Speak My Mind Even If It Upsets People	33%	33%	34%	Only Work Current Job for The 1 Money	13%	14%	14%
Like Control Over People And Resources	32%	32%	32%	We Should Strive for Equality for 1 All	12%	12%	12%
Don't Judge People/Way They Live Life	27%	27%	27%	On Whole People Get What They 1 Deserve	10%	10%	10%
Prefer To Have Few Possessions As Possible	27%	27%	31%	Happy With My Standard Of	9%	9%	10%
Money Is Best Measure Of Success	26%	26%	26%	0	9%	9%	9%
If Won Lottery Would Never Work Again	24%	24%	26%	Little I Can Do To Change My 8 Life	8%	7%	7%
Too Much Sponsorship In Arts/Sports	22%	22%	21%	Willing To Give Up Time With 5 Fam. To Advance	5%	5%	5%
Friends More Important Than My Fam.	21%	21%	24%				

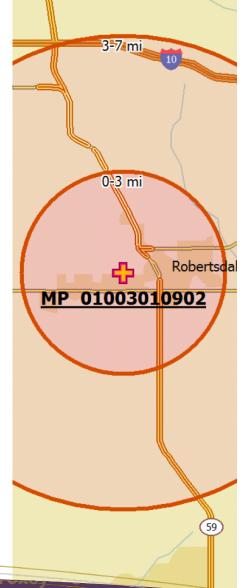
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Gordon North Johns Headland Midland City Thomaston Repton iew Gadsden Samson Fort Rucker Saraland Grove Hill Edwardsville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Conte

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.



Lake Purdy Madrid Vincent Pine Hill Waverly Brilliant Concord Irondale Haleville Trinity Indian Pell City Union Grove Leeds Gordonville Millbrook Heath Excel Intercultural Institute Rockford Taylor Geraldine Hammondville Vernon Pennington Grave Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	67%	66%	65%	Consider Myself Interested In The Arts	17%	17%	18%
You Should Seize Opportunities In Life	57%	57%	56%	Looking for New Ideas To Improve Home	16%	16%	15%
Like To Understand About	37%	37%	37%	Is An Important Part Of Who I Am	15%	15%	15%
Nature				Real Men Don't Cry	15%	15%	16%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Enjoy Spending Time With My Fam.	12%	12%	12%
Important Feel Respected By My Peers	31%	31%	32%	Try Not To Worry About The Future	12%	13%	13%
Important To Juggle Various Tasks	28%	28%	29%	Provide My Kids With The Little Extras	10%	11%	11%
Prefer To Have Few Possessions As Possible	27%	27%	31%	Like Spending Most Time With Fam.	5%	5%	5%
Have Keen Sense Of Adventure	25%	25%	26%	Children Should Be Allowed To	5%	5%	5%
Good At Fixing Things	24%	24%	25%	Express Themselves			
People Have To Take Me As	24%	24%	24%	Feel Very Alone In The World	4%	5%	5%
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Like To Just Enjoy Life	19%	19%	21%	Would Like To Set Up Own	3%	3%	3%
Worried About Pollution Caused By Cars	18%	18%	18%	Business			

allev Locust Fork Gaviesville

Reform Summerdale Goldville Coodwater Wedowee York Detroit Smoke Rise Cusseta Samson Classe Heytown Concord Madrid Pelham Kinston Sylvania Meridianville Intercultural Institute Por Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

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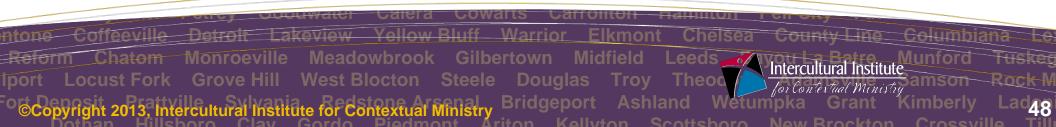
Vina Rainsville Guin Memphis Munford Clay Cedar Bluff Weaver Myrtlewood Beaverton Phenix Castleberry Helena Union Springs Grand Bay West Blocton Level Plains Intercultural Institute Cordova Jacksons' Gap Blue Ridge Hytop West End-Cobb Town Sam for Contextual Ministry Bocopyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.96%	87.42%	86.61%
Restaurant-Visit Any			
Fam. Restaurants/Steak	85.48%	85.23%	85.16%
Houses-Visit Any			
McDonald's	61.22%	60.51%	58.61%
Burger King	38.83%	38.06%	37.26%
Applebee's	35.07%	34.49%	33.55%
Taco Bell	33.57%	33.05%	31.9%
Subway	32.98%	32.63%	32.76%
Wendy's	31.28%	30.84%	30.31%
Kentucky Fried Chicken (KFC)	29.32%	29.21%	28.29%
Arby's	27.68%	26.78%	25.68%
Pizza Hut	23.92%	23.3%	21.91%
Olive Garden	21.06%	21.07%	22.04%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	20.59%	20.04%	19.42%
Cracker Barrel	19.42%	19.34%	18.42%
Sonic	17.14%	17.24%	15.9%
Chick-Fil-A	16.43%	16.29%	15.56%
Red Lobster	16%	16.04%	16.75%
Outback Steakhouse	14.25%	14.7%	15.6%
Golden Corral	13.86%	13.62%	12.31%
Hardee's	13.53%	13.09%	11.65%
Domino's Pizza	13.12%	13.06%	13.11%
Ruby Tuesday	13.09%	13.36%	12.73%
Chili's Grill and Bar	13.05%	13.1%	13.79%
IHOP (International House Of	13.04%	13.04%	13.43%
Pancakes)			

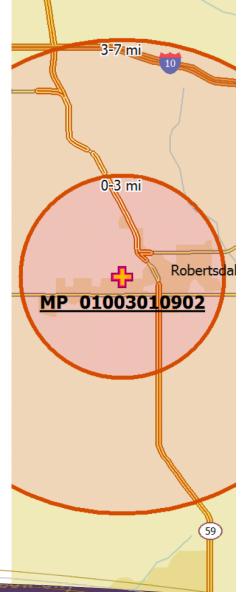


Potential Shared Projects

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

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

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



ile New Market Geraldine Ashford Rutledge Kellyton Horn Hill Muscle Shoals Lipscomb Beaverian F ChickaSaw Fayette Section Florala Bay Minette Hillsboro Gardendale Intercultural Institute Pleasant Grove Rogersville Grand Bay Newton River Falls Centre Joi Contestual 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-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	45.46%	44.96%	47.49%
Recycled products	33.37%	32.79%	35.23%
Worked as volunteer (non political)	16.15%	16.05%	17.31%
Engaged in fund raising	10.01%	9.98%	10.87%
Religious club member	7.22%	7.37%	7.74%
Wrote to elected offcl about publ bus	5.72%	5.73%	6.39%

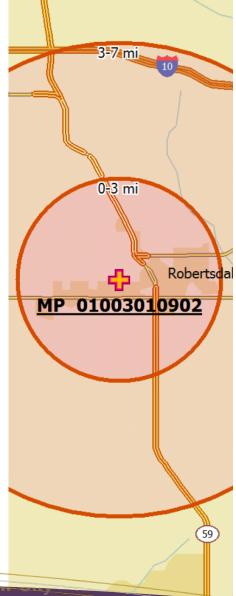
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Charitable Organization	5.36%	5.21%	5.45%
Wrote to editor of mag or	5.36%	5.29%	5.72%
newspaper			
Union member	5.35%	5.23%	5.34%
Addressed a public meeting	4.84%	4.87%	5.08%
Fraternal order member	4.54%	4.54%	4.81%
Took active part in local civic	4.52%	4.6%	5.13%
issue			

Priceville <u>Steele Alexandria Opelika New Market Vincent</u> Pleasant Grove Huguley Dothan Roberts Recce City Benton Banks Dauphin Island Hayneville Florence Midra <u>Hignon Coldville Coffee St</u> leasant Groves Oxford Hurtsboro Oak Grove Redstone Arsenal East Bre <u>Intercultural Institute</u> Columbia Phil for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Ethelsville Baileyton Franklin Anderson Cottonwood Hobson City Luverne Meadowbrook Springville Rehobeth Waverly Roanoke Dothan Helena Odenville Talladega Minnon Vernon Jackson Ridgeville Demopolis Ashville Grayson Valley Wetumpka Gainesvil Anderson Vernon Jackson Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.06%	15.3%	16.75%
Children's Books	12.12%	12.25%	12.93%
Mystery	12.03%	12.13%	12.43%
Cookbooks	10.47%	10.43%	10.87%
Religious (not Bibles)	9.3%	9.36%	9.29%
Romance	7.14%	7.27%	7.17%
History	6.74%	6.68%	7.03%
Personal/Business	5.66%	5.63%	6.32%
Self-help			
Supermarket	5.36%	5.39%	5.5%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.31%	64.44%	67.08%
Gen. Editorial	43.2%	43.35%	44.77%
Womens	39.13%	39.09%	40.09%
Service	36.78%	36.47%	36.59%
Mens	16.95%	16.68%	17.48%
Fishing/Hunting	15.83%	15.51%	14.22%
Automotive	14.29%	13.8%	13.53%
Health	13.85%	13.81%	13.44%
Business/Finance	13.24%	13.52%	15.76%



Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	55.69%	55.53%	56.56%
Classified	37.29%	36.83%	35.14%
Sport	32.95%	32.39%	32.81%
Editorial Page	32.46%	32.31%	32.57%
Comics	29.45%	29.08%	28.98%
Business/Finance	26.65%	26.59%	28.87%
Food/Cooking	25.67%	25.69%	26.07%
TV/Radio Listings	24.69%	24.29%	24.51%
Movie Listings & Reviews	24.07%	23.63%	24.83%
Home/Gardening	21.97%	21.54%	22%
Travel	17.94%	17.78%	19.15%
Science/Technology	15.79%	15.76%	17.24%
Fashion	12.39%	12.56%	13.47%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	31.48%	30.78%	27.11%
Adult Contemporary	18.69%	18.08%	18.19%
CHR Contemp Hit Radio	17.07%	16.69%	17.05%
Rock	13.89%	13.13%	13.47%
Oldies	10.75%	10.57%	11.17%
Classic Rock	10.15%	9.9%	10.43%
News/Talk	9.94%	9.75%	11.56%
Urban Contemporary	8.31%	9%	9.84%
Alternative	7.94%	7.72%	8.9%
Religious	6.49%	6.57%	6.72%
Soft Contemporary	6.24%	6.15%	6.63%
Variety	5.8%	5.99%	7.02%
Classic Hits	5.18%	4.93%	4.8%
Gospel	3.1%	3.32%	2.91%
All News	2.97%	3.19%	4.35%
All Talk	2.8%	2.94%	3.79%
Sports	2.74%	2.74%	3.38%
Adult Standards	2.64%	2.73%	3.03%



Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Fox News Channel	64.6%	64.48%	65.01%	TV Info From Newspape	TV Info From Newspapers 27.29%	TV Info From Newspapers 27.29% 27.1%
Satellite Dish	54.35%	54%	54.75%	Subscribe Digital Cable	Subscribe Digital Cable 27.15%	Subscribe Digital Cable 27.15% 27.36%
Soapnet	50.24%	50.19%	51.32%	TV Info From Monthly Ca	TV Info From Monthly Cable 25.4%	TV Info From Monthly Cable 25.4% 25.18%
Other Video-On-Demand	40.09%	40.48%	40.81%	Guide	Guide	Guide
Sci-Fi Channel	37.34%	37.06%	37.23%	Hallmark Channel	Hallmark Channel 24.77%	Hallmark Channel24.77%24.45%
MSNBC	34.66%	34.42%	34.87%	TCM (Turner Classic	TCM (Turner Classic 24.71%	TCM (Turner Classic 24.71% 24.54%
Adult Pay Per View TV	34.08%	34.42%	35.08%	Movies)	Movies)	Movies)
Nickelodeon	32.02%	31.58%	31.28%	USA Network	USA Network 23.71%	USA Network 23.71% 23.81%
Adult Swim	30.02%	29.3%	28.71%	BET (Black Entertainmer	BET (Black Entertainment 22.86%	BET (Black Entertainment 22.86% 22.75%
TV Info From Sunday TV	29.9%	29.92%	30.19%	TV)	TV)	TV)
Magazine				The Golf Channel	The Golf Channel 21.84%	The Golf Channel 21.84% 21.96%
Nick At Nite	28.05%	27.54%	26.28%	ABC Fam.	ABC Fam. 21.78%	ABC Fam. 21.78% 21.78%
Comedy Central	27.63%	28.1%	30.81%	Lifetime	Lifetime 20.92%	Lifetime 20.92% 20.74%
				ESPN2	ESPN2 20.85%	ESPN2 20.85% 21.12%



Encore

20.61%

20.37%

19.98%

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.



ana Akron Aliceville Rock Mills Brantley Cordova Newton Silverhill Lynn Millbrock Daviston Dalevil The Faunsdale North Johns Childersburg Leesburg Millry Fulton Rock Intercultural Institute Springs Wetur Selmont-West Selmont Good Hope New Site Rock Creek Myrtlewood For Contextual Ministry Contextual Ministry Huguley Georgiana Clayton Helena Cherokee Ta55 Copyright 2013, Intercultural Institute for Contextual Ministry Huguley Georgiana Obatchee Brent Wadley Gilberto

Potential Print Media Usage:

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

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	18.67%	18.81%	19.89%
Medium Users (4-6)	9.98%	9.87%	10.59%
Light Users (1-3)	19.65%	19.56%	20.29%
Quintiles (20%)			
Newspaper I (Heavy)	1.98%	1.78%	1.6%
Newspaper II	1.79%	1.67%	1.53%
Newspaper III	1.88%	1.88%	2.01%
Newspaper IV	1.05%	0.96%	0.78%
Newspaper V (Light)	1.18%	1.08%	1.13%

0-3	3-7	7-10
MILES	MILES	MILES
21.45%	21.01%	19.91%
9.9%	9.55%	8.99%
10.87%	10.73%	10.41%
12.75%	12.36%	11.29%
0.47%	0.52%	0.55%
5.2%	5.14%	5.74%
1.98%	1.89%	2.05%
3.25%	3.17%	3.01%
16.13%	16.2%	15.87%
24.89%	24.58%	25.29%
16.41%	16.19%	15.59%
5.57%	5.44%	5.42%
4.05%	4.05%	4.47%
23.17%	23.3%	22.62%
2.9%	2.86%	2.83%
	MILES 21.45% 9.9% 10.87% 12.75% 0.47% 5.2% 1.98% 3.25% 16.13% 24.89% 16.41% 5.57% 4.05% 23.17%	MILES MILES 21.45% 21.01% 9.9% 9.55% 10.87% 10.73% 12.75% 12.36% 0.47% 0.52% 5.2% 5.14% 1.98% 1.89% 3.25% 3.17% 16.13% 16.2% 24.89% 24.58% 16.41% 16.19% 5.57% 5.44% 4.05% 4.05% 23.17% 23.3%

Demopolis Ohatchee Prattville Wilsonville Mobile Brookside West End-Cobb Town Paint Rock Wost ekasaw Ider Aliceville St. Florian Cordova Rock Mills Kansas Oak Greet Intercultural Institute I Eva Gurley Cuba Saks Underwood-Petersville Huguley New Brockto Confectual Ministry Wocopyright 2013, Intercultural Institute for Contextual Ministry Vocopyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	
	MILES	MILES	MILES		MILES	MILES	Ν
Radio Drive Time Quntiles				TV Prime Time Quntiles (f	ifths /		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.6%	3.4%	3.14%	Prime Time I & II (Heavy)	3.49%	3.57%	3
Drive Time III (Medium)	0.66%	0.66%	0.62%	Prime Time III (Medium)	2.38%	2.37%	2
Radio IV & V (Light)	2.05%	1.88%	1.98%	Prime Time IV & V (Light)	10.18%	9.98%	9
Radio Media Quntiles (fifths /				TV Early/Late Fringe Qunt	iles		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	10.29%	10.19%	9.11%	Fringe I & II (Heavy)	40.24%	40.37%	4
Radio III (Medium)	5.75%	5.44%	5.14%	Fringe III (Medium)	54.13%	53.93%	5
Radio IV & V (Light)	3.64%	3.61%	3.69%	Fringe IV (Light)	58.44%	58.24%	5
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths	/		
20%)				20%)			
Cable I & II (Heavy)	12.69%	12.54%	13.1%	All Day I & II (Heavy)	11.36%	11.41%	1
Cable III (Medium)	3.94%	3.9%	3.83%	All Day III (Medium)	23.73%	23.43%	2
Cable IV & V (Light)	30.91%	31.49%	31.89%	All Day IV (Light)	11.6%	11.67%	1

Camp Hill Alabaster Atmore Marion East Brewton Irondale Mount Olive Edgewater Cullman Hytop thite Hall Eldridge Roanoke Goldville Maytown Sumiton Gadsden New Mostavia Hills Hayden He ng Redstone Arsenal Frisco City Pine Ridge Saraland Beaverton Birmi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.64%	12.77%	12.42%
6:00am - 10:00am	12.24%	12.65%	14.25%
10:00am - 3:00pm	4.02%	4.61%	5.4%
3:00pm - 7:00pm	12.77%	12.89%	12.91%
7:00pm - Midnight	11.17%	11.59%	12.59%
Midnight - 6:00am	3.89%	4.17%	4.8%
Weekend Radio			
Listeners			
Dayparts [summary]	16.79%	16.5%	15.68%
6:00am - 10:00am	4.15%	4.33%	4.22%
10:00am-3:00pm	3.53%	3.73%	4.49%
3:00pm - 7:00pm	6.89%	6.86%	6.8%
7:00pm - Midnight	9.84%	9.68%	9.32%
Midnight - 6:00am	10.01%	10.37%	10.62%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.31%	8.31%	9.07%
Saturday: 8:00-11:00pm	9.23%	9.16%	8.85%
Sunday: 7:00-11:00pm	10.68%	10.57%	10.16%
9:00am-1:00pm	28.05%	27.54%	26.28%
9:00am-4:00pm	32.25%	31.73%	30.18%
4:00pm-7:00pm	27.47%	27.61%	28.65%
11:00pm-1:00am	42.5%	42.17%	42.66%
AVG Prime time Mon-Sun	2.16%	2.19%	2.27%

or Madrid Highland Lake Millport Aliceville Vina Valley Head Prattville Locust Fork Lake View Trafford Clayhatchee Gurley Blue Ridge Needham Detroit Underwood-Petersville Adamsville New Hope Spanis Fulton Grove Hill Lisman Section Myrtlewood Alexander City Map For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.01%	16.01%	16.43%	Sat: 7-10am	Sat: 7-10am 18.45%	Sat: 7-10am 18.45% 18.13%
7-9am	20.85%	21.12%	22.26%	Sat: 10am-1pm	Sat: 10am-1pm 8.31%	Sat: 10am-1pm 8.31% 8.49%
9am-12noon	24.24%	23.73%	22.63%	Sat: 1-4pm	Sat: 1-4pm 25.6%	Sat: 1-4pm 25.6% 25.17%
12noon-4pm	8%	7.99%	7.55%	Sat: 4-6pm	Sat: 4-6pm 6.73%	Sat: 4-6pm 6.73% 6.8%
4-6pm	44.48%	44.13%	46.73%	Sat: 6-7pm	Sat: 6-7pm 1.96%	Sat: 6-7pm 1.96% 1.91%
6-7pm	20.89%	20.44%	19.71%	Sat: 7-8pm	Sat: 7-8pm 0.56%	Sat: 7-8pm 0.56% 0.59%
7-7:30pm	1.09%	1.02%	1.24%	Sat: 8-11pm	Sat: 8-11pm 9.23%	Sat: 8-11pm 9.23% 9.16%
7:30-8pm	11.64%	11.69%	11.52%	Sat: 11pm-1am	Sat: 11pm-1am 4.46%	Sat: 11pm-1am 4.46% 4.51%
8-11pm	8.31%	8.31%	9.07%	Sat: 1am-7pm	Sat: 1am-7pm 23.71%	Sat: 1am-7pm 23.71% 23.81%
11pm-12am	34.66%	34.42%	34.87%	Sun: 7-10am	Sun: 7-10am 2.15%	Sun: 7-10am 2.15% 2.1%
11pm-1am	42.5%	42.17%	42.66%	Sun: 10am-1pm	Sun: 10am-1pm 8.31%	Sun: 10am-1pm 8.31% 7.84%
1-6am	27.21%	27.44%	29.48%	Sun: 1-4pm	Sun: 1-4pm 7.66%	Sun: 1-4pm 7.66% 7.61%
				Sun: 4-7pm	Sun: 4-7pm 15.71%	Sun: 4-7pm 15.71% 15.22%
				Sun: 7-11pm	Sun: 7-11pm 10.68%	Sun: 7-11pm 10.68% 10.57%
				Sun: 11pm-1am	Sun: 11pm-1am 6.44%	Sun: 11pm-1am 6.44% 6.19%
				Sun: 1-7am	Sun: 1-7am 24.33%	Sun: 1-7am 24.33% 23.8%

Mountain Brook Forestdale Vina Gu-Win Lake Purdy Newville Riverside Excel Elkmont Tillmans Con Gardendale Union Grove Hueytown Fultondale Highland Lake Bay Min Favette Moody Marien masville Attalla Steele Hodges Snead Hartselle Woodstock Anderso For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Gainesville Silas Wetumpka Birmingham Meridianville Napier Field Ashford Cordova Taylor Flore Weaver Daleville Cherokee Castleberry Theodore Hoover Sipsey Natura Bridge Coodwater New Site Kellyton Adamsville Talladega Kennedy Grand Bay Tuscaloosa Pherophilic Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Decopyright 2013, Intercultural Institute for Contextual Ministry

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

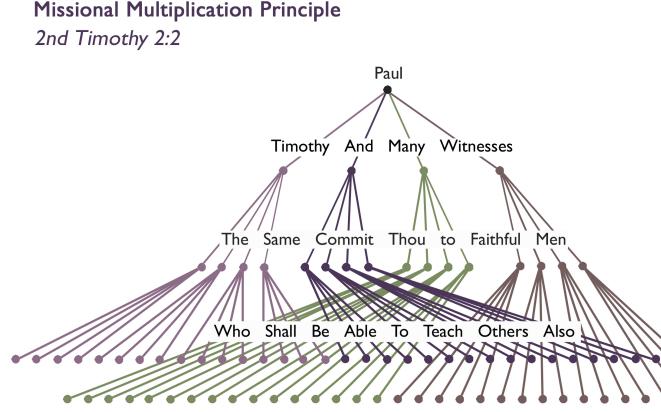
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

on Uniontown Rockford Red Bay Montgomery Gurley Centreville Needham Pine Hill Chelsea New Site Haleburg Ariton Newton South Vinemont Riverside Maplesville <u>Intercultural Institute</u> Lake View South State Chelsea New Site Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2014 Copyright 2015, Intercultural Institute for Contextual Ministry Copyright 2015, Intercultural Institute for Contextual Ministry Copyright 2014 Copyright 2015, Intercultural Institute for Contextual Ministry Copyright 2015, Intercultural Institute for Contextual Ministry Copyright 2015, 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.



Wetumpka Gilbertown Moulton Lanett Hurtsboro Southside Odenville Sylvan Springs Malvern Under Sentre Pinson Oneonta Spanish Fort Natural Bridge Cordova Millry Black Hitter Excel Paint Rock Dayton Rogersville Opelika Arley Livingston Brundidge Goshen Flom Intercultural Institute for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



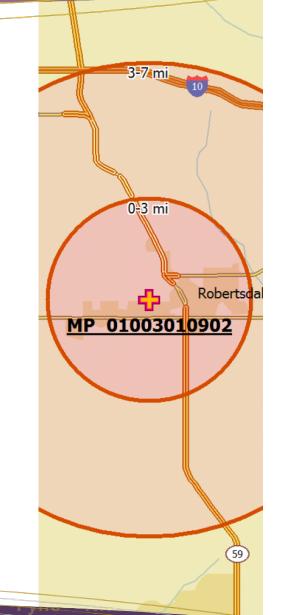


Your MissionSite and the Missional Suite

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

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

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



Contextual Ministry Contextua

Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH			WRSHP AVG	IICM CGR
		ADDRESS	DISTANCE		
1	Robertsdale First	PO Box 1140 Robertsdale, AL 36567	1.01 mi	330	Growing
2	Silverhill First	PO Box 246 Silverhill, AL 36576	1.42 mi	239	Declining
3	Lifeway Community	16373 Thompson Rd Loxley, AL 36551	2.99 mi	69	Plateauing
4	Summerdale First	PO Box 145 Summerdale, AL 36580	4.00 mi	80	Growing
5	New Horizon	PO Box 2072 Daphne, AL 36526	4.67 mi	37	Declining
6	Bethel	PO Box 908 Robertsdale, AL 36567	5.07 mi	161	Growing
7	Grace	1403 County Road 32 E Summerdale, AL 36580	5.39 mi	49	Declining
8	Loxley First	PO Box 114 Loxley, AL 36551	5.55 mi	185	Plateauing
9	Church On the Eastern Shore	10274 Highway 104 Fairhope, AL 36532	6.71 mi	406	Growing
10	Trinity	PO Box 746 Foley, AL 36536	7.18 mi	26	Declining
11	Fish River	17140 County Road 33 Fairhope, AL 36532	7.22 mi	125	Declining
12	Crossroads Church at Belforest	PO Box 1306 Daphne, AL 36526	8.22 mi	228	Growing
13	Foley First	PO Box 307 Foley, AL 36536	9.20 mi	381	Plateauing
14	Calvary	700 West Magnolia Foley, AL 36536	9.28 mi	88	Declining
15	Styx River	PO Box 1984 Robertsdale, AL 36567	9.28 mi	21	Growing

Westover Huguley Edgewater Pinckard South Vinemont Geraldine Mosses Meridianville Columbiana Greola Dadeville Brundidge Lipscomb Deatsville East Brewton Boliney Intercultural Institute Smiths Station Woodland Eufaula Arab Kellyton Lisman Saraland Government for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Fairhope Avenue	PO Box 1086 Fairhope, AL 36533	9.46 mi	156	Growing
17	Magnolia Springs	PO Box 136 Magnolia Springs, AL 36555	9.75 mi	77	Declining
18	Spanish Trail	PO Box 1555 Daphne, AL 36526	10.18 mi	65	Declining
19	Jubilee	9264 Pleasant Rd Daphne, AL 36526	10.28 mi	371	Growing
20	Fairhope First	300 S Section St Fairhope, AL 36532	10.72 mi	769	Plateauing
21	Fairhope First	8105 County Road 32 Fairhope, AL 36532	10.72 mi	272	Declining
22	Eastern Shore	PO Box 128 Daphne, AL 36526	11.53 mi	610	Growing
23	Bay Shore	PO Box 160 Daphne, AL 36526	11.69 mi	76	Growing
24	Elberta First	PO Box 42 Elberta, AL 36530	11.73 mi	68	Growing
25	Point Clear First	PO Box 912 Point Clear, AL 36564	11.98 mi	27	Declining
26	Vernant Park	10891 Vernant Church Rd Foley, AL 36535	12.11 mi	69	Growing
27	Barnwell	7780 US Highway 98 Fairhope, AL 36532	12.87 mi	139	Plateauing
28	Pleasant View	19197 County Road 12 S Foley, AL 36535	12.93 mi	130	Growing
29	Spanish Fort First	PO Box 7111 Spanish Fort, AL 36577	12.97 mi	156	Declining
30	Faith Family Fellowship	PO Box 7547 Spanish Fort, AL 36577	13.00 mi	361	Growing

Pike Road Alabaster Northport Russellville Midfield Midway Chelsea Riverside Atmore Deatsville Taido Vina Killen Glen Allen Columbia Cottonwood New Market Caroline Rockford Childersburg Rand shville Powell Hayneville Coffeeville Birmingham Lockhart Fort Payne Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Receptions Revealed Birmingham Black Hollywood Dadeville Dora Edwardsville Millpo 67

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Miflin	PO Box 426 Elberta, AL 36530	13.86 mi	103	Growing
32	Stapleton	PO Box 6 Stapleton, AL 36578	14.33 mi	140	Plateauing
33	Friendship	PO Box 65 Bon Secour, AL 36511	14.73 mi	108	Plateauing
34	East Pointe	PO Box 7517 Spanish Fort, AL 36577	15.18 mi	120	Growing
35	Hamilton	32815 County Road 112 Robertsdale, AL 36567	15.71 mi	106	Plateauing
36	Oyster Bay	4280 Plash Rd Gulf Shores, AL 36542	17.66 mi	164	Plateauing
37	Perdido Beach	9110 County Road 97 Elberta, AL 36530	18.21 mi	23	Plateauing
38	Whitehouse Fork	38773 County Road 39 Bay Minette, AL 36507	18.24 mi	58	Declining
39	Bromley	7977 Bluefield Dr Bay Minette, AL 36507	18.36 mi	60	Declining
40	Gulf Shores First	PO Box 394 Gulf Shores, AL 36547	18.45 mi	385	Growing
41	Calvary Bay Minette	PO Box 1444 Bay Minette, AL 36507	18.56 mi	40	Growing
42	Josephine	PO Box 247 Elberta, AL 36530	18.57 mi	48	Growing
43	Lillian First	PO Box 178 Lillian, AL 36549	19.19 mi	132	Declining
44	Orange Beach Fist	PO Box 248 Orange Beach, AL 36561	19.34 mi	204	Declining
45	Lagoon	17867 State Highway 180 W Gulf Shores, AL 36542	19.62 mi	194	Declining

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