# MissionSite top unreached locations

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#### Site Location Summary

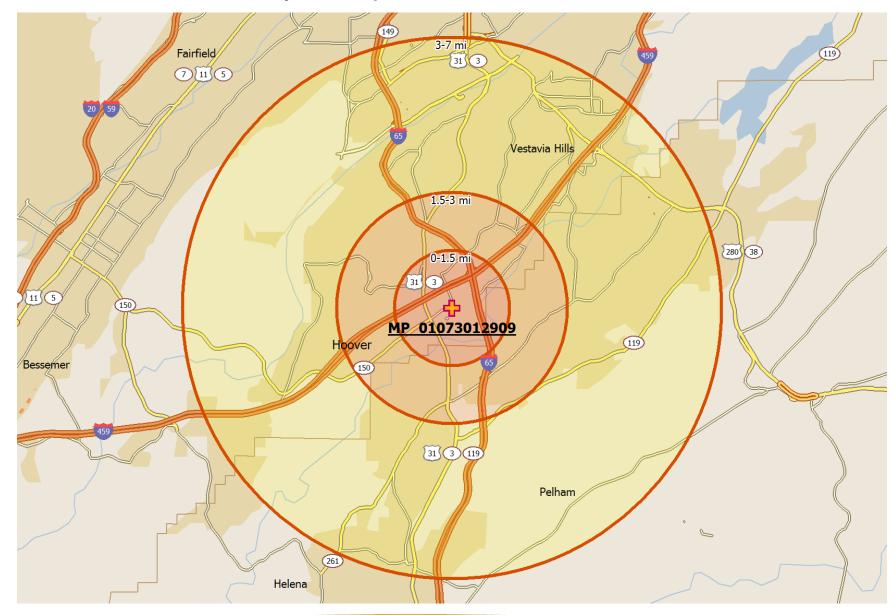
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	35216	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	I3	100000-250000-250000



Grove Daleville Talladega Springs Belk McMullen Florence Fruithurst Cherokee Kansas Sand Rock G Good Hope Gordo Elba Red Bay Brundidge Haleburg Geneva Geord Intercultural Institute Franklin Daviston Livingston Blountsville La Fayette Locust Fork Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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



Cottonwood Banks Fairview Hazel Green Hamilton Thomaston Rehobeth Weaver Blountsville Pricev erside Beaverton Kellyton Northport Glencoe Margaret Scottsboro Pair Intercultural Institute Ile Southside Midland City Hytop Gordo Sipsey Hammondville Oak Governant Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bon Air Opp North Courtlage

#### 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 Locale	13	City: Small: Territory inside an urbanized area and inside a principal city with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

ewood Ladonia Loachapoka Fayette Louisville Kinston Opp Blue Springs Owens Cross Roads Muscle Regeville Saks Dora Coosada Lineville Thomaston Frisco City Sullier Intercultural Institute Dern Libertyville York Elberta Millbrook Valley Head Falkville Reece Confectual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry Dern Bay Pickensville

#### 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	16,568	35,313	133,976
2010 Households	7,799	14,746	55,036
2010 Group Quarters Population	188	347	2,200

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	50	49	61
Language Diversity National Index	49	36	22
Foreign Born Diversity National Index	46	84	61
Ancestry Diversity National Index	81	79	7
Racial Diversity National Index	45	40	67

Fort Rucker Belk Leighton Akron Millport Mulga Castleberry Valley Grande Pisgah McMullen Eldridg Cowarts North Courtland Talladega Springs Hayneville Sulligent Under Alexander Pisgah McMullen Eldridg Hollywood Madrid Blountsville Odenville Weaver Sheffield Pricha Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	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

Florence Sylvania County Line Berry Lincoln Malvern Phil Campbell Hokes Bluff Cuba Westover Prese Carbon Hill Pine Hill Prichard Garden City Demopolis Town Creek Intercultural Institute Cent Toxey Clay Brighton Franklin Gulf Shores West Jefferson Steel Confectual Ministry Le Shoals Cotte 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	2,439	31.27%
Mainstay Communities	Established, Diverse Households	103	1.32%
Working Communities	Blue-collar, Working Families	450	5.77%
Country Communities	Rural, Agri. & Mining Families	0	0%
Aspiring Communities	Young Singles / Aspiring-Multihousing	4,714	60.44%
Urban Communities	High Density, Inner-city Neighborhoods	90	1.15%

y Head Cherokee Pisgah Cardiff Guin Waverly Elmore Piedmont Moundville Forestdale Leighton Pe Luverne Fort Deposit Blountsville Brundidge Franklin Moody Horn Ling Intercultural Institute IIa Florala Monroeville Collinsville Boaz Gilbertown Gordo Smoke Ris (ortextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Using the Site Location Summary

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

#### Issues for Your Consideration

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

Priceville Athens Hount Olive Twin Jasper South Vinemont Camp Hill Ashford Bakerhill Enterprise Stocomb Dora Petrey Leighton Vincent Banks Andalusia Coffee Springs Intercultural Institute Newton Foley Daphne Livingston Elba North Johns Double Springs Joc Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Babbie Bon Air Samson 9

## 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?

Concord Oneonta New Site Billingsley Heflin Newville Garden City Jackson Athens Forestdale Yelle Heville Selmont-West Selmont Waldo Phil Campbell Attalla Autaugaville Intercultural Institute Locust Fork Glenwood Cedar Bluff Natural Bridge Rockford Memphis Secopyright 2013, Intercultural Institute for Contextual Ministry Waterloo Emelle Dayton Forkland Lanett Millbro 10 Valley Buttler Detroit Lakerburge Riverview Pike Road, Coker, Grand Bay, Loachapoka, Wilsonville, Grand

## 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	5,602	2.97%
Unreached %	70.04%	71.83%	102.55
Religious But NOT Evangelical HH	59,062	1,063	1.8%
Religious But NOT Evangelical %	21.91%	13.63%	62.22
Spiritual But NOT Relig or Evang HH	23,159	1,116	4.82%
Spiritual But NOT Relig or Evang %	8.59%	14.31%	166.58
Not Evangelical, Not Interested HH	108,094	3,423	3.17%
Not Evangelical, Not Interested %	40.09%	43.89%	109.46





### **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	7	2.71%
Active ALSBOM Attenders	47,650	4,102	8.61%
Active Evangelical Households	60,770	4,813	7.92%
Active Evangelical Percent	22.54%	21.35%	94.72
Inactive Evangelical Households	20,000	1,584	7.92%
Inactive Evangelical Percent	7.42%	7.03%	94.72
# New Churches Needed	0	4	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	Hoover First	1.06 mi	183	Declining	16	Grace Covenant	4.07 mi	0	Plateauing
2	Rocky Ridge First	1.29 mi	25	Declining	17	Iglesia Cristiana Ágape	4.19 mi	61	Growing
3	Green Valley	1.85 mi	776	Growing	18	Shades Mountain	4.20 mi	2,096	Growing
4	Riverchase	1.86 mi	253	Declining	19	Crosscreek	4.56 mi	118	Declining
5	World Overcomers Christian Church	2.36 mi	63	Growing	20	Church at Shelby Crossings	4.89 mi	351	Growing
6	Valleydale	2.38 mi	1,815	Declining	21	Shannon Fist	4.91 mi	89	Declining
7	Lakeside	2.60 mi	987	Declining	22	Perimeter Pointe	4.99 mi	46	Plateauing
8	Hunter Street	3.09 mi	3,349	Plateauing	23	Pelham First	5.18 mi	1,259	Plateauing
9	The People's Church at Oak Mountain	3.09 mi	103	Declining	24	Oak Mountain	5.34 mi	44	Plateauing
10	Indian Springs First	3.26 mi	193	Declining	25	Raleigh Avenue	5.69 mi	141	Growing
11	Fullness Christian Fellowship	3.35 mi	215	Growing	26	Pine Haven	5.70 mi	46	Declining
12	Trace Crossing Baptist Church	3.50 mi	0	Plateauing	27	Vestavia Hills	5.87 mi	413	Plateauing
13	Berney Points	3.62 mi	180	Declining	28	Meadow Brook	5.89 mi	387	Growing
14	Bluff Park	3.66 mi	105	Declining	29	Birmingham First	6.05 mi	419	Declining
15	Shades Crest	4.02 mi	484	Plateauing	30	Philadelphia	6.06 mi	239	Growing

Rucker Rogersville Eutaw Leeds Gurley Chatom Union Selmont-West Semont Addison Rutledge Class Mountainboro Vredenburgh Decatur Dora Dayton Headland Every Intercultural Institute Shoals Mulga Shorter Fruithurst Atmore Brent Good Hope West Bloop (ontextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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## 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.



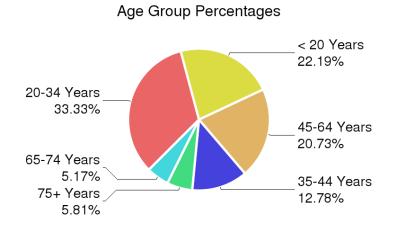
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-1.5 mile band. The percentage of the county population and number of households that appears in the 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 CC
1990 Population	651,526	11,089	1.7%	1990 Households	251,478	5,240	2.08%
2000 Population	662,047	15,025	2.27%	2000 Households	263,265	6,977	2.65%
2010 Population	666,792	16,568	2.48%	2010 Households	269,609	7,799	2.89%
	Location Ty	pe	0-1.5mi Ban				
🗖 0-1.5mi Band 📃 1.5-3mi Band 📃 3-7mi Band 📃 County							8,568
400,000					Residential /	Apt.	2,088
300,000					Residential I	Non-Apt.	6,480
					Business		1,002
200,000					Seasonal		0
					USPS Resid	lential	6,702
100,000 0 Residential Residential	ntial Apt. Residential No	In-Apt. Bu	siness Season	al JSPS Residential USPS Business	USPS Busin	ess	1,171

Monroeville Selma Odenville Muscle Shoals Evergreen Florence Locust Fork Elkmont Cleveland A omaton Decatur Atmore Gaylesville Brookside Sylvan Springs Woodville Intercultural Institute tavia Hills North Johns Goodwater Childersburg Theodore Holly Pond for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 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.

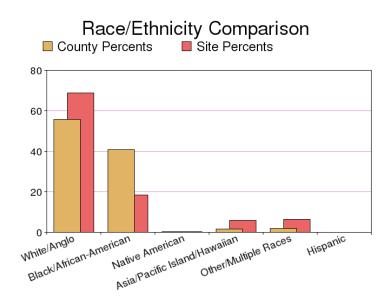


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.68%	5.66%	99.65
4-5 Years	2.7%	2.32%	85.93
6-8 Years	3.98%	3.44%	86.43
9-11 Years	3.86%	2.99%	77.46
12-13 Years	2.52%	1.85%	73.41
14-17 Years	5.08%	3.85%	75.79
18-19 Years	2.53%	2.06%	81.42
0-5 Years	8.38%	7.99%	95.35
6-12 Years	9.1%	7.39%	81.21
13-19 Years	8.87%	6.81%	76.78
< 20 Years	26.35%	22.19%	84.21
20-34 Years	20.74%	33.34%	160.75
35-44 Years	12.98%	12.78%	98.46
45-64 Years	25.86%	20.73%	80.16
65-74 Years	7.12%	5.17%	72.61
75+ Years	6.94%	5.81%	83.72
Median Age	37	35	95.4
Median Age (Male)	35	35	98.58
Median Age (Female)	39	37	95.02

erprise Moores <u>Hill Edgewater County Line Clayton Coffee Springs McIntosh Horn Hill Goodwater Father Field Mignon West End-Cobb Town Wetumpka Ashland Maplesville <u>Intercultural Institute</u> Blue Springs Rehobeth Midland City Holly Pond Calera Rockford Huey (Confertual Ministry Hoover Cedar Copyright 2013, Intercultural Institute for Contextual Ministry</u>

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%	68.9%	123.84
Black, African-American	40.69%	18.43%	45.3
Native American	0.36%	0.37%	101.87
Asian	1.49%	5.78%	387.3
Pacific Island, Hawaiian	0.08%	0.16%	188.88
Other/Multiple Races	1.74%	6.36%	366.22
Hispanic	0%	23.39%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	11,084	
Less than 9th Grade	3.46%	2.07%	167.52

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	447,863	11,084	
Less than 9th Grade	3.46%	2.07%	167.52
No High School Diploma	8.86%	4.11%	215.82
High School Graduate	28.96%	18.17%	159.35
Some College, no degree	22.64%	24.41%	92.73
Associate Degree	7.22%	6.61%	109.18
College Degree	17.82%	30.04%	59.33
Graduate/Prof. degree	11.04%	14.59%	75.68

ayneville Butler Summerdale Pelham Orrville Sweet Water Southside Lincoln Falkville Citronelle Gos Helsea Centreville Yellow Bluff Guntersville Fairfield Ladonia Sylvania Chiend Lake St. Florian Hodge Huguley Millry Lynn Wetumpka Vincent Hytop Vance Alexandria for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 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%	3.63%	56.44
\$10,000 to \$19,999	13.29%	9.83%	73.98
\$20,000 to \$29,999	12.05%	12.01%	99.72
\$30,000 to \$49,999	20.54%	22.72%	110.59
\$50,000 to \$59,999	8.47%	11.03%	130.14
\$60,000 to \$69,999	6.88%	6.71%	97.51
\$70,000 to \$79,999	5.9%	6.78%	114.91
\$80,000 to \$89,999	4.74%	5.69%	120.15
\$90,000 to \$99,999	3.22%	3.87%	120.4
\$100,000 to \$124,999	6.59%	7.28%	110.57
\$125,000 to \$149,999	3.44%	3.94%	114.39
\$150,000 to \$199,999	3.44%	3.55%	103.23
\$200,000 to \$249,999	1.12%	1.36%	120.94
\$250,000 or more	2.08%	1.59%	76.27
Median Household	45,427	53,957	118.78
Average Household	68,011	78,560	115.51
Per Capita Household	28,213	37,031	131.26
Family/Non-Family Household			
Income			
Median Family Income	58,390	75,118	128.65
Average Family Income	83,931	101,624	121.08
Median Non-Family Income	28,382	39,370	138.71
Average Non-Family Income	39,159	47,656	121.7

Hebson City Coosada County Line Somerville Prattville Auburn New Market Homewood Mosses The Chatom Gordon Kinston Pell City Woodland Glenwood Rehobeth Level Intercultural Institute Vredenburgh Jacksonville Holly Pond Mooresville Sumiton Gantt Confectual Ministry Notasulga Au Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 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%	49.44%	76.72
Families with Children	32.53%	23.11%	71.02
Families without Children	31.91%	26.34%	82.54
Non-Family Households			
% Non-Family Households	35.56%	50.56%	142.18
Non-Families with Children	0.19	0.26	133.73
Non-Families without Children	35.37	50.3	142.23
Housing Units			Index
Total Housing Units	313,876	9,294	
Vacant percent	14.1%	16.09%	114.06
Owned percent	58.37%	25.39%	43.5%
Rented Percent	27.52%	58.52%	212.63
Households by Size			Index
Avg household size	2.41	2.10	87.14
Avg family hh size	3.12	2.95	94.55
Avg non-family hh size	1.13	1.27	112.39
Households By Count of Persons			Percent
One	84,836	3,268	3.85%
Тwo	81,467	2,375	2.92%
Three or Four	80,946	1,706	2.11%
Five+	22,360	450	2.01%

Mosses Linden Rock Creek Ridgeville Thomasville Dozier Sylvan Springs Union Grove Fyffe Jemise Selmont-West Selmont Faunsdale Athens Coaling Fruithurst Holly Ponder Intercultural Institute Priceville Town Creek Lanett Brent West End-Cobb Town Abbeville Bio Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

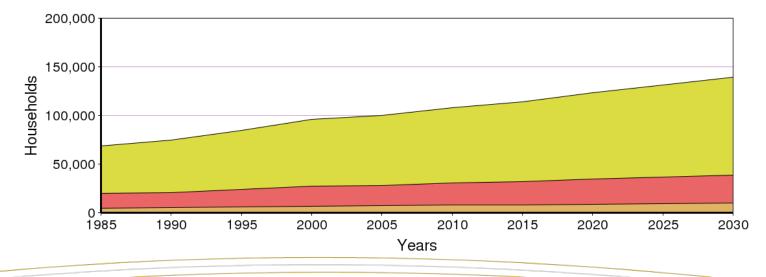
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5 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	11,089	1.7%
2000 Population	662,047	15,025	2.27%
2010 Population	666,792	16,568	2.48%
2015 Population	675,554	17,268	2.56%

Household Change from 1985 to 2030

🔲 0-1.5mi Ring 🛛 📕 0-3mi Ring

📃 0-7mi Ring

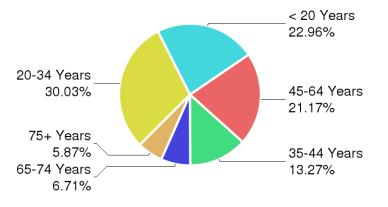


Birmingham Goshen Mooresville Slocomb Clayton Lineville Lipscomb Carbon Hitt Atmore Newville McIntosh Pell City Calera Eufaula Geneva Chickasaw Wetumpka acauga Pollard Minor Steele Clay Mobile Oak Grove White Hall Way Contextual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bakerbill York Dadeville Cottonwood Silverbill One of the 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

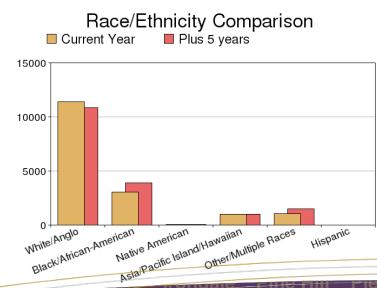


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.66%	5.72%	101.06
4-5 Years	2.32%	2.37%	102.16
6-8 Years	3.44%	3.56%	103.49
9-11 Years	2.99%	3.17%	106.02
12-13 Years	1.85%	2.06%	111.35
14-17 Years	3.85%	4.05%	105.19
18-19 Years	2.06%	2.04%	99.03
0-5 Years	7.99%	8.09%	101.25
6-12 Years	7.39%	7.8%	105.55
13-19 Years	6.81%	7.08%	103.96
< 20 Years	22.19%	22.97%	103.52
20-34 Years	33.34%	30.05%	90.13
35-44 Years	12.78%	13.28%	103.91
45-64 Years	20.73%	21.18%	102.17
65-74 Years	5.17%	6.71%	129.79
75+ Years	5.81%	5.87%	101.03
Median Age	37	37	100.32
Median Age (Male)	35	35	99.72
Median Age (Female)	39	40	102.42

Troy Bear Creek Valley Head Summerdale Gordon Tarrant Holt Mooresville Odenville Epes Bon Al port Hamilton Pike Road Malvern Collinsville Alabaster Holly Pond Or Beach Scottsboro Loachap Cherokee Providence Tillmans Corner McMullen Geiger Gordo In Foi Contextual Ministry Babbie Sheffi Copyright 2013, Intercultural Institute for Contextual Ministry Berry Waverly Gordonville Kimberly Minor Jasper 21

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

For each category both the current year and the projected percents for the 0-1.5 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	68.9%	62.83%	91.19
Black, African-American	18.43%	22.49%	122.02
Native American	0.37%	0.41%	111.68
Asian	5.78%	5.5%	95.15
Pacific Island, Hawaiian	0.16%	0.17%	107.02
Other/Multiple Races	6.36%	8.59%	135.09
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	11,084	11,562	
Less than 9th Grade	2.07%	1.6%	77.45
No High School Diploma	4.11%	3.32%	80.91
High School Graduate	18.17%	18.24%	100.39
Some College, no degree	24.41%	23.74%	97.25
Associate Degree	6.61%	7.09%	107.24
College Degree	30.04%	30.58%	101.8
Graduate/Prof. degree	14.59%	15.42%	105.71

orm Sumiton Opelika Selmont-West Selmont Pell City Lake Purdy Hazel Green Florence Thomaston West Selmont Cedar Bluff Union Springs Henagar Alter Intercultural Institute Cardiff Selma Rainsville Troy Natural Bridge Mooresville Locust Fork Mount Vernor Confectual Ministry Ce City Bentor Copyright 2013, Intercultural Institute for Contextual Ministry Rosa Grand Bay Morris Deatsville Clanton Indian Spring

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	3.63%	3.19%	88.03
\$10,000 to \$19,999	9.83%	9.36%	95.22
\$20,000 to \$29,999	12.01%	11.15%	92.81
\$30,000 to \$49,999	22.72%	21.4%	94.19
\$50,000 to \$59,999	11.03%	11.03%	100.02
\$60,000 to \$69,999	6.71%	6.6%	98.35
\$70,000 to \$79,999	6.78%	7.15%	97.77
\$80,000 to \$89,999	5.69%	6.12%	101.98
\$90,000 to \$99,999	3.87%	3.98%	102.88
\$100,000 to \$249,999	7.28%	8.04%	110.41
\$125,000 to \$149,999	3.94%	4.49%	114.17
\$150,000 to \$199,999	3.55%	3.96%	111.49
\$200,000 to \$249,999	1.36%	1.49%	109.92
\$250,000 or more	1.59%	1.83%	115.35
Median Household	53,957	57,319	106.23
Average Household	78,560	85,617	108.98
Per Capita Household	37,031	40,873	110.38
Family/Non-Family Household			
Income			
Median Family Income	75,118	82,428	109.73
Average Family Income	101,624	113,059	111.25
Median Non-Family Income	39,370	41,464	105.32
Average Non-Family Income	47,656	51,578	108.23

Ashville Centreville Underwood Petersville Flomaton Montevallo Ethelsville West Blockon Gadsden Jemis Lue Ridge Kinston Hoover Beatrice Linden Fairfield Cardiff Snead <u>Intercultural Institute</u> Harvest Rue Jasper Owens Cross Roads Excel Mentone Florala Addison Fulton phocopyright 2013, Intercultural Institute for Contextual Ministry Phocopyright 2014, P

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	49.44%	48.54%	98.17
Families with Children	23.11	22.48	97.3
Families without Children	26.34	26.65	101.19
Non-Family Households			
% Non-Family Households	50.56%	51.46%	101.79
Non-Families with Children	0.26	0.19	101.79
Non-Families without	50.3	51.27	101.92
Children			
Housing Units			
Total Housing Units	9,294	9,820	105.66%
Vacant percent	16.09%	16.16%	100.47
Owned percent	25.39%	25.06%	98.69
Rented Percent	58.52%	58.78%	100.44
Households by Size			
Avg household size	2.10	2.07	98.57%
Avg family hh size	2.95	2.97	100.68%
Avg non-family hh size	1.27	1.23	96.85%
Households By Count of			
Persons			
One	3,268	3,564	109.06%
Тwo	2,375	2,430	102.32%
Three or Four	1,706	1,769	103.69%
Five+	450	470	104.44%

chee Sipsey River Falls Sanford Newton Millry Oak Hill Lake View Daphne Detroit Eldridge Citrone angston New Hope Brent Union Enterprise Reece City Beaverton Gauge Intercultural Institute ar Ragland Mooresville Woodland Albertville Horn Hill Susan Moore d ©Copyright 2013, Intercultural Institute for Contextual Ministry d ©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	2,376	1,277	4,833	Eastern Africa	Eastern Africa 42	Eastern Africa 42 16
Northern Europe	34	168	334	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	34	19	274	Northern Africa	Northern Africa 16	Northern Africa 16 0
Southern Europe	30	4	106	Southern Africa	Southern Africa 10	Southern Africa 10 26
Eastern Europe	4	54	157	Western Africa	Western Africa 100	Western Africa 100 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	203	213	640	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	203	236	639	Caribbean	Caribbean 51	Caribbean 51 51
SE Asia	202	69	291	Central Amer.	Central Amer. 1,322	Central Amer. 1,322 173
Western Asia	35	102	263	South America	South America 62	South America 62 50
Other Asia	12	16	55	North America	North America 16	North America 16 80
				Born at sea	Born at sea 0	Born at sea 0 0

Dayton Irondale Heffin Moulton Pennington Falkville Southside Detroit Town Creek Excel Columbia The Goodwater Grant Wilton Gantt East Brewton Opelika Springviller Intercultural Institute orsby Fultondale Phil Campbell Millbrook Edgewater Clayhatchee Greet for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Language Summary

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

SPOKEN AT HOME	0-1.5	1.5-3	3-7	SPOR	KEN AT HOME		
	MILES	MILES	MILES			MILES	MILES MILES
English only	13,809	29,550	97,634	Other Indo-Euro		0	0 0
Spanish	1,760	674	2,835	Asian/PI languages		0	0 0
Other Indo-Euro	393	620	2,338	Chinese		130	130 161
language				Japanese		19	19 10
French (incl. Patois,	49	81	587	Korean		29	29 42
Cajun)				Mon-Khmer,		0	0 0
French Creole	0	0	0	Cambodian			
Italian	11	51	214	Miao, Hmong		8	8 0
Portuguese	0	46	44	Thai		8	8 0
German	69	72	422	Laotian	(	0	0 0
Yiddish	0	0	9	Vietnamese	2	15	15 40
Other West Germanic	7	1	54	Other Asian	10		0
A Scandinavian	0	4	25	Tagalog	27		8
Language				Other Pacific Is	10		0
Greek	81	39	212	Other languages	251		183
Russian	0	0	76	Navajo	0		0
Polish	0	13	17	Other Native N.	0		0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	21	Hungarian	0		0
Armenian	0	0	0	Arabic	111		127
Persian	96	104	91	Hebrew	0		12
Gujarathi	21	24	219	African languages	140		3
Hindi	0	166	165	Other unspecified	0		41
Urdu	40	17	37				

Valley Grande Silas Giencoe Woodland Brookwood West End-Cobb Town Boligee Spanish Fort Mont Cardova Sweet Water Bessemer Vredenburgh Mount Vernon McIntosh Intercultural Institute Green Snead Highland Lake Helena Woodville Wedowee Reform Gov for Contextual Ministry Copyright 2013, Intercultural Institute for 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	13,622	24,854	84,364	Irish	Irish 1,205	Irish 1,205 2,656
Arab	99	270	890	Italian	Italian 431	Italian 431 1,157
Armenian	0	10	17	Lithuanian	Lithuanian 43	Lithuanian 43 6
Austrian	0	32	103	Norwegian	Norwegian 39	Norwegian 39 179
British	86	399	1,018	Polish	Polish 119	Polish 119 293
Canadian	23	77	170	Portuguese	Portuguese 0	Portuguese 0 7
Croatian	22	38	38	Romanian	Romanian 8	Romanian 8 32
Czech	27	24	76	Russian	Russian 22	Russian 22 64
Czechoslovak	9	7	42	Scandinavian	Scandinavian 18	Scandinavian 18 45
Danish	9	81	83	Scotch-Irish	Scotch-Irish 557	Scotch-Irish 557 1,444
Dutch	82	397	983	Scottish	Scottish 327	Scottish 327 1,128
English	1,676	4,549	15,029	Slovak	Slovak 6	Slovak 6 31
European	223	477	1,392	Subsaharan African	Subsaharan African 203	Subsaharan African 203 14
Finnish	11	109	45	Swedish	Swedish 37	Swedish 37 136
French (not Basque)	264	554	1,985	Swiss	Swiss 14	Swiss 14 59
French Canadian	26	149	323	Ukrainian	Ukrainian 19	Ukrainian 19 35
German	1,066	2,802	8,165	US/American	US/American 1,807	US/American 1,807 3,655
Greek	82	155	613	Welsh	Welsh 57	Welsh 57 161
Hungarian	12	46	227	West Indian	West Indian 76	West Indian 76 25
Iranian	69	16	88	Yugoslavian	Yugoslavian 17	Yugoslavian 17 17
				Other	Other 4,831	Other 4,831 3,518

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### Using the Demographic Indicators

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

#### Issues for Your Consideration

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

The Rosa Shileh Kinston East Brewton Mobile Dora Clay Oak Hill Orange Beach Smoke Rise Phil Ga Aligood Midland City Moundville Opp Grand Bay Pollard Altoona New Intercultural Institute Brilliant Kansas Ridgeville Detroit Hamilton Parrish Holt Ozark Dayto Jor Confectual Ministry Confectual Ministry Napier Field Harvest Attalla Anniston Haleyville Br28

## 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?

Hayneville Pell City Pollard Arab Madison Ashland Alabaster Pelham La Fayette Napier Field Ha Payne Epes Rosa Vestavia Hills Bessemer Skyline Walnut Grove Bin Antercultural Institute Albertville Priceville Daviston Loxley Brookside Enterprise North Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



Glen Allen Pell City Detroit Newbern East Brewton Moundville Lipscomb Redstone Arsenal Sheffield E Rucker Edwardsville Rock Creek Fort Payne Auburn Coaling Linden Intercultural Institute Greensboro Abbeville Riverside Grayson Valley Haleburg Evergreen View State Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Min

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	7,799	100%	5,602	100%
AFFLUENT SUBURBIA	594	7.62%	417	7.44%
America's Wealthiest	20	0.26%	16	0.29%
Dream Weavers	249	3.19%	178	3.18%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	65	0.83%	44	0.79%
Small Town Success	194	2.49%	134	2.39%
New Suburbia Fam.	66	0.85%	45	0.8%
UPSCALE AMERICA	1,845	23.66%	1,254	22.38%
Status Conscious Consumers	484	6.21%	339	6.05%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,342	17.21%	901	16.08%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	19	0.24%	14	0.25%
SM TWN SUCCESS	35	0.45%	25	0.45%
2nd City Homebodies	12	0.15%	9	0.16%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	23	0.29%	16	0.29%

Town Ranburne Haleburg Castleberry Edwardsville Livingston Leesburg Roanoke Woodville Ashland Lest Jefferson Chelsea Phil Campbell Lester Toxey Union Grayson Valler <u>Intercultural Institute</u> Hanceville B Montevallo Geneva Magnolia Springs Muscle Shoals Saraland Minor © Copyright 2013, Intercultural Institute for Contextual Ministry © Copyright 2013, Intercultural Institute for Contextual Ministry Blountsville Babbie Mentone Natural Bridge South 31

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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	7,799	100%	5,602	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	68	0.87%	49	0.87%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	68	0.87%	49	0.87%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	450	5.77%	307	5.48%
Steadfast Conservative	336	4.31%	230	4.11%
Moderate Conventionalists	114	1.46%	77	1.37%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

d Cainesville <u>Fikmont Malvern Kellyton Priceville</u> New Market Gaylesville Mosses Mignon Guntersville # Site Tuscaloosa Napier Field Coosada Magnolia Springs Rainbow Ciper Fitter Enterprise Littleville sville Sumiton Dozier Andalusia Selmont-West Selmont Rock Mills Un Fitter Contextual Ministry <sup>In</sup> Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 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	7,799	100%	5,602	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	4,714	60.44%	3,475	62.03%
Young Cosmopolitans	1,272	16.31%	996	17.78%
Minority Metro Communities	18	0.23%	13	0.23%
Stable Careers	3,350	42.95%	2,416	43.13%
Aspiring Hispania	74	0.95%	50	0.89%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

ton Morris Talladega Springs Kinston North Courtland Sand Rock Madison Yellow Bluff Brewton Anda Layton Georgiana Mount Vernon Montgomery Pollard Lakeview Shiloh Anda Intercultural Institute Gurley Killen Fayette Susan Moore Ethelsville Collinsville Smiths for Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 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	7,799	100%	5,602	100%
STRUGGLING SOCIETIES	90	1.15%	75	1.34%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	90	1.15%	75	1.34%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Conception of the second secon

## 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?

Wedowee Kansas Notasulga Luverne Taylor Good Hope Alabaster Libertyville Gordo Pelham Pro-Bear Creek Jemison Goodwater Georgiana Courtland Union Springs Intercultural Institute fille Brewton Daphne Waldo Hytop Deatsville Fairfield Grove Hill Alton Intercultural Institute dges Carbon Hoove for Confectual 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).



Ranburne Goodwater Lynn Luverne Riverside Arab Level Plains Coffee Springs Yellow Bluff Ozark R Cuba Livingston Camden Cusseta Mooresville Glen Allen Hillsborg Intercultural Institute West End-Cobb Town Talladega Springs Brundidge Southside Paint Roman Confertual Ministry Confertual Ministry Brant Bridgeport Cordova Havpaville Arley Children

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
	MILES	MILES	MILES
PC-HH Own	79%	84%	84%
Use Comp. for Internet/E-mail	65%	72%	71%
Internet Use: E-Mail	58%	64%	63%
Use Comp. for Word	44%	52%	52%
Processing			
Use Comp. for Shopping	40%	46%	45%
Use Comp. for Banking	39%	43%	42%
Use Comp. for Comp. Games	36%	42%	43%
Internet Use: News/ Weather	34%	39%	37%
Use Comp. for Digital Camera	34%	40%	41%
Photo Editing			
Internet Use: Banking	34%	36%	35%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Use Comp. for Education	34%	37%	37%
HH Owns DVD Player	31%	36%	35%
Use Comp. for News/Info./Data	27%	32%	32%
Service			
PC-Network-HH Has One	21%	25%	26%
Internet Use: Shopping: Gathered	18%	21%	20%
Info. for Shopping			
Use Comp. for Personal Financial	17%	22%	22%
Mngmnt			
Internet Use: Shopping: Made A	17%	18%	18%
Purchase			
Use Comp. for Accounting	16%	20%	20%
Internet Use: Research/ Education	16%	17%	17%
Internet Use: Read Magazines/	15%	17%	16%
Newspapers			

ewville Ladonia Emelle Gantt Mount Olive Sheffield Muscle Shoals Marion Vernon Grimes Tuscumbe Crossville Sand Rock Ashford Sulligent Camden Babbie Fultondale <u>Intercultural Institute</u> Greenville E alera Wetumpka Pinson Meadowbrook Morris Attalla Fruithurst Kenry for Confextual Ministry oCopyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 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.

1.5-3

66%

40%

35%

23%

22%

20% 16%

18% 12%

12%

MILES

3-7

**MILES** 

66%

40%

35%

23%

22% 20%

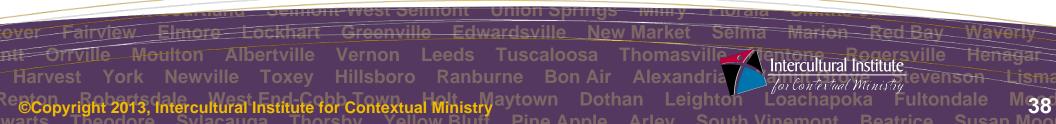
17%

18%

13%

12%

BRIDGES	0-1.5	1.5-3	3-7		BRIDGES
	MILES	MILES	MILES		
Listening To Music	69%	71%	71%		Any Ailment
Dining Out (Not Fast Food)	62%	67%	66%		Gen./Fam. Practitioner
Reading Books	59%	62%	62%		Dentist
Cooking for Fun	40%	42%	41%		Eye Dr.
Go To A Beach/Lake	39%	44%	44%		None Of These
Card Games	38%	41%	43%		Backache
Board Games	31%	33%	34%		Hypertension/High Blood
Going To	27%	25%	24%		Pressure
Bars/Nightclubs/Dancing					High Cholesterol
Visit Museum	26%	29%	28%		Any Arthritis
Gardening	25%	33%	35%		Pharmacist



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	33.1%	36.66%	36.31%
Live Theater	25.48%	30.04%	29.9%
Live Theater Most Often	20.81%	24.24%	24.19%
Rock/Pop Concerts Most	19.4%	20.74%	20.12%
Often			
Comedy Club	10.48%	10.88%	10.96%
Dance Performance	10.36%	11.17%	11.39%
Movies: Comedy	42.52%	44.46%	44.19%
Movies: Action/Adventure	39.5%	42%	42.11%
Movies: Drama	23.81%	25.89%	25.67%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Romantic Comedy	21.73%	24.16%	24.52%
Movies: Mystery	18.58%	19.35%	19.15%
Movies: Fam.	17.4%	20.03%	20.88%
MLB Baseball Reg.	10.98%	13.67%	13.28%
Season			
NFL Football Reg. Season	8.79%	10.28%	10.1%
College Football Reg.	6.26%	9.68%	9.93%
Season			
NBA Basketball Reg.	5.42%	6.2%	6.08%
Season			
NHL Hockey Reg. Season	4.75%	5.63%	5.34%
College Basketball Reg.	4.52%	7.01%	7.23%
Season			



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	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	43.52%	46.55%	46.55%	-	Aerobics	Aerobics 10.91%	Aerobics 10.91% 12.35%
Swimming	35.73%	38.8%	38.34%		Yoga	Yoga 10.17%	Yoga 10.17% 10.13%
Bowling	19.79%	21.99%	22.71%		Tennis	Tennis 9.24%	Tennis 9.24% 9.93%
Billiards/Pool	19.01%	19.41%	19.5%		Soccer	Soccer 9.12%	Soccer 9.12% 8.69%
Weight Training	18.24%	20.64%	21.08%		Baseball	Baseball 7.62%	Baseball 7.62% 8.97%
Jogging/Running	18.01%	19.15%	19.26%		Football	Football 7.27%	Football 7.27% 7.58%
Using Cardio Machine	17.6%	19.38%	19.28%		Softball	Softball 6.82%	Softball 6.82% 7.27%
Mountain/Road Biking	13.63%	15.64%	15.54%		Canoeing/Kayaking	Canoeing/Kayaking 6.64%	Canoeing/Kayaking 6.64% 7.55%
Basketball	13.4%	14.07%	14.74%		Target Shooting	Target Shooting 6.16%	Target Shooting 6.16% 6.34%
Backpacking/Hiking	12.8%	12.98%	12.35%		Saltwater Fishing	Saltwater Fishing 5.74%	Saltwater Fishing 5.74% 6.72%
Golf	12.67%	17.12%	18.1%		Power Boating	Power Boating 5.69%	Power Boating 5.69% 7.69%
Camping Trips	12.62%	13.7%	13.72%		Horseback Riding	Horseback Riding 5.64%	Horseback Riding 5.64% 5.55%
Stationary Cycling	12.46%	15%	15.2%		Volleyball	Volleyball 5.54%	Volleyball 5.54% 6.83%
Freshwater Fishing	12.29%	12.96%	13.63%		Hunting	Hunting 5.32%	Hunting 5.32% 5.59%

va Ashland Weaver Lynn Jasper Point Clear Clayton Millbrook Winfield Marion Vincent Alexandria Bessemer Huguley Shiloh Pennington Gilbertown Waldo Sand Rock Intercultural Institute Blountsville Harpersville Falkville Athens Clio Grand Bay Hayneville Florence Alexander City Ariton Lar40 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
Downhill & X-Country Skiing	5.2%	6.1%	6.35%
Snorkeling	5.15%	5.63%	5.82%
Roller Skating	5.14%	5.46%	5.69%
Martial Arts	4.66%	4.11%	3.9%
Ice Skating	4.64%	5.66%	5.98%
Motorcycling	4.44%	5.02%	5.32%
Rock Climbing	4.28%	3.89%	3.79%
Snowboarding	3.69%	3.31%	3.39%
Jet Skiing	3.37%	4.42%	4.97%
Water Skiing	3.32%	4.02%	4.44%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hockey	3.02%	3.24%	3.45%
Sailing	2.87%	3.68%	3.94%
Fly Fishing	2.76%	3.31%	3.68%
Racquetball	2.63%	3.3%	3.8%
Archery	2.49%	2.61%	2.95%
Rowing	2.38%	2.4%	2.6%
Surfing & Windsurfing	2.35%	2.54%	2.75%
Snowmobiling	2.24%	2.43%	2.83%
Skateboarding	2.18%	2.13%	2.44%
Auto Racing	1.98%	2.18%	2.44%

Banks Yellow Bluff Livingston Tuscaloosa Ranburne Geraldine Grant Minor Blountsville Grimes Pin Alabaster Gainesville Fairfield Carolina Tarrant Samson Hanceville Intercultural Institute Anderson Muscle Shoals Stevenson Munford Libertyville Waldo Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Cardiff Bear Creek Henagar Hollywood Glencoe

#### 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.

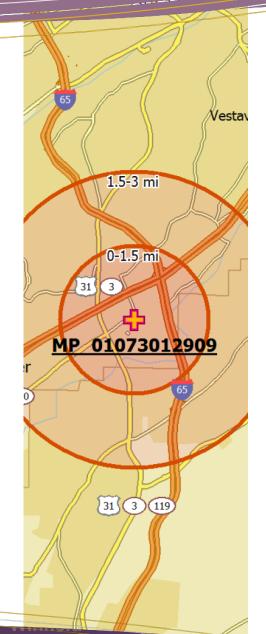
#### **BIBLICAL BARRIERS**

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.



Banks Wedowee Dauphin Island County Line Concord Ohatchee Belk Steele Meridianville Nauvoo Helena Elberta Hammondville Evergreen Anderson Grayson Valley Intercultural Institute Gantt Calera East Brewton Saraland Orrville Mulga Sylvania Linco Intercultural Institute Copyright 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.



Henagar Madrid Hanceville Thorsby Pinckard Brilliant Moundville Mentone Level Plains Holt Provide Geoge City Cowarts Lynn Minor Brookside Trussville Anderson Detroit Intercultural Institute Ile Bayou La Batre Bay Minette Clay Jemison Kellyton West Jefferson (on Confestual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 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	50%	49%	49%	Happy With My Standard Of	20%	18%	17%
New Things			4 = 0 (	Living		<b>e</b> 1 e /	
Prefer To Have Few	41%	45%	45%	Marijuana Should Be Legalized	20%	21%	22%
Possessions As Possible Find It Difficult To Say No To	38%	39%	39%	Too Much Sponsorship In Arts/Sports	19%	18%	18%
My Kids	30 /0	39%	3970	I Am A Workaholic	18%	17%	17%
Speak My Mind Even If It	34%	33%	33%	Like to Stand Out In A Crowd	17%	18%	19%
Upsets People	0.70			We Should Strive for Equality	16%	14%	13%
Woman's Place Is In The Home	33%	32%	32%	for All			
Like Control Over People And Resources	32%	30%	30%	Only Work Current Job for The Money	15%	12%	12%
Don't Judge People/Way They Live Life	31%	29%	28%	Rarely Sit Down to a Meal Together At Home	14%	15%	16%
If Won Lottery Would Never Work Again	31%	32%	32%	On Whole People Get What They Deserve	12%	11%	11%
Friends More Important Than	30%	31%	30%	Indulge My Kids With The Little	10%	9%	8%
Money Is Best Measure Of	27%	26%	26%	I Am A Perfectionist	9%	7%	7%
Success				Little I Can Do To Change My	7%	7%	7%
Like To Pursue Challenge/Novelty/Change	23%	21%	19%	Life			
Like To Do Unconventional	23%	24%	26%				
Friends More Important Than My Fam. Money Is Best Measure Of Success Like To Pursue Challenge/Novelty/Change	27% 23%	26% 21%	26% 19%	Indulge My Kids With The Little Extras I Am A Perfectionist Little I Can Do To Change My	9%	7%	

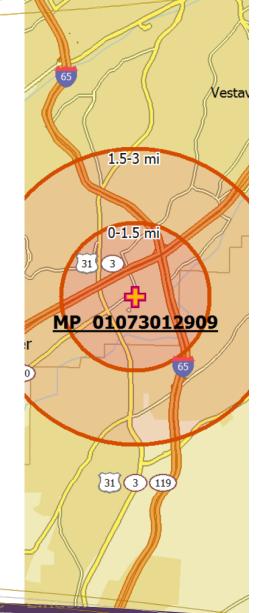
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Detroit Carolina Graysville Creola Ariton Thomasville Snead Moundville Hayneville New Market Cede Hontevallo Ranburne St. Florian Henagar Waldo Monroeville Gayles Intercultural Institute Mosses Uniontown Jemison Brundidge Pine Apple Sheffield Rock Creve Intercultural Institute (or Contextual Ministry City Madison Jackson Linden Indian Springs Villa 44 Copyright 2013, Intercultural Institute for Contextual Ministry Arley Double Springs Valley Grande Hollywood

#### **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.



Geiger Georgiana Dadeville Pine Hill Oxford Double Springs Moundville Boligee Rutledge Priceville Ge Northport Stevenson Addison Tarrant Decatur Millbrook Birminghan Intercultural Institute Shorter Gordon Taylor Union Springs Mobile Hollywood Selma Ozark JorContextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 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	MIL
Important To Respect Customs	66%	71%	70%	Real Men Don't Cry	19%	17%	17%
And Beliefs				Consider Myself Interested In The	19%	19%	18%
You Should Seize Opportunities	60%	59%	58%	Arts			
In Life				Is An Important Part Of Who I Am	17%	16%	15%
Prefer To Have Few	41%	45%	45%	Try Not To Worry About The	15%	14%	14%
Possessions As Possible				Future			
Like To Understand About	40%	41%	40%	Looking for New Ideas To Improve	12%	12%	13%
Nature				Home			
Important Feel Respected By	36%	34%	33%	Enjoy Spending Time With My	12%	12%	11%
My Peers				Fam.			
Important To Juggle Various	31%	28%	28%	Provide My Kids With The Little	10%	7%	8%
Tasks				Extras			
Prefer Work Part Of Team Than	30%	30%	31%	Children Should Be Allowed To	7%	5%	5%
Alone				Express Themselves			
Good At Fixing Things	28%	26%	25%	Feel Very Alone In The World	6%	5%	5%
People Have To Take Me As	27%	28%	27%	Decor Particular Interest To Me	5%	4%	3%
They Find Me				Like Spending Most Time With	5%	4%	4%
Worried About Pollution Caused	27%	25%	24%	Fam.			
By Cars				Would Like To Set Up Own	4%	4%	3%
Have Keen Sense Of Adventure	27%	28%	28%	Business			
Like To Just Enjoy Life	27%	27%	26%				

misville brewton Satsuma Cheisea

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#### **Potential Shared Places**

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

n Babbie Ashferd Hinte Hall Eutaw Rainsville Phenix City Opelika Wanut Grove Memphis St. F Benton Elba Robertsdale Eldridge Red Level Goshen Altoona Morris Intercultural Institute Rock Glencoe Meadowbrook Athens Somerville Winfield Ridgeville Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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0-1.5 mi

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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.

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Fast Food/Drive-In	82.41%	83.31%	83.42%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.38%	84.02%	84.29%
Houses-Visit Any			
McDonald's	54.39%	55.73%	55.65%
Burger King	36.06%	34.2%	33.89%
Subway	28.83%	29.51%	29.67%
Taco Bell	27.71%	26.51%	26.63%
Wendy's	27.01%	29.27%	30.24%
Applebee's	26.98%	30.15%	30.46%
Kentucky Fried Chicken (KFC)	22.83%	22.48%	23.58%
Olive Garden	20.02%	22.85%	23.35%
Arby's	19.06%	20.52%	21.1%
Pizza Hut	17.76%	17.2%	17.87%

PLACE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Outback Steakhouse	16.95%	19.06%	18.79%
IHOP (International House Of	15.75%	16.15%	15.67%
Pancakes)			
Starbucks	15.62%	19.59%	19.49%
Red Lobster	14.82%	16.1%	16.36%
Chili's Grill and Bar	14.65%	17.46%	17.69%
Domino's Pizza	14.2%	13.52%	13.28%
TGI Friday's	14.09%	15.55%	15.62%
Denny's	13.72%	12.28%	11.7%
Dairy Queen	12.72%	13.69%	14.24%
Chick-Fil-A	11.96%	14.73%	15.55%
Dunkin' Donuts	11.8%	12.7%	12.82%
Panera Bread	11.72%	14.6%	14.23%

Bridgeport Midland City Fown Creek Hytop Belk Henagar Centreville Skyline Daphne Moody Billings Southsville Horn Hill Brent Crossville Edwardsville Lockhart Waldo Her Velley Bluff Georgiana Tuskegee Coffeeville Loxley Libertyville Sardis City Flomaton Guin Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Minist

#### **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!



 Owarts
 Childersburg
 Higuley
 Calera
 Tuscumbia
 Arab
 Kellyton
 Lipscomb
 Attalla
 Maplesville
 Lockhar

 Hytop
 Lakeview
 Geraldine
 Red Bay
 Highland Lake
 Dadeville
 Fultor
 Helena
 Clayhatchee
 Huntsville
 Killen
 Red Level
 Coffee Springs
 Rutledge
 Harvest
 Demonstration
 Intercultural Institute
 Rockford
 Sylva

 ©Copyright 2013, Intercultural Institute for Contextual Ministry
 Daphne
 Fultondale
 Dora
 Ohatchee
 Lake View
 Tria 49

## **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	46.19%	51.85%	52.91%
Recycled products	39.6%	44.08%	43.67%
Worked as volunteer (non political)	18.36%	21.49%	21.58%
Engaged in fund raising	10.95%	12.77%	13.2%
Religious club member	7.22%	7.89%	8.13%
Wrote to elected offcl about publ bus	7.01%	7.97%	8.01%

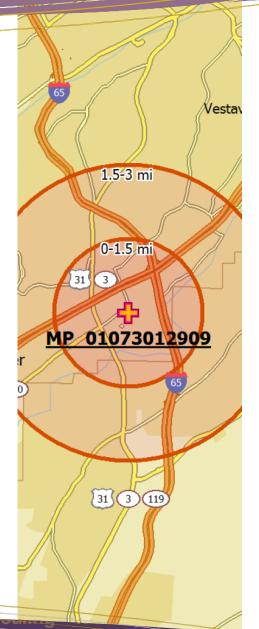
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Wrote to editor of mag or	6.75%	7.28%	7.05%
newspaper			
Charitable Organization	5.98%	6.91%	6.92%
Took active part in local civic	5.43%	5.98%	6.11%
issue			
Union member	4.82%	5.3%	5.44%
Addressed a public meeting	4.78%	5.86%	6.01%
Wrote to editor of mag or	4.39%	4.85%	4.82%
newspaper			

Frisco City Haleburg Millry White Hall Vestavia Hills Lockhart Rutledge Monroeville Mulga Hobso Holly Pond Meadowbrook Dutton Orrville Georgiana Birmingham Union Intercultural Institute Arley Grayson Valley Forkland Dadeville McKenzie Gordo Union Grov (or Confectual Ministry a Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



enix City Lakeview Gordon Northport Sand Rock Lipscomb Petrey Sweet Water Brent Georgiana Gord Haleburg Trussville Opelika Auburn Homewood Courtland Thorsby Intercultural Institute Level Plains Autaugaville Mountain Brook Lexington Chickasaw Mount Vernon Vincent Bluff Camp Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential 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	21.64%	23.57%	23.04%
Mystery	14.08%	15.2%	14.92%
Children's Books	13.55%	14.85%	15.19%
Cookbooks	12.8%	12.82%	12.28%
History	8.73%	9.46%	9.27%
Personal/Business	8.71%	9.5%	9.38%
Self-help			
Biography	8.21%	9.01%	8.94%
Religious (not Bibles)	7.93%	8.46%	8.89%
Romance	6.02%	6.68%	7.13%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	69.74%	72.76%	73.22%
Gen. Editorial	48.84%	49.91%	50.05%
Womens	42.79%	43.32%	43.74%
Service	34%	38.29%	38.74%
Mens	22.73%	21.3%	20.28%
Business/Finance	21.7%	24.78%	24.83%
Sports	17.9%	18.53%	18.13%
Health	13.42%	13.33%	13.26%
Music	13.23%	10.79%	10.57%

Montevallo Waterloo Indian Springs Village Rock Creek West End-Cobb Town Fayette Ashland Red Bay Wainut Grove Brookside Gardendale Jemison Douglas Tuscumbia <u>Intercultural Institute</u> Mount Olive Reece City Pike Road Natural Bridge Brent Section Rainsville Lin (or Confetual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sector Sigsey, Viedenburgh Edgewater Tillmans Corper Courtland Montgomery, Kennedy, Colony, Dozie

### 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	54.84%	58.62%	59.13%
Business/Finance	32.2%	36.77%	36.96%
Sport	32.09%	34.75%	35.08%
Classified	29.09%	28.86%	29.39%
Editorial Page	28.51%	32.11%	32.69%
Movie Listings & Reviews	28.33%	29.69%	29.55%
Comics	26.54%	27.73%	27.73%
Food/Cooking	24.27%	27.69%	28.18%
TV/Radio Listings	22.74%	24.44%	24.8%
Travel	21.2%	24.83%	25.17%
Home/Gardening	20.22%	23.98%	24.57%
Science/Technology	18.74%	21.55%	21.71%
Fashion	15.08%	16.26%	16.5%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
CHR Contemp Hit Radio	22.13%	19.89%	18.61%
Adult Contemporary	20.96%	21.13%	20.19%
News/Talk	15.4%	18.16%	17.88%
Country	14.34%	15.36%	15.93%
Rock	14.17%	13.84%	13.12%
Alternative	13.59%	14.23%	13.54%
Urban Contemporary	13.19%	10.48%	11.92%
Classic Rock	11.57%	12.24%	11.69%
Oldies	11.11%	12.27%	12.33%
Variety	10.13%	9.94%	9.74%
All News	7.91%	9.01%	9.04%
Soft Contemporary	7.2%	8.45%	8.5%
Religious	6.49%	6.78%	6.78%
All Talk	6.3%	6.3%	6.07%
Jazz	5.7%	5.87%	6.3%
Classical	5.69%	6.06%	5.82%
Sports	5.61%	6.48%	6.39%
Classic Hits	4.5%	4.82%	4.71%

Creola Moores Mill Morris Atmore Allgood Westover Talladega County Line Tillmans Corner Gray The Heath Eva Petrey Wetumpka Repton Satsuma Selma Saraland Intercultural Institute Mountain Brook McMullen Hayneville Lineville Anniston Priceville Stero Copyright 2013, Intercultural Institute for Contextual Ministry Mountain Brook McMullen Hayneville Lineville Anniston Priceville Stero Copyright 2013, Intercultural Institute for Contextual Ministry Mountain Brook McMullen Haleburg FI53

#### **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	61.05%	66.11%	67.33%
Soapnet	52.09%	54.34%	54.36%
Satellite Dish	44.14%	54.16%	56.15%
Comedy Central	39.53%	45.12%	44.38%
Other Video-On-Demand	39.17%	39.19%	39.69%
Sci-Fi Channel	34.93%	37.18%	37.72%
ABC Fam.	31.8%	34.08%	32.95%
MSNBC	31.46%	33.5%	33.92%
ESPN Classic	29.44%	33.72%	32.83%
TV Info From Sunday TV	29.41%	31.91%	32.07%
Magazine			
Nickelodeon	26.92%	27.85%	28.05%
TCM (Turner Classic	26.28%	28.66%	28.61%
Movies)			

Asant Groves Taylor Collinsville Bakerhill Grayson Valley Parrish Magnolia Springs Lincoln Hartford Ma St. Florian Kinston Webb Leighton Tallassee Geiger Livingston Berry Thomasville Margaret Fort B Moores Mill Chickasaw Steele Eclectic Waverly Blountsville Yellov for Confertual Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Wedowee Clayton Shorter Gainesville Level Plains

#### **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.



on Boligee Cullman Odenville Maplesville Holly Pond Havneville Brewton Samson Needham Hackleby Florala Lincoln Repton Killen Hobson City Jacksonville Double Spring Intercultural Institute dalusia Dora Rock Mills Evergreen Cordova Sheffield Newville Theodor Intercultural Institute of 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+)	23.99%	25.7%	25.21%
Medium Users (4-6)	12.3%	12.83%	12.59%
Light Users (1-3)	20.95%	21.5%	21.62%
Quintiles (20%)			
Newspaper I (Heavy)	2.78%	1.54%	1.09%
Newspaper II	1.94%	1.58%	1.42%
Newspaper III	2%	2.3%	2.49%
Newspaper IV	0.61%	0.32%	0.29%
Newspaper V (Light)	0.64%	0.81%	0.91%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	19.28%	19.19%	19.34%
Magazines II	9.61%	8.73%	8.54%
Magazines III	8.59%	8.79%	9.15%
Magazines IV	10%	10.48%	10.97%
Magazines V (Light)	0.84%	0.76%	0.74%
Outdoor I (Heavy)	10.55%	8.85%	7.89%
Outdoor II	2.09%	2.16%	2.35%
Outdoor III	3.67%	3.16%	3.23%
Outdoor IV	17.19%	15.57%	15.19%
Outdoor V (Light)	23.42%	24.54%	24.69%
Yellow Pages I	14.67%	13.58%	13.43%
(Heavy)			
Yellow Pages II	7.91%	6.98%	6.59%
Yellow Pages III	7.63%	5.84%	5.32%
Yellow Pages IV	24.41%	20.88%	19.96%
Yellow Pages V (Light)	3.88%	3.04%	2.92%

ington Heath Faikville South villem

Elberta Edgewater Graysville Calera Rockford Cowarts Notasulga Black Goldville Froy Forkland alley Head Ashland Holt Sylvan Springs Opelika Midway Malvern Steer Intercultural Institute Headland Oakman Coosada Triana Dutton Pisgah Lineville Huguley (or Confectual 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.

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Radio Drive Time Quntiles			
(fifths / 20%)			
Drive Time I & II (Heavy)	2.63%	2.58%	2.7%
Drive Time III (Medium)	0.71%	0.66%	0.69%
Radio IV & V (Light)	2.18%	2.11%	2.17%
Radio Media Quntiles (fifths /	1		
20%)			
Radio I & II (Heavy)	7.37%	8.21%	8.85%
Radio III (Medium)	5.39%	5.36%	5.13%
Radio IV & V (Light)	3.67%	3.36%	3.32%
Cable TV Quntiles (fifths /			
20%)			
Cable I & II (Heavy)	15.09%	17.51%	17.58%
Cable III (Medium)	5.22%	4.35%	4.12%
Cable IV & V (Light)	34.44%	33.15%	33.01%



# 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]	12.6%	13.57%	13.63%
6:00am - 10:00am	19.86%	24.05%	24%
10:00am - 3:00pm	7.79%	8.12%	8.4%
3:00pm - 7:00pm	13.28%	13.68%	13.77%
7:00pm - Midnight	16.18%	17.86%	17.44%
Midnight - 6:00am	6.01%	6.39%	6.52%
Weekend Radio			
Listeners			
Dayparts [summary]	13.66%	14.53%	14.53%
6:00am - 10:00am	6.32%	6.21%	5.78%
10:00am-3:00pm	7.5%	8.46%	8.57%
3:00pm - 7:00pm	5.54%	6.62%	7.08%
7:00pm - Midnight	8.31%	9.53%	10%
Midnight - 6:00am	10.79%	12.65%	13.14%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.5%	10.28%	10.51%
Saturday:	8.8%	8.71%	8.65%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.42%	10.97%	11.21%
9:00am-1:00pm	23.43%	24.32%	24.8%
9:00am-4:00pm	27.1%	27.96%	28.55%
4:00pm-7:00pm	27.46%	31.01%	32.5%
11:00pm-1:00am	37.71%	40.17%	41.24%
AVG Prime time	2.41%	2.97%	3.34%
Mon-Sun			

Wilton Pollard Irondale Cuba Blue Ridge Hollywood McDonald Chapel Tillmans Corner Avon Micha Millport Linden Reece City Courtland Beaverton Grand Bay Sipser Lines Mount Vernon Atmore ens Cross Roads Sulligent Brent Montgomery Homewood Midway Kin Confectual Ministry Confectual Ministry Blue Sprin 58 Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 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	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Weekday					Weekend	Weekend	Weekend
6-7am	18.7%	20.87%	20.59%		Sat: 7-10am	Sat: 7-10am 22.11%	Sat: 7-10am 22.11% 24.47%
7-9am	25.58%	29.05%	29.17%		Sat: 10am-1pm	Sat: 10am-1pm 7.38%	Sat: 10am-1pm 7.38% 8.66%
9am-12noon	20.12%	20.33%	20.56%		Sat: 1-4pm	Sat: 1-4pm 25.19%	Sat: 1-4pm 25.19% 26.87%
12noon-4pm	6.98%	7.63%	7.99%		Sat: 4-6pm	Sat: 4-6pm 7.95%	Sat: 4-6pm 7.95% 7.95%
4-6pm	47.98%	55.93%	57.71%		Sat: 6-7pm	Sat: 6-7pm 1.63%	Sat: 6-7pm 1.63% 2.36%
6-7pm	16.39%	17.73%	18.44%		Sat: 7-8pm	Sat: 7-8pm 1.33%	Sat: 7-8pm 1.33% 1.58%
7-7:30pm	1.68%	1.69%	1.75%		Sat: 8-11pm	Sat: 8-11pm 8.8%	Sat: 8-11pm 8.8% 8.71%
7:30-8pm	9.86%	10.32%	10.59%		Sat: 11pm-1am	Sat: 11pm-1am 5.89%	Sat: 11pm-1am 5.89% 5.92%
8-11pm	8.5%	10.28%	10.51%		Sat: 1am-7pm	Sat: 1am-7pm 25.51%	Sat: 1am-7pm 25.51% 28.27%
11pm-12am	31.46%	33.5%	33.92%		Sun: 7-10am	Sun: 7-10am 1.8%	Sun: 7-10am 1.8% 1.78%
11pm-1am	37.71%	40.17%	41.24%		Sun: 10am-1pm	Sun: 10am-1pm 4.93%	Sun: 10am-1pm 4.93% 5.97%
1-6am	32.51%	36.66%	36.97%		Sun: 1-4pm	Sun: 1-4pm 7.09%	Sun: 1-4pm 7.09% 7.89%
					Sun: 4-7pm	Sun: 4-7pm 12.12%	Sun: 4-7pm 12.12% 13.75%
					Sun: 7-11pm	Sun: 7-11pm 9.42%	Sun: 7-11pm 9.42% 10.97%
					Sun: 11pm-1am	Sun: 11pm-1am 3.87%	Sun: 11pm-1am 3.87% 4.88%
					Sun: 1-7am	Sun: 1-7am 20.89%	Sun: 1-7am 20.89% 23.73%

ville Courtland Dadeville Waverly Grayson Valley Moulton New Hope Prativile Bayou La Batre Ider R Hidland City Monroeville Moundville Eva Camp Hill Natural Bridge Attalla Clayton Hackleburg Muscle Shoals Silverhill Eutaw Valley Confextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bluff Beanix City Hartford Rockford Carrollton Adams

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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

Courtland Meadewbrook Leighton Goldville Malvern Roanoke Pine Ridge Goodwater Lexington H The second secon

# 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

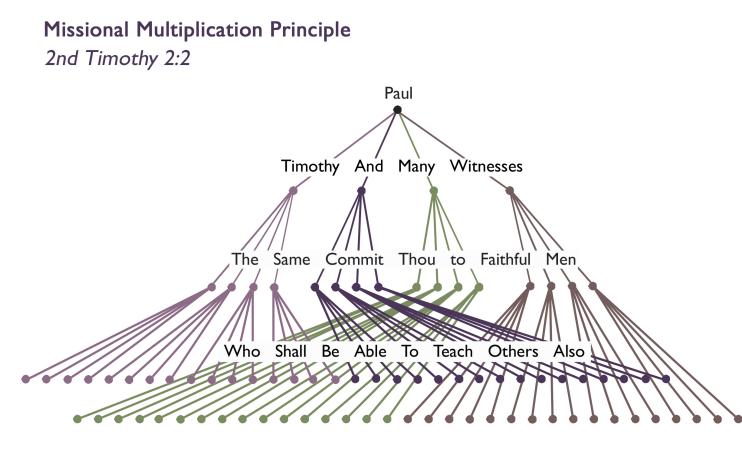
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Walnut Grove Glenwood Hobson City Stevenson Piedmont Dora Weaver Indian Springs Village Glay Homore Andalusia Lowndesboro Hueytown West End-Cobb Town Georgia Intercultural Institute Chelsea Hackleburg Rutledge Bessemer Sardis City Littleville Vin Alexandria Hollywood Sweet Willie Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



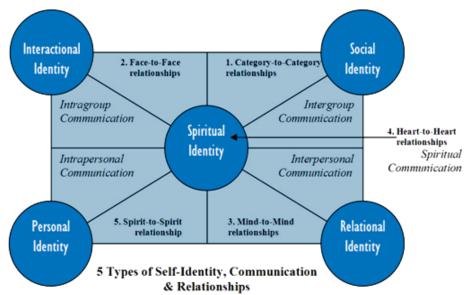
asant Grove Madrid Brighton Alexandria Ider Sumiton Greensboro Mooresville Fairhope Opp Ethelsy Grank Ashville Demopolis Heflin Pine Ridge Sanford Rehobeth Warring Hamilton Millport Blue Spring Jefferson Cullman Cowarts Silverhill Guntersville Geraldine Jackson for Contextual Institute Springs Gran Copyright 2013, Intercultural Institute for Contextual Ministry Prattville Hodges Tillmans Corner Arab Smoke Rise 62

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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





#### Your MissionSite and the Missional Suite

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

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

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



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## Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
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- 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.

Millry Repton Phil Campbell Berry Lanett Scottsboro Heath Redstone Arsenal Lincoln Enterprise New Market Rutledge Greensboro Addison Ragland York Hazel Green Intercultural Institute Snead Oak Hill Allgood Brookside Luverne Rainsville Hytop Wi Jos Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry West End-Cobb Town Warrior Moundville Edgewater

## APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Hoover First	2025 Patton Chapel Rd Hoover, AL 35216	1.06 mi	183	Declining
2	Rocky Ridge First	2209 Rocky Ridge Rd Hoover, AL 35216	1.29 mi	25	Declining
3	Green Valley	1815 Patton Chapel Rd Hoover, AL 35226	1.85 mi	776	Growing
4	Riverchase	2020 Crossvine Rd Birmingham, AL 35244	1.86 mi	253	Declining
5	World Overcomers Christian Church	510 4th Ave SW Bessemer, AL 35022	2.36 mi	63	Growing
6	Valleydale	501 Riverchase Pkwy E Ste 200 Birmingham, AL 35244	2.38 mi	1,815	Declining
7	Lakeside	2865 Old Rocky Ridge Rd Birmingham, AL 35243	2.60 mi	987	Declining
8	Hunter Street	2600 John Hawkins Pkwy Hoover, AL 35244	3.09 mi	3,349	Plateauing
9	The People's Church at Oak Mountain	5184 Caldwell Mill Rd, Ste 204-174 Hoover, AL 35244	3.09 mi	103	Declining
10	Indian Springs First	3375 Cahaba Valley Rd Indian Springs, AL 35124	3.26 mi	193	Declining
11	Fullness Christian Fellowship	2575 Columbiana Rd Birmingham, AL 35216	3.35 mi	215	Growing
12	Trace Crossing Baptist Church	109 Mars Hill Rd Hoover, AL 35244	3.50 mi	0	Plateauing
13	Berney Points	2250 Blue Ridge Blvd Hoover, AL 35226	3.62 mi	180	Declining
14	Bluff Park	2211 McGwier Dr Hoover, AL 35226	3.66 mi	105	Declining
15	Shades Crest	452 Park Ave Hoover, AL 35226	4.02 mi	484	Plateauing

Regersville <u>Deatsville Libertyville Andalusia</u> Thomasville New Hope Smoke Rise Millbrook Mobile G Pledmont Meadowbrook Mosses Enterprise Garden City Oxford Russe in <u>Intercultural Institute</u> Order Alexand Billingsley Geiger Brantley Emelle Kimberly White Hall Section Save for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Grace Covenant	2059 Columbiana Rd Suite 103 Birmingham, AL 35216	4.07 mi	0	Plateauing
17	Iglesia Cristiana Agape	2025 Patton Chapel Rd Hoover, AL 35216	4.19 mi	61	Growing
18	Shades Mountain	2017 Columbiana Rd Vestavia Hills, AL 35216	4.20 mi	2,096	Growing
19	Crosscreek	600 Crosscreek Trl Pelham, AL 35124	4.56 mi	118	Declining
20	Church at Shelby Crossings	532 George Roy Pkwy Calera, AL 35040	4.89 mi	351	Growing
21	Shannon Fist	PO Box 238 Shannon, AL 35142	4.91 mi	89	Declining
22	Perimeter Pointe	701 Barkley Circle Alabaster, AL 35007	4.99 mi	46	Plateauing
23	Pelham First	2867 Pelham Pkwy Pelham, AL 35124	5.18 mi	1,259	Plateauing
24	Oak Mountain	1805 Highway 35 Pelham, AL 35124	5.34 mi	44	Plateauing
25	Raleigh Avenue	309 Raleigh Ave Homewood, AL 35209	5.69 mi	141	Growing
26	Pine Haven	3465 Shannon Wenonah Rd Bessemer, AL 35022	5.70 mi	46	Declining
27	Vestavia Hills	2600 Vestavia Dr Vestavia Hills, AL 35216	5.87 mi	413	Plateauing
28	Meadow Brook	4984 Meadow Brook Rd Birmingham, AL 35242	5.89 mi	387	Growing
29	Birmingham First	2209 Lakeshore Dr Homewood, AL 35209	6.05 mi	419	Declining
30	Philadelphia	3001 Pump House Rd Birmingham, AL 35243	6.06 mi	239	Growing

eld Pine Ridge Gardendale Southside Talladega Springs Owens Cross Roads Montevallo Brundidge Syle dwardsville Clayton West Point Garden City Ozark Red Level Pleasant in Intercultural Institute Cusseta La Fayette Mosses Cuba Rutledge Hokes Bluff Eutaw Intercultural Institute Confectual Ministry Confectual Ministry

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

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	New Birth Christian	19 Ragland Drive Odenville, AL 35120	6.27 mi	0	Plateauing
32	Pleasant Valley	1765 Dotson Dr Bessemer, AL 35022	6.46 mi	76	Declining
33	Dawson Memorial	1114 Oxmoor Rd Birmingham, AL 35209	6.57 mi	2,245	Plateauing
34	Oak Grove	6555 Cahaba Valley Rd Birmingham, AL 35242	6.81 mi	44	Declining
35	Helena First	815 Highway 52 E Helena, AL 35080	6.89 mi	224	Growing
36	Cahaba Heights	3800 Crosshaven Dr Birmingham, AL 35243	6.94 mi	91	Declining
37	North Shelby	PO Box 380816 Birmingham, AL 35238	7.40 mi	316	Growing
38	Shady Grove	4644 Laceys Chapel Loop Rd Bessemer, AL 35022	7.45 mi	54	Declining
39	Sixth Avenue	1101 Martin Luther King Jr Dr Birmingham, AL 35211	7.68 mi	1,615	Growing
40	The Church at Brook Hills	PO Box 380543 Birmingham, AL 35238	7.73 mi	2,792	Growing
41	Brook Hills Deaf	PO Box 380543 Birmingham, AL 35238	7.73 mi	50	Plateauing
42	New Hope	1740 Čleburn Ave SW Birmingham, AL 35211	7.88 mi	1,431	Growing
43	Brookwood	3449 Overton Rd Mountain Brook, AL 35223	8.04 mi	562	Declining
44	Union	5187 Avenue K Lipscomb, AL 35020	8.11 mi	65	Declining
45	Canaan	2543 Morgan Rd Bessemer, AL 35022	8.19 mi	369	Growing

Hayden Repten Hemewood Owens Cross Roads Lake Purdy Tillmans Corner Hoover Holt Mount Vern Bertville Livingston Boaz Talladega Springs Maytown Fruithurst Ashlarov Intercultural Institute Madison Scottsboro Adamsville Millport White Hall Napier Field Leever for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Eutaw Copyright 2013, Intercultural Institute for Contextual Ministry



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