# MissionSite top unreached locations

Kimberly Crossville Vredenburgh Glencoe Black

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Detroit

CENSUS TRACT: 01095030500 hatom giana Level Plains Heflin Clayton McKenzie Tomat Multiply Wilton Shiloh Coffee Springs Midfle REGION: Northern Region Alexandria Benton REPRODUCTION Talladega Anderson Bear Creek ASSOCIATION: Marshall Clear Florence Trafford Langston Carrollton Madrid Midland City Leighton Al DISTRICT: 02: Northeast Mountain District In partnership with the: Somerville Milry Bridgeport PleCOUNTY: Marshall Concord Argo Do PleCOUNTY: Marshalldo Concord Argo Douglas Intercultural Institute Lisman Sweet Wat DENNITY PATTERN: Kb Childersburg Boligee V for Contextual Ministry Oakman Hytop Eurau Alabama Baptist Convention rook Ardmore Satsuma Mobile Rock Creek Homer of State Board of Missions Graysville Altoona La Fayette Grand Bay Double Springs Morris Moulton Lockhart ur©copyright 2011; Intercultural Institute for Contextual Ministry Theodore Hoover Warrior Enterprise Wetumpka Cordo

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Providence Summerdate Mount Olive Rockford Hamilton Sweet Water Hazel Green Snead Point Clear Ladonia Valley Grande Tarrant Anderson Union Columbia Shorter Intercultural Institute Phenix City Napier Field Attalla West End-Cobb Town Satsuma Hef Confertual Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Monter Hobson City Riverview Epes Maytown Rock Cree

#### Site Location Summary

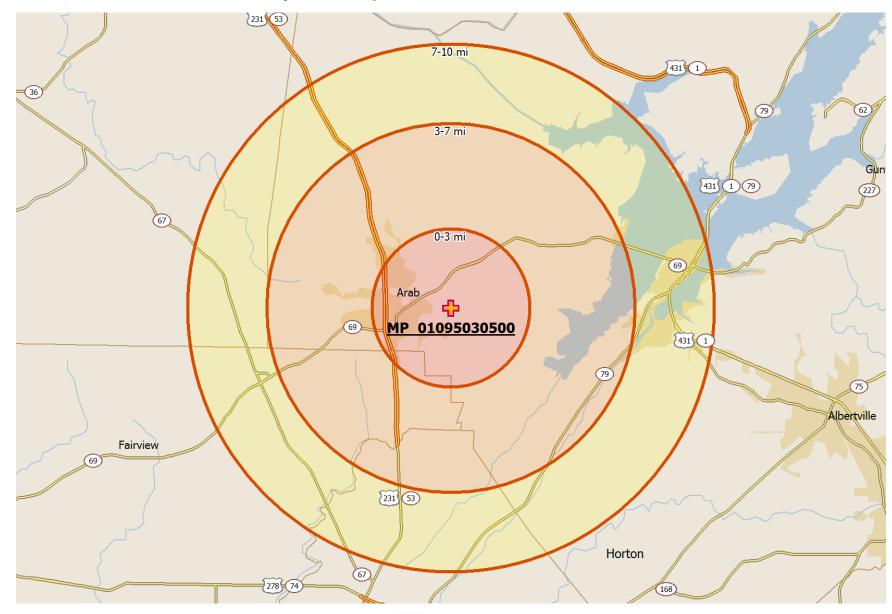
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1516	Marshall
3	District	02	Northeast Mountain District
4	County Location	01095	Marshall
5	Zipcode	35016	Marshall
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



Hayden East Brewton Somerville Eclectic Hillsboro Littleville Center Point Mount Olive Elba Epes Hinfield Gaylesville Chelsea Locust Fork Onycha Opelika Sheffield And Provide Banks Powell cent Benton Orrville Castleberry Addison Paint Rock Memphis Argo (Soutestual Ministry on Ashville U Copyright 2011, Intercultural Institute for Contextual Ministry Village Rainsville Heath Mignon Toxey Rainbow Cit Banks Powelle U

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



ulton Taylor Kinsey Clanton Tillmans Corner Red Bay West End-Cobb Town Fruithurst Goshen Fort De Arley Shiloh Gainesville Ladonia Midland City Nectar Tuskegee Ward Intercultural Institute Millport Petrey of Alexandria Waldo Rutledge Jasper Odenville Lexington Rogersville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Athens Hammondville Grand Bay Coffee Springs Alaba

#### 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	COD E	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	52	Small town core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
8	Percent Commuting to Metro	19	Percent commuting from non metro to metro areas

Ashville Malvern Hazel Green Paint Rock Lexington Oak Hill Argo Fayette South Vinemont Saks Cardiff Opp Cordova Samson Moundville Gulf Shores New Hope Intercultural Institute New Market Castleberry St. Florian Decatur Kansas Nauvoo Lism [or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	10,733	12,747	13,821
2010 Households	4,065	4,631	5,057
2010 Group Quarters Population	109	8	189

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	18	20
Language Diversity National Index	4	10	9
Foreign Born Diversity National Index	58	31	36
Ancestry Diversity National Index	68	58	58
Racial Diversity National Index	6	12	22

Gu-Win Rainsville Guntersville Natural Bridge Nauvoo Ider Albertville Fort Deposit Level Plains Level Plains

#### 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	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

ear Creek Ashland Onycha Pisgah McMullen Fairhope Coaling Spanish Fort Silas Cuba Moody Tow Genwood Millbrook Detroit Holt Glen Allen Daphne Gadsden Hance Intercultural Institute City Flomaton Auburn Hayneville Valley Orrville New Brockton Mour for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	979	24.08%
Mainstay Communities	Established, Diverse Households	691	17%
Working Communities	Blue-collar, Working Families	1,466	36.06%
Country Communities	Rural, Agri. & Mining Families	565	13.9%
Aspiring Communities	Young Singles / Aspiring-Multihousing	123	3.03%
Urban Communities	High Density, Inner-city Neighborhoods	243	5.98%

Blue Ridge Trinity New Brockton Tuskegee Bon Air Hammondville Brent Geneva Double Springs Montevallo Homewood Locust Fork White Hall Cherokee Thorsby Intercultural Institute anson Gadsden Taylor Talladega Springs Carrollton Pleasant Groves Reveault Institute (or Contextual Ministry Arley Fulton Alabaster Grayson Valley Riverview 8 Copyright 2011, Intercultural Institute for Contextual Ministry Arley Fulton Alabaster Grayson Valley Riverview 8

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Emelle Harvest Columbiana Ashland Silverhill Brundidge Enterprise Greenville Indian Springs Village Florian Creola Valley Head Tallassee Coker Rock Creek Ladonia Piscal <u>Intercultural Institute</u> Kansas Carolina Anderson Moundville East Brewton Fort Deposit Bray Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	21,099	2,661	12.61%
Unreached %	63.57%	65.45%	102.96
Religious But NOT Evangelical HH	4,500	584	12.98%
Religious But NOT Evangelical %	13.56%	14.37%	106
Spiritual But NOT Relig or Evang HH	3,459	452	13.06%
Spiritual But NOT Relig or Evang %	10.42%	11.11%	106.63
Not Evangelical, Not Interested HH	13,150	1,625	12.36%
Not Evangelical, Not Interested %	39.62%	39.97%	100.87



Midway Lowndesboro Priceville Brilliant Edgewater West Jefferson Huntsville Robertsdale Abbeville polis Killen Lynn Pell City Taylor Wadley Jemison Repton Minor Intercultural Institute tford Section Lincoln Lockhart Citronelle Cedar Bluff White Hall Sant for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Madrid Somerville Newville Myrtlewood Boaz Oppin

### **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	107	8	7.48%
Active ALSBOM Attenders	12,400	1,235	9.96%
Active Evangelical Households	7,580	882	11.63%
Active Evangelical Percent	22.84%	21.69%	94.97
Inactive Evangelical Households	4,510	524	11.62%
Inactive Evangelical Percent	13.59%	12.89%	94.89
# New Churches Needed	0	0	0%





#### Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Arab First	0.94 mi	459	Plateauing	16	Corinth	5.47 mi	63	Declining
2	Faith Rock	1.13 mi	23	Declining	17	Warrior Creek	5.57 mi	64	Plateauing
3	Gilliam Springs	1.70 mi	542	Plateauing	18	Union Grove First	5.61 mi	151	Declining
4	Shoal Creek	1.76 mi	33	Declining	19	Red Hill	5.86 mi	41	Growing
5	Eastside	1.91 mi	64	Declining	20	Mountain View	6.35 mi	61	Growing
6	Westside Arab	2.22 mi	55	Plateauing	21	Pleasant Valley	6.46 mi	95	Growing
7	Victory Cornerstone	2.40 mi	32	Growing	22	New Harmony	6.47 mi	28	Declining
8	Northwest	2.54 mi	27	Growing	23	Shady Grove 1	6.57 mi	37	Growing
9	New Canaan	3.30 mi	115	Growing	24	Peace	7.15 mi	36	Plateauing
10	New Friendship	3.33 mi	108	Declining	25	Warrenton	7.19 mi	23	Declining
11	Mt Pleasant Missionary	3.52 mi	58	Growing	26	Ryan	7.20 mi	100	Growing
12	New Jerusalem	3.83 mi	40	Growing	27	Mt. Hermon	7.33 mi	91	Growing
13	Sweet Home	5.09 mi	149	Growing	28	Clear Springs	7.60 mi	30	Growing
14	Ruth	5.11 mi	42	Plateauing	29	Mt. Carmel	7.61 mi	62	Declining
15	Hopewell Missionary	5.45 mi	106	Declining	30	Valley View	7.92 mi	18	Growing

Point Clear Cusseta Nectar Pine Hill Fyffe Section Gantt Opelika Brilliant New Market Brent Mobile Livingston Glenwood Ozark Sylvania Reece City West Point Langer Intercultural Institute pringville Hurtsboro Flomaton Paint Rock Baileyton Huntsville Daphne Tor Contextual Ministry Blue Ridge St. Florian Kennedy Huguley Montgomery 13 ©Copyright 2011, Intercultural Institute for Contextual Ministry Blue Ridge St. Florian Kennedy Huguley Montgomery 13

# Using the Spirituality Indicators

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

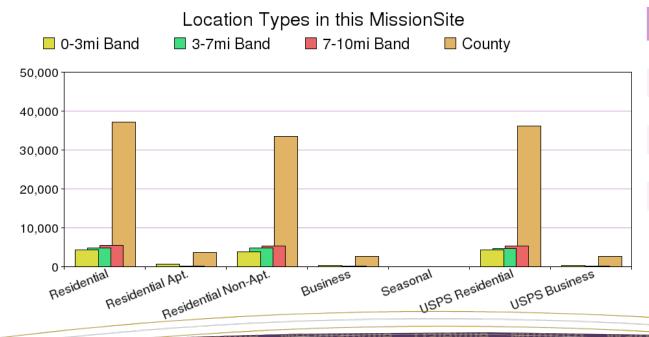
#### Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	70,832	8,434	11.91%
2000 Population	82,231	9,778	11.89%
2010 Population	91,613	10,733	11.72%

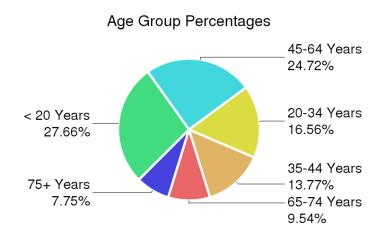


Location Type	0-3mi Band
Residential	4,361
Residential Apt.	593
Residential Non-Apt.	3,768
Business	347
Seasonal	0
USPS Residential	4,253
USPS Business	313

ord Highland Lake Grimes Thomasville Harpersville Warrior Pine Hill Grove Hill Greenville West Blocks Headowbrook Rock Creek Cherokee Opelika Ohatchee Guin Kinston Intercultural Institute Soaz Steele Prattville Demopolis Moores Mill Arab Mulga Midway Rock Contextual Ministry Contextual Ministry Phil Campbe 15 Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Phil Campbe 15

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

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

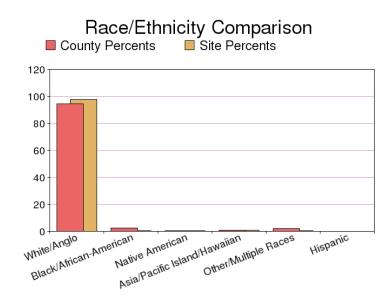


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.11%	5.64%	92.31
4-5 Years	3.09%	2.67%	86.41
6-8 Years	4.64%	4.19%	90.3
9-11 Years	4.28%	4.3%	100.47
12-13 Years	2.69%	2.96%	110.04
14-17 Years	5.22%	5.36%	102.68
18-19 Years	2.55%	2.54%	99.61
0-5 Years	9.2%	8.31%	90.33
6-12 Years	10.27%	9.97%	97.08
13-19 Years	9.1%	9.38%	103.08
< 20 Years	28.57%	27.66%	96.81
20-34 Years	18.2%	16.56%	90.99
35-44 Years	12.77%	13.77%	107.83
45-64 Years	25.05%	24.72%	98.68
65-74 Years	8.72%	9.54%	109.4
75+ Years	6.69%	7.75%	115.84
Median Age	38	39	103.17
Median Age (Male)	36	36	99.75
Median Age (Female)	39	42	106.51

ewville Auburn Stevenson Margaret West End-Cobb Town Argo Harpersville Cusseta Coffee Springs G how City Cardiff Lakeview Valley Grande Brewton Toxey Bridgeport Intercultural Institute tooresville Huntsville Fort Deposit Headland Baileyton Citronelle Saks for Contextual Ministry Copyright 2017, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	94.3%	97.61%	103.51
Black, African-American	2.21%	0.49%	22.38
Native American	0.58%	0.48%	83.9
Asian	0.61%	0.8%	130.62
Pacific Island, Hawaiian	0.16%	0.02%	11.31
Other/Multiple Races	2.14%	0.59%	27.46
Hispanic	0%	2.35%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	60,076	7,188	
Less than 9th Grade	11.17%	7.35%	152.12
	4.4 - 2004	44.004	100.00

Total Adults over age 25 years.	60,076	7,188	
Less than 9th Grade	11.17%	7.35%	152.12
No High School Diploma	14.78%	11.3%	130.86
High School Graduate	31.73%	32.37%	98.02
Some College, no degree	18.79%	19.41%	96.82
Associate Degree	7.92%	10.56%	74.99
College Degree	10.08%	12.44%	81.02
Graduate/Prof. degree	5.52%	6.58%	83.96

Oxford Elkmont Hount Olive Cherokee Hackleburg New Brockton Tallassee Sweet Water Bon Air Hokes neeville Florala Ariton Scottsboro Kansas Centre Wilton Boligee West Intercultural Institute Malvern Kellyton Dora Thomaston Eldridge Margaret Camp Hill Gantt for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	11.71%	8.46%	95.59
\$10,000 to \$19,999	16.09%	15.62%	97.09
\$20,000 to \$29,999	14.52%	12.82%	88.29
\$30,000 to \$49,999	20.09%	21.8%	108.47
\$50,000 to \$59,999	6.26%	8.09%	129.39
\$60,000 to \$69,999	7.65%	6.91%	90.32
\$70,000 to \$79,999	5.64%	5.78%	102.55
\$80,000 to \$89,999	4.24%	4.48%	105.61
\$90,000 to \$99,999	2.81%	2.98%	105.77
\$100,000 to \$124,999	4.78%	6.03%	125.96
\$125,000 to \$149,999	2.94%	4.13%	140.39
\$150,000 to \$199,999	1.41%	1.97%	139.26
\$200,000 to \$249,999	0.32%	0.22%	68.67
\$250,000 or more	1.52%	0.76%	50.02
Median Household	36,676	40,806	111.26
Average Household	51,843	52,782	101.81
Per Capita Household	18,999	20,039	105.47
Family/Non-Family Household			
Income			
Median Family Income	46,674	51,900	111.2
Average Family Income	61,341	65,706	107.12
Median Non-Family Income	19,331	22,713	117.5
Average Non-Family Income	28,864	26,990	93.51

The Pollard Sardis City Demopolis Reform Decatur Cuba Gantt Warnor Hollywood Beatrice Montg Pond Sylacauga Tallassee Somerville Silverhill Huguley Clayhatchee Intercultural Institute Gardendale Mignon Fruithurst Moulton Jacksonville Childersburg Caro for Confectual Ministry Confectual Ministry Brighton Tillmans Corner Union Grove Prattville Bank Copyright 2011, Intercultural Institute for Contextual Ministry Brighton Tillmans Corner Union Grove Prattville Bank

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	70.75%	68.76%	97.18
Families with Children	34.26%	32.94%	96.14
Families without Children	36.49%	35.82%	98.15
Non-Family Households			
% Non-Family Households	29.25%	31.24%	106.83
Non-Families with Children	0.27	0.25	91.73
Non-Families without Children	28.98	31	106.97
Housing Units			Index
Total Housing Units	38,722	4,552	
Vacant percent	14.29%	10.7%	74.86
Owned percent	62.94%	63.64%	101.11%
Rented Percent	22.77%	25.66%	112.7
Households by Size			Index
Avg household size	2.73	2.61	95.6
Avg family hh size	3.34	3.26	97.6
Avg non-family hh size	1.26	1.19	94.44
Households By Count of Persons			Percent
One	8,308	1,105	13.3%
Two	9,391	1,173	12.49%
Three or Four	11,688	1,424	12.18%
Five+	3,801	364	9.58%

erville White Hall Lisman Union Springs Gainesville Coffee Springs Millport Steele York Geraldine Par reference Hamilton Ridgeville Prichard Elmore Smiths Station Berry Jeneral Intercultural Institute Hill Calera Pisgah Thorsby Opelika Bridgeport Pike Road Lester Elbert Intercultural Institute for Contextual Ministry Tuskegee Skyline Harvest Hytop Avon Madison S19 Copyright 2011, Intercultural Institute for Contextual Ministry Tuskegee Skyline Harvest Hytop Avon Madison S19

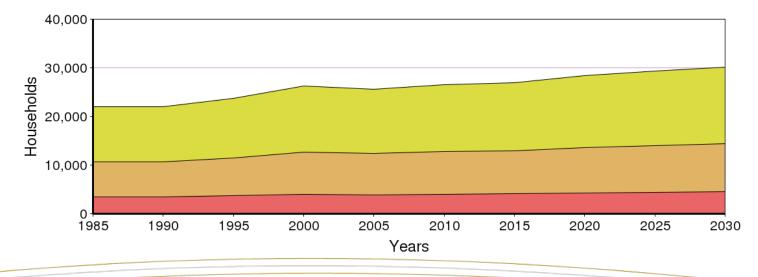
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	70,832	8,434	11.91%
2000 Population	82,231	9,778	11.89%
2010 Population	91,613	10,733	11.72%
2015 Population	97,669	11,303	11.57%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

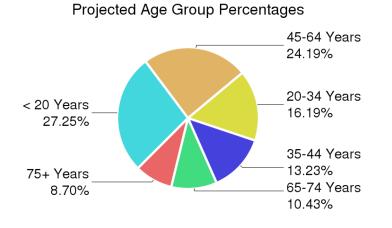
📃 0-10mi Ring



Mulga Phil Campbell Brilliant Glenwood Cherokee Hodges Pinson Midway Albertville Dothan Cross Cosada Hytop Mountainboro Huntsville Hackleburg Flomaton Munford Intercultural Institute Falkville Rock Creek Dadeville Autaugaville Midfield Rock Mills Sus for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

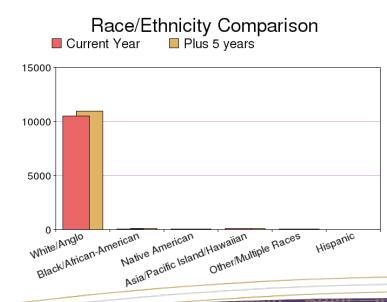


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.64%	4.66%	82.62
4-5 Years	2.67%	2.51%	94.01
6-8 Years	4.19%	3.92%	93.56
9-11 Years	4.3%	4.47%	103.95
12-13 Years	2.96%	3.3%	111.49
14-17 Years	5.36%	5.68%	105.97
18-19 Years	2.54%	2.7%	106.3
0-5 Years	8.31%	7.18%	86.4
6-12 Years	9.97%	10.02%	100.5
13-19 Years	9.38%	10.05%	107.14
< 20 Years	27.66%	27.25%	98.52
20-34 Years	16.56%	16.19%	97.77
35-44 Years	13.77%	13.23%	96.08
45-64 Years	24.72%	24.19%	97.86
65-74 Years	9.54%	10.43%	109.33
75+ Years	7.75%	8.7%	112.26
Median Age	38	40	106.4
Median Age (Male)	36	37	103.22
Median Age (Female)	39	43	108.59

ville Jasper Beatrice Cowarts Hammondville Fort Deposit Glenwood Dothan Orrville Fairview Andalus Madison Castleberry Holly Pond Onycha Ohatchee Thorsby Steele Intercultural Institute Intercultural Institute of Montevalle Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	97.61%	97.09%	99.46
Black, African-American	0.49%	0.87%	175.58
Native American	0.48%	0.5%	102.26
Asian	0.8%	0.96%	120.35
Pacific Island, Hawaiian	0.02%	0.04%	189.91
Other/Multiple Races	0.59%	0.55%	93.45
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	7,188	7,586	
Less than 9th Grade	7.35%	6.96%	94.75
No High School Diploma	11.3%	9.91%	87.75
High School Graduate	32.37%	32.7%	101.02
Some College, no degree	19.41%	18.82%	96.99
Associate Degree	10.56%	12%	113.6
College Degree	12.44%	12.73%	102.38
Graduate/Prof. degree	6.58%	6.87%	104.37

Banks Loxley Cherokee Saks Fayette Rehobeth Millry York Colony Blue Springs Headland Pinch Dodge City Ardmore Selmont-West Selmont Reform Selma Dozier Intercultural Institute Greenville Good Hope Billingsley Nauvoo Sheffield Vernon Provide Vecopyright 2011, Intercultural Institute for Contextual Ministry Contextual Min

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	8.46%	8.12%	95.97
\$10,000 to \$19,999	15.62%	15.53%	99.44
\$20,000 to \$29,999	12.82%	12.57%	98.1
\$30,000 to \$49,999	21.8%	19.81%	90.91
\$50,000 to \$59,999	8.09%	7.22%	89.16
\$60,000 to \$69,999	6.91%	7.24%	104.75
\$70,000 to \$79,999	5.78%	6.19%	99.44
\$80,000 to \$89,999	4.48%	5.16%	107.63
\$90,000 to \$99,999	2.98%	3.2%	107.66
\$100,000 to \$249,999	6.03%	6.56%	108.77
\$125,000 to \$149,999	4.13%	4.7%	113.64
\$150,000 to \$199,999	1.97%	2.03%	103.17
\$200,000 to \$249,999	0.22%	0.29%	132.58
\$250,000 or more	0.76%	1%	131.51
Median Household	40,806	42,522	104.21
Average Household	52,782	55,448	105.05
Per Capita Household	20,039	20,104	100.32
Family/Non-Family Household			
Income			
Median Family Income	51,900	56,234	108.35
Average Family Income	65,706	69,897	106.38
Median Non-Family Income	22,713	23,806	104.81
Average Non-Family Income	26,990	27,896	103.36

He Glenwood Vernon Douglas Wetumpka Holly Pond Fulton Fairhope Hillsboro Glen Allen Emelle Thomaston Rosa Powell Mount Olive Coker Tallassee Lexington <u>Fiba Rehobeth Fakville</u> Vincent Prichard Garden City Petrey Twin Smiths Station Sipsey He <u>Intercultural Institute</u> Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Onycha Oneonta Pickensville Flomaton Black Sila Meridale Grove Hill Avon Brent Meadowbrook Courtland Arley Goodwater West Jefferson Andalusia

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	68.76%	67.93%	98.8
Families with Children	32.94	32.36	98.25
Families without Children	35.82	35.18	98.21
Non-Family Households			
% Non-Family Households	31.24%	32.07%	102.65
Non-Families with Children	0.25	0.2	102.65
Non-Families without	31	31.87	102.83
Children			
Housing Units			
Total Housing Units	4,552	4,586	100.75%
Vacant percent	10.7%	10.84%	101.3
Owned percent	63.64%	63.54%	99.84
Rented Percent	25.66%	25.6%	99.77
Households by Size			
Avg household size	2.61	2.74	104.98%
Avg family hh size	3.26	3.47	106.44%
Avg non-family hh size	1.19	1.19	100%
Households By Count of			
Persons			
One	1,105	1,118	101.18%
Two	1,173	1,024	87.3%
Three or Four	1,424	1,501	105.41%
Five+	364	445	122.25%

acauga Woodville Leesburg Flomaton Camden Deatsville Ardmore Yellow Bluff Tuscumbia Argo Field The Springs Gurley Fayette Auburn Banks Kinston Lexington Tallader <u>Intercultural Institute</u> ake View Wilton Decatur Highland Lake Sanford Riverview Wadley North Contestual Ministry In Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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:	0-3	3-7	7-10	BORN IN:	0-3	3-7	
	MILES	MILES	MILES		MILES	MILES	l
Foreign Born Pop	79	197	123	Eastern Africa	0	0	(
Northern Europe	0	3	5	Middle Africa	0	0	(
Western Europe	21	29	3	Northern Africa	0	0	C
Southern Europe	0	0	0	Southern Africa	0	0	C
Eastern Europe	0	0	4	Western Africa	0	0	0
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	9	16	7	Oceania	0	0	0
So. Central Asia	20	25	0	Caribbean	3	9	0
SE Asia	8	24	11	Central Amer.	3	72	8
Western Asia	0	0	0	South America	0	0	0
Other Asia	0	0	0	North America	15	19	6
				Born at sea	0	0	0

Daviston Childersburg Gurley Gantt Glencoe Oxford Sanford Ashford Carolina Thomaston Rock Gre Scend Luscumbia Dozier Priceville Coffeeville Mignon Belk Foley Blue Ridge Madison Arab Emelle Ariton Holly Pond Louisville Some Glentertual Ministry Copyright 2011, 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	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	7,945	10,550	13,513	Other Indo-Euro	0	0	0
Spanish	93	197	376	Asian/PI languages	0	0	0
Other Indo-Euro	73	79	42	Chinese	0	21	0
language	-	-		Japanese	0	2	0
French (incl. Patois,	6	31	19	Korean	0	0	0
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	4	2	0	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	10	0
German	32	32	23	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	19	2
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	0	0
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	31	14	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	0				

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Moores Mill Futendale Fairhope Carbon Hill Forkland Indian Springs Village Bay Minette Ranburne Madrid Anders Millbrook Muscle Shoals Crossville Ragland Saks Glen Allen Hamilto Intercultural Institute for Contextual Ministry Copyright 2011, 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	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	5,513	7,371	9,603	Irish	Irish 747	Irish 747 1,011
Arab	0	3	3	Italian	Italian 55	Italian 55 101
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 40	Norwegian 40 34
British	8	7	62	Polish	Polish 28	Polish 28 27
Canadian	10	10	11	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	4	Russian	Russian 11	Russian 11 7
Czechoslovak	0	0	0	Scandinavian	Scandinavian 5	Scandinavian 5 3
Danish	0	0	4	Scotch-Irish	Scotch-Irish 183	Scotch-Irish 183 198
Dutch	97	128	113	Scottish	Scottish 99	Scottish 99 115
English	680	1,003	1,158	Slovak	Slovak 5	Slovak 5 3
European	110	73	20	Subsaharan African	Subsaharan African 0	Subsaharan African 0 0
Finnish	0	0	0	Swedish	Swedish 0	Swedish 0 0
French (not Basque)	132	117	99	Swiss	Swiss 16	Swiss 16 19
French Canadian	22	30	17	Ukrainian	Ukrainian 21	Ukrainian 21 14
German	450	626	763	US/American	US/American 1,675	US/American 1,675 2,454
Greek	6	4	27	Welsh	Welsh 58	Welsh 58 45
Hungarian	0	0	3	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,055	Other 1,055 1,339

dison Evergreen Boaz Hokes Bluff Springville Red Bay Arab Courtland Tuskegee Castleberry Lynn And Newville Wetumpka Benton Monroeville Athens Mooresville Vinces Intercultural Institute Samson Mount Vernon Cardiff Grant Morris Cordova Oneonta But of Contextual Ministry Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Contextual Contextual Ministry

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Riverview

### Using the Demographic Indicators

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

#### Issues for Your Consideration

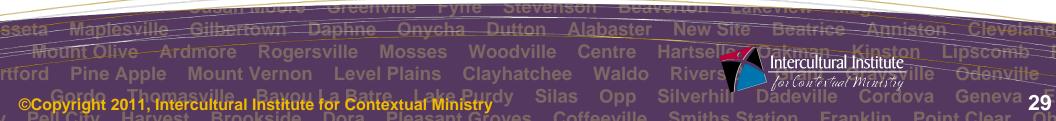
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing,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



# Using the Demographic Indicators

#### Issues for Your Consideration - continued

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



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.



Fort Deposit Auburn Hayneville Slocomb Grand Bay Pine Hill Oak Grove Fort Payne Pickensville Grand Bay Pine Hill Oak Grove Fort Payne Pickensville Grand Bay Pine Hill Oak Grove Fort Payne Pickensville Pickensville Pickensville Leighton Orange Beach Nectar Jacksons' Gap Thorsby Anderson Gove Fort Payne Hammondville Meadowbroe Confermal Ministry Autaugaville Union Grove Rainsville Uniontown St. 30

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,065	100%	2,660	100%
AFFLUENT SUBURBIA	385	9.47%	274	10.3%
America's Wealthiest	26	0.64%	21	0.79%
Dream Weavers	181	4.45%	130	4.89%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	172	4.23%	119	4.47%
New Suburbia Fam.	6	0.15%	4	0.15%
UPSCALE AMERICA	594	14.61%	399	15%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	594	14.61%	399	15%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	510	12.55%	330	12.41%
2nd City Homebodies	58	1.43%	41	1.54%
Prime Middle America	76	1.87%	49	1.84%
Urban Optimists	0	0%	0	0%
Family Convenience	376	9.25%	240	9.02%
Mid-Market Enterprise	0	0%	0	0%

ent Grove Dora <u>Gordan Samson Heflin Midway Piedmont Boligee Banks Anniston Jackson Henage</u> Pell City Killen Tuscumbia Andalusia Harpersville Tuscaloosa Owen <u>Intercultural Institute</u> Geneva Midfield Rock Mills Horn Hill Wadley Brighton Summerda for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,065	100%	2,660	100%
BLUE COLLAR BACKBONE	223	5.49%	137	5.15%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	189	4.65%	114	4.29%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	34	0.84%	23	0.86%
AMER. DIVERSITY	181	4.45%	127	4.77%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	2	0.05%	1	0.04%
Professional Urbanites	140	3.44%	101	3.8%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	39	0.96%	25	0.94%
Mature America	0	0%	0	0%
METRO FRINGE	1,243	30.58%	853	32.07%
Steadfast Conservative	1,153	28.36%	790	29.7%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	90	2.21%	63	2.37%



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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,065	100%	2,660	100%
REMOTE AMERICA	121	2.98%	73	2.74%
Hardy Rural Fam.	82	2.02%	50	1.88%
Rural Southern Living	27	0.66%	16	0.6%
Coal & Crops	12	0.3%	7	0.26%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	123	3.03%	91	3.42%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	123	3.03%	91	3.42%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	444	10.92%	210	7.89%
Industrious Country Living	48	1.18%	33	1.24%
America's Farmland	24	0.59%	14	0.53%
Comfy Country Living	28	0.69%	17	0.64%
Small Town Connections	30	0.74%	17	0.64%
Hinterland Fam.	314	7.72%	129	4.85%

North Courtland Courtland Coaling Gainesville Dauphin Island Epes Munford Madison Brantley Va Hackleburg Deatsville Tarrant Prattville Louisville Centreville Level Plair, Intercultural Institute yville Selma Childersburg West Jefferson Albertville Pelham Gordonv for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,065	100%	2,660	100%
STRUGGLING SOCIETIES	55	1.35%	32	1.2%
Rugged Southern Style	55	1.35%	32	1.2%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	188	4.62%	134	5.04%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	171	4.21%	123	4.62%
New Generation Activists	17	0.42%	11	0.41%
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%
Gray Perspectives	0	0%	0	0%

Natural Bridge Ethelsville Camp Hill Phonix City Sylvania Cowarts South Vinemont Riverview Myrtlews Etheont Sulligent Silverhill Baileyton Toxey Loxley Opelika Iroped Intercultural Institute Boligee Vina Union Madison Waldo Napier Field Eva Georgiana De Toxetual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Walnut Grove Tallassee West Jefferson Westover Gurley Redstone Arsenal Bay Minette Daphne Midla Emopolis Andalusia Munford Fairview Coker Dadeville Goodwater <u>Intercultural Institute</u> Banks Level Plains Rainsville Trafford Notasulga Myrtlewood Frisco <u>Intercultural Institute</u> *Confectual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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).



Daviston Oakman Red Bay Margaret Yellow Bluff Northport Mountain Brook Douglas Red Level Prick to North Johns Southside Mobile Summerdale Bridgeport South Vineman Intercultural Institute Sand Rock Fruithurst West Jefferson Evergreen Pinson Waverly Jack Intercultural Institute for Contextual Ministry Guntersville Memphis Lynn Slocomb Goshen H36 Copyright 2011, Intercultural Institute for Contextual Ministry Concerd Aliceville Orrville Benton Muscle Shoals

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	79%	79%	78%
Use Comp. for Internet/E-mail	63%	62%	61%
Internet Use: E-Mail	51%	51%	50%
Use Comp. for Comp. Games	42%	41%	40%
Use Comp. for Word Processing	42%	41%	40%
Use Comp. for Shopping	38%	38%	38%
Use Comp. for Digital Camera	35%	34%	34%
Photo Editing			
Use Comp. for Education	33%	32%	31%
Use Comp. for Banking	32%	32%	32%
HH Owns DVD Player	29%	28%	28%

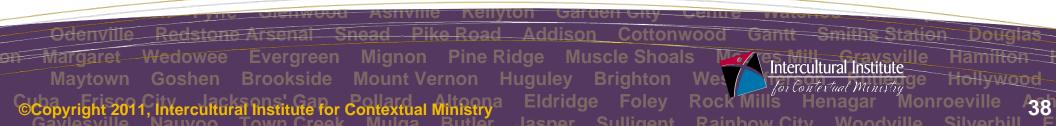
BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	28%	28%	28%
Internet Use: Banking	26%	26%	27%
Use Comp. for News/Info./Data	24%	23%	23%
Service			
PC-Network-HH Has One	20%	20%	20%
Use Comp. for Accounting	15%	15%	15%
Use Comp. for Personal Financial	14%	13%	13%
Mngmnt			
Internet Use: Shopping: Gathered	13%	13%	13%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	13%	13%	13%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Shopping: Made A	12%	12%	13%
Purchase			

Allgood Huntsville Black Winfield Dothan Langston Ranburne Roanoke Wilton Elberta Webb Sta Clayton Troy Twin Ladonia Demopolis Wilsonville West Blocton Intercultural Institute Pelham Camden Needham Hoover Oneonta Myrtlewood Steele Hazel GorContextual Ministry Contextual Ministry Blue Springs Woodstock Newton Bakernill Rainsville Rainsville 37

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	67%	67%
Dining Out (Not Fast Food)	60%	60%	60%
Reading Books	54%	53%	53%
Card Games	43%	43%	43%
Gardening	38%	39%	39%
Go To A Beach/Lake	37%	37%	37%
Cooking for Fun	35%	34%	34%
Board Games	35%	35%	34%
Going To	20%	19%	18%
Bars/Nightclubs/Dancing			
Visit Museum	20%	19%	19%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	68%	68%	67%
Gen./Fam. Practitioner	43%	42%	42%
Dentist	29%	28%	28%
Backache	22%	22%	22%
Eye Dr.	22%	21%	21%
None Of These	21%	21%	21%
Hypertension/High Blood	20%	20%	19%
Pressure			
High Cholesterol	19%	18%	18%
Any Arthritis	17%	17%	17%
Overweight (30 Pounds Or More)	15%	15%	15%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	26.88%	25.83%	25.73%
Live Theater	20.26%	19.74%	20.07%
Live Theater Most Often	16.87%	16.38%	16.69%
Rock/Pop Concerts Most	14.55%	13.69%	13.51%
Often			
Comedy Club	8.09%	7.29%	7.11%
Dance Performance	7.61%	6.96%	7.1%
Movies: Comedy	39.05%	38.27%	38.24%
Movies: Action/Adventure	37.58%	36.56%	36.53%
Movies: Romantic Comedy	19.61%	19.1%	19.28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	19.38%	18.54%	18.37%
Movies: Drama	18.26%	17.84%	18.21%
Movies: Mystery	15.5%	15.14%	15.02%
MLB Baseball Reg. Season	7.85%	7.53%	7.6%
College Football Reg.	6.64%	6.79%	7.18%
Season			
NFL Football Reg. Season	6.49%	6.28%	6.35%
College Basketball Reg.	4.46%	4.45%	4.65%
Season			
NBA Basketball Reg.	3.36%	3.17%	3.28%
Season			
Auto Racing Events	3.23%	3.25%	3.17%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Valking for Exercise	41.53%	40.84%	40.84%	Target Shooting	Target Shooting 10.83%	Target Shooting 10.83% 11.4%
Swimming	34.85%	35.24%	35.25%	Backpacking/Hiking	Backpacking/Hiking 10.82%	Backpacking/Hiking 10.82% 10.94%
Bowling	21.89%	21.99%	21.9%	Baseball	Baseball 10.52%	Baseball 10.52% 10.5%
Freshwater Fishing	20.7%	22.67%	22.71%	Power Boating	Power Boating 9.47%	Power Boating 9.47% 9.3%
Billiards/Pool	18.84%	18.53%	18.15%	Aerobics	Aerobics 9.29%	Aerobics 9.29% 8.99%
Camping Trips	18.81%	20.1%	19.97%	Volleyball	Volleyball 8.87%	Volleyball 8.87% 8.68%
Veight Training	15.45%	15.24%	15.44%	Football	Football 8.64%	Football 8.64% 8.87%
Golf	15.24%	15.09%	15.06%	Canoeing/Kayaking	Canoeing/Kayaking 7.87%	Canoeing/Kayaking 7.87% 7.62%
Basketball	14.42%	14.47%	14.73%	Saltwater Fishing	Saltwater Fishing 7.8%	Saltwater Fishing 7.8% 8.15%
lountain/Road Biking	13.92%	13.73%	13.61%	Softball	Softball 7.58%	Softball 7.58% 7.27%
ogging/Running	13.71%	13.12%	13.28%	Tennis	Tennis 6.85%	Tennis 6.85% 6.96%
Jsing Cardio Machine	13.59%	13.02%	13.17%	Motorcycling	Motorcycling 6.8%	Motorcycling 6.8% 6.65%
lunting	13.11%	14.59%	14.62%	Horseback Riding	Horseback Riding 6.54%	Horseback Riding 6.54% 6.97%
Stationary Cycling	12.1%	11.78%	11.89%	Yoga	Yoga 6.44%	Yoga 6.44% 6.03%
Stationary Cycling	12.1%	11.78%	11.89%	Yoga	Yoga 6.44%	Yoga 6.44% 6.03%

Pinckard Petrey Athens Kimberly Blue Ridge Pine Ridge Steele Heath Mulga Hillsboro Maytown A Epes Anderson Alexandria Providence Priceville Kinsey Ethelsville <u>Intercultural Institute</u> Cuba Shiloh Louisville Prichard Franklin Phil Campbell Bear Creek Confectual Ministry Maplesville Advisor Carbon Hill Hollywood Taylor Marion Maplesville 40

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

0-3	3-7	7-10
MILES	MILES	MILES
6.42%	6.1%	6.05%
5.61%	6.15%	6.21%
5.11%	4.87%	4.76%
5.09%	5.02%	5.14%
5.05%	4.76%	4.76%
4.99%	4.81%	5.01%
4.92%	4.88%	4.83%
4.82%	4.8%	4.76%
4.78%	5.13%	5.24%
4.05%	3.97%	3.87%
	MILES 6.42% 5.61% 5.11% 5.09% 5.05% 4.99% 4.92% 4.82% 4.82% 4.78%	MILES MILES   6.42% 6.1%   5.61% 6.15%   5.11% 4.87%   5.09% 5.02%   5.05% 4.76%   4.99% 4.81%   4.92% 4.88%   4.82% 4.8%   4.78% 5.13%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Auto Racing	3.85%	3.48%	3.26%
Rock Climbing	3.73%	3.47%	3.35%
Hockey	3.71%	3.49%	3.46%
Racquetball	3.63%	3.43%	3.39%
Martial Arts	3.48%	3.57%	3.75%
Sailing	3.28%	3.2%	3.24%
Snowboarding	3.26%	3.07%	3.07%
Skateboarding	3.13%	3.29%	3.38%
Rowing	2.7%	2.69%	2.73%
Surfing & Windsurfing	2.5%	2.39%	2.41%

Cedar Bluff Lipscemb Hodges Union Springs Camp Hill Cusseta Castleberry Dayton Sulligent Hill Cherokee Franklin Hamilton Henagar Fort Deposit Center Point Lipscemb Intercultural Institute Intercultural Institute Son City Collin Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

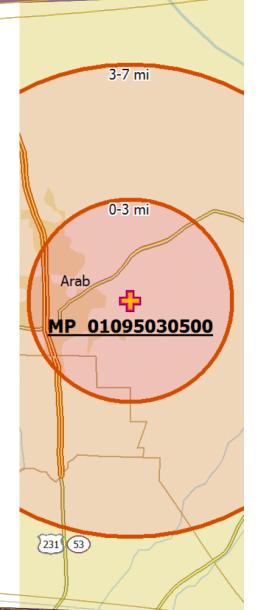
#### **BIBLICAL BARRIERS**

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

#### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and it' leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring t oan ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyma: Abingdon Press, 1996), 59.



eet Water Odenville Hokes Bluff Double Springs Winfield Albertville Mount Vernon Gordon Malvern Sip Florence Graysville Opelika Sheffield North Johns Grayson Valley sville Maplesville Gordo Dadeville Indian Springs Village Level Plains Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

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

CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Academbrook Herlin Euraula Union Springs Arley Colony Jasper Carbon Hill Autaugaville Sulligent Her Carman Leeds Summerdale Underwood-Petersville Alexander City Pine Intercultural Institute Sylacauga Stevenson Pickensville Northport Valley Head Beatrice Sulligent Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	49%	50%	50%	Like to Stand Out In A Crowd	20%	21%	21%
New Things				Marijuana Should Be Legalized	19%	19%	19%
Find It Difficult To Say No To My Kids	39%	40%	40%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Woman's Place Is In The Home	35%	36%	36%	Rarely Sit Down to a Meal	17%	18%	18%
Prefer To Have Few	34%	32%	32%	Together At Home			
Possessions As Possible				I Am A Workaholic	15%	14%	15%
Speak My Mind Even If It Upsets People	34%	34%	34%	Only Work Current Job for The Money	14%	14%	15%
Like Control Over People And Resources	32%	32%	32%	We Should Strive for Equality for All	12%	11%	11%
Like To Do Unconventional Things	30%	30%	30%	Happy With My Standard Of Living	11%	11%	11%
Don't Judge People/Way They Live Life	27%	27%	27%	On Whole People Get What They Deserve	9%	9%	9%
If Won Lottery Would Never Work Again	27%	26%	27%	Indulge My Kids With The Little Extras	8%	8%	8%
Money Is Best Measure Of Success	26%	26%	26%	Little I Can Do To Change My Life	8%	7%	7%
Friends More Important Than My Fam.	26%	25%	25%	Very Happy With My Life As It Is	5%	5%	5%
Too Much Sponsorship In Arts/Sports	22%	22%	22%				

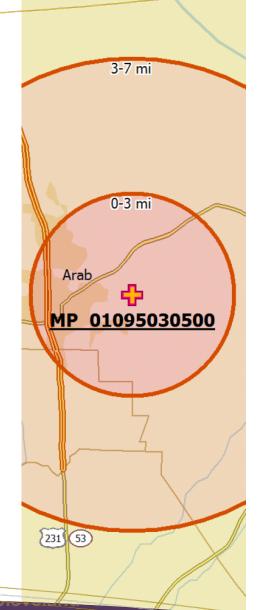
inbore Mobile Dora Gien Allen Montgomery Gilbertown Baileyton Priceville Gu-Win Jacksons' Gap B Pall City Adamsville Red Bay Dauphin Island Piedmont Walnut Grove maton Rutledge Newville Vredenburgh Indian Springs Village Cordova ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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### **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.



etar Newbern Troy Brighton Hytop Centre Pinckard Margaret Orrville York Headland Weaver Gran St. Florian Munford Bridgeport Clayhatchee Minor Memphis McKenzie Intercultural Institute Ragland Pleasant Groves Woodville La Fayette Brent Clio Huntsville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

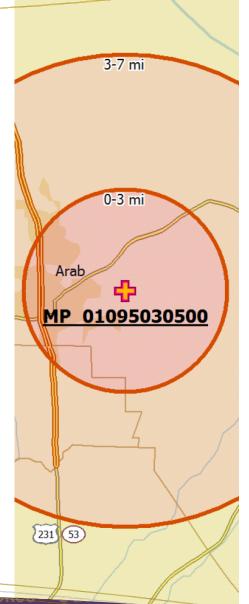
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	63%	63%	63%	Worried About Pollution Caused By Cars	18%	18%	18%
You Should Seize Opportunities In Life	56%	55%	55%	Is An Important Part Of Who I Am Looking for New Ideas To Improve	16% 16%	17% 16%	18% 16%
Like To Understand About Nature	37%	36%	36%	Home Real Men Don't Cry	16%	16%	16%
Prefer To Have Few Possessions As Possible	34%	32%	32%	Try Not To Worry About The Future	13%	12%	12%
Important Feel Respected By My Peers	34%	33%	33%	Enjoy Spending Time With My Fam.	12%	13%	13%
Prefer Work Part Of Team Than Alone	33%	33%	33%	Provide My Kids With The Little Extras	10%	11%	11%
Important To Juggle Various Tasks	30%	30%	30%	Children Should Be Allowed To Express Themselves	6%	5%	6%
Good At Fixing Things	27%	26%	26%	Feel Very Alone In The World	5%	5%	5%
Have Keen Sense Of Adventure	26%	26%	26%	Like Spending Most Time With	5%	5%	5%
Like To Just Enjoy Life	22%	22%	22%	Fam.			
People Have To Take Me As They Find Me	22%	22%	22%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	18%	18%	18%	Decor Particular Interest To Me	3%	3%	3%

rgiana Woodville McKenzie Mignon Napier Field Eufaula Brent Childersburg Midland City Forkland E Atmore Cottonwood Marion Malvern Pleasant Groves Gilbertown Intercultural Institute neville Double Springs Trussville West Jefferson Madrid Rainbow City Intercultural Institute for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Gaylesville Havpeville Kinsey Jasper Forestdale Hav

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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.



ndale Foley Lipscomb Guin Lake View Allgood Eva Banks Cullman West End Cobb Town Lanett The Napler Field Rutledge Waterloo Babbie Altoona Jacksonville Dadeville Intercultural Institute rst Theodore Cedar Bluff Holt Littleville Goodwater Fort Rucker Hunt for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	86.54%	86.89%	86.67%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.1%	84.34%	84.02%
Houses-Visit Any			
McDonald's	56.21%	56.22%	55.7%
Burger King	37.27%	37.64%	37.49%
Subway	30.96%	31.24%	31.4%
Applebee's	30.21%	29.76%	29%
Wendy's	29.49%	29.75%	29.63%
Taco Bell	28.62%	28.31%	28.19%
Kentucky Fried Chicken (KFC)	28.24%	28.69%	28.76%
Arby's	24.32%	23.82%	23.22%
Pizza Hut	22.77%	22.96%	22.62%
Olive Garden	20.56%	20.42%	20.43%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Dairy Queen	19.86%	19.83%	19.51%
Cracker Barrel	16.45%	17.11%	17.23%
Red Lobster	16.33%	15.94%	15.9%
Sonic	14.31%	15.73%	16.42%
Outback Steakhouse	14.14%	13.72%	13.7%
Domino's Pizza	12.67%	12.06%	12.05%
IHOP (International House Of	12.16%	11.4%	11.29%
Pancakes)			
Chick-Fil-A	12.08%	12.45%	12.91%
Chili's Grill and Bar	11.99%	11.38%	11.7%
Denny's	11.6%	10.97%	10.88%
Hardee's	11.43%	12.68%	13.09%
Golden Corral	10.66%	10.98%	11.07%

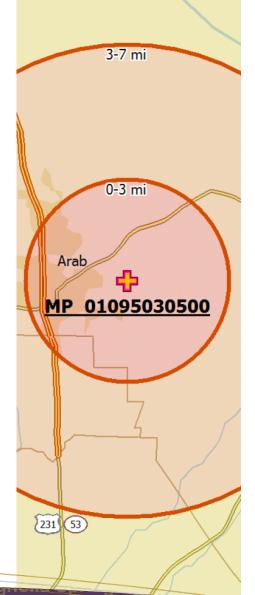
Guin Lake View Bessemer Kinston Pinson Addison Greensboro Myrtlewood Meadowbrook Newto Gross Roads Sylacauga Douglas Midland City Loachapoka Grayson Valo Painview Priceville Hurtsbor Camden Ethelsville Greenville Blountsville Magnolia Springs Luver for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **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!



Double Springs Hurtsboro Eldridge Wedowee Spanish Fort Prattville Dadeville Highland Lake Brent Tailey Grande Lester Vernon Falkville Berry Oxford Livingston Fayette Intercultural Institute Intercultural Institute Boaz Black S Vecopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	50.25%	48.76%	48.03%
Recycled products	37.57%	35.76%	35.08%
Worked as volunteer (non political)	18.74%	18.16%	17.95%
Engaged in fund raising	12.19%	12.11%	12.18%
Religious club member	7.98%	8.09%	8.18%
Wrote to elected offcl about publ bus	6.53%	6.42%	6.49%

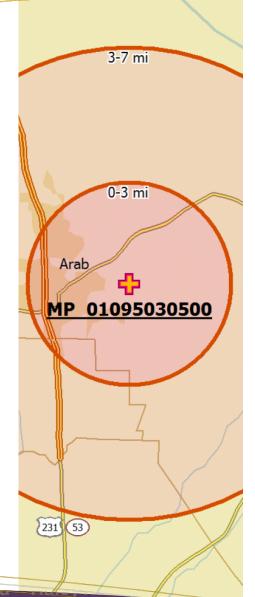
0-3	3-7	7-10
MILES	MILES	MILES
6.08%	5.76%	5.6%
5.96%	5.9%	5.9%
5.67%	5.41%	5.22%
5.3%	5.04%	5.07%
5.15%	5.17%	5.18%
5.09%	4.67%	4.41%
	MILES   6.08%   5.96%   5.67%   5.3%   5.15%	MILES MILES   6.08% 5.76%   5.96% 5.9%   5.67% 5.41%   5.3% 5.04%   5.15% 5.17%

Gilbertown Tuseumbia Hoover Silverhill Stevenson Moody Montgomery Needham Cuba Madison Re Fairfield Fruithurst Vernon Piedmont Fayette Hayneville Bridgeport is Piverview Heflin Silas Brewton Moulton Dora Vestavia Hills Camp Hill Samson Saks Meridia for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Despright 2011, Intercultural Institute for Contextual Ministry

### **Communication Media Content**

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

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



Thill Goldville Littleville Wedowee Midfield Ohatchee Clayton Brilliant East Brewton Hurtsboro Lakeville Demopolis Kansas Mountain Brook Coker Sylvania Beaverton Hueyton <u>Intercultural Institute</u> Weaver Brent Crossville Ranburne Meridianville Tallassee Rock Cropertie Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	17.45%	16.84%	16.9%
Children's Books	13.33%	13.48%	13.73%
Mystery	12.39%	12.19%	12.1%
Cookbooks	11.09%	10.87%	10.75%
Religious (not Bibles)	9.05%	9.18%	9.23%
History	7.15%	7%	7.01%
Personal/Business	6.92%	6.66%	6.64%
Self-help			
Biography	6.9%	6.56%	6.59%
Romance	6.88%	7.15%	7.21%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	69.13%	66.48%	65.37%
Gen. Editorial	45.9%	44.85%	44.92%
Womens	40.54%	39.66%	39.62%
Service	36.88%	36.67%	36.62%
Mens	18.09%	17.16%	16.93%
<b>Business/Finance</b>	17.27%	16.35%	16.6%
Sports	15.2%	14.38%	14.24%
Automotive	14.64%	14.86%	14.72%
Fishing/Hunting	14.1%	15%	14.92%

Fayette Pleasant Groves Monroeville Eufaula Nectar Sulligent Opelika Yellow Bluff Dayton Billingsley Pine Ridge Sheffield Lockhart Susan Moore Foley Repton Weaver Intercultural Institute Mobile Satsuma Leighton Columbia Epes Piedmont Shiloh Louisville Intercultural Institute Corfectual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry

### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	58.27%	57.48%	56.9%
Classified	34.89%	35.24%	34.87%
Sport	33.73%	32.99%	32.42%
Editorial Page	33.3%	33.12%	32.8%
Business/Finance	30.18%	28.64%	28.18%
Comics	29.24%	28.58%	27.99%
Food/Cooking	26.31%	25.32%	24.87%
Movie Listings & Reviews	26.23%	24.72%	24.24%
TV/Radio Listings	24.8%	24.06%	23.75%
Home/Gardening	23.17%	22.32%	21.86%
Travel	20.14%	18.96%	18.57%
Science/Technology	18.98%	17.77%	17.38%
Fashion	14.12%	13.95%	14.1%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	25.52%	28.1%	28.11%
Adult Contemporary	18.96%	18.5%	17.94%
CHR Contemp Hit Radio	17.03%	16.32%	16.1%
Rock	13.49%	12.67%	12.07%
News/Talk	13.2%	12.07%	11.82%
Oldies	11.87%	11.41%	11.2%
Classic Rock	11.36%	11.13%	10.89%
Alternative	10.06%	9.39%	9.22%
Urban Contemporary	9.01%	8.54%	9.05%
Variety	6.92%	6.31%	6.33%
Religious	6.86%	7.05%	7.1%
Soft Contemporary	6.31%	6.02%	5.98%
All News	5.08%	4.74%	5.13%
Classic Hits	4.51%	4.3%	4.13%
All Talk	4.15%	4.21%	4.26%
Sports	4%	3.75%	3.8%
Jazz	3.71%	3.33%	3.55%
Classical	3.62%	3.36%	3.47%



### **Potential Multimedia Content:**

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

Douglas Millport Smiths Station Grove Hill Stevenson Tallassee Opelika Oak Grove Rainsville Auta Hoogland Paint Rock Weaver Deatsville Trussville Waldo Morris aleville Goldville Ashford Decatur Pleasant Groves Wilton Coffeeville Secopyright 2011, Intercultural Institute for Contextual Ministry Convertion Viedenburgh Silas 54

Video-On-Demand Movies

20.3%

22.02%

21.29%

### **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.



West Point Southside Lisman Dutton Crossville Rosa Scottsboro Benton Oak Grove Slocomb Tusca Alexandria Malvern Moundville Banks Sand Rock Brundidge West Intercultural Institute Geneva Sheffield Loachapoka Epes Ohatchee Centreville Vestavia Hi for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	20.26%	19.85%	19.89%
Medium Users (4-6)	10.97%	10.72%	10.69%
Light Users (1-3)	21.39%	21.08%	20.87%
Quintiles (20%)			
Newspaper I (Heavy)	1.25%	1.11%	1%
Newspaper II	1.42%	1.29%	1.16%
Newspaper III	2.18%	2.39%	2.45%
Newspaper IV	0.53%	0.5%	0.46%
Newspaper V (Light)	1.31%	1.37%	1.45%

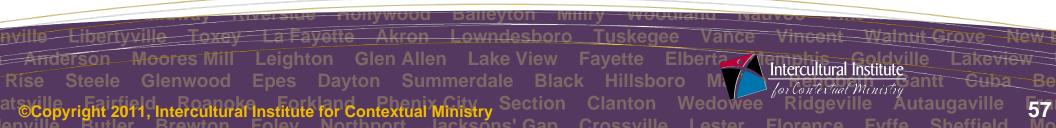
MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	17.94%	18.11%	18.13%
Magazines II	8.13%	8.38%	8.35%
Magazines III	8.95%	9.37%	9.61%
Magazines IV	10.53%	10.38%	10.22%
Magazines V (Light)	0.34%	0.3%	0.3%
Outdoor I (Heavy)	5.9%	5.34%	5.29%
Outdoor II	2.5%	2.42%	2.49%
Outdoor III	3.01%	2.77%	2.7%
Outdoor IV	16.94%	17.62%	17.87%
Outdoor V (Light)	26.03%	26.23%	26.26%
Yellow Pages I	14.54%	14.59%	14.63%
(Heavy)			
Yellow Pages II	5.11%	5.04%	5.14%
Yellow Pages III	4.54%	4.26%	4.4%
Yellow Pages IV	22.23%	22.52%	22.79%
Yellow Pages V (Light)	2.84%	2.74%	2.8%

Sylacauga Fyfte Montevallo Gaylesville Elberta Ladonia Brent Thorsby Greenville Brilliant Ozar Cusseta Goodwater Colony Billingsley Baileyton Orange Beach Intercultural Institute Loxley Indian Springs Village Haleyville Rock Creek Gardendale Geige Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Beach Grimes South Vinemont Reece City Irondale

# Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	
	MILES	MILES	MILES		MILES	S MILES	
Radio Drive Time Quntiles				TV Prime Time Qu	untiles (fifths /		
(fifths / 20%)				20%)			
Drive Time I & II (Heavy)	3.03%	3.06%	2.96%	Prime Time I & II (	(Heavy) 3.8%	3.96%	
Drive Time III (Medium)	0.76%	0.73%	0.76%	Prime Time III (Me	edium) 1.94%	1.85%	
Radio IV & V (Light)	2.49%	2.48%	2.46%	Prime Time IV & \	/ (Light) 7.05%	7.31%	
Radio Media Quntiles (fifths /				TV Early/Late Frin	ge Quntiles		
20%)				(fifths / 20%)			
Radio I & II (Heavy)	7.97%	7.99%	7.97%	Fringe I & II (Heav	vy) 40.4%	41.44%	
Radio III (Medium)	4.62%	4.71%	4.56%	Fringe III (Medium	n) 55.31 <sup>°</sup>	% 55.93%	
Radio IV & V (Light)	2.87%	2.76%	2.85%	Fringe IV (Light)	56.71	% 57.12%	
Cable TV Quntiles (fifths /				TV All Day Quntile	es (fifths /		
20%)				20%)			
Cable I & II (Heavy)	12.45%	12.72%	12.98%	All Day I & II (Hea	vy) 12.43	% 12.64%	
Cable III (Medium)	4.29%	4.57%	4.75%	All Day III (Mediur	m) 24.65	% 25.62%	
Cable IV & V (Light)	31.61%	31.19%	31.14%	All Day IV (Light)	11.57	% 10.8%	



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.72%	11.24%	10.96%
6:00am - 10:00am	14.64%	13.37%	13.24%
10:00am - 3:00pm	5.33%	4.8%	4.82%
3:00pm - 7:00pm	13.69%	13.22%	13.03%
7:00pm - Midnight	12.4%	11.69%	11.64%
Midnight - 6:00am	4.85%	4.46%	4.35%
Weekend Radio			
Listeners			
Dayparts [summary]	13.9%	13.23%	12.81%
6:00am - 10:00am	3.74%	3.35%	3.23%
10:00am-3:00pm	4.94%	4.49%	4.5%
3:00pm - 7:00pm	6.34%	6.05%	5.9%
7:00pm - Midnight	8.43%	8.32%	8.36%
Midnight - 6:00am	9.82%	9.02%	8.94%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.33%	8.09%	8.12%
Saturday: 8:00-11:00pm	7.78%	7.77%	7.82%
Sunday: 7:00-11:00pm	9.76%	9.93%	9.92%
9:00am-1:00pm	25.05%	24.87%	24.51%
9:00am-4:00pm	28.89%	28.64%	28.16%
4:00pm-7:00pm	28.22%	27.62%	27.48%
11:00pm-1:00am	40.79%	40.57%	40.65%
AVG Prime time Mon-Sun	2.5%	2.27%	2.29%

ndville New Hope Phil Campbell Tuskegee Edgewater Blue Ridge Gadsden Greenville Ozark Fort Depe Pinson Pine Ridge Coaling Cedar Bluff Hartford Skyline Nectar Brilling Intercultural Institute wee Eldridge Hayneville Gu-Win Rutledge South Vinemont Rehobeth Confectual Ministry Eutaw Fort Payne Oriville Opelika Malvern Georg58

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.48%	15.44%	15.23%	Sat: 7-10am	Sat: 7-10am 18.06%	Sat: 7-10am 18.06% 17.59%
7-9am	21.04%	20.22%	20.1%	Sat: 10am-1pm	Sat: 10am-1pm 7.44%	Sat: 10am-1pm 7.44% 7.38%
9am-12noon	21.15%	20.7%	20.32%	Sat: 1-4pm	Sat: 1-4pm 24.54%	Sat: 1-4pm 24.54% 24.75%
12noon-4pm	7.74%	7.94%	7.84%	Sat: 4-6pm	Sat: 4-6pm 6.27%	Sat: 4-6pm 6.27% 6.16%
4-6pm	46.15%	46.26%	46.73%	Sat: 6-7pm	Sat: 6-7pm 2.24%	Sat: 6-7pm 2.24% 1.97%
6-7pm	20.06%	20.54%	20.22%	Sat: 7-8pm	Sat: 7-8pm 0.93%	Sat: 7-8pm 0.93% 0.83%
7-7:30pm	1.24%	1.17%	1.2%	Sat: 8-11pm	Sat: 8-11pm 7.78%	Sat: 8-11pm 7.78% 7.77%
7:30-8pm	10.1%	9.95%	9.83%	Sat: 11pm-1am	Sat: 11pm-1am 4.32%	Sat: 11pm-1am 4.32% 4.26%
8-11pm	8.33%	8.09%	8.12%	Sat: 1am-7pm	Sat: 1am-7pm 24.98%	Sat: 1am-7pm 24.98% 24.74%
11pm-12am	33.83%	33.95%	34.1%	Sun: 7-10am	Sun: 7-10am 2.29%	Sun: 7-10am 2.29% 2.47%
11pm-1am	40.79%	40.57%	40.65%	Sun: 10am-1pm	Sun: 10am-1pm 7.24%	Sun: 10am-1pm 7.24% 7.55%
1-6am	30.33%	28.64%	27.93%	Sun: 1-4pm	Sun: 1-4pm 6.04%	Sun: 1-4pm 6.04% 6.32%
				Sun: 4-7pm	Sun: 4-7pm 13.65%	Sun: 4-7pm 13.65% 13.8%
				Sun: 7-11pm	Sun: 7-11pm 9.76%	Sun: 7-11pm 9.76% 9.93%
				Sun: 11pm-1am	Sun: 11pm-1am 4.21%	Sun: 11pm-1am 4.21% 3.98%
				Sun: 1-7am	Sun: 1-7am 21.23%	Sun: 1-7am 21.23% 21.26%

Decatur Columbia Gardendale Pickensville Trinity Hooyer Grove Hill Columbiana Brantley Addison Chatchee Notasulga Excel Geneva Andalusia Highland Lake Aliceville Minifold Walnut Grove Malve Vernon Hollywood Pisgah Clay Clayhatchee Gainesville Trafford Bir Confectual Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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# 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.

and Saks Myrtlewood Maytown Hillsboro Prichard Scottsboro Indian Springs Village Maplesville Midwa Fike Road Midland City Clayhatchee Camp Hill New Hope Munford Russ Intercultural Institute Morris Mooresville Pleasant Groves Bakerhill Goldville Brookwood for Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Using the Shared Places, Projects, Media Content and Usage

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

#### Issues for Your Consideration

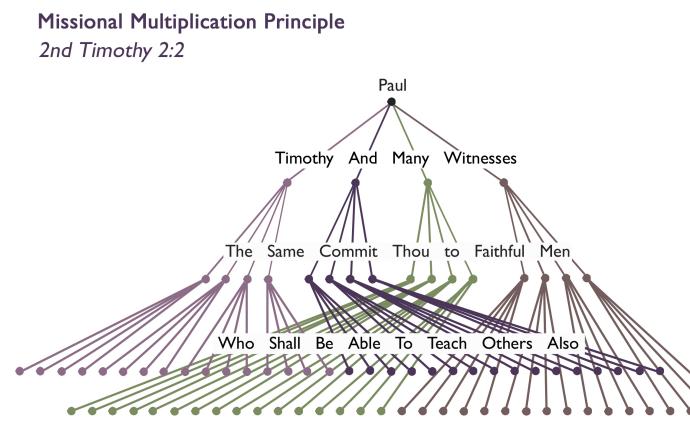
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

vidence South Vinement Vredenburgh Camden Rainsville Sulligent Meadowbrock Goldville Mulga Line Intercultural Institute Contextual Ministry 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.



Good Hope Faunsdale St. Florian Billingsley Eutaw Lipscomb Homewood Alexandria Bayou La Batre Wa Union Springs Woodstock Epes Allgood Ashford Rock Creek Edward Intercultural Institute Steele Coffee Springs Sipsey Orange Beach Sylacauga Sand Rock Confectual Ministry Coffeeville Webb Sylvan Sr62 Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

### **Communication Steps**

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



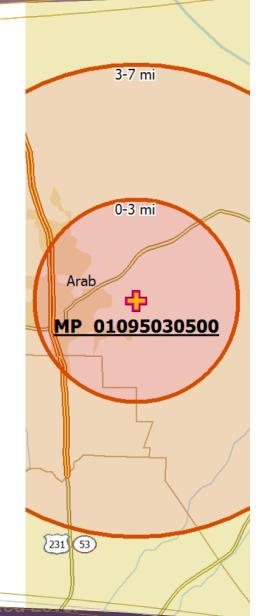


### Your MissionSite and the Missional Suite

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

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

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



Coodwater Eutaw Center Point Attalla Theodore Newville Evergreen Wedowee Geraldine Hobson City Pleasant Groves Lipscomb Lisman Mentone Fort Payne South Vineman Intercultural Institute Millbrook Falkville Hartford Woodland Libertyville Huntsville La Fayet For Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Notes and Sources

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



### APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Arab First	502 N Main St Arab, AL 35016	0.94 mi	459	Plateauing
2	Faith Rock	763 S Main St Arab, AL 35016	1.13 mi	23	Declining
3	Gilliam Springs	PO BOX 450 Arab, AL 35016	1.70 mi	542	Plateauing
4	Shoal Creek	788 Shoal Creek Rd Arab, AL 35016	1.76 mi	33	Declining
5	Eastside	P.O. Box 196 Arab, AL 35016	1.91 mi	64	Declining
6	Westside Arab	PO Box 461 Arab, AL 35016	2.22 mi	55	Plateauing
7	Victory Cornerstone	PO Box 685 Arab, AL 35016	2.40 mi	32	Growing
8	Northwest	1048 Bailey Rd NW Arab, AL 35016	2.54 mi	27	Growing
9	New Canaan	P.O. Box 884 Arab, AL 35016	3.30 mi	115	Growing
10	New Friendship	PO Box 648 Arab, AL 35016	3.33 mi	108	Declining
11	Mt Pleasant Missionary	706 6th St SW Attalla, AL 35954	3.52 mi	58	Growing
12	New Jerusalem	PO Box 262 Joppa, AL 35087	3.83 mi	40	Growing
13	Sweet Home	1474 Union Grove Rd Guntersville, AL 35976	5.09 mi	149	Growing
14	Ruth	855 3rd Ave NW Arab, AL 35016	5.11 mi	42	Plateauing
15	Hopewell Missionary	PO Box 664 Arab, AL 35016	5.45 mi	106	Declining

McDonald Chapel Huntsville Union Margaret Lisman Goldville Mooresville Henagar Indian Springs Ville Bear Creek Deatsville Orrville Ashford Lexington Evergreen Arley Intercultural Institute Level Plains Tillmans Corner Roanoke Elba Maytown Sumiton Jacob Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Corinth	PO Box 186 Joppa, AL 35087	5.47 mi	63	Declining
17	Warrior Creek	496 Pass Rd Cleveland, AL 35049	5.57 mi	64	Plateauing
18	Union Grove First	PO Box 125 Union Grove, AL 35175	5.61 mi	151	Declining
19	Red Hill	10412 AL Highway 79 s Guntersville, AL 35976	5.86 mi	41	Growing
20	Mountain View	PO Box 227 Union Grove, AL 35175	6.35 mi	61	Growing
21	Pleasant Valley	2390 Pleasant Valley Rd Union Grove, AL 35175	6.46 mi	95	Growing
22	New Harmony	1901 Finus Murphree Rd Arab, AL 35016	6.47 mi	28	Declining
23	Shady Grove 1	565 Isom Rd Guntersville, AL 35976	6.57 mi	37	Growing
24	Peace	915 Dalton Walker Rd Blountsville, AL 35031	7.15 mi	36	Plateauing
25	Warrenton	44 Warrenton Shores Dr Guntersville, AL 35976	7.19 mi	23	Declining
26	Ryan	364 Pleasant Grove Rd Joppa, AL 35087	7.20 mi	100	Growing
27	Mt. Hermon	PO Box 5 Joppa, AL 35087	7.33 mi	91	Growing
28	Clear Springs	613 Laura Mae Ln Albertville, AL 35950	7.60 mi	30	Growing
29	Mt. Carmel	77 Foster Landing Rd Guntersville, AL 35976	7.61 mi	62	Declining
30	Valley View	PO Box 396 Guntersville, AL 35976	7.92 mi	18	Growing

Kennedy Oak Hill Eclectic Scottsboro Pollard Samson Hollywood Warrior Forestdale West Jeffers Heville Ragland Dozier Tarrant Billingsley Maytown Garden City Water Intercultural Institute Tarrant Billingsley Maytown Garden City Water Intercultural Instite City Water Int

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	New Home	PO Box 158 Holly Pond, AL 35083	8.07 mi	43	Growing
32	Creek Path	PO Box 667 Guntersville, AL 35976	8.32 mi	155	Declining
33	Beech Spring	PO Box 262 Union Grove, AL 35175	8.53 mi	21	Declining
34	Mt. Tabor	64 Farm Supply Rd Union Grove, AL 35175	8.64 mi	39	Declining
35	Roswell Creek	2041 Roswell Creek Rd Blountsville, AL 35031	8.79 mi	48	Plateauing
36	Pleasant Valley	809 Linda St Albertville, AL 35950	8.98 mi	67	Plateauing
37	Lakeview	170 Eidson Rd Albertville, AL 35951	9.01 mi	51	Plateauing
38	Pleasant Grove	6483 Section Line Rd Albertville, AL 35950	9.11 mi	41	Declining
39	Lystra	14 County Road 1693 Cullman, AL 35058	9.16 mi	70	Plateauing
40	Pan Creek	691 County Road 1595 Baileyton, AL 35019	9.20 mi	63	Declining
41	Pleasant Hill 2	111 Marsh Rd Guntersville, AL 35976	9.26 mi	147	Plateauing
42	Fairview	6612 Cannon Ave Guntersville, AL 35976	9.33 mi	76	Growing
43	Happy Home	PO Box 748 Guntersville, AL 35976	9.59 mi	41	Declining
44	New Salem	590 Center Grove Rd Somerville, AL 35670	9.71 mi	32	Declining
45	Mt. Olive 2	12655 US Highway 231 Union Grove, AL 35175	9.74 mi	103	Growing

Omb
Boligee
Sipsey
Ashford
Decatur
Elkmont
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Webb
Pennington
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