MissionSite top unreached locations

Carolina Attalla Priceville Summerdale Mobile Huevlown

CENSUS TRACT: 01073000300 REGION: North Central Region ASSOCIATION: Birmingham DISTRICT: 11: Birmingham Metro District COUNTY: Jefferson SITESCAPE: Suburbscape DENCITY PATTERN: K Alabama Baptist Convention State Board of Missions State Board of Missions

MissionSite (TM) Table of Contents

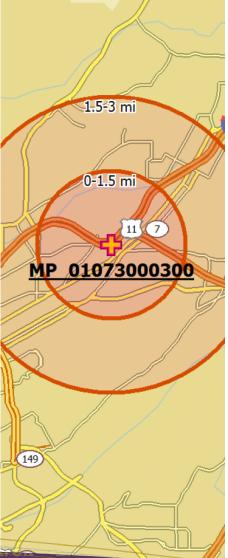
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Site Location Summary

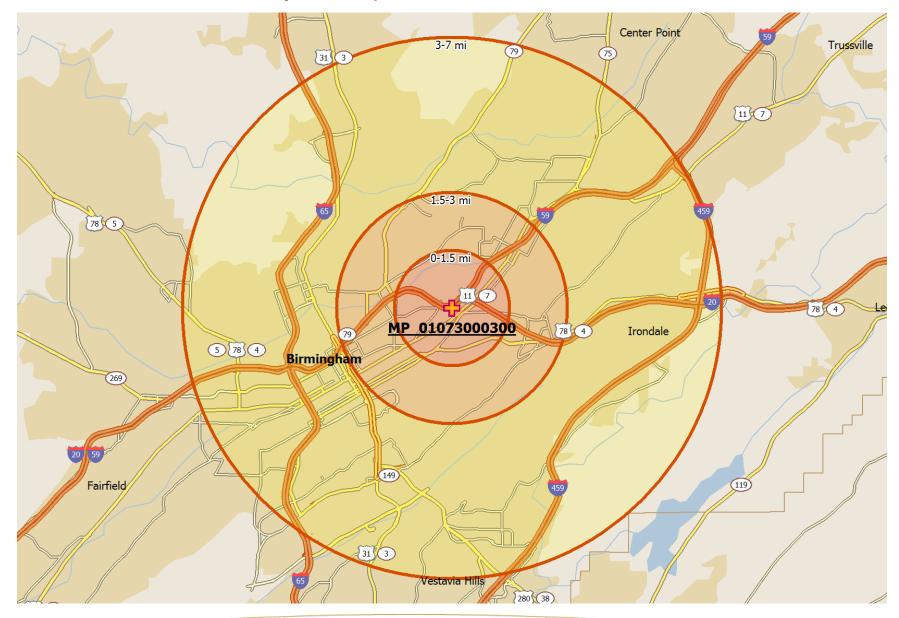
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1096	Birmingham
3	District	11	Birmingham Metro District
4	County Location	01073	Jefferson
5	Zipcode	35212	Jefferson
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	K	100000-250000-250000



onville Douglas Saraland Oak Grove Steele Sulligent Silverhill Banks Hanceville Boaz Magnolia Sprin Littleville Grayson Valley Westover Nauvoo St. Florian Blue Ridge <u>Intercultural Institute</u> Hartselle offee Springs Gardendale Fyffe Shorter Wedowee Demopolis River Fair *Intercultural Institute* Hartselle S for Contextual Ministry Riverside 3P Copyright 2013, Intercultural Institute for Contextual Ministry Henagar Valley Head Hillsboro Athens Riverside 3P

Site Location Summary - Map of the Site Location



Shiloh Onycha Athens Butler Blue Springs Haleburg Providence Red Level Millbrook Hueytown Webb Union Grove Autaugaville Oakman Pine Ridge Springville Red Level Millbrook Hueytown A Iadega Springs Banks Horn Hill Section Cardiff Vestavia Hills Lockhart (Soutestual Ministry) Fakville Rid Copyright 2013, Intercultural Institute for Contextual Ministry of Cardiff Vestavia Fakville Cardiff Contextual Ministry of Co

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	1	Large Central Metro - counties in metropolitan statistical area of 1 million or more population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

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Site Location Summary - Band Composition

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

BAND COMPOSITION	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	17,769	47,038	168,990
2010 Households	7,312	20,453	71,325
2010 Group Quarters Population	310	1,898	8,936

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	56	56	58
Language Diversity National Index	22	30	20
Foreign Born Diversity National Index	27	89	71
Ancestry Diversity National Index	13	18	16
Racial Diversity National Index	67	69	68



Site Location Summary - County Environment

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

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

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

View Napier Field Taylor Valley Grande Enterprise Valley Bon Air Montgomery Union Indian Springs View Warrior Newbern East Brewton Union Grove Providence Magnolia Chres Smiths Station Coker ey Faunsdale Fairfield Reform Homewood Goodwater Courtland Fair (Contextual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 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	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	471	6.44%
Mainstay Communities	Established, Diverse Households	301	4.12%
Working Communities	Blue-collar, Working Families	645	8.82%
Country Communities	Rural, Agri. & Mining Families	133	1.82%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,251	17.11%
Urban Communities	High Density, Inner-city Neighborhoods	4,511	61.69%



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.

dore Billingsley Creeka Goldville Georgiana North Courtland Dutton Riverview Smoke Rise Ragland B Station New Brockton Walnut Grove Moundville Phil Campbell Birmingham Yellow Pluff Tuskegee Opeli Hamilton East Brewton Goodwater Riverside Valley Head Coker Joi Confertual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Chelsea Hammondville Hayden Monroeville Courtland

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?

Wadley Priceville Northport Cardiff Summerdale Locust Fork Red Level Caroliton Bessemer Dale Bridgeport Center Point Dadeville Mobile Columbiana Forkland Fauer Intercultural Institute Voodland Madrid Gardendale Midway Foley Memphis Guin Epes Ray for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	0-1.5 MILE BAND	% INDEX
Unreached Households	188,839	5,192	2.75%
Unreached %	70.04%	71.01%	101.39
Religious But NOT Evangelical HH	59,062	2,078	3.52%
Religious But NOT Evangelical %	21.91%	28.42%	129.73
Spiritual But NOT Relig or Evang HH	23,159	391	1.69%
Spiritual But NOT Relig or Evang %	8.59%	5.34%	62.19
Not Evangelical, Not Interested HH	108,094	2,821	2.61%
Not Evangelical, Not Interested %	40.09%	38.59%	96.24





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	258	17	6.59%
Active ALSBOM Attenders	47,650	1,338	2.81%
Active Evangelical Households	60,770	5,842	9.61%
Active Evangelical Percent	22.54%	21.04%	93.35
Inactive Evangelical Households	20,000	1,923	9.61%
Inactive Evangelical Percent	7.42%	6.93%	93.35
# 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	Central Missionary	0.37 mi	65	Declining	16	Downtown Church	3.00 mi	0	Plateauing
2	Crestway	1.32 mi	233	Declining	17	Central	3.00 mi	101	Declining
3	Mt. Mariah	1.37 mi	0	Plateauing	18	Mountain Brook	3.01 mi	529	Plateauing
4	New Hope-South Avondale	1.53 mi	0	Plateauing	19	Baptist Church of the Covenant	3.21 mi	176	Growing
5	East Lake Full Gospel	1.72 mi	87	Growing	20	Lakewood	3.34 mi	118	Declining
6	Agape Missionary	2.18 mi	0	Plateauing	21	Southside	3.64 mi	163	Declining
7	McElwain	2.20 mi	318	Plateauing	22	Korean (Southside)	3.64 mi	0	Plateauing
8	Spirit of Faith	2.44 mi	14	Plateauing	23	Mt. Carmel	3.83 mi	0	Plateauing
9	Plainview	2.62 mi	38	Declining	24	New Georgia	3.90 mi	76	Growing
10	Tarrant First	2.67 mi	69	Declining	25	Friendship	3.91 mi	30	Plateauing
11	Christ for the Nations	2.72 mi	0	Plateauing	26	Victory Missionary	3.93 mi	75	Plateauing
12	Lake Highland	2.74 mi	58	Growing	27	The River Church Birmingham	4.22 mi	44	Growing
13	Mount Calvary	2.77 mi	79	Declining	28	Good News	4.36 mi	0	Plateauing
14	Ruffner Valley	2.80 mi	60	Declining	29	Pineview	4.38 mi	51	Declining
15	Irondale First	2.95 mi	216	Plateauing	30	South Roebuck	4.39 mi	272	Plateauing

uscumbia Stevenson Collinsville Clay Headland Brantley Birmingham Myrtlewood Irondale Warrior H Coshen Hokes Bluff Garden City Level Plains Lisman Guin Hamilton Intercultural Institute Ioundville Valley Grande Selmont-West Selmont Black Ardmore Satsum (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

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



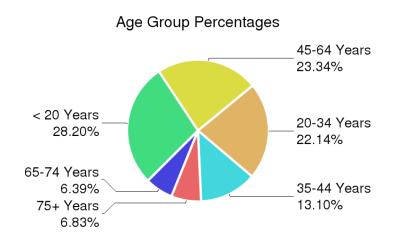
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 0-1.5 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO	DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	651,526	22,671	3.48%	1990 Households	251,478	8,839	3.51%
2000 Population	662,047	19,763	2.99%	2000 Households	263,265	7,975	3.03%
2010 Population	666,792	17,769	2.66%	2010 Households	269,609	7,312	2.71%
Location Types in this MissionSite							
🔲 0-1.5mi Ban	nd 📃 1.5-3	3mi Band	🗖 3-7mi Ban	d 📃 County	Residential		7,390
400,000					Residential A	Apt.	1,573
300,000					Residential N	Non-Apt.	5,817
					Business		458
200,000					Seasonal		0
					USPS Resid	ential	7,233
100,000 0 Residential Reside	ntial Apt. Residential No	on-Apt. Bu	siness Seaso	usps Residential USPS Residential	USPS Busin	ess	456

heffield Dodge City Pinson Black Muscle Shoals Orange Beach Smoke Rise Crossville Reform Jackson a lesville Adamsville Fort Payne Phenix City Alabaster Tarrant Mobile Intercultural Institute fille Saks Thorsby Fairhope Hackleburg Boligee Ashville Gardendale for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Talladega Clay Minor Malvern Petrov La Favette

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.

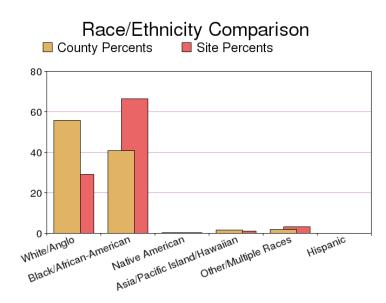


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	6.82%	120.07
4-5 Years	2.7%	3.05%	112.96
6-8 Years	3.98%	4.53%	113.82
9-11 Years	3.86%	3.99%	103.37
12-13 Years	2.52%	2.39%	94.84
14-17 Years	5.08%	5.02%	98.82
18-19 Years	2.53%	2.4%	94.86
0-5 Years	8.38%	9.87%	117.78
6-12 Years	9.1%	9.74%	107.03
13-19 Years	8.87%	8.6%	96.96
< 20 Years	26.35%	28.21%	107.06
20-34 Years	20.74%	22.15%	106.8
35-44 Years	12.98%	13.1%	100.92
45-64 Years	25.86%	23.35%	90.29
65-74 Years	7.12%	6.39%	89.75
75+ Years	6.94%	6.83%	98.41
Median Age	37	36	98.06
Median Age (Male)	35	34	97.42
Median Age (Female)	39	39	100.82

Wedowee Woodville Valley Ider Goshen Billingsley Henagar Douglas Nauvoo Montgomery Rece Hendale Union Grove Fayette Demopolis Hobson City Brundidge Berney Intercultural Institute ood Mobile Kennedy Minor Belk Forestdale Colony Theodore Madri Intercultural Institute for Contextual Ministry Copyright 2013, 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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	55.64%	28.97%	52.06
Black, African-American	40.69%	66.49%	163.4
Native American	0.36%	0.33%	91.87
Asian	1.49%	1.02%	68.23
Pacific Island, Hawaiian	0.08%	0.05%	54.19
Other/Multiple Races	1.74%	3.16%	181.75
Hispanic	0%	9.44%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	11,651	
Less than 9th Grade	3.46%	4.77%	72.53
No High School Diploma	8.86%	12.9%	68.68
High School Graduate	28.96%	29.49%	98.18
Some College, no degree	22.64%	22.24%	101.8

7.22%

17.82%

11.04%

6.51%

14.84%

9.24%

110.83

120.11

119.44

veland Maplesville Woodland Somerville Alexander City Goodwater Sheffield Oxford Faunsdale Bren tek West Blocton Tuskegee Trafford Muscle Shoals Fairhope South Vines Intercultural Institute Louisville Meadowbrook Gilbertown Pollard Geneva Onycha Chator For Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Brenderwood-Petersville Brantley Riverside York Vestavia Hill Pollard Contextual Ministry

Associate Degree

Graduate/Prof. degree

College Degree

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	8.23%	15.29%	237.82
\$10,000 to \$19,999	13.29%	18.65%	140.32
\$20,000 to \$29,999	12.05%	13.96%	115.9
\$30,000 to \$49,999	20.54%	20.12%	97.92
\$50,000 to \$59,999	8.47%	7.33%	86.51
\$60,000 to \$69,999	6.88%	4.42%	64.23
\$70,000 to \$79,999	5.9%	4.55%	77.15
\$80,000 to \$89,999	4.74%	3.57%	75.33
\$90,000 to \$99,999	3.22%	2.24%	69.74
\$100,000 to \$124,999	6.59%	4.4%	66.86
\$125,000 to \$149,999	3.44%	2.27%	65.97
\$150,000 to \$199,999	3.44%	2%	58.04
\$200,000 to \$249,999	1.12%	0.18%	15.82
\$250,000 or more	2.08%	0.98%	47.24
Median Household	45,427	34,057	74.97
Average Household	68,011	49,935	73.42
Per Capita Household	28,213	20,625	73.1
Family/Non-Family Household			
Income			
Median Family Income	58,390	40,287	69
Average Family Income	83,931	59,460	70.84
Median Non-Family Income	28,382	28,971	102.08
Average Non-Family Income	39,159	38,027	97.11

Ashford Opelika Hamilton Morris Thomasville Parrish Riverview Cordova Fairview Pell City Geraldin Lexington Holly Pond Centre Gordon Kansas Thomaston Fairhope Intercultural Institute ok Creek Livingston Goodwater Citronelle Newton Ohatchee Dora Od Fairview Mondy K Dutton For for Contextual Ministry Good 8 Copyright 2013, Intercultural Institute for Contextual Ministry Roberts date Crossyille Gaptt Thorsby Woodland Date

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 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 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	64.44%	57.25%	88.84
Families with Children	32.53%	31.7%	97.44
Families without Children	31.91%	25.55%	80.06
Non-Family Households			
% Non-Family Households	35.56%	42.75%	120.23
Non-Families with Children	0.19	0.31	164.03
Non-Families without Children	35.37	42.44	119.99
Housing Units			Index
Total Housing Units	313,876	9,005	
Vacant percent	14.1%	18.8%	133.31
Owned percent	58.37%	43.52%	74.55%
Rented Percent	27.52%	37.68%	136.9
Households by Size			Index
Avg household size	2.41	2.39	99.17
Avg family hh size	3.12	3.22	103.21
Avg non-family hh size	1.13	1.28	113.27
Households By Count of Persons			Percent
One	84,836	2,581	3.04%
Two	81,467	2,100	2.58%
Three or Four	80,946	1,920	2.37%
Five+	22,360	710	3.18%

Phenix City Woodville Geiger Dayton Clay La Fayette Susan Moore Belk Mount Olive Creola Grime Eutaw Birmingham Camp Hill Roanoke Jemison Rockford Ranburger New Hope Black Troy Section Natural Bridge Hayden Hayneville Concord Lockhart Pell City Paint Roc (Section Intercultural Institute) Childers burger 2013, Intercultural Institute for Contextual Ministry Childers burger 2013, Intercultural Institute for Contextual Ministry Saraland Evide Pine Hill Florala Chatom 9

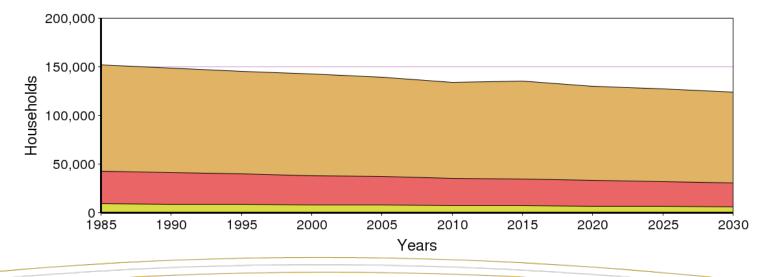
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 mile ring. The percentage of the county population and number of households that appears in the 0-1.5 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	651,526	22,671	3.48%
2000 Population	662,047	19,763	2.99%
2010 Population	666,792	17,769	2.66%
2015 Population	675,554	17,459	2.58%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

📕 0-7mi Ring

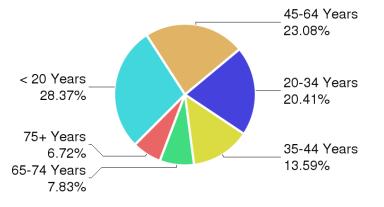


t Deposit Cordova Pleasant Grove Orange Beach Weaver Saraland Huntsville Mountain Brook Mountain aden Pike Road Tuscumbia Linden Red Bay Oakman Pelham Gu-Win Robertsdale Silas New H Chelsea Fyffe Meridianville La Fayette St. Florian Susan Moore Trini Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

Projected Age Group Percentages

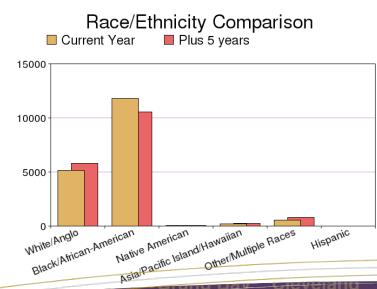


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.82%	6.76%	99.12
4-5 Years	3.05%	3.06%	100.33
6-8 Years	4.53%	4.56%	100.66
9-11 Years	3.99%	4.15%	104.01
12-13 Years	2.39%	2.58%	107.95
14-17 Years	5.02%	4.96%	98.8
18-19 Years	2.4%	2.31%	96.25
0-5 Years	9.87%	9.82%	99.49
6-12 Years	9.74%	10.02%	102.87
13-19 Years	8.6%	8.53%	99.19
< 20 Years	28.21%	28.37%	100.57
20-34 Years	22.15%	20.41%	92.14
35-44 Years	13.1%	13.59%	103.74
45-64 Years	23.35%	23.08%	98.84
65-74 Years	6.39%	7.83%	122.54
75+ Years	6.83%	6.72%	98.39
Median Age	37	37	99.6
Median Age (Male)	35	35	98.95
Median Age (Female)	39	39	100.9

New Brockton Bear Creek Daleville Brilliant Maytown Union Decatur Dauphin Island Jemison Power Grove Sheffield Ethelsville Waldo Geiger Black Spanish Fort Alabaster Daledon Springs Waverly De Priceville Hytop Rock Creek Riverside Benton Hanceville New Market for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Huntsville Pinson New Site Franklin Glen Allen Bolige

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 0-1.5 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	28.97%	33.14%	114.41
Black, African-American	66.49%	60.42%	90.88
Native American	0.33%	0.39%	117.3
Asian	1.02%	1.29%	127.08
Pacific Island, Hawaiian	0.05%	0.07%	152.66
Other/Multiple Races	3.16%	4.69%	148.58
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,651	11,459	
Less than 9th Grade	4.77%	3.68%	77.17
No High School Diploma	12.9%	10.45%	81.04
High School Graduate	29.49%	30.24%	102.53
Some College, no degree	22.24%	22.45%	100.93
Associate Degree	6.51%	7.3%	112.12
College Degree	14.84%	15.72%	105.91
Graduate/Prof. degree	9.24%	10.16%	109.89

ony Cullman Riverside Yellow Bluff Elmore Blountsville Trussville Boaz Stevenson Hayden Vincent Redstone Arsenal Town Creek Pleasant Grove Valley Head Brookwood Intercultural Institute Elberta Chatom Clay Chelsea Phil Campbell Midland City Hollywoo (ontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of 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 0-1.5 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 0-1.5 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 0-1.5 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	15.29%	13.48%	88.17
\$10,000 to \$19,999	18.65%	18.95%	101.56
\$20,000 to \$29,999	13.96%	13.47%	96.45
\$30,000 to \$49,999	20.12%	19.63%	97.59
\$50,000 to \$59,999	7.33%	7.41%	101.13
\$60,000 to \$69,999	4.42%	4.41%	99.76
\$70,000 to \$79,999	4.55%	4.76%	100.69
\$80,000 to \$89,999	3.57%	3.97%	107.31
\$90,000 to \$99,999	2.24%	2.29%	102.22
\$100,000 to \$249,999	4.4%	5%	113.48
\$125,000 to \$149,999	2.27%	2.73%	120.34
\$150,000 to \$199,999	2%	2.39%	119.64
\$200,000 to \$249,999	0.18%	0.26%	146.72
\$250,000 or more	0.98%	1.11%	112.93
Median Household	34,057	36,135	106.1
Average Household	49,935	54,923	109.99
Per Capita Household	20,625	23,000	111.52
Family/Non-Family Household			
Income			
Median Family Income	40,287	44,093	109.45
Average Family Income	59,460	67,114	112.87
Median Non-Family Income	28,971	29,855	103.05
Average Non-Family Income	38,027	40,226	105.78

Lexington Hayden Cusseta Hobson City Cowarts Grimes Lincoln Memphis Twin Prichard Tilling Horsby McMullen Gainesville Chatom Abbeville Grant Lakeview Intercultural Institute Gland Clay Ranburne Saks Centreville Parrish Trafford Coffee Springs (Soutextual Ministry Villewood Her Copyright 2013, Intercultural Institute for Contextual Ministry Brighton Franklin Millport Onycha East Brewton Wa Copyright 2013, Intercultural Institute for Contextual Ministry Brighton Franklin Millport Onycha East Brewton Wa Copyright 2013, Intercultural Institute for Contextual Ministry Brighton Franklin Millport Onycha East Brewton Wa Copyright 2013, Intercultural Restitute for Contextual Ministry Brighton Franklin Millport

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 0-1.5 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 0-1.5 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 0-1.5 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	57.25%	56.11%	98.01
Families with Children	31.7	31.22	98.48
Families without Children	25.55	24.29	95.06
Non-Family Households			
% Non-Family Households	42.75%	43.89%	102.66
Non-Families with Children	0.31	0.32	102.66
Non-Families without	42.44	43.57	102.68
Children			
Housing Units			
Total Housing Units	9,005	8,979	99.71%
Vacant percent	18.8%	18.88%	100.41
Owned percent	43.52%	43.21%	99.29
Rented Percent	37.68%	37.91%	100.61
Households by Size			
Avg household size	2.39	2.35	98.33%
Avg family hh size	3.22	3.25	100.93%
Avg non-family hh size	1.28	1.21	94.53%
Households By Count of			
Persons			
One	2,581	2,676	103.68%
Two	2,100	2,054	97.81%
Three or Four	1,920	1,868	97.29%
Five+	710	685	96.48%

Jacksonville Pinson Summerdale Tallassee Sweet Water Newville Libertyville Myrtlewood Selma Sky in Pell City Hackleburg Odenville Rosa Alabaster Talladega Adar Intercultural Institute Vina Chickasaw Malvern Daviston Carolina Demopolis Talladega Sport for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	829	1,115	5,523	Eastern Africa	Eastern Africa 0	Eastern Africa 0 81
Northern Europe	10	109	227	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	2	84	362	Northern Africa	Northern Africa 0	Northern Africa 0 10
Southern Europe	6	5	95	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	15	89	336	Western Africa	Western Africa 1	Western Africa 1 15
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	71	125	838	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	23	52	426	Caribbean	Caribbean 10	Caribbean 10 24
SE Asia	43	65	421	Central Amer.	Central Amer. 611	Central Amer. 611 273
Western Asia	30	21	190	South America	South America 0	South America 0 94
Other Asia	0	0	59	North America	North America 7	North America 7 68
				Born at sea	Born at sea 0	Born at sea 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	0-1.5	1.5-3	3-7	SPOKEN AT HOME	0-1.5	1.
	MILES	MILES	MILES		MILES	MI
English only	17,403	45,153	159,226	Other Indo-Euro	18	35
Spanish	807	1,193	4,694	Asian/PI languages	0	0
Other Indo-Euro	220	661	2,758	Chinese	53	75
language				Japanese	28	0
French (incl. Patois,	108	236	967	Korean	0	21
Cajun)				Mon-Khmer,	0	0
French Creole	0	9	10	Cambodian		
Italian	10	10	117	Miao, Hmong	0	0
Portuguese	0	0	41	Thai	0	0
German	60	175	560	Laotian	0	0
Yiddish	0	5	52	Vietnamese	39	36
Other West Germanic	0	7	71	Other Asian	7	8
A Scandinavian	0	0	11	Tagalog	0	5
Language				Other Pacific Is	0	0
Greek	17	5	163	Other languages	41	180
Russian	7	18	219	Navajo	0	0
Polish	0	13	16	Other Native N.	0	0
Serbo-Croatian	0	0	18	American		
Other Slavic Language	0	26	40	Hungarian	0	6
Armenian	0	10	0	Arabic	34	25
Persian	0	0	39	Hebrew	0	63
Gujarathi	0	2	84	African languages	7	86
Hindi	0	74	84	Other unspecified	0	0
Urdu	0	20	54			

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do Babbie Lake View Castleberry Talladega Springs Gordonville Millry Creola Hoedland Samson Field Anderson Winfield Geiger Sanford Cuba Opp Vina Elmore Fayer Intercultural Institute Jacksonville Garden City Langston Sardis City Locust Fork Nectar For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Camper Camper Contextual Contextual Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	16,177	38,311	136,967	Irish	Irish 522	Irish 522 1,904
Arab	97	76	757	Italian	Italian 234	Italian 234 585
Armenian	0	0	18	Lithuanian	Lithuanian 8	Lithuanian 8 36
Austrian	11	45	104	Norwegian	Norwegian 7	Norwegian 7 191
British	48	303	746	Polish	Polish 12	Polish 12 153
Canadian	0	19	173	Portuguese	Portuguese 17	Portuguese 17 36
Croatian	0	0	21	Romanian	Romanian 0	Romanian 0 19
Czech	0	64	93	Russian	Russian 7	Russian 7 131
Czechoslovak	0	8	59	Scandinavian	Scandinavian 31	Scandinavian 31 6
Danish	6	21	49	Scotch-Irish	Scotch-Irish 257	Scotch-Irish 257 1,121
Dutch	44	204	785	Scottish	Scottish 225	Scottish 225 806
English	764	3,237	12,219	Slovak	Slovak 0	Slovak 0 25
European	87	332	1,388	Subsaharan African	Subsaharan African 207	Subsaharan African 207 562
Finnish	0	8	50	Swedish	Swedish 6	Swedish 6 43
French (not Basque)	107	430	1,565	Swiss	Swiss 28	Swiss 28 18
French Canadian	26	68	233	Ukrainian	Ukrainian 0	Ukrainian 0 18
German	445	1,566	6,145	US/American	US/American 833	US/American 833 3,433
Greek	18	96	560	Welsh	Welsh 52	Welsh 52 207
Hungarian	9	66	105	West Indian	West Indian 0	West Indian 0 42
Iranian	0	14	49	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 12,068	Other 12,068 22,418

He Adamsville Lexington Ozark Shorter Aliceville Falkville Greensboro Epes Smoke Rise Ragland Le Littleville Cowarts Waterloo Spanish Fort Carrollton Flomaton Fulter Intercultual Institute aula Slocomb Dauphin Island Childersburg Redstone Arsenal Lake Purd for Contextual Ministry For Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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

Bayou La Batre Deatsville Ardmore Valley Grande Collinsville North Johns Oakman Franklin Elkmont Greek Anniston Gilbertown Needham Waverly Hillsboro Horn Hill Intercultural Institute foulton Memphis Opelika Huntsville Level Plains Millbrook Demopolis Confectual Ministry Nount Olive Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

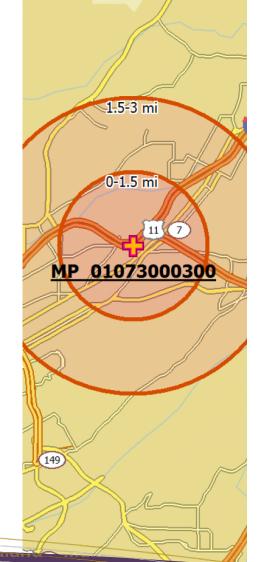
Issues for Your Consideration - continued

- 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?



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.



Dis Midland City Vestavia Hills Eva Dadeville Pleasant Grove Gordo Vernon New Site Marion Grimes West Jefferson Clanton Jacksonville Edgewater Baileyton Tallasson Heffin Huguley North Johns Orrville Garden City Headland Brookwood Alexandria Rockford (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Millbrook Binckard Luverne Ariton Newbern Thom

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,312	100%	5,192	100%
AFFLUENT SUBURBIA	31	0.42%	23	0.44%
America's Wealthiest	14	0.19%	11	0.21%
Dream Weavers	10	0.14%	7	0.13%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	7	0.1%	5	0.1%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	440	6.02%	300	5.78%
Status Conscious Consumers	76	1.04%	53	1.02%
Affluent Urban Professionals	21	0.29%	17	0.33%
Urban Commuter Fam.	341	4.66%	229	4.41%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	2	0.03%	1	0.02%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	121	1.65%	86	1.66%
2nd City Homebodies	113	1.55%	80	1.54%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	8	0.11%	6	0.12%

Image: Second second

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,312	100%	5,192	100%
BLUE COLLAR BACKBONE	42	0.57%	28	0.54%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	8	0.11%	5	0.1%
Small Town Endeavors	34	0.46%	23	0.44%
AMER. DIVERSITY	180	2.46%	129	2.48%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	1	0.01%	1	0.02%
Professional Urbanites	168	2.3%	121	2.33%
Urban Advancement	11	0.15%	7	0.13%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	603	8.25%	413	7.95%
Steadfast Conservative	598	8.18%	410	7.9%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	5	0.07%	3	0.06%

heffield Glenwood Carrollton West Blocton Hueytown Prattville Rogersville Lipscomb Petrey Nectar Priceville Guin Mulga Ashville Pleasant Groves Hayden Hammondy Intercultural Institute Ardmore Piedmont Forestdale Wetumpka Hayneville Natural Bridge for Confectual Ministry De Copyright 2013, Intercultural Institute for Contextual Ministry Borger Hokes Bluff Vestavia Hills Abbeville Birmingham

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,312	100%	5,192	100%
REMOTE AMERICA	107	1.46%	63	1.21%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	107	1.46%	63	1.21%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,251	17.11%	928	17.87%
Young Cosmopolitans	20	0.27%	16	0.31%
Minority Metro Communities	1,231	16.84%	912	17.57%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	26	0.36%	16	0.31%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	26	0.36%	16	0.31%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

eek Black Lincoln Elmore Hazel Green Ashville Alexander City Alexandria Forkland Winfield Tallades Latison Nauvoo Newton Eufaula Berry Woodville Cuba Walnut Grove Ashver Callinsville Brundidge ord Littleville Valley Head Greensboro Moulton Gordo Twin Valley Green for Contextual Ministry Sby West Jeffe Copyright 2013, Intercultural Institute for Contextual Ministry Skyline Tuscumbia Irondale Warrior Courtland 33

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,312	100%	5,192	100%
STRUGGLING SOCIETIES	1,911	26.14%	1,296	24.96%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	168	2.3%	114	2.2%
Struggling city Centers	1,743	23.84%	1,182	22.77%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2,600	35.56%	1,910	36.79%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,062	14.52%	743	14.31%
Urban Diversity	0	0%	0	0%
New Generation Activists	47	0.64%	32	0.62%
Getting By	1,491	20.39%	1,135	21.86%
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%

County Line Samson Glenwood Fruithurst Sheffield Piedmont Hillsboro Coosada Mosses Parrish Fa ulten Lockhart Adamsville Sylvania Hartselle Oakman Enterprise Fort Intercultural Institute ony Odenville Maytown Valley Head Opelika Mooresville Napier Field for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 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?

Ardmore Lowndesbore Moody Providence Harpersville Guin Hanceville Dadeville Glenwood Hurtsbor Her Montgomery Pickensville Kinsey Fairfield Union Talladega Jacker Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

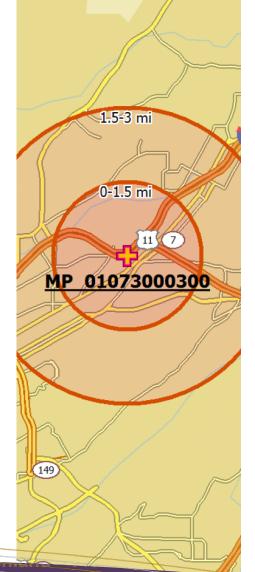
Potential Cultural Bridges

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

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

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

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



Brilliant Hanceville Hytop Vredenburgh Fruithurst Moundville Avon Banks River Falls Selmont-West taine Lincoln Sheffield Southside Camp Hill Saraland Sulligent Harves Intercultural Institute Bluff Hackleburg Anniston Bear Creek Needham Brantley Fayette Broker Broker Intercultural Institute Locatev For Confectual Ministry Contextual Ministry Con

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	65%	68%	71%	Internet Use: News/ Weather	21%	25%	26%
Use Comp. for Internet/E-mail	44%	49%	52%	Internet Use: Banking	20%	23%	24%
Internet Use: E-Mail	38%	44%	45%	Use Comp. for News/Info./Data	17%	21%	22%
Use Comp. for Comp. Games	31%	32%	34%	Service			
Use Comp. for Education	29%	29%	30%	PC-Network-HH Has One	14%	17%	18%
Use Comp. for Word	26%	33%	35%	Internet Use: Shopping: Gathered	12%	13%	13%
Processing				Info. for Shopping			
HH Owns DVD Player	26%	27%	28%	Use Comp. for Filing/DB Mngmnt	12%	13%	13%
Use Comp. for Shopping	24%	29%	31%	Use Comp. for Personal Financial	11%	14%	15%
Use Comp. for Digital Camera	22%	27%	28%	Mngmnt			
Photo Editing				Internet Use: Read Magazines/	11%	12%	12%
Use Comp. for Banking	22%	27%	28%	Newspapers			
				Internet Use: Research/ Education	10%	12%	12%

nton Coffeeville Abbeville Henagar Alexander City Fort Payne Daviston Libertyville Goldville Munford Anderson Arab Hollywood White Hall Mobile Thorsby Gadsden Glerry In New Hone Akron Fayer Grayson Valley Autaugaville Madison Nectar Saraland Union Grove One Intercultural Institute Columbia Billin ^{Fa} Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Use Comp. for Accounting

10%

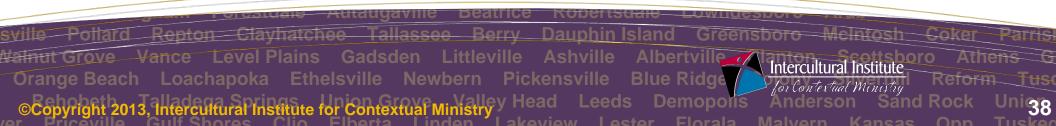
13%

13%

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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	67%	68%	69%
Reading Books	49%	54%	55%
Dining Out (Not Fast Food)	45%	51%	53%
Card Games	38%	38%	39%
Cooking for Fun	32%	35%	36%
Go To A Beach/Lake	28%	32%	33%
Board Games	26%	27%	28%
Gardening	23%	25%	27%
Visit Museum	17%	21%	21%
Going To	16%	19%	19%
Bars/Nightclubs/Dancing			

IILES		
-	MILES	MILES
5%	65%	65%
1%	34%	35%
2%	21%	21%
1%	25%	26%
0%	20%	19%
0%	20%	20%
8%	20%	20%
6%	17%	17%
4%	13%	13%
4%	14%	14%
	5% 1% 2% 1% 0% 3% 5% 4%	5% 65% 1% 34% 2% 21% 1% 25% 0% 20% 0% 20% 3% 20% 5% 17% 4% 13%



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 - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	25.45%	28.84%	29.48%
Live Theater	18.45%	22.82%	23.26%
Rock/Pop Concerts Most	13.73%	14.73%	15.48%
Often			
Live Theater Most Often	13.68%	17.71%	18.25%
Dance Performance	11.36%	12.18%	11.83%
Comedy Club	11.26%	11.14%	11%
Movies: Comedy	41.55%	41.36%	41.27%
Movies: Action/Adventure	40.91%	40.44%	40.24%
Movies: Drama	26.12%	26.51%	25.52%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Mystery	23.66%	22.01%	20.95%
Movies: Fam.	21.44%	20.54%	20.84%
Movies: Romantic Comedy	20.74%	22.03%	22.31%
MLB Baseball Reg.	5.1%	7.57%	7.79%
Season			
NFL Football Reg. Season	5.07%	5.71%	6.14%
College Football Reg.	4.47%	5.6%	6.13%
Season			
NBA Basketball Reg.	3.21%	3.78%	3.96%
Season			
College Basketball Reg.	3.1%	4.11%	4.54%
Season			
Auto Racing Events	2.38%	2.06%	2.21%

Needham Jasper Sheffield Elkmont Courtland Munford Langston Phenix City Athens Abbeville Bess The East Brewton Beatrice Hodges Piedmont Heath Holt Hammondviller Intercultural Institute Anderson Fultondale Glenwood Cottonwood Falkville Smiths Station M Got Contextual Ministry Contextual Ministry Mignon Ste 39 Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	BRIDGES	
	MILES	MILES	MILES		
Valking for Exercise	34.97%	38.28%	39.32%	Volleyball	
Swimming	22.68%	26.15%	27.84%	Mountain/Road Bik	ing
Bowling	19.04%	19.53%	20.38%	Softball	
Basketball	17.26%	15.41%	16.02%	Camping Trips	
Billiards/Pool	16.98%	16.81%	17.44%	Soccer	
Jogging/Running	16.97%	17.43%	17.69%	Yoga	
Neight Training	13.66%	15.83%	16.41%	Backpacking/Hiking	
Freshwater Fishing	12.65%	12.38%	12.87%	Saltwater Fishing	
Football	12.56%	10.92%	11.23%	Roller Skating	
Baseball	11.15%	10.59%	10.89%	Tennis	
Aerobics	11.07%	11.48%	11.73%	Ice Skating	
Jsing Cardio	10.51%	12.94%	13.66%	Target Shooting	5
Machine				Power Boating	2
Stationary Cycling	10.48%	11.86%	12.08%	Hunting	
Golf	8.92%	11.22%	12.34%		

Andalusia New Hope Centreville Berry Goshen Hurtsboro Fultondale Huntsville Gaylesville Billings Hectar Gardendale Millry Theodore Irondale Gordon Powell Daphred Checkerhill Heath Wadley Unit Haleyville Rehobeth Sulligent Trussville Scottsboro Cedar Bluff Mer Jos Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snorkeling	4.41%	4.7%	4.86%
Jet Skiing	4.19%	4.02%	4.24%
Motorcycling	4.14%	3.98%	4.38%
Canoeing/Kayaking	4.08%	4.91%	5.28%
Fly Fishing	4.04%	3.84%	3.88%
Racquetball	4.01%	3.98%	4.11%
Skateboarding	3.82%	3.25%	3.21%
Horseback Riding	3.66%	4.01%	4.28%
Hockey	3.51%	3.36%	3.54%
Downhill & X-Country Skiing	3.43%	4.76%	5.02%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Water Skiing	3.21%	3.36%	3.69%
Snowboarding	3.18%	3.25%	3.29%
Snowmobiling	3.18%	2.91%	3.03%
Martial Arts	3.1%	3.19%	3.35%
Rock Climbing	3.01%	3.14%	3.33%
Auto Racing	3%	2.76%	2.76%
Archery	3%	3%	3.18%
Surfing & Windsurfing	2.96%	2.7%	2.69%
Sailing	2.76%	3.14%	3.23%
Rowing	2.26%	2.4%	2.46%

And any of the Read and Lineville Hamilton New Brockton Evergreen Headland Lineville Hom Hill And Senter Cottonwood Eleventh Johns Red Bay Lake Purdy Petrey Cordova Brookside Horn Hill And Senter Cottonwood Eleventh Johns Red Bay Lake Purdy Petrey Cordova Brookside Horn Hill And Senter Cottonwood Eleventh Johns Red Bay Lake Purdy Petrey Cordova Brookside Horn Hill And Senter Cottonwood Eleventh Johns Red Bay Lake Purdy Petrey Cordova Brookside Horn Hill And Senter Contextual Ministry Senter Contextual Ministry

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.

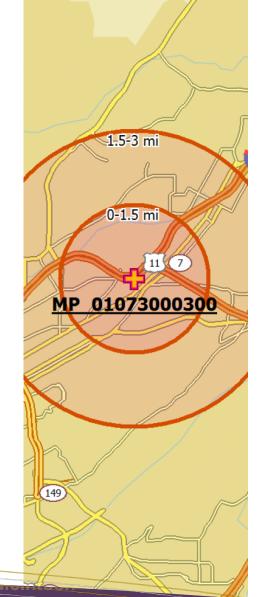
BIBLICAL BARRIERS

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.



Gepert Gurley Hartselle Rock Creek Valley Ragland Fruithurst Fairhope Vincent Midland City Indian Forth Courtland Smoke Rise Guin Cleveland Winfield Boligee Thorse Intercultural Institute Caloosa Onycha Lincoln Hokes Bluff Repton Steele Alabaster Midfie for Contextual Ministry Coopyright 2013, 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.



Sant Groves Westover Pinckard Kellyton Henagar Babbie Trinity Brent Toxey Wadley Heath Wood Memphis Graysville Moody Talladega Springs Steele Smiths Station Killen Chickasaw Livingston Pollard Creola Hytop Geneva Grove Hill Fayette Jacksonville Price Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

Success

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILE
Important Continue Learning	54%	53%	53%	Like to Stand Out In A Crowd	23%	22%	21%
New Things				Marijuana Should Be Legalized	21%	22%	21%
Speak My Mind Even If It Upsets People	41%	38%	37%	Friends More Important Than My Fam.	20%	25%	25%
Like Control Over People And Resources	39%	36%	36%	We Should Strive for Equality for All	20%	18%	17%
Find It Difficult To Say No To My Kids	34%	33%	35%	Like To Pursue Challenge/Novelty/Change	17%	19%	19%
Don't Judge People/Way They Live Life	32%	32%	31%	Rarely Sit Down to a Meal Together At Home	16%	15%	16%
Woman's Place Is In The Home	31%	31%	32%	Only Work Current Job for The	16%	16%	15%
Too Much Sponsorship In	31%	27%	26%	Money			
Arts/Sports				Happy With My Standard Of	14%	15%	15%
Prefer To Have Few	27%	33%	34%	Living			
Possessions As Possible				Very Happy With My Life As It Is	13%	11%	10%
I Am A Workaholic	26%	24%	23%	I Am A Perfectionist	12%	11%	10%
Like To Do Unconventional Things	26%	25%	26%	On Whole People Get What They Deserve	11%	13%	12%
If Won Lottery Would Never Work Again	24%	27%	28%	Willing To Give Up Time With Fam. To Advance	10%	8%	8%
Money Is Best Measure Of	23%	24%	25%				

ASNIAND WIDDILE CALETA HE

Thomasville Ragiand Sand Rock Westover Brighton Good Hope Triana Guntersville Lowndesborg Powell Phil Campbell Mountainboro Prattville Irondale Vredenburgh Intercultural Institute Courtland Albertville Daviston Cedar Bluff Jacksons' Gap Cuba Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Natural Bridge Moody Wilton Butler Munford Helena

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.



in Breek Luverne Blue Springs Henagar Bakerhill Trinity Hurtsboro Sweet Water Bayou La Batre Scotte Red Bay Cordova Mount Vernon Goshen Theodore Falkville Jack Intercultural Institute Spanish Fort Sipsey Gurley Deatsville Oak Grove Elberta Hobson Confectual Ministry Confectual Ministry Madison York Crossville Ashland Hayneville Chero45 Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

Extras

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	57%	58%	58%	Looking for New Ideas To Improve Home	21%	18%	18%
Important To Respect Customs	53%	57%	58%	Like To Just Enjoy Life	19%	22%	22%
And Beliefs				Try Not To Worry About The	18%	17%	17%
Like To Understand About	39%	40%	40%	Future			
Nature				Worried About Pollution Caused	18%	19%	20%
Prefer Work Part Of Team Than	38%	36%	36%	By Cars			
Alone				Real Men Don't Cry	17%	17%	17%
Important To Juggle Various	35%	34%	33%	Is An Important Part Of Who I Am	15%	16%	15%
Tasks				Enjoy Spending Time With My	14%	12%	12%
Important Feel Respected By	35%	35%	35%	Fam.			
My Peers				Children Should Be Allowed To	8%	7%	7%
Good At Fixing Things	32%	30%	30%	Express Themselves			
Have Keen Sense Of Adventure	28%	29%	29%	Feel Very Alone In The World	7%	7%	7%
Prefer To Have Few	27%	33%	34%	Like Spending Most Time With	6%	5%	5%
Possessions As Possible				Fam.			
Consider Myself Interested In	24%	22%	21%	Would Like To Set Up Own	6%	5%	5%
The Arts				Business			
People Have To Take Me As	23%	24%	24%	Decor Particular Interest To Me	5%	4%	4%
They Find Me							
Provide My Kids With The Little	22%	18%	17%				

Sylvan Springs Point Clear Clencoe Florala Rainbow City Cardiff Georgiana Malvern Muscle Shoals The Johns Vestavia Hills Cleveland Attalla Gu-Win Boaz Gilbertown Concord Steele Carrollton Babbie Eva Camden Centre Louisville Intercultural Institute Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Concord Steele Carrollton Babbie Eva Camden Centre Louisville Akron Jackson Coffeeville 46

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.

isman Dozier Hayneville Camp Hill Carbon Hill Birmingham Harvest Ranburne Loachapoka Bakerhil Newville Wilsonville Cuba Thorsby Mosses Aliceville Rosa Bay Intercultural Institute York Black Carolina Midway La Fayette Glencoe Twin Guntersville Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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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 - 0-1.5 miles, 1.5-3 miles, 3-7 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.

3-7

MILES

19.66%

13.27%

15.09%

14.9%

15.27%

14.65%

11.97%

13.87%

13.4% 14.18%

9.92%

12.27%

1.5-3

MILES

19.04%

13.81%

14.96%

14.45%

15.11%

14.47%

11.85%

13.06%

13.51%

13.77% 10.37%

12.02%

LACE	0-1.5	1.5-3	3-7	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	84.77%	82.02%	82.71%	Olive Garden
Restaurant-Visit Any				Popeyes
Fam. Restaurants/Steak	72.25%	73.42%	75.45%	Domino's Pizza
Houses-Visit Any				Dairy Queen
McDonald's	54.86%	52.74%	53.49%	IHOP (International House O
Burger King	40.12%	36.85%	36.86%	Pancakes)
Kentucky Fried Chicken (KFC)	36.07%	30.59%	30.47%	TGI Friday's
Wendy's	29.8%	28.46%	29.33%	Golden Corral
Subway	28.86%	27.11%	27.98%	Chick-Fil-A
Taco Bell	25.35%	24.52%	25.04%	Dunkin' Donuts
Applebee's	24.98%	23.63%	25.1%	Outback Steakhouse
Pizza Hut	23.96%	21.1%	21.14%	Church's Fried Chicken
Arby's	20.13%	18.45%	19.23%	Sonic
Red Lobster	19.14%	16.92%	17.25%	

Columbia Blue Ridge Cusseta Florence Excel Jacksonville Arley Sulligent Beatrice Henagar Pelham Eldridge Orrville Daphne Clanton Providence Billingsley Lake Viewer hildershurg Guin Rockford I Piedmont Jemison Ladonia Collinsville Columbiana Helena Moores (ortextual Ministry Contextual Ministry Georgyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Phenix City Selmont-West Selmont Moundville Jackson48

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!

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Coesada Mount Vernen Bear Creek Smoke Rise Uniontown Dodge City Clayhatchee Alexander City H Hoover Geodwater Cordova Franklin Prichard River Falls Gaylesville Intercultural Institute va Foley Hytop Geraldine Graysville Bridgeport Montevallo Hamilton for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	38.25%	42.36%	44.04%
Recycled products	22.27%	28.31%	30.03%
Worked as volunteer (non political)	11.49%	14.26%	15.03%
Engaged in fund raising	9.45%	10.85%	11.39%
Religious club member	7.43%	7.31%	7.57%
Church Board	5.92%	5.24%	5.45%

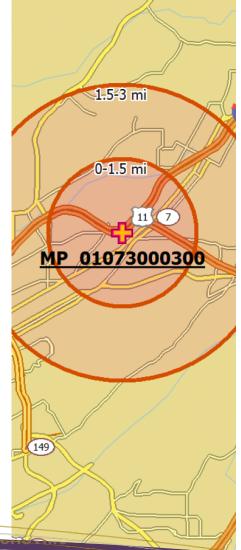
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	4.78%	5.35%	5.43%
Wrote to editor of mag or newspaper	4.39%	5.12%	5.3%
Wrote to elected offcl about publ bus	4.14%	5.64%	5.78%
Charitable Organization	4.04%	5.24%	5.41%
Union member	3.8%	4.11%	4.43%
Addressed a public meeting	3.74%	4.38%	4.58%

sville Mountainboro Talladega Springs York Lowndesboro Fyffe Union Grove Berry Midway Black St Hill Pollard Vina Wadley Marion Hamilton Geneva Edwardsville Every Intercultural Institute deville Crossville Newton Goodwater Thomaston Magnolia Springs Eld for Confectual Ministry ^C Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



posit Chickasaw Littleville Bayou La Batre Centre Vincent Pleasant Grove Frisco City Brighton Walnut Real Robertsdale Taylor Brookside Piedmont Town Creek Meadowbrock Intercultural Institute Greensboro Fort Payne Hanceville Thomasville Center Point Billingsley for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Fairview Adamsville Addison South Vinemont Jacksonville Good Hope Onycha Grove Hill Banburne

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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	12.68%	16.16%	16.63%
Children's Books	11.85%	12.8%	13.13%
Religious (not Bibles)	9.55%	9.18%	9.25%
Cookbooks	8.82%	9.54%	9.63%
Mystery	8.75%	11.03%	11.13%
Romance	6.79%	7.12%	7.08%
Biography	5.65%	6.87%	6.95%
Personal/Business	5.56%	6.54%	6.86%
Self-help			
Mail order	5.35%	5.24%	5.13%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	64.77%	67.52%	68.62%
Gen. Editorial	51.88%	51.56%	51.37%
Womens	45.99%	44.4%	44.69%
Service	29.39%	31.82%	32.46%
Music	20.21%	16.9%	16.46%
Business/Finance	18.77%	20.02%	20.68%
Mens	18.17%	18.63%	18.9%
Parenthood	15.61%	14.09%	14.04%
Sports	14.27%	15.2%	15.68%

Lisman Lowndesbore Vernon Mount Olive Union Springs Excel Georgiana Creela Scottsboro Colum The Munford Wedowee Valley Grande Cleveland Midfield Evergreen How Danhae Center Point Ba ion Grove Opp Chatom Alexander City Coaling Chelsea Ardmore Gar St Copyright 2013, Intercultural Institute for Contextual Ministry St Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	45.52%	49.89%	50.99%
Classified	33.1%	31.98%	31.83%
Sport	28.43%	30.86%	31.39%
Editorial Page	23.38%	26.28%	27.03%
Movie Listings & Reviews	22.6%	25.02%	25.62%
Comics	22.5%	24.12%	24.43%
Business/Finance	22.45%	27.04%	28.12%
Food/Cooking	21.52%	23.33%	23.74%
TV/Radio Listings	21.23%	22.69%	22.9%
Home/Gardening	16.72%	18.94%	19.72%
Fashion	15.57%	15.93%	16.07%
Travel	15.22%	18.34%	19.13%
Science/Technology	12.7%	15.17%	16.01%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	41.9%	32.06%	30.33%
CHR Contemp Hit Radio	17.24%	17.34%	17.6%
Adult Contemporary	11.54%	13.93%	14.28%
Country	10.25%	11.56%	12.07%
Jazz	9.87%	7.97%	8.21%
Variety	9.36%	9.2%	9.38%
Oldies	9.27%	10.05%	10.22%
Gospel	8.03%	5.86%	5.53%
News/Talk	5.77%	9.48%	10.22%
Rock	5.7%	7.61%	8.38%
All News	5.61%	7.25%	7.57%
Alternative	5.04%	7.34%	7.71%
Soft Contemporary	4.89%	5.59%	5.9%
Religious	4.75%	4.94%	5.3%
Classic Rock	4.12%	6.37%	6.88%
Hispanic	3.73%	3.09%	3.14%
All Talk	3.07%	4.26%	4.4%
Sports	2.68%	3.86%	4.15%

ey Sheffield Double Springs Gadsden Section Samson Grant Elba Daleville Pennington Gordon Fat Lougias Bessemer Boaz Carbon Hill Pleasant Groves Haleburg New Site Intercultural Institute Kellyton Lake Purdy Ohatchee Decatur Madrid Hanceville Meadowbro for Confectual Ministry Viacauga Nota b Copyright 2013, Intercultural Institute for Confectual Ministry For Confectual Ministry For Confectual Ministry

Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fox News Channel	57.25%	59.22%	60.56%
Other Video-On-Demand	48.73%	43.84%	43.02%
Soapnet	47.64%	49.47%	49.89%
Satellite Dish	45.3%	45.66%	47.67%
Subscribe Digital Cable	34.56%	32.24%	32.33%
Sci-Fi Channel	31.22%	32.2%	33.22%
MSNBC	30.89%	30.66%	31.44%
Adult Pay Per View TV	29.83%	27.82%	28.77%
Comedy Central	27.17%	32.25%	32.84%
TV Info From Sunday TV	25.41%	27.24%	27.67%
Magazine			
Nickelodeon	24.44%	24.35%	24.92%
ESPN2	24.39%	25.83%	25.46%



E (Entertainment TV)

19.2%

18.71%

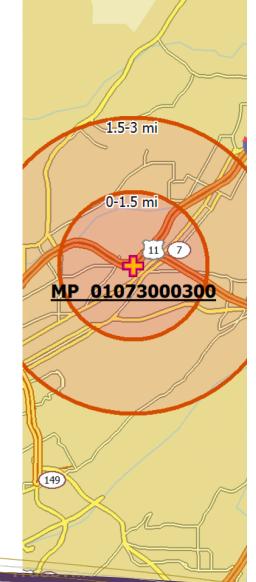
19.08%

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.



mphis Hazel Green Eldridge Rock Creek Redstone Arsenal Fairfield Faunsdale Kimberty Kinston Locus Securitia Eutaw Piedmont Alabaster North Courtland Haleburg Selma Intercultural Institute Edgewater Grimes Natural Bridge Ashford Gu-Win Dodge City Show for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.22%	18.18%	18.83%
Medium Users (4-6)	8.05%	9.44%	9.62%
Light Users (1-3)	18.01%	19.51%	19.84%
Quintiles (20%)			
Newspaper I (Heavy)	1.24%	1.11%	1.03%
Newspaper II	2.02%	1.77%	1.76%
Newspaper III	1.93%	2.66%	2.59%
Newspaper IV	0.4%	0.34%	0.32%
Newspaper V (Light)	0.88%	1%	0.94%

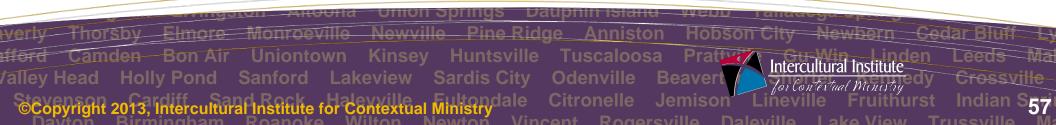
MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.97%	21.85%	21.57%
Magazines II	10.5%	10.21%	9.84%
Magazines III	10.84%	10.69%	10.52%
Magazines IV	13.74%	13.56%	13.37%
Magazines V (Light)	0.86%	0.81%	0.79%
Outdoor I (Heavy)	9.26%	8.93%	8.53%
Outdoor II	5.2%	4.35%	4.19%
Outdoor III	6%	5.4%	5.16%
Outdoor IV	16.8%	16.64%	16.16%
Outdoor V (Light)	24.69%	24.82%	24.37%
Yellow Pages I	16.13%	15.45%	15.09%
(Heavy)			
Yellow Pages II	8.46%	8.09%	7.85%
Yellow Pages III	10.78%	9.03%	8.57%
Yellow Pages IV	23.26%	23%	22.48%
Yellow Pages V (Light)	5.49%	5.09%	4.71%

Detroit Montgomery Brookside Brewton Midway Benton Courtland Bayou La Batre Hytop Prattville Ge Intercultural Meadowbrook Hazel Green Geraldine Gordonville <u>Intercultural Institute</u> Steele Monroeville Chelsea Douglas Banks Coffee Springs Millry Ridge *Intercultural Institute for Contextual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

EDIUM 0-1.5 1.5-3 3-7 ME	DIUM	EDIUM 0-1.5
MILES MILES MILES		MILES
dio Drive Time Quntiles TV Prime Ti	me Quntiles (fifth:	me Quntiles (fifths
ths / 20%) / 20%)		
ve Time I & II (Heavy) 3.15% 3.6% 3.58% Prime Time I & II (Heavy)	Heavy) 3.87%
ve Time III (Medium) 0.96% 1.07% 1.07% Prime Time III (Mediu	um)	um) 1.06%
dio IV & V (Light) 3.23% 3.22% 3.16% Prime Time IV & V (Light)	ght)	ght) 12.75%
dio Media Quntiles (fifths / TV Early/Late Fringe Q	untiles	untiles
%) (fifths / 20%)		
dio I & II (Heavy) 11.98% 11.24% 10.93% Fringe I & II (Heavy)		37.72%
dio III (Medium) 3.68% 4.26% 4.27% Fringe III (Medium)		52.37%
dio IV & V (Light) 4.66% 4.14% 4.05% Fringe IV (Light)		53.11%
ble TV Quntiles (fifths / TV All Day Quntiles (fifths	s /	s /
%) 20%)		
ble I & II (Heavy) 11.3% 12.64% 12.96% All Day I & II (Heavy)		17.84%
ble III (Medium) 5.8% 5.68% 5.46% All Day III (Medium)		24.51%
ble IV & V (Light) 39.46% 37.24% 36.28% All Day IV (Light)		21.21%



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 --0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.25%	11.82%	11.86%
6:00am - 10:00am	16.19%	19.33%	19.29%
10:00am - 3:00pm	17.18%	14.69%	13.63%
3:00pm - 7:00pm	18.13%	16.61%	16.22%
7:00pm - Midnight	11.9%	13.37%	13.29%
Midnight - 6:00am	10.67%	9.22%	8.47%
Weekend Radio			
Listeners			
Dayparts [summary]	15.97%	14.41%	14.38%
6:00am - 10:00am	3.49%	4.2%	4.17%
10:00am-3:00pm	6.29%	7.6%	7.66%
3:00pm - 7:00pm	11.29%	9.6%	9.01%
7:00pm - Midnight	11.08%	10.7%	10.61%
Midnight - 6:00am	16.79%	15.53%	15.02%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.27%	6.87%	7.44%
Saturday:	8.44%	8.86%	8.74%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.23%	8.99%	9.55%
9:00am-1:00pm	22.57%	22.17%	22.69%
9:00am-4:00pm	26.82%	26.1%	26.65%
4:00pm-7:00pm	28.91%	29.21%	30.17%
11:00pm-1:00am	41.06%	39.44%	40.43%
AVG Prime time	6.2%	5.15%	4.9%
Mon-Sun			

e Trussville Crossville Sylacauga Fort Payne Mosses Beaverton Demopolis Flomaton Millport Chatol Hamut Grove Geiger Pisgah Louisville Vredenburgh Pine Hill Gainer Intercultural Institute t Garden City Lexington Tarrant Elmore Falkville Midway Carrollton Jox Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Springs Luverne Winfield India Hillsboro Gantt 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 -- 0-1.5 miles, 1.5-3 miles, 3-7 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	0-1.5	1.5-3	3-7	TV VIEWERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
Weekday				Weekend			
6-7am	17.51%	18.29%	18.08%	Sat: 7-10am	16.77%	18.8%	19.17%
7-9am	24.39%	25.83%	25.46%	Sat: 10am-1pm	10.38%	10.33%	10.13%
9am-12noon	14.36%	15.5%	16.51%	Sat: 1-4pm	22.72%	23.43%	23.63%
12noon-4pm	12.45%	10.61%	10.14%	Sat: 4-6pm	7.83%	8.23%	8.01%
4-6pm	46.51%	48.12%	49.62%	Sat: 6-7pm	1.48%	1.77%	1.83%
6-7pm	16.93%	16.44%	16.81%	Sat: 7-8pm	0.89%	1.11%	1.16%
7-7:30pm	1.62%	1.76%	1.73%	Sat: 8-11pm	8.44%	8.86%	8.74%
7:30-8pm	11.32%	10.4%	10.42%	Sat: 11pm-1am	6.85%	6.82%	6.7%
8-11pm	6.27%	6.87%	7.44%	Sat: 1am-7pm	19.94%	22.44%	23.15%
11pm-12am	30.89%	30.66%	31.44%	Sun: 7-10am	2.27%	1.97%	2.1%
11pm-1am	41.06%	39.44%	40.43%	Sun: 10am-1pm	4.88%	4.92%	5.34%
1-6am	31.82%	32.08%	32.49%	Sun: 1-4pm	4.57%	4.94%	5.39%
				Sun: 4-7pm	11.82%	11.52%	12.17%
				Sun: 7-11pm	9.23%	8.99%	9.55%
				Sun: 11pm-1am	6.04%	5.55%	5.6%
				Sun: 1-7am	19.25%	19.15%	20.3%

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Using the Cultural Bridges, Barriers and Themes

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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

nt Olive

- 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.

Trafford

60

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

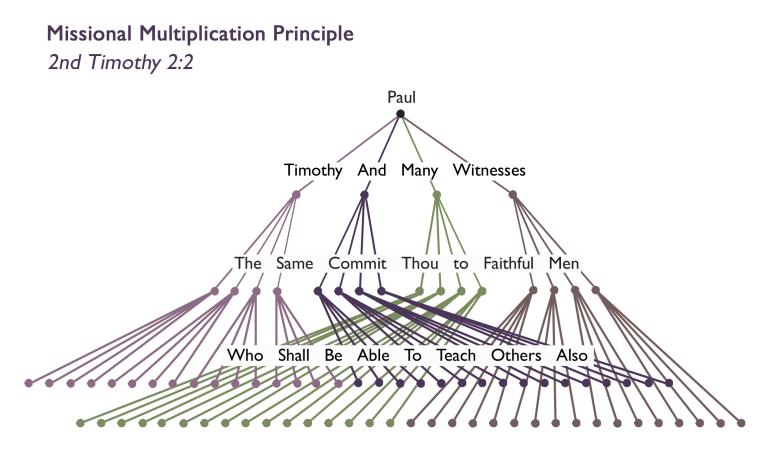
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Brookside River Falls Grimes Valley Deatsville Warrior Citronelle Mayrown Millport Lakeview Arley a Rev Hope Hayneville Graysville Livingston Webb Belk Ragland Intercultural Institute a Goodwater Wetumpka Sipsey New Site Autaugaville Ardmore Brun Locknart Florence Cord Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bedstone Arsenal Birmingham Dayton Greenville

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.



Gorde Weaver Holly Pond Montevallo Franklin Triana La Fayette Underwood Petersville Smiths Station Highland Lake Boaz North Courtland Hayneville Abbeville Ashland Montevalle Monteventer Cowarts Brillia McIntosh Kennedy Elberta Anderson Dozier Fort Payne Monroeville Lynn Mount Vernon Babbie 62 ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



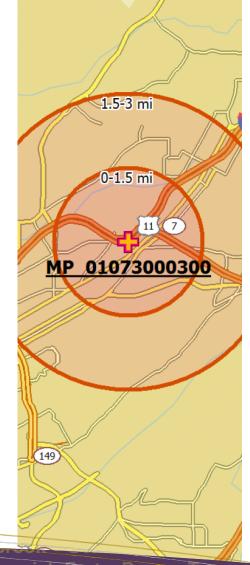


Your MissionSite and the Missional Suite

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

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

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



Town Creek Heath Dodge City Westover Wadley Hytop Tarrant Twin Spanish Fort Rosa Toxey Fort Payne Arley Georgiana Aliceville Fairfield Vina Robertsdale Intercultural Institute Indfield Pinckard Auburn Woodville Somerville Cullman Natural Bridge for Contextual Ministry Contextual Ministry Moody Hartford Shemield Hobson City Ragland Mode Copyright 2013, Intercultural Institute for Contextual Ministry Falkville Woodstock Daphne Sylacauga Tallassee

Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Central Missionary	PO Box 12784 Birmingham, AL 35202	0.37 mi	65	Declining
2	Crestway	6400 Crestwood Blvd Birmingham, AL 35212	1.32 mi	233	Declining
3	Mt. Mariah	7300 Georgia Rd Birmingham, AL 35212	1.37 mi	0	Plateauing
4	New Hope-South Avondale	4022 4th Ave S Birmingham, AL 35222	1.53 mi	0	Plateauing
5	East Lake Full Gospel	7220 4th Ave N Birmingham, AL 35206	1.72 mi	87	Growing
6	Agape Missionary	8078 Lizmore LN Pinson, AL 35126	2.18 mi	0	Plateauing
7	McElwain	4445 Montevallo Rd S Birmingham, AL 35213	2.20 mi	318	Plateauing
8	Spirit of Faith	PO Box 611230 Birmingham, AL 35261	2.44 mi	14	Plateauing
9	Plainview	1389 Park Ave Birmingham, AL 35217	2.62 mi	38	Declining
10	Tarrant First	1533 E Lake Blvd Birmingham, AL 35217	2.67 mi	69	Declining
11	Christ for the Nations	PO Box 110456 Birmingham, AL 35211	2.72 mi	0	Plateauing
12	Lake Highland	508 82nd St N Birmingham, AL 35206	2.74 mi	58	Growing
13	Mount Calvary	2125 Hill Dr Tarrant, AL 35217	2.77 mi	79	Declining
14	Ruffner Valley	557 Ruffner Rd Irondale, AL 35210	2.80 mi	60	Declining
15	Irondale First	6001 Old Leeds Rd Irondale, AL 35210	2.95 mi	216	Plateauing

Loachapoka Sumiton Moulton Tuskegee Montgomery Pell City Frisco City Grand Bay Red Bay Flore Loachapoka Sumiton Moulton Tuskegee Montgomery Pell City Frisco City Grand Bay Red Bay Flore Wadley Henagar Epes Riverside Chickasaw Evergreen Hamilton County Line Thomaston Banks Tuscumbia Loxley 66 Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Downtown Church	612 32nd St S 102 Birmingham, AL 35233	3.00 mi	0	Plateauing
17	Central	1225 E Lake Blvd Birmingham, AL 35217	3.00 mi	101	Declining
18	Mountain Brook	3631 Montevallo Rd S Birmingham, AL 35213	3.01 mi	529	Plateauing
19	Baptist Church of the Covenant	2117 University Blvd Birmingham, AL 35233	3.21 mi	176	Growing
20	Lakewood	8300 9th Ave S Birmingham, AL 35206	3.34 mi	118	Declining
21	Southside	PO Box 55058 Birmingham, AL 35255	3.64 mi	163	Declining
22	Korean (Southside)	2141 Shadybrook Ln Birmingham, AL 35226	3.64 mi	0	Plateauing
23	Mt. Carmel	5110 Cheek Rd Birmingham, AL 35207	3.83 mi	0	Plateauing
24	New Georgia	5300 Decatur Hwy Birmingham, AL 35207	3.90 mi	76	Growing
25	Friendship	9429 8th Ave N Birmingham, AL 35217	3.91 mi	30	Plateauing
26	Victory Missionary	3308 Wesley Ave, Apt 2 Birmingham, AL 35221	3.93 mi	75	Plateauing
27	The River Church Birmingham	6111 Towhee Dr Pinson, AL 35126	4.22 mi	44	Growing
28	Good News	2023 37th Ave N Birmingham, AL 35207	4.36 mi	0	Plateauing
29	Pineview	905 Pineview Rd Irondale, AL 35210	4.38 mi	51	Declining
30	South Roebuck	501 Mountain Dr Birmingham, AL 35206	4.39 mi	272	Plateauing

Trayson Valley Thomaston Concord Dora Riverview Kennedy Mosses Valley Grande Fruithurst Killen Troy Madrid Holly Pond Leeds Coker Kinston Vernon Avon Chic Fine Coffee Springs Re Carolina Grant Aliceville Walnut Grove Daphne Helena Locust Fork Corcontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Overton First	4137 Buckthorn Rd Birmingham, AL 35210	4.56 mi	29	Declining
32	Springdale	101 Springdale Rd Birmingham, AL 35217	4.62 mi	98	Declining
33	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	4.92 mi	562	Declining
34	Robinwood	520 5th St Birmingham, AL 35217	5.09 mi	42	Declining
35	Fultondale First	PO Box 595 Fultondale, AL 35068	5.11 mi	175	Declining
36	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	5.23 mi	91	Declining
37	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	5.27 mi	419	Declining
38	Black Creek	504 Black Creek Rd Birmingham, AL 35217	5.29 mi	28	Declining
39	Eastside	558 Gadsden Hwy Birmingham, AL 35235	5.31 mi	277	Declining
40	Rose Hill	1670 Alton Rd Irondale, AL 35210	5.32 mi	27	Growing
41	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	5.35 mi	2,245	Plateauing
42	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	5.35 mi	413	Plateauing
43	Grantswood	4850 Grantswood Pl Irondale, AL 35210	5.50 mi	47	Growing
44	Mt. Zion	715 12th Ave W Birmingham, AL 35204	5.52 mi	100	Plateauing
45	Huffman	700 Huffman Rd Birmingham, AL 35215	5.54 mi	735	Declining

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