MissionSite top unreached locations

Font Clear Red Bay County Line Berry Mobile Lowndesboro DEMOPOLIS, AL

CENSUS TRACT: 01091982900 REGION: South Central Region ASSOCIATION: Bethel DISTRICT: 08: Western Black Belt District COUNTY: Marengo SITESCAPE: Townscape DENTITY PATTERN: 13 Alabama Baptist Convention State Board of Missions

MissionSite (TM) Table of Contents

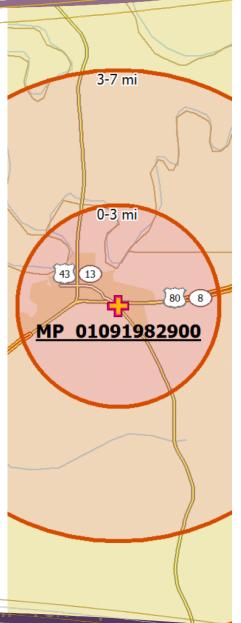
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Meridianville St. Florian Camp Hill Redstone Arsenal Sand Rock Collinsville Belk River Falls Indian Spin Willishere Langston Waller McKenzie Fort Deposit Fayette Forestdale Wetumpka Athens Dadeville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary

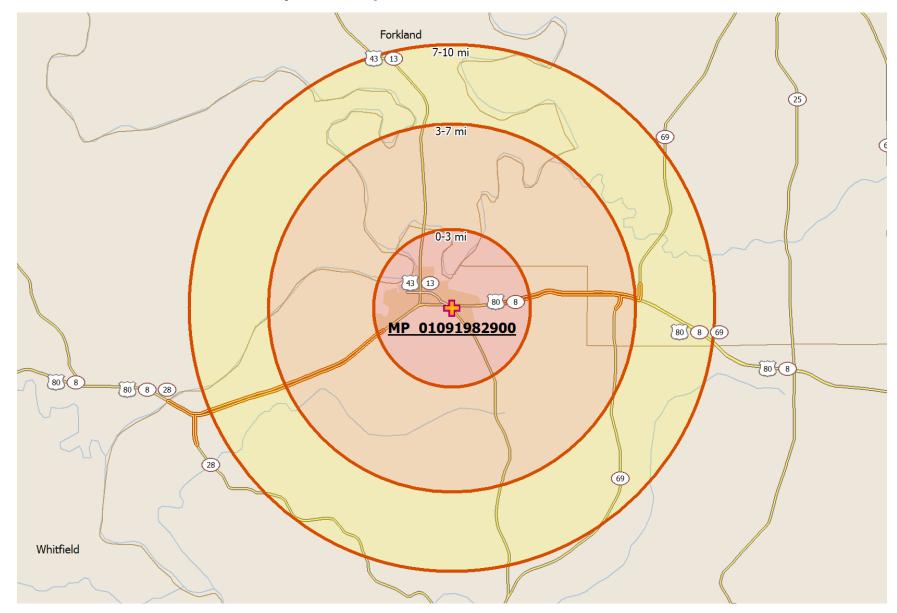
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0103	South Central Region
2	Association	1068	Bethel
3	District	08	Western Black Belt District
4	County Location	01091	Marengo
5	Zipcode	36732	Marengo
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.12	Small towns adjacent to settlements
9	Sitescape Density Pattern	13	10000-2500-10000



Ladonia Elba Excel Millport Susan Moore Avon Mentone Margaret Midland City Sanford Guntersville Ladonia Elba Excel Millport Susan Moore Avon Mentone Margaret Midland City Sanford Guntersville Ladonia Elba Excel Midland City Ardmore Kellyton Woodstock Hazel Greet Intercultural Institute Demopolis Dauphin Island Center Point Holt Marion Kimberly Even for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Margaret Margaret Midland Center Point Holt Marion Kimberly Even for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Margaret Margaret Midland Center Point Holt Marion Kimberly Even for Contextual Ministry Margaret Midland Center Point Holt Marion Kimberly Even for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Sheffield Akron Futton Summerdale Dayton Hollywood Clio Needham North Johns Ardmore Lock The Huguley Helena Montevallo Cherokee McDonald Chapel Mount Oliver Intercultural Institute Sweet Water Bear Creek Thomaston Dadeville Grant Priceville Allgood for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	11	Noncore not adjacent to a metro/micro area and contains a town of 2,500 or
			more residents
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
	Codes		urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
			urban cluster)
8	Percent Commuting to Metro	2	Percent commuting from non metro to metro areas

Epes Twin Beaverton Moundville Daviston South Vinemont Nectar Colony Kimberly Clie Eufaula New Market Geraldine Ohatchee Tallassee Eva Gadsden Reform Intercultural Institute Inton Gardendale Southside Yellow Bluff Toxey Elba Wedowee Bloun for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	6,861	2,425	2,157
2010 Households	2,873	1,018	916
2010 Group Quarters Population	77	10	6

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	2	8
Language Diversity National Index	9	4	4
Foreign Born Diversity National Index	12	0	7
Ancestry Diversity National Index	12	20	3
Racial Diversity National Index	67	45	64

Oneonta Silverhill Russellville Madison Harvest Level Plains Calera Dayton Good Hope Meridianville Malvern River Falls New Hope Goshen Harpersville Samson Caroling Intercultural Institute Webb Douglas Helena Triana Sulligent Prichard Priceville Millport Got Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

Huevtown Alexandria Butler Forestdale Harpersville Elberta Detroit Foley Fairview Pike Road Blue Road Blue Road Statistics Abbeville Bayou La Batre Chickasaw Montevallo Woodstor Intercultural Institute Satsuma Castleberry Jacksons' Gap Lincoln Eldridge Red Bay Beatrice Wave Intercultural Institute Illsbore Tillman ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	615	21.41%
Mainstay Communities	Established, Diverse Households	228	7.94%
Working Communities	Blue-collar, Working Families	77	2.68%
Country Communities	Rural, Agri. & Mining Families	94	3.27%
Aspiring Communities	Young Singles / Aspiring-Multihousing	456	15.87%
Urban Communities	High Density, Inner-city Neighborhoods	1,404	48.87%

lew Site Hokes Bluff Black Gordo Cullman Hackleburg Grayson Valley Rehobeth Frisco City Snead B Thorsby Ragland Oakman Graysville Saraland Sylacauga Colony South Intercultural Institute Silas Notasulga Woodstock Vestavia Hills Bridgeport Haleyville Paint R South State Ministry Silas Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

II Fort Rucker Rutledge Owens Cross Roads Northport Vina New Site Columbia Anderson Falkville U tembern Calera Butler Banks Attalla Petrey Geiger Stevenson Decature Arburn Priceville Brookside and Waverly Linden Coker North Courtland Leighton Level Plains Ed Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Courter Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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

n Ceffee Springs Florala Holt Robertsdale Hammondville Altoona Billingsley West Jefferson Citronelle Prattville Greenville Columbiana Alexander City Odenville Pleasant Intercultural Institute ton Mosses Opelika Rock Creek Snead Gulf Shores Tallassee Midlan for Contextual Ministry gs Dayton Le Viccopyright 2011, Intercultural Institute for Contextual Ministry Dodge City Lincoln Homaston Riverside Steele 10

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	5,970	2,001	33.51%
Unreached %	70.22%	69.64%	99.18
Religious But NOT Evangelical HH	2,244	717	31.95%
Religious But NOT Evangelical %	26.39%	24.95%	94.56
Spiritual But NOT Relig or Evang HH	454	171	37.71%
Spiritual But NOT Relig or Evang %	5.34%	5.96%	111.58
Not Evangelical, Not Interested HH	3,444	1,168	33.91%
Not Evangelical, Not Interested %	40.51%	40.65%	100.36



mp Hill Rockford Gaylesville Castleberry Elba Moundville Napier Field Leighton Huntsville Brookwood bora Susan Moore Cleveland Vincent Fort Payne Spanish Fort Good Intercultural Institute uscaloosa Oak Grove Skyline Pisgah Fayette Memphis Rosa Eutaw Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Conversion Vestavia Hills Hobson City Margaret Russellville Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	29	3	10.34%
Active ALSBOM Attenders	2,299	419	18.23%
Active Evangelical Households	2,302	794	34.49%
Active Evangelical Percent	27.08%	27.63%	102.05
Inactive Evangelical Households	230	79	34.37%
Inactive Evangelical Percent	2.71%	2.75%	101.7
# 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	Fairhaven	1.65 mi	314	Plateauing	16	Calvary	18.83 mi	13	Plateauing
2	Demopolis First	1.81 mi	79	Declining	17	Lamkin Memorial	19.22 mi	13	Plateauing
3	Westside	2.39 mi	26	Growing	18	Greensboro	19.26 mi	201	Plateauing
4	Rangeline	5.09 mi	85	Declining	19	Thomaston	19.37 mi	19	Declining
5	Gallion Baptist	6.75 mi	168	Plateauing	20	Bethlehem	20.48 mi	65	Declining
6	Old Belmont	9.00 mi	37	Growing	21	Friendship	22.07 mi	21	Declining
7	Jefferson	9.06 mi	22	Plateauing	22	Livingston First	22.66 mi	200	Declining
8	Providence	10.01 mi	60	Declining	23	Epes	22.80 mi	8	Plateauing
9	Linden	13.50 mi	109	Plateauing	24	Beaver Creek	22.88 mi	46	Plateauing
10	Forest Hill	14.01 mi	41	Declining	25	Sardis	23.17 mi	48	Plateauing
11	Christian Valley	16.60 mi	67	Declining	26	Норе	23.24 mi	35	Plateauing
12	Newbern	17.61 mi	47	Plateauing	27	Ebenezer	24.09 mi	56	Plateauing
13	Uniontown	17.76 mi	47	Growing	28	Eutaw	24.22 mi	88	Declining
14	Myrtlewood	18.22 mi	24	Plateauing	29	Shorts	24.25 mi	7	Declining
15	Second Baptist	18.31 mi	14	Plateauing	30	Rhodes Chapel	24.45 mi	38	Declining

Gilbertown Coffeeville St. Florian West Point Brilliant Detroit Bakerhill Pine Hill Woodland Moulton Gulf Shores Grand Bay Haleyville Arley Thomaston Montevallo Governation Intercultural Institute adley Elberta Gordo Eufaula Satsuma Summerdale Ashford Penning Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Samson Gardendale Eulton Luverne Grimes Vina

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

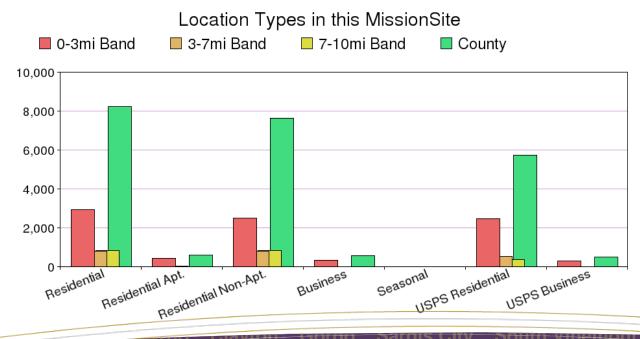
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Alle Lester Memphis North Johns Centre Allgood Center Point Haleburg Daviston Florence Jasper H ield Reece City Pinckard Talladega Magnolia Springs Fairview Kansas Intercultural Institute West Point Geneva Thomasville Spanish Fort Edwardsville Ider South Intercultural Institute Confectual Ministry Confectual Ministry Moody Camp Hill Paint Rock Gilbertown Woodland 14

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	23,084	7,590	32.88%
2000 Population	22,539	7,800	34.61%
2010 Population	20,784	6,861	33.01%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	8,156	2,788	34.18%
2000 Households	8,767	3,104	35.41%
2010 Households	8,502	2,873	33.79%

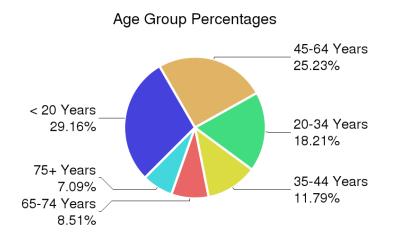


Location Type	0-3mi Band
Residential	2,937
Residential Apt.	437
Residential Non-Apt.	2,500
Business	321
Seasonal	0
USPS Residential	2,479
USPS Business	299

Memphis Harpersville Muscle Shoals Dozier Taylor Vina Phil Campbell Henagar Birmingham Florence Chatom Greensboro Greenville Indian Springs Village Riverside Horov Intercultural Institute Loachapoka Cordova Lisman Level Plains Fairview Sanford Fauns for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Alexander City, Summerdale Berry, Millry, Vance Odenv

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.

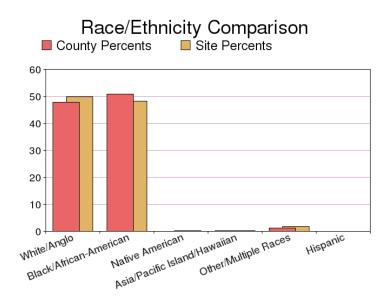


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.53%	6.21%	112.3
4-5 Years	2.72%	2.78%	102.21
6-8 Years	4.05%	4.39%	108.4
9-11 Years	4.03%	4.18%	103.72
12-13 Years	2.7%	2.83%	104.81
14-17 Years	5.79%	5.68%	98.1
18-19 Years	2.99%	3.15%	105.35
0-5 Years	8.25%	8.99%	108.97
6-12 Years	9.44%	10.01%	106.04
13-19 Years	10.13%	10.22%	100.89
< 20 Years	27.82%	29.22%	105.03
20-34 Years	17.67%	18.25%	103.28
35-44 Years	11.42%	11.82%	103.5
45-64 Years	26.8%	25.29%	94.37
65-74 Years	8.91%	8.53%	95.74
75+ Years	7.39%	7.11%	96.21
Median Age	39	37	95.35
Median Age (Male)	36	35	96.29
Median Age (Female)	42	40	95.96

eesburg Harvest Garden City Selma Hobson City Dothan Florence Cullman Repton Lexington River F hemaston Walnut Grove Phil Campbell Morris Anderson Dayton Calera Careville Webb Gordo Not Dutton Centreville Goodwater Addison Jemison Rock Mills Hamilton for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	47.76%	49.76%	104.19
Black, African-American	50.72%	48.26%	95.14
Native American	0.1%	0.12%	121.17
Asian	0.21%	0.16%	75.73
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.2%	1.72%	143.56
Hispanic	0%	2.62%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,556	4,383	
Less than 9th Grade	6.72%	6.57%	102.27
No High School Diploma	13.01%	11.66%	111.55
High School Graduate	40.65%	39.31%	103.42
Some College, no degree	17.08%	17.59%	97.08
Associate Degree	6.59%	5.77%	114.25

11.57%

4.38%

85.35

79.04

13.55%

5.54%

over Billingsley Blue Springs Ashford Natural Bridge Cuba Avon Irondale Carbon Hill New Market Ga akee Dozier Harvest Notasulga Tuskegee Clay Ragland Saks Floral Intercultural Institute Indidge Colony Carolina Northport Emelle Detroit Hartselle Gordonvi Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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

For each category both county and 0-3 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	18.1%	19.56%	97.95
\$10,000 to \$19,999	16.65%	16.01%	96.13
\$20,000 to \$29,999	13.35%	12.22%	91.52
\$30,000 to \$49,999	24.88%	26.24%	105.5
\$50,000 to \$59,999	5.69%	4.04%	70.92
\$60,000 to \$69,999	5.01%	3.69%	73.63
\$70,000 to \$79,999	3.56%	3.06%	85.95
\$80,000 to \$89,999	2.51%	2.47%	98.64
\$90,000 to \$99,999	1.75%	1.6%	91.36
\$100,000 to \$124,999	3.62%	3.52%	97.04
\$125,000 to \$149,999	2.74%	4.52%	165.11
\$150,000 to \$199,999	1.02%	1.25%	122.45
\$200,000 to \$249,999	0.29%	0.42%	142.05
\$250,000 or more	0.81%	1.25%	154.4
Median Household	31,390	32,543	103.67
Average Household	44,421	51,893	116.82
Per Capita Household	18,339	21,730	118.49
Family/Non-Family Household			
Income			
Median Family Income	42,722	45,903	107.45
Average Family Income	55,205	60,023	108.73
Median Non-Family Income	15,185	18,118	119.32
Average Non-Family Income	26,208	32,143	122.65

Cuba Pleasant Grove Tuscaloosa Eva Fairview Margaret Killen Hammondville Twin Carrollton Horn Inderson Malvern Grand Bay Trussville Bessemer Paint Rock Glenwood Intercultural Institute Shores Alabaster Abbeville Webb Springville Harpersville Auburn Carrollton Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry City Centreville Hurtsboro Dora Grayson Valley Hug18

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	62.81%	60.67%	96.59
Families with Children	32.56%	32.86%	100.92
Families without Children	30.25%	27.81%	91.93
Non-Family Households			
% Non-Family Households	37.19%	39.33%	105.76
Non-Families with Children	0.87	1.53	175.96
Non-Families without Children	36.32	37.8	104.07
Housing Units			Index
Total Housing Units	10,505	3,381	
Vacant percent	19.07%	15.03%	78.8
Owned percent	59.84%	53.5%	89.42%
Rented Percent	21.09%	31.47%	149.18
Households by Size			Index
Avg household size	2.42	2.36	97.52
Avg family hh size	3.20	3.16	98.75
Avg non-family hh size	1.10	1.12	101.82
Households By Count of Persons			Percent
One	2,849	987	34.64%
Тwo	2,382	804	33.75%
Three or Four	2,467	838	33.97%
Five+	804	245	30.47%

sea Smiths Station Argo Pell City Clayhatchee Heflin Vincent Georgiana Calera New Site Pisgah Ha Providence Dodge City New Hope Pickensville Valley Grande Brilliant Argo Pell City New Hope Pickensville Valley Grande Brilliant Argo Pell City Site Pisgah Ha Rock Mills Maytown Center Point Gordon Twin Woodland Forkland Turn for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

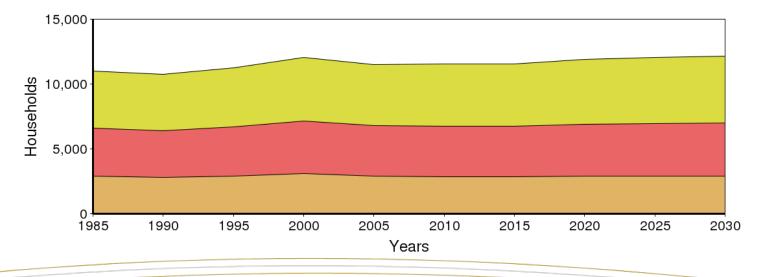
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	23,084	7,590	32.88%
2000 Population	22,539	7,800	34.61%
2010 Population	20,784	6,861	33.01%
2015 Population	20,003	6,527	32.63%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

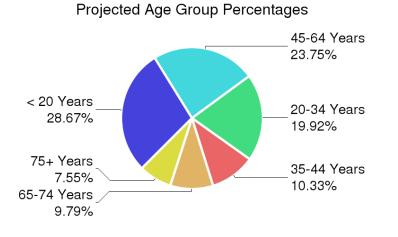
📃 0-10mi Ring



Libertyville Sand Rock Pelham Fairview Citronelle Memphis Clayton Chickasaw Odenville Jackson Fin Repton Carbon Hill Prichard Samson Excel Bay Minette Selma Materica Lisman Har Grand Bay Gurley Glenwood Akron Adamsville Hamilton Hayden Secopyright 2011, Intercultural Institute for Contextual Ministry Mulga Susan Moore Finity Brookwood Munford 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.

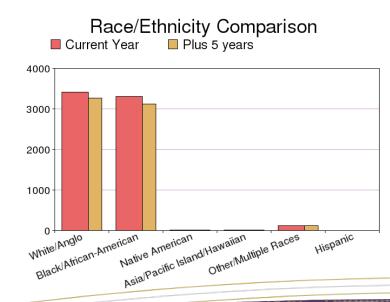


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.21%	6.65%	107.09
4-5 Years	2.78%	2.8%	100.72
6-8 Years	4.39%	4.34%	98.86
9-11 Years	4.18%	4.08%	97.61
12-13 Years	2.83%	2.73%	96.47
14-17 Years	5.68%	5.29%	93.13
18-19 Years	3.15%	2.8%	88.89
0-5 Years	8.99%	9.45%	105.12
6-12 Years	10.01%	9.76%	97.5
13-19 Years	10.22%	9.47%	92.66
< 20 Years	29.22%	28.68%	98.15
20-34 Years	18.25%	19.93%	109.21
35-44 Years	11.82%	10.33%	87.39
45-64 Years	25.29%	23.76%	93.95
65-74 Years	8.53%	9.79%	114.77
75+ Years	7.11%	7.55%	106.19
Median Age	39	37	94.51
Median Age (Male)	36	35	96.76
Median Age (Female)	42	40	96.39

ndale Kimperly Orange Beach Providence Beatrice Elkmont Andalusia Silas Magnolia Springs Coaling Suffigent Horn Hill Forestdale Steele Section Goshen Moores Mill Contextual Institute tone Arsenal Elmore Foley Pine Apple Ranburne Excel Ashford Petre for Contextual Ministry ^{Ill} Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry New Market Coker Ash 21

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

For each category both the current year and the projected percents for the 0-3 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	49.76%	50.07%	100.62
Black, African-American	48.26%	47.72%	98.89
Native American	0.12%	0.11%	91.98
Asian	0.16%	0.21%	133.79
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.72%	1.9%	110.46
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,383	4,181	
Less than 9th Grade	6.57%	5.43%	82.63
No High School Diploma	11.66%	9.54%	81.85
High School Graduate	39.31%	40.18%	102.22
Some College, no degree	17.59%	17.05%	96.95
Associate Degree	5.77%	6.41%	111.05
College Degree	13.55%	15.76%	116.3
Graduate/Prof. degree	5.54%	5.62%	101.38

re Orange Beach Sylvan Springs Sheffield Eutaw Needham Lisman Newton Hodges Lynn Skyline F City Hayneville Valley Head Odenville Leesburg Haleburg Dutton Intercultural Institute Intercultural Bridge West Jefferson Lockhart Oxford Woodstoc For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	19.56%	17.99%	91.96
\$10,000 to \$19,999	16.01%	15.44%	96.42
\$20,000 to \$29,999	12.22%	12.33%	100.92
\$30,000 to \$49,999	26.24%	27.73%	105.67
\$50,000 to \$59,999	4.04%	3.84%	95.16
\$60,000 to \$69,999	3.69%	3.42%	92.78
\$70,000 to \$79,999	3.06%	2.65%	88.95
\$80,000 to \$89,999	2.47%	2.44%	98.94
\$90,000 to \$99,999	1.6%	1.64%	102.53
\$100,000 to \$249,999	3.52%	3.95%	112.27
\$125,000 to \$149,999	4.52%	5.27%	116.56
\$150,000 to \$199,999	1.25%	1.47%	117.07
\$200,000 to \$249,999	0.42%	0.42%	100.35
\$250,000 or more	1.25%	1.26%	100.35
Median Household	32,543	34,104	104.8
Average Household	51,893	54,125	104.3
Per Capita Household	21,730	23,741	109.25
Family/Non-Family Household			
Income			
Median Family Income	45,903	49,108	106.98
Average Family Income	60,023	63,304	105.47
Median Non-Family Income	18,118	19,969	110.22
Average Non-Family Income	32,143	35,358	110

Leeds Clio West Point Glencoe Skyline Providence Maytown Pisgan Meridianville McMullen Beav Ref Rockford River Falls Camden Harpersville Dauphin Island Allgood Trafford Cordon Faunsdal adowbrook Brookside Eufaula Valley Dutton Montevallo Sweet Water Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, In

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	60.67%	56.76%	93.56
Families with Children	32.86	30	91.31
Families without Children	27.81	23.79	85.53
Non-Family Households			
% Non-Family Households	39.33%	43.24%	109.94
Non-Families with Children	1.53	1.89	109.94
Non-Families without	37.8	41.36	109.4
Children			
Housing Units			
Total Housing Units	3,381	3,370	99.67%
Vacant percent	15.03%	15.04%	100.13
Owned percent	53.5%	53.56%	100.1
Rented Percent	31.47%	31.39%	99.76
Households by Size			
Avg household size	2.36	2.25	95.34%
Avg family hh size	3.16	3.15	99.68%
Avg non-family hh size	1.12	1.07	95.54%
Households By Count of			
Persons			
One	987	1,066	108%
Two	804	803	99.88%
Three or Four	838	780	93.08%
Five+	245	215	87.76%

Foley Midland City Huguley Grayson Valley Waterloo Clay Greenville Concord Tailadega Springs Pike Fouble Springs Owens Cross Roads Gaylesville Snead Rainsville Gundary Fairhope Mulga Waldo Taylor Good Hope Roanoke Cusseta Loo for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	65	71	20		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	0	0		Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	0	0		Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	0	0	1	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	4	0	W	/estern Africa	/estern Africa 0	/estern Africa 0 0
Other Europe	0	0	0	Othe	er Africa	er Africa 0	er Africa 0 0
astern Asia	0	0	0	Ocean	ia	ia 0	ia 0 0
So. Central Asia	0	0	0	Caribbean	1	า 15	n 15 0
SE Asia	0	0	0	Central Ame	er.	er. 33	er. 33 67
Western Asia	10	0	0	South Ameri	ica	ica 0	ica 0 0
Other Asia	0	0	0	North Americ	а	a 7	a 7 0
				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
<u> </u>	MILES	MILES	MILES		MILES	MILES	MILE
English only	7,126	1,217	3,564	Other Indo-Euro	0	0	0
Spanish	126	72	74	Asian/PI languages	0	0	0
Other Indo-Euro	7	23	2	Chinese	0	0	0
language				Japanese	0	0	0
French (incl. Patois,	0	0	1	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	7	23	1	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	0	0
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	10	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	10	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0	·			

The mest blocton Garden City Union Grove Greensbord

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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	5,419	996	2,837	Irish	Irish 211	Irish 211 57
Arab	10	0	0	Italian	Italian 31	Italian 31 10
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 4	Norwegian 4 2
British	9	5	5	Polish	Polish 2	Polish 2 2
Canadian	17	2	1	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 0	Russian 0 0
Czechoslovak	0	0	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	0	0	Scotch-Irish	Scotch-Irish 52	Scotch-Irish 52 20
Dutch	31	2	2	Scottish	Scottish 55	Scottish 55 16
English	361	103	122	Slovak	Slovak 7	Slovak 7 0
European	39	14	27	Subsaharan African	Subsaharan African 78	Subsaharan African 78 5
Finnish	0	0	13	Swedish	Swedish 0	Swedish 0 0
French (not Basque)	71	26	20	Swiss	Swiss 0	Swiss 0 0
French Canadian	26	0	2	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	148	32	38	US/American	US/American 986	US/American 986 263
Greek	6	2	2	Welsh	Welsh 24	Welsh 24 4
Hungarian	0	0	0	West Indian	West Indian 15	West Indian 15 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 3,236	Other 3,236 431

water Sylacauga Jamson

burg Clayhatchee Midfield Littleville Magnolia Springs Newville san Moore Brewton Brighton Graysville Hokes Bluff Demopolis ge West End-Cobb Town Grant Garden City Hodges Eutaw Ge ©Copyright 2011, Intercultural Institute for Contextual Ministry Winfield Demos Helena Avon Gapta Saks Libertyville Gordo Collins Dora Intercultural Institute for Contextual Ministry

Hayne₂₇

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?

Allgood Rock Creek Henagar Hanceville Theodore Leighton Friedlicht Gewener Grove Henagar Hanceville Theodore Leighton Friedlicht Grove Henagar Hanceville Grove Henagar Hanceville Theodore Leighton Friedlicht Grove Henagar Hanceville Theodore Leighton Friedlicht Grove Henagar Hanceville Grove Henagar Hanceville Theodore Leighton Friedlicht Grove Henagar Hanceville Henagar Hanc

Using the Demographic Indicators

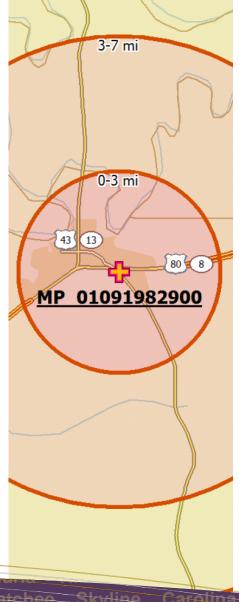
Issues for Your Consideration - continued

- 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?

Mooresville Rutledge Hackleburg Taylor Excel Goldville Midland City Riverview Gu-Win Atmore Horn Hill Lexington Uniontown Glen Allen Good Hope Franklin Alexan Noedham Ragland Pell G aret Cedar Bluff Tuscumbia Oak Hill Silverhill Dayton Thomaston Hol Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



ton Robertsdale Chickasaw Daleville Valley Trinity McKenzie Luverne Clayhatchee Skyline Carolina Daviston Riverview Lincoln Hammondville Loxley Southside Clanton Intercultural Institute Ozark Flomaton Piedmont Indian Springs Village Taylor Hazel Green ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,873	100%	2,002	100%
AFFLUENT SUBURBIA	256	8.91%	182	9.09%
America's Wealthiest	35	1.22%	28	1.4%
Dream Weavers	59	2.05%	42	2.1%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	162	5.64%	112	5.59%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	359	12.5%	242	12.09%
Status Conscious Consumers	7	0.24%	5	0.25%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	350	12.18%	235	11.74%
Solid Suburban Mix	2	0.07%	2	0.1%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	123	4.28%	79	3.95%
2nd City Homebodies	9	0.31%	6	0.3%
Prime Middle America	23	0.8%	15	0.75%
Urban Optimists	0	0%	0	0%
Family Convenience	91	3.17%	58	2.9%
Mid-Market Enterprise	0	0%	0	0%

Linden Redstone Arsenal Newton Valley Jackson Billingsley Thomaston Boaz Ariton Natural Bridge etatur Bridgeport Sulligent North Courtland Eutaw Thomasville Avon Intercultural Institute Eclectic Lowndesboro Sylvan Springs Waverly Orange Beach Hillsboro for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,873	100%	2,002	100%
BLUE COLLAR BACKBONE	41	1.43%	26	1.3%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	20	0.7%	12	0.6%
Lower Income Essentials	10	0.35%	7	0.35%
Small Town Endeavors	11	0.38%	7	0.35%
AMER. DIVERSITY	105	3.65%	72	3.6%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	45	1.57%	29	1.45%
Professional Urbanites	50	1.74%	36	1.8%
Urban Advancement	10	0.35%	7	0.35%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	36	1.25%	25	1.25%
Steadfast Conservative	28	0.97%	19	0.95%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	8	0.28%	6	0.3%

elena Roanoke Rosa Moundville Coosada Mount Olive Hueytown Vina Anniston Aliceville Coker File ton Haleburg Onycha Ladonia Section Billingsley Camden Allgood Intercultural Institute Lakeview Brundidge Memphis Madrid Fairview Ranburne Saraland Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The table below lists 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	2,873	100%	2,002	100%
REMOTE AMERICA	55	1.91%	33	1.65%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	37	1.29%	22	1.1%
Coal & Crops	18	0.63%	11	0.55%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	456	15.87%	338	16.88%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	456	15.87%	338	16.88%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	39	1.36%	23	1.15%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	39	1.36%	23	1.15%
Hinterland Fam.	0	0%	0	0%

Littleville Fairhope Midway Huguley Harvest Pisgah Eldridge Aliceville Billingsley Napier Field F Sipsey Banks Mount Vernon McDonald Chapel Brilliant Mignon Oden Intercultural Institute Horn Hill Kinsey Summerdale Millry Henagar Alabaster Pleasant Group for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH &	Percent
Total	2,873	100%	2,002	100%
STRUGGLING SOCIETIES	989	34.42%	671	33.52%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	989	34.42%	671	33.52%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	415	14.44%	311	15.53%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	56	1.95%	39	1.95%
Urban Diversity	28	0.97%	20	1%
New Generation Activists	4	0.14%	3	0.15%
Getting By	327	11.38%	249	12.44%
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%

field Dayton Triana Tuscaloosa Lincoln Deatsville Birmingham Brewton Ashland Cottonwood Goshe Tailey Grande Dothan Lynn Pine Apple Redstone Arsenal Altoona Reform Phenix City Newville Thorsby Eldridge Trinity Pisgah Mento Confectual Ministry Confectual Ministry Chickasaw Underwood-Peters 34

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?

sby Tallassee Lexington Riverside Boaz Lynn Millbrook Underwood-Petersville Meridianville Gadsden Witton Malvern Camp Hill Lester Coker Jacksonville Center Point Intercultural Institute If City Westover Pine Ridge Alexandria Eclectic Eufaula Vincent Span for Confectual Ministry Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Fort Rucker Millbort Deatsville Ragland Trussville

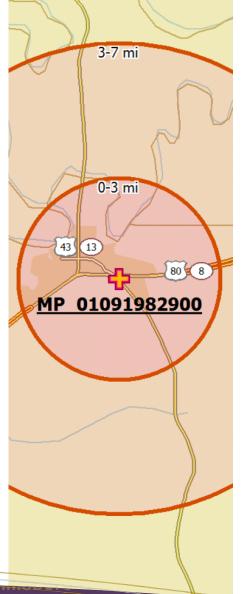
Potential Cultural Bridges

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).



view Fairfield Abbeville Hayneville Sardis City Douglas Sylvania Forestdale Owens Cross Roads Lake Huntsville Lineville West Blocton Alexander City Baileyton Albertville <u>Intercultural Institute</u> Insas Ashville Tarrant Fulton Heath Gainesville Lockhart Uniontown Geopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES
	MILES	MILES	MILES	
PC-HH Own	70%	71%	70%	Internet Use: N
Use Comp. for Internet/E-mail	50%	51%	50%	Internet Use: E
Internet Use: E-Mail	43%	43%	42%	Use Comp. for
Use Comp. for Comp. Games	37%	37%	36%	Service
Use Comp. for Education	32%	32%	32%	PC-Network-H
Use Comp. for Word Processing	31%	31%	30%	Use Comp. for
Use Comp. for Shopping	29%	29%	28%	Use Comp. for
HH Owns DVD Player	28%	28%	27%	Mngmnt
Use Comp. for Digital Camera	26%	26%	25%	Internet Use: S
Photo Editing				Info. for Shopp
Use Comp. for Banking	25%	26%	24%	Use Comp. for

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	24%	24%	24%
Internet Use: Banking	22%	23%	22%
Use Comp. for News/Info./Data	18%	18%	17%
Service			
PC-Network-HH Has One	18%	18%	18%
Use Comp. for Filing/DB Mngmnt	13%	13%	12%
Use Comp. for Personal Financial	12%	12%	11%
Mngmnt			
Internet Use: Shopping: Gathered	12%	11%	11%
Info. for Shopping			
Use Comp. for Accounting	11%	11%	11%
Internet Use: Read Magazines/	11%	10%	10%
Newspapers			
Internet Use: Research/ Education	11%	11%	10%

Kinston Oxford Walnut Grove Orrville Pinson Hayden Clayton Rock Mills Taylor Sylvania Bayou La Bayou L

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	67%	67%	66%
Reading Books	51%	51%	51%
Dining Out (Not Fast Food)	48%	49%	48%
Card Games	38%	39%	38%
Cooking for Fun	33%	34%	34%
Go To A Beach/Lake	32%	31%	30%
Board Games	28%	28%	28%
Gardening	27%	28%	27%
Visit Museum	17%	17%	17%
Going To	17%	17%	16%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	34%	34%	34%
Dentist	24%	24%	24%
Backache	22%	23%	23%
Hypertension/High Blood	21%	21%	22%
Pressure			
None Of These	19%	19%	19%
Eye Dr.	19%	20%	20%
High Cholesterol	17%	18%	18%
Any Arthritis	15%	15%	16%
Acid Reflux Disease (GERD)	15%	15%	15%

Henagar Sumiten Collinsville Aliceville Lipscomb Gu-Win Dutton Birmingham Newton Brilliant Pisge Level Plains Piedmont Town Creek Fairfield Stevenson Heflin Mount Intercultural Institute Dauphin Island Hueytown Silverhill Vina Glenwood Coker Munford Copyright 2011, Intercultural Institute for Contextual Ministry Pelika Pelham Red Bay Auburn Geiger Haleyville 38

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	26.23%	25.84%	25.32%
Live Theater	18.89%	18.69%	18.08%
Live Theater Most Often	14.94%	14.97%	14.48%
Rock/Pop Concerts Most	14.4%	14.12%	13.92%
Often			
Dance Performance	10.38%	9.93%	9.89%
Comedy Club	10.18%	9.98%	9.81%
Movies: Comedy	42.86%	42.22%	42.17%
Movies: Action/Adventure	41.66%	40.82%	40.47%
Movies: Drama	25.8%	24.88%	25.03%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	22.77%	22.38%	22.7%
Movies: Mystery	21.68%	20.58%	20.35%
Movies: Romantic Comedy	21.42%	20.95%	20.86%
MLB Baseball Reg. Season	5.54%	5.38%	4.84%
NFL Football Reg. Season	5.46%	5.54%	5.26%
College Football Reg.	5.44%	5.5%	5.28%
Season			
College Basketball Reg.	3.83%	3.89%	3.82%
Season			
NBA Basketball Reg.	3.65%	3.57%	3.46%
Season			
NHL Hockey Reg. Season	2.24%	2.07%	1.87%

Huntsville Town Creek Ohatchee Childersburg Westover Detroit Russelville Fairfield Opelika Locust Centre Brookside Talladega Springs Silverhill Valley Grande Banks Fur Talladega Mooresville Tarrant Northport Riverside Hammondville Tuskegee Powell Silas for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	3-7
	MILES	MILES	MILES		MILES	MILES
Walking for Exercise	36.63%	36.74%	36.39%	Baseball	9.92%	10.24%
Swimming	25.81%	26.49%	25.53%	Camping Trips	9.03%	9.97%
Bowling	18.69%	19.25%	18.97%	Volleyball	8.32%	8.33%
Billiards/Pool	17.5%	17.37%	17.09%	Backpacking/Hiking	6.77%	6.93%
Basketball	16.99%	17.07%	17.39%	Softball	6.75%	6.9%
Jogging/Running	15.99%	15.71%	15.6%	Yoga	6.57%	6.48%
Weight Training	14.69%	14.56%	14.09%	Tennis	6.32%	6.51%
Freshwater Fishing	13.14%	14.31%	13.91%	Saltwater Fishing	6.28%	6.68%
Football	11.85%	11.92%	12.21%	Power Boating	6.26%	6.2%
Using Cardio Machine	11.17%	11.15%	10.67%	Ice Skating	6.04%	5.86%
Stationary Cycling	11.11%	11.09%	10.88%	Soccer	6.02%	6.25%
Golf	10.77%	10.83%	10.28%	Hunting	6%	6.67%
Aerobics	10.57%	10.46%	10.54%	Roller Skating	5.63%	5.51%
Mountain/Road Biking	10.05%	9.89%	9.36%	Target Shooting	5.58%	6.03%

Repton Twin Rock Mills Fort Rucker Roanoke Phil Campbell Kellyton Mignon Clayhatchee Besse Ceville Colony Shiloh Eufaula Sylvan Springs West End-Cobb Town Men Fiberta Ider Pell City asant Grove Falkville Gordo Berry Hobson City Sweet Water Crossville Confertal Ministry © Copyright 2011, Intercultural Institute for Contextual Ministry © Copyright 2011, Intercultural Institute for Contextual Ministry Mill Riverview Good Hope Glen Allen Onycha Sardis

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

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Snorkeling	5.15%	4.85%	4.73%	
Canoeing/Kayaking	5.11%	5.28%	5.06%	
Jet Skiing	4.74%	4.64%	4.55%	
Motorcycling	4.64%	4.85%	4.62%	
Fly Fishing	4.26%	4.32%	4.24%	
Downhill & X-Country	4.04%	3.99%	3.83%	
Skiing				
Horseback Riding	3.94%	4.37%	4.2%	
Water Skiing	3.66%	3.75%	3.65%	
Skateboarding	3.62%	3.59%	3.64%	
Racquetball	3.53%	3.73%	3.73%	

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Snowboarding	3.45%	3.32%	3.27%
Snowmobiling	3.45%	3.38%	3.35%
Hockey	3.31%	3.38%	3.44%
Archery	3.21%	3.25%	3.01%
Sailing	3.16%	3.09%	3.03%
Rock Climbing	3.11%	3.06%	2.93%
Surfing & Windsurfing	2.93%	2.8%	2.74%
Martial Arts	2.87%	2.82%	2.72%
Auto Racing	2.73%	2.63%	2.46%
Rowing	2.25%	2.32%	2.26%

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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.

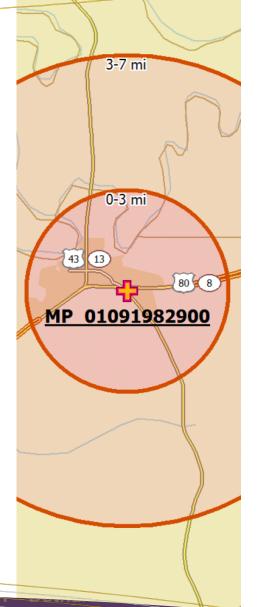
BIBLICAL BARRIERS

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.



Geraldine Dayton Clanton Vina Loachapoka South Vinemont Gainesville Hartselle Silas Geiger Talladega Oakman Gordo Skyline Gordon Saraland Daphne Indian Intercultural Institute Tuscumbia Jac y Littleville Phil Campbell Glen Allen Fort Payne Valley Clayton Linco Gainesville Ministry in Moulton G Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

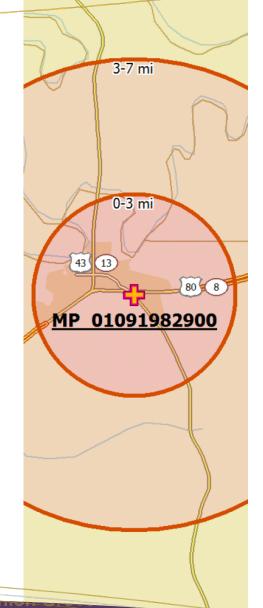
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



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Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	54%	54%	55%	Money Is Best Measure Of Success	23%	24%	23%
Speak My Mind Even If It Upsets People	41%	40%	41%	Marijuana Should Be Legalized Friends More Important Than	21% 20%	21% 20%	21% 20%
Like Control Over People And	38%	38%	39%	My Fam.			
Resources Find It Difficult To Say No To My	36%	37%	38%	We Should Strive for Equality for All	19%	19%	19%
Kids Woman's Place Is In The Home	34%	34%	35%	Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Don't Judge People/Way They Live Life	33%	32%	33%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Too Much Sponsorship In Arts/Sports	30%	30%	31%	Only Work Current Job for The Money	15%	15%	16%
Prefer To Have Few Possessions As Possible	29%	29%	28%	Happy With My Standard Of Living	13%	13%	13%
Like To Do Unconventional	27%	28%	29%	Very Happy With My Life As It Is		10%	10%
Things If Won Lottery Would Never	27%	27%	27%	On Whole People Get What They Deserve	10%	10%	10%
Work Again				I Am A Perfectionist	10%	9%	9%
I Am A Workaholic	25%	24%	25%	Little I Can Do To Change My	10%	10%	10%
Like to Stand Out In A Crowd	24%	24%	24%	Life			

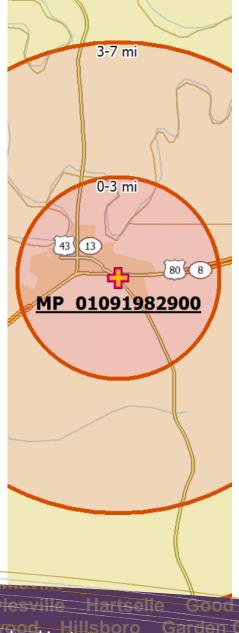
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Florian Eldridge Cottonwood Weaver I win Repton Ariton Irondale Underwood Petersville New Market Herniti Reece City Clio Henagar Warrior Prichard Owens Cross Roads in <u>Intercultural Institute</u> La Fayette Forestdale Union Springs Haleyville Baileyton Redstone Ars for Contextual Ministry ^t ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Fort Payne Cusseta Clanton Rogersville Powell Hanceville Fort Rucker Gaylesville Hartselle Good Hartselle Cood Hartselle Cood Hartselle Good Hartselle Good

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
You Should Seize Opportunities In Life	58%	58%	58%	Provide My Kids With The Little Extras	20%	20%	21%
Important To Respect Customs	57%	58%	58%	Like To Just Enjoy Life	20%	19%	19%
And Beliefs				Try Not To Worry About The	18%	17%	18%
Like To Understand About	39%	39%	39%	Future			
Nature				Real Men Don't Cry	17%	17%	17%
Prefer Work Part Of Team Than Alone	37%	37%	38%	Worried About Pollution Caused By Cars	17%	17%	17%
Important Feel Respected By My	34%	33%	33%	Is An Important Part Of Who I Am	14%	14%	14%
Peers				Enjoy Spending Time With My	14%	14%	14%
Important To Juggle Various	34%	34%	34%	Fam.			
Tasks				Children Should Be Allowed To	7%	8%	8%
Good At Fixing Things	30%	30%	30%	Express Themselves			
Prefer To Have Few	29%	29%	28%	Feel Very Alone In The World	6%	6%	6%
Possessions As Possible				Like Spending Most Time With	5%	5%	5%
Have Keen Sense Of Adventure	29%	28%	29%	Fam.			
People Have To Take Me As	24%	24%	24%	Would Like To Set Up Own	5%	5%	5%
They Find Me				Business			
Consider Myself Interested In	23%	23%	23%	Decor Particular Interest To Me	4%	4%	4%
The Arts							
Looking for New Ideas To Improve Home	21%	21%	22%				

Childersburg Gilbertown River Falls Pennington Ridgeville Alabaster Midway Concord Ashland Les Powell Hayneville White Hall Rogersville Saraland Guntersville Argon Intercultural Institute Ile Moores Mill Oneonta Lincoln Clayton Theodore Owens Cross Road Fairview Collinsville Twin Re Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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.

rtsdale Orville Saks Childersburg Russellville Newville Highland Lake Lakeview Pine Apple Linden Hadley Kinston West Jefferson Pollard Eclectic Montevallo Graysville Intercultural Institute ton Ohatchee Waverly Mulga Level Plains Killen Lincoln Fort Payne for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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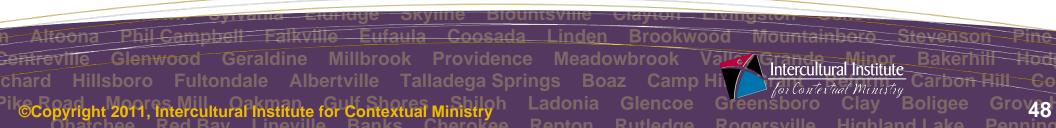
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Potential Shared Places:

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	86.95%	87.29%	87.63%
Restaurant-Visit Any			
Fam. Restaurants/Steak	76.13%	77.2%	77.07%
Houses-Visit Any			
McDonald's	56.72%	57.31%	57.38%
Burger King	39%	39.04%	39.26%
Kentucky Fried Chicken (KFC)	36.7%	36.49%	37.66%
Wendy's	32.42%	32.82%	33.49%
Subway	31.5%	31.71%	31.91%
Applebee's	27.45%	28.12%	28.02%
Taco Bell	26.83%	26.74%	26.66%
Pizza Hut	25%	25.65%	26.31%
Arby's	21.87%	22.11%	22.15%
Red Lobster	19.28%	19.4%	19.82%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.17%	19.11%	18.82%
Dairy Queen	18.72%	18.81%	18.9%
Domino's Pizza	17.24%	17.16%	17.75%
Popeyes	16.76%	16.47%	17.62%
IHOP (International House Of	15.5%	15.52%	15.77%
Pancakes)			
TGI Friday's	15.02%	14.58%	14.59%
Outback Steakhouse	14.9%	15%	14.78%
Golden Corral	14.42%	14.8%	15.51%
Chick-Fil-A	14.21%	14.85%	15.17%
Sonic	14.17%	14.76%	15.02%
Chili's Grill and Bar	13.1%	13.09%	12.96%
Dunkin' Donuts	13.03%	12.51%	12.38%

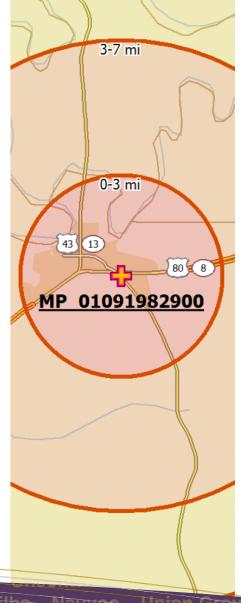


Potential Shared Projects

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!



Cusseta Autaugaville Bear Creek Gordonville Trafford Heath Harpersville Elba Nauvoo Union Grove Parrish Bon Air Deatsville Avon Brookside Tuscaloosa Jemison Intercultural Institute Hackleburg Underwood-Petersville Dadeville Lynn Elmore Town Cr Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	41.53%	42.4%	42.01%
Recycled products	26.42%	26.96%	26.09%
Worked as volunteer (non political)	13.92%	13.99%	13.4%
Engaged in fund raising	9.99%	10.32%	10.3%
Religious club member	7.84%	8.11%	8.21%
Church Board	6.02%	6.41%	6.76%

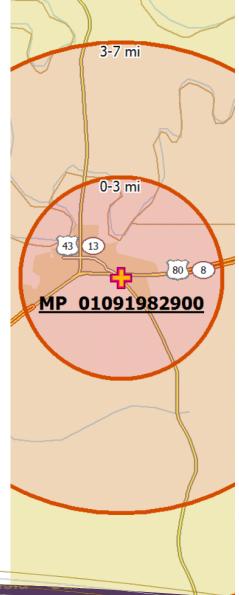
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or newspaper	5%	5.05%	4.91%
Took active part in local civic issue	4.87%	4.82%	4.73%
Wrote to elected offcl about publ bus	4.64%	4.67%	4.44%
Charitable Organization	4.23%	4.37%	4.21%
Addressed a public meeting	4.17%	4.22%	4.08%
Union member	4.15%	4.45%	4.45%

nville Saraland Dozier Edgewater Adamsville Thomaston Vincent Geraldine Boaz Clio Lakeview Field aleyville Triana Andalusia Fort Payne Hammondville Grimes Headland Intercultural Institute Meadowbrook Mentone Satsuma Castleberry Hillsboro Mount Vernon Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Saraland St. Florian Russellville Bayou La Batre Smiths Station Lexington Regland Autaugaville Re Eloridge Sipsey McDonald Chapel Forkland Tillmans Corner Jasper Intercultural Institute owndesboro Cleveland Black North Johns Clay Margaret Libertyville Tor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	14.03%	14.22%	13.77%
Children's Books	12.72%	12.73%	12.65%
Cookbooks	9.55%	9.4%	9.12%
Religious (not Bibles)	9.17%	9.43%	9.58%
Mystery	9.11%	8.95%	8.37%
Romance	6.66%	6.64%	6.51%
Personal/Business	5.93%	5.95%	5.8%
Self-help			
Biography	5.77%	5.79%	5.65%
History	5.37%	5.34%	5.08%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.61%	66.32%	66.1%
Gen. Editorial	52.94%	52.85%	53.78%
Womens	46.35%	46.67%	47.45%
Service	32.02%	32.1%	31.36%
Business/Finance	21.3%	21.41%	21.87%
Mens	18.9%	18.91%	19.28%
Music	18.68%	18.57%	19.56%
Parenthood	15.95%	15.56%	15.64%
Sports	14.69%	14.45%	14.35%

distock West Blocton Hayneville Webb Daviston Saks Guin Flomaton Greensboro Killen Union Grove Minor Geraldine Reece City Morris West Jefferson Eufaula Edgewert Intercultural Institute d Chickasaw Mentone Newville Oakman Rockford Mobile Autaugavill ForContextual Ministry Columbiana Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Owens Cross Roads Bear Creek Nauvoo Eutaw P52

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	48.25%	48.75%	48.01%
Classified	31.63%	31.51%	31.11%
Sport	28.96%	29.1%	28.74%
Editorial Page	25.28%	25.64%	25.06%
Business/Finance	24.89%	24.88%	24.2%
Comics	23.5%	23.35%	22.68%
Movie Listings & Reviews	23.09%	22.82%	22.43%
Food/Cooking	22.56%	22.7%	22.26%
TV/Radio Listings	22.16%	22.1%	21.89%
Home/Gardening	17.99%	18.43%	18%
Travel	16.55%	16.81%	16.48%
Fashion	15.18%	15.38%	15.54%
Science/Technology	14.21%	14.41%	14.05%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	37.1%	36.41%	39.26%
CHR Contemp Hit Radio	15.59%	15.62%	15.51%
Adult Contemporary	13.4%	13.31%	12.45%
Country	12.12%	13.07%	11.98%
Jazz	10.42%	10.97%	12.09%
Oldies	10.07%	9.86%	9.55%
Variety	9.46%	9.62%	10%
News/Talk	8.44%	8.18%	7.46%
Gospel	7.42%	7.44%	8.01%
Rock	7.09%	7.04%	6.38%
Alternative	6.72%	6.33%	5.8%
Classic Rock	5.91%	5.75%	5.07%
All News	5.88%	6.27%	6.5%
Soft Contemporary	5.64%	5.61%	5.42%
Religious	5.22%	5.49%	5.45%
Sports	3.33%	3.31%	3.16%
All Talk	3.1%	3.22%	3.13%
Classical	2.9%	2.94%	2.83%

sseta La Fayette Madrid Woodville Webb Bridgeport Haleburg Section Gaylesville Babbie Grove Hill Son Butler Lisman Ozark Smoke Rise Gurley Ridgeville Dutton Brewer Intercultural Institute tainbow City Fyffe Bakerhill Steele Coosada Beatrice Belk Sylvania Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2010, Intercultural Ins

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	60.23%	61.04%	61.09%	TV Inf	o From Newspapers	o From Newspapers 25.35%	o From Newspapers 25.35% 25.4%
Other Video-On-Demand	51.44%	50.57%	51.24%	TCM (Tur	rner Classic	rner Classic 25.23%	mer Classic 25.23% 25.07%
Satellite Dish	50.25%	50.52%	50.09%	Movies)			
Soapnet	50.08%	50.22%	50.32%	BET (Black Ente	ertainment	ertainment 24.79%	ertainment 24.79% 23.83%
MSNBC	33.99%	34%	34.2%	TV)			
Sci-Fi Channel	33.97%	34.76%	34.91%	Hallmark Channel		24.61%	24.61% 24.65%
Adult Pay Per View TV	33.61%	33.67%	33.65%	ABC Fam.		24.01%	24.01% 23.31%
Subscribe Digital Cable	32.84%	32.99%	32.99%	ESPN2		23.72%	23.72% 23.15%
Comedy Central	29.21%	28.62%	27.7%	TV Info From Monthly	Cable	Cable 23.45%	Cable 23.45% 23.27%
TV Info From Sunday TV	26.88%	27.4%	27.28%	Guide			
Magazine				The Golf Channel		22.68%	22.68% 22.69%
Nickelodeon	26.51%	26.97%	26.88%	Lifetime		22.24%	22.24% 22.32%
Nick At Nite	25.54%	25.51%	25.63%	USA Network		21.67%	21.67% 21.97%
				Adult Swim		21.36%	21.36% 21.46%

Holt Fairhope Shorter Hamilton Providence Pinckard Mulga Enterprise Shiloh Coffeeville Benton E ceses Taylor Madrid Headland Silas Grove Hill Gardendale Grant Providence Uniontown Coality Powell Snead Myrtlewood Red Level Spanish Fort Camp Hill Bessen for Confertual Institute Harpersville Ha ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Waterlood Hartford Mentone Cherokee Marion Lester

TV Info From Other

20.95%

21.03%

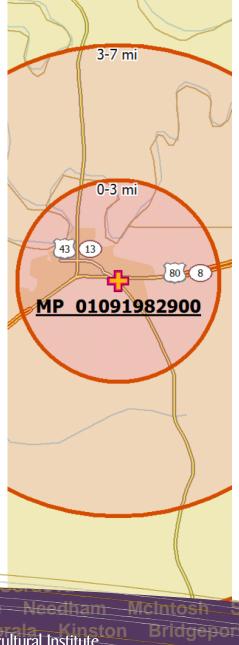
20.89%

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.



The sector of th

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+)	17.03%	17.17%	16.71%
Medium Users (4-6)	8.89%	8.87%	8.55%
Light Users (1-3)	17.29%	17.53%	17.27%
Quintiles (20%)			
Newspaper I (Heavy)	1.29%	1.21%	1.17%
Newspaper II	1.59%	1.64%	1.63%
Newspaper III	1.5%	1.53%	1.52%
Newspaper IV	0.47%	0.45%	0.46%
Newspaper V (Light)	1.33%	1.25%	1.22%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.02%	20.87%	21.04%
Magazines II	9.38%	9.31%	9.4%
Magazines III	10.32%	10.36%	10.41%
Magazines IV	13.2%	13.15%	13.44%
Magazines V (Light)	0.91%	0.97%	1.05%
Outdoor I (Heavy)	8.98%	8.87%	9.14%
Outdoor II	5.25%	4.97%	5.27%
Outdoor III	5.41%	5.25%	5.44%
Outdoor IV	16.34%	16.55%	16.66%
Outdoor V (Light)	25.78%	25.76%	25.69%
Yellow Pages I	16.02%	16.31%	16.5%
(Heavy)			
Yellow Pages II	8.07%	8.12%	8.43%
Yellow Pages III	10.61%	10.05%	10.56%
Yellow Pages IV	23.7%	23.91%	24.42%
Yellow Pages V (Light)	5.04%	4.89%	5.07%

Jasper Indian Springs Village Edgewater Loxley Union Springs Avon Colony Rock Creek Bayou La Bay Fyfte White Hall Pollard Hillsboro Birmingham Underwood-Petersville Contextual Institute Ashford West Jefferson Twin Dauphin Island Steele Decatur Fairy Gordertual Institute Intercultural Institute for Contextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mooresville Dothan Minor Millbrook East Brewton

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
MILES MILES MIL	ES
Radio Drive Time Quntiles	TV Prime Time Quntiles (fifths
(fifths / 20%)	20%)
Drive Time I & II (Heavy) 2.1% 2.12% 2.02	% Prime Time I & II (Heavy)
Drive Time III (Medium) 0.73% 0.75% 0.89	6 Prime Time III (Medium)
Radio IV & V (Light) 2.43% 2.39% 2.49	6 Prime Time IV & V (Light)
Radio Media Quntiles (fifths /	TV Early/Late Fringe Quntiles
20%)	(fifths / 20%)
Radio I & II (Heavy) 11.9% 11.69% 11.9	7% Fringe I & II (Heavy)
Radio III (Medium) 3.55% 3.67% 3.57	% Fringe III (Medium)
Radio IV & V (Light) 4.01% 3.93% 4%	Fringe IV (Light)
Cable TV Quntiles (fifths /	TV All Day Quntiles (fifths /
20%)	20%)
Cable I & II (Heavy) 12.24% 12.42% 12.2	4% All Day I & II (Heavy)
Cable III (Medium) 5.72% 5.46% 5.52	% All Day III (Medium)
Cable IV & V (Light) 39.84% 39.41% 40.3	5% All Day IV (Light)

apoka Smiths Station Union Springs Satsuma Mountain Brook Ashford Valley Grande Jacksons' Gap Union Alexander City Sand Rock Guntersville Vincent Loxley Fort Rucker Intercultural Institute Calera Reference of the Calera Re

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]	11.34%	11.36%	11.19%
6:00am - 10:00am	16.58%	16.37%	16.22%
10:00am - 3:00pm	14.73%	13.44%	13.66%
3:00pm - 7:00pm	18.13%	16.89%	17%
7:00pm - Midnight	13.63%	13.32%	13.15%
Midnight - 6:00am	10.37%	9.67%	9.84%
Weekend Radio			
Listeners			
Dayparts [summary]	16.41%	15.72%	15.55%
6:00am - 10:00am	3.5%	3.36%	3.1%
10:00am-3:00pm	5.53%	5.39%	5.29%
3:00pm - 7:00pm	10.08%	9.23%	8.94%
7:00pm - Midnight	11.48%	11.06%	11.13%
Midnight - 6:00am	16.63%	15.73%	15.86%

USAGE	0-3	3-7	7-10		
	MILES	MILES	MILES		
Prime Time TV Viewers					
8:00-11:00pm	7.53%	7.53%	7.18%		
Saturday: 8:00-11:00pm	8.3%	8.39%	8.38%		
Sunday: 7:00-11:00pm	10.58%	10.26%	10.16%		
9:00am-1:00pm	25.54%	25.51%	25.63%		
9:00am-4:00pm	29.68%	29.75%	29.91%		
4:00pm-7:00pm	30.81%	30.93%	31.44%		
11:00pm-1:00am	44.35%	44.3%	44.92%		
AVG Prime time	6.07%	5.84%	6.09%		
Mon-Sun					

Ohatchee Notasulga Beaverton Riverview Vestavia Hills Rockford Fairview Birmingham Saks Emelle Cordova Center Point Allgood Sand Rock Providence Sylvan Springs Intercultural Institute Chickasaw Ethelsville Cherokee Guntersville Jackson Centre Bayou For Confextual Ministry Confextual Ministry Pine Ridge Point Clear South Vinemont Cardiff Ell 58

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
	MILES	MILES	MILES
Weekday			
6-7am	19.16%	18.12%	17.71%
7-9am	23.72%	23.15%	22.5%
9am-12noon	18.08%	18.51%	18.58%
12noon-4pm	11.6%	11.23%	11.33%
4-6pm	49.17%	49.29%	49.42%
6-7pm	17.65%	18.01%	17.92%
7-7:30pm	1.5%	1.58%	1.65%
7:30-8pm	11.59%	12.03%	12.24%
8-11pm	7.53%	7.53%	7.18%
11pm-12am	33.99%	34%	34.2%
11pm-1am	44.35%	44.3%	44.92%
1-6am	33.87%	33.64%	33.88%

hores Rosa Faunsdale East Brewton Meridianville Lockhart Falkville Atmore Butler Beaverton Reds and Samson Daphne Snead Alabaster Dadeville Haleyville Holly Intercultural Institute Grove Hill Kansas Newton Oak Grove Orrville Douglas Demopolis for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

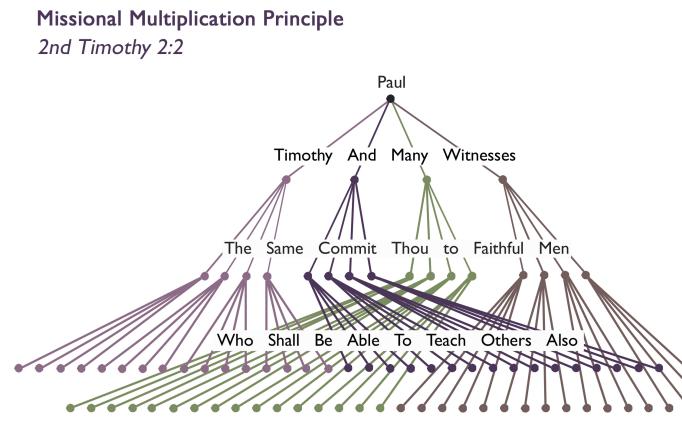
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Homewood Maplesville Hayden Irondale Rock Creek Hollywood Shiloh River Falls Mosses Petrey Andalusia Brookside Slocomb Geopyright 2011, Intercultural Institute for Contextual Ministry Compyright 2011, 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.



Florala Alexander City Mount Vernon Rainbow City Courtland Underwood-Petersville Babbie Franklin G Amore Tillmans Corner Sipsey Forestdale Greensboro White Hall Killer Intercultural Institute Brundidge Hazel Green Moulton Newbern Midway Sumiton Graysville Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



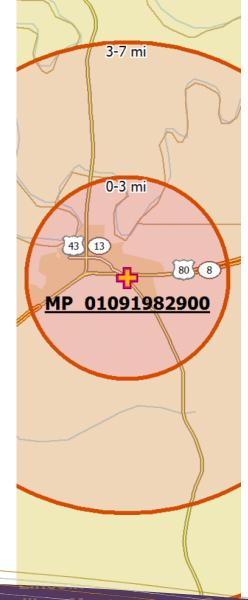


Your MissionSite and the Missional Suite

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

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

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





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.
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- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

Allen Underwood Petersville Avon Margaret Prattville Garden City Fairfield Phonix City Tuscumbia Dav Rennedy Ashford Faunsdale Epes Forestdale Hammondville Blue Trafford Brilliant Clayton dar Bluff Eclectic Woodstock Mobile Hayden Oak Grove Libertyville Voltevial Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Fairhaven	1504 Cardinal St Demopolis, AL 36732	1.65 mi	314	Plateauing
2	Demopolis First	PO Drawer 1009 Demopolis, AL 36732	1.81 mi	79	Declining
3	Westside	PO Box 579 Demopolis, AL 36732	2.39 mi	26	Growing
4	Rangeline	5805 County Road 19 Linden, AL 36748	5.09 mi	85	Declining
5	Gallion Baptist	PO Box 42 Gallion, AL 36742	6.75 mi	168	Plateauing
6	Old Belmont	3878 McDowell Rd Livingston, AL 35470	9.00 mi	37	Growing
7	Jefferson	General Delivery Jefferson, AL 36745	9.06 mi	22	Plateauing
8	Providence	36560 Al Highway 69 Gallion, AL 36742	10.01 mi	60	Declining
9	Linden	PO Box 480776 Linden, AL 36748	13.50 mi	109	Plateauing
10	Forest Hill	PO Box 480201 Linden, AL 36748	14.01 mi	41	Declining
11	Christian Valley	PO Box 1410 Livingston, AL 35470	16.60 mi	67	Declining
12	Newbern	PO Box 187 Newbern, AL 36765	17.61 mi	47	Plateauing
13	Uniontown	PO Box 428 Uniontown, AL 36786	17.76 mi	47	Growing
14	Myrtlewood	PO Box 69 Myrtlewood, AL 36763	18.22 mi	24	Plateauing
15	Second Baptist	PO Box 589 Uniontown, AL 36786	18.31 mi	14	Plateauing

Id Valley Hollywood North Johns Nauvoo Sylacauga Camp Hill Pisgah Collinsville North Courtland G Hadison Mobile Vance Edwardsville Eutaw Redstone Arsenal Taylor Intercultural Institute Abbeville Kansas Cullman Chelsea Prattville West Jefferson Mayto for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Calvary	17007 US Highway 43 Linden, AL 36748	18.83 mi	13	Plateauing
17	Lamkin Memorial	PO Box 205 Bellamy, AL 36901	19.22 mi	13	Plateauing
18	Greensboro	908 Main St Greensboro, AL 36744	19.26 mi	201	Plateauing
19	Thomaston	6261 2nd Ave Thomaston, AL 36783	19.37 mi	19	Declining
20	Bethlehem	3101 County Road 33 Linden, AL 36748	20.48 mi	65	Declining
21	Friendship	PO Box 108 Boligee, AL 35443	22.07 mi	21	Declining
22	Livingston First	PO Box 2150 Livingston, AL 35470	22.66 mi	200	Declining
23	Epes	3149 Al Hwy 39 Epes, AL 35460	22.80 mi	8	Plateauing
24	Beaver Creek	8118 Beaver Creek Rd Sweet Water, AL 36782	22.88 mi	46	Plateauing
25	Sardis	5765 County Road 36 Thomaston, AL 36783	23.17 mi	48	Plateauing
26	Норе	16248 AL Hwy 69 Sweet Water, AL 36782	23.24 mi	35	Plateauing
27	Ebenezer	PO Box 197 Pennington, AL 36916	24.09 mi	56	Plateauing
28	Eutaw	PO Box 67 Eutaw, AL 35462	24.22 mi	88	Declining
29	Shorts	538 Shorts 15 Ward, AL 36922	24.25 mi	7	Declining
30	Rhodes Chapel	1722 Shelton Road Greensboro, AL 36744	24.45 mi	38	Declining

Blue Springs Pike Road Triana Ardmore Sylvan Springs Trafford Red Level Hayden Newton Union Graussian Brookwood Leeds Twin New Hope Smoke Rise Albertville Mosses Intercultural Institute of Guardian Brooks and the String Brookwood Confextual Ministry and the String Brookwood Confextual Ministry and Confextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH		DISTANCE	WRSHP AVG	IICM CGR
24		ADDRESS			
31	Antioch	PO Box 57 Greensboro, AL 36744	25.16 mi	56	Plateauing
32	Mt. Hebron Baptist	390 Tanglewood Rd Akron, AL 35441	25.16 mi	43	Growing
33	New Haven	251 Christian Dr Greensboro, AL 36744	25.79 mi	28	Plateauing
34	Hopewell	RR 2 Box 176 Marion, AL 36756	25.81 mi	46	Growing
35	Union Grove	1349 Union Grove Rd Sweet Water, AL 36782	26.31 mi	29	Plateauing
36	Aimwell	2770 County Road 17 Sweet Water, AL 36782	26.33 mi	33	Declining
37	Wayne	304 Barkley Dr Dixons Mills, AL 36736	26.34 mi	42	Declining
38	Akron	25 Cedarwood Road Moundville, AL 35474	26.38 mi	26	Declining
39	Macedonia	25643 Al Highway 69 Greensboro, AL 36744	27.33 mi	34	Growing
40	Shiloh	1844 Shiloh Church Rd Dixons Mills, AL 36736	27.36 mi	64	Declining
41	Siloam	PO Box 158 York, AL 36925	27.79 mi	60	Plateauing
42	Sweet Water	P. O. Box 100 Sweet Water, AL 36782	27.97 mi	79	Plateauing
43	Clear Creek	39439 Hwy 17 Butler, AL 36904	28.03 mi	16	Declining
44	Nanafalia	PO Box 640117 Nanafalia, AL 36764	28.32 mi	55	Plateauing
45	York	PO Box 548 York, AL 36925	28.33 mi	101	Declining

Brewton Millbreck Mulga Loxley Vredenburgh Woodville Jasper Petrey Centroville Blue Springs Gre Excel Carrollton Haleyville West Jefferson Sumiton Lisman New Hope Intercultural Institute Altoona Meridianville Monroeville Louisville Hartford Midland City Confectual Ministry Kinsey Gaylesville Northport Winfield Pleasant Grove 68 Copyright 2011, Intercultural Institute for Contextual Ministry



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