# MissionSite top unreached locations

Bluff Ariton Valley County Line MOBILE, AL Magnolia Springs -Wyrflewood aster Southside Powell Odenville Waterloo CENSUS TRACT: 01097000401 eanoke Sand REGION: Gulf Coast Region New Brockton Attalla ASSOCIATION: Mobile Millport Alexandria nteval Montiply Ile Twin Cardiff South Vinemont CONGREGATIONAL y Gaylesville Point Clear Midland City and StevDISTRICT: 07: Gulf Coast District Lisman Clay Ope In partnership with the: Sardis City Garden City Phenix City COUNTY: Mobile Lake Purdy Libertyville Paint R Intercultural Institute Bountsville Fayer DENSITY PATTERN: K Creek Owens Cross Roads WetuSITESCAPE: Suburbscape Munford Springville G Kins for Contextual Ministry nagar Jacksons' Gap Patra BAlabama Baptist Convention Camden Chato Vestavia Hills Holt Highland and State Board of Missions rattville Carolina Hamilton Dozier Gordon ke©Copyright/2013, Intercultural Institute for Contextual Ministry Cullman Gulf Shores Waverly Lanett Nectar

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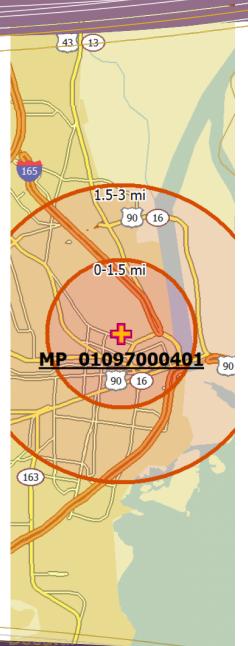
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#### Site Location Summary

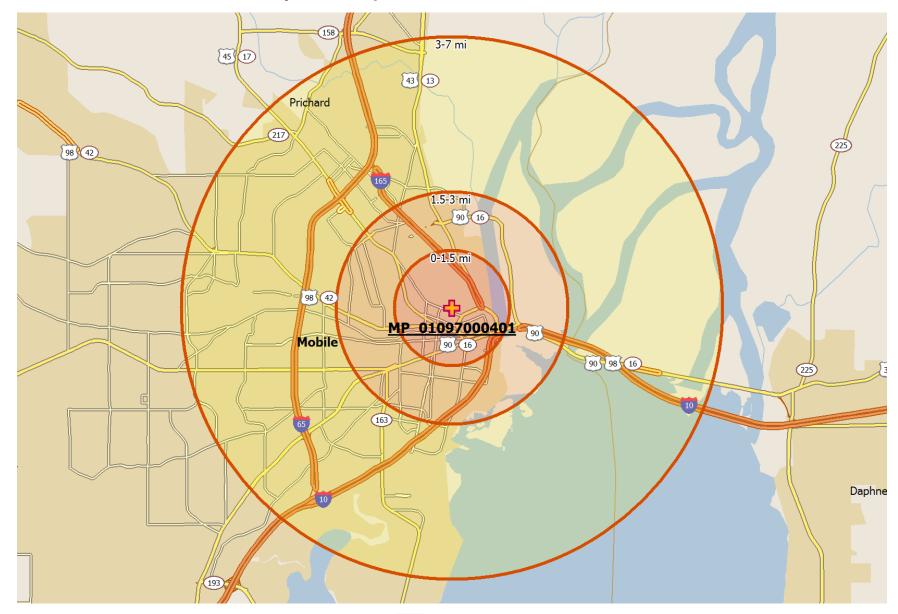
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1.5 mile, 1.5-3 mile, and 3-7 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0105	Gulf Coast Region
2	Association	1530	Mobile
3	District	07	Gulf Coast District
4	County Location	01097	Mobile
5	Zipcode	36603	Mobile
6	Sitescape Category	3	Suburbscape
7	Sitescape Group	3.3	Medium Suburbs
8	Sitescape Subgroup	3.33	Large suburbs adjacent to a small city in metro area
9	Sitescape Density Pattern	К	100000-250000-250000



Fairhope Goldville Carrollton Samson Uniontown Pleasant Grove Greenville Snead Littleville Cold Houndville Powell Harvest Clayton Wilton Ider Rainbow City Beatrice Intercultural Institute ghton Fultondale Dothan Moody Lowndesboro Ranburne Midland City of Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sector 2013, Intercultural Institute for Contextual Ministry

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



Valley Head Spanish Fort Wilton Moores Mill Maplesville Opelika Fyffe Tilimans Corner Pleasant Grove Conville Snead Fairview Owens Cross Roads Sweet Water Daleville Point of Chickasaw Odenville O Warrior Toxey Reece City Ridgeville Rainsville Andalusia Altoona Chickasaw Ministry Contextual Ministry Records Contextual Ministry Contextual Ministry Contextual Ministry Highland Lake Brookwood Waldo Akron Mountain Brook

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 population
5	NCES Urban Centric	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population
	Locale Codes		less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

ensbero Homewood Ladonia Coaling Prichard Kinston Faunsdale Grayson Valley Kennedy Napier Field a view Pike Road Petrey Phil Campbell Bay Minette Lineville Maplesville Carbon Hill Centre Ile Mobile Akron Albertville Pine Ridge Slocomb Bakerhill Eufaula <sup>ill</sup> Copyright 2013, Intercultural Institute for Contextual Ministry <sup>ill</sup> Copyright 2013, 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	0-1.5 MILES	1.5-3 MILES	3-7 MILES
2010 Population	17,182	45,091	100,715
2010 Households	7,053	17,086	40,283
2010 Group Quarters Population	1,061	2,469	2,482

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	54	45	47
Language Diversity National Index	14	25	27
Foreign Born Diversity National Index	88	79	89
Ancestry Diversity National Index	6	12	48
Racial Diversity National Index	43	67	49

ce Mountain Breek Linden Midfield Altoona Springville Billingsley Prattville Pleasant Groves Eclectic Frisco City Gilbertown Reform Rosa Fultondale Ozark Silverhill Intercultural Institute Garden City B Eufaula Meridianville Samson Cullman Livingston Phenix City Coffee (or Confectual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - County Environment

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

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

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

t Payne Rutledge Meridianville Garden City Mulga Webb Mount Vernon Athens Coosada Union Grove tetumpka Cuba Shiloh Parrish Headland Pollard Smiths Station Wilton Disputies Lake Purdy Cusseta Dauphin Island Huguley Pelham Trinity Blue Ridge Glencoe Sumi Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-1.5 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-1.5 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	743	10.53%
Mainstay Communities	Established, Diverse Households	79	1.12%
Working Communities	Blue-collar, Working Families	347	4.92%
Country Communities	Rural, Agri. & Mining Families	16	0.23%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,485	21.05%
Urban Communities	High Density, Inner-city Neighborhoods	4,384	62.16%

Ardmore Pine Apple Frisco City Ozark Minor Mountainboro Pennington Napier Field Rosa Glencoe Contention of the Contextual Ministry Contextual Mini

# 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.

Summerdale Pickensville Vance Tuskegee Waterloo Valley Head Guine New Brockton Enterprise Summerdale Pickensville Vance Tuskegee Waterloo Valley Head Guine Intercultural Institute yton Myrtlewood Trinity Brantley Tarrant Saraland Glenwood Morris Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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?

Jence Opelika Foley Madrid Bon Air Goshen Brookwood Lester Eclectic Henagar Prichard Spanis Bergendale Pickensville Nectar Ragland Sand Rock Riverview North Intercultural Institute St Fork South Vinemont Florence Concord Altoona Orange Beach Colling Intercultural Institute I City Dothan Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-1.5 mile band that are in each category. The index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average).

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-1.5 MILE BAND	% INDEX
Unreached Households	108,949	5,059	4.64%
Unreached %	68.52%	71.73%	104.69
Religious But NOT Evangelical HH	31,903	2,107	6.6%
Religious But NOT Evangelical %	20.06%	29.87%	148.89
Spiritual But NOT Relig or Evang HH	14,612	291	1.99%
Spiritual But NOT Relig or Evang %	9.19%	4.12%	44.85
Not Evangelical, Not Interested HH	63,325	2,780	4.39%
Not Evangelical, Not Interested %	39.82%	39.41%	98.97





# **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	111	3	2.7%
Active ALSBOM Attenders	20,766	348	1.68%
Active Evangelical Households	28,249	4,023	14.24%
Active Evangelical Percent	17.77%	16.67%	93.82
Inactive Evangelical Households	21,812	3,107	14.24%
Inactive Evangelical Percent	13.72%	12.87%	93.82
# New Churches Needed	0	9	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	Mobile First	1.06 mi	254	Plateauing	16	Government Street	5.20 mi	382	Plateauing
2	Providence	2.12 mi	6	Declining	17	Navco	5.43 mi	53	Declining
3	Springhill Avenue	2.53 mi	88	Growing	18	Myers Memorial	5.94 mi	194	Declining
4	New Liberty Park	3.14 mi	30	Growing	19	Azalea City Fellowship	6.36 mi	0	Plateauing
5	New Home	3.27 mi	0	Plateauing	20	Highpoint	6.44 mi	198	Growing
6	Sage Avenue	3.45 mi	218	Declining	21	Azalea	6.56 mi	99	Declining
7	Central	3.48 mi	58	Plateauing	22	Riverside	6.60 mi	140	Declining
8	Zion	3.86 mi	76	Declining	23	Emmanuel	6.65 mi	96	Plateauing
9	Dauphin Way	4.16 mi	884	Growing	24	Moffett Road	6.68 mi	432	Plateauing
10	Chickasaw First	4.68 mi	155	Declining	25	Cottage Hill	6.69 mi	1,825	Declining
11	Snow Road First	4.73 mi	126	Growing	26	Forest Hill	6.77 mi	35	Plateauing
12	West Chickasaw	4.83 mi	68	Plateauing	27	Airport Boulevard	7.02 mi	118	Plateauing
13	Spring Hill	4.99 mi	1,067	Plateauing	28	Ebenezer	7.03 mi	0	Plateauing
14	Fulton Road	5.15 mi	195	Plateauing	29	North Mobile First	7.06 mi	1,227	Declining
15	Manor	5.20 mi	177	Declining	30	Shiloh	7.08 mi	419	Declining

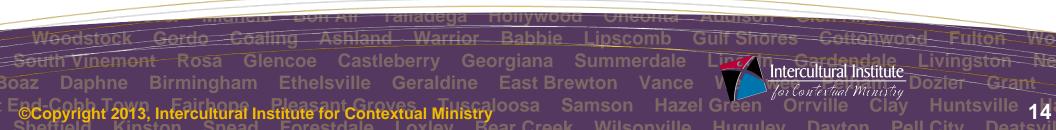
ighten Silas Lockhart Ashland Sulligent Attalla Prattville Hokes Bluff Forestale Headland Glencoe Nectar Jacksons' Gap Blue Springs Brewton Carrollton Harvest Board Intercultural Institute Hayden Piedmont Shorter Dayton Woodland Odenville Millbrook Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Spirituality Indicators

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

#### Issues for Your Consideration

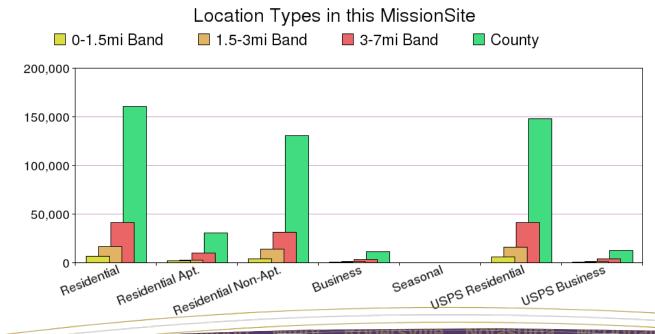
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	378,643	20,563	5.43%
2000 Population	399,843	19,520	4.88%
2010 Population	414,958	17,182	4.14%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	136,900	7,859	5.74%
2000 Households	150,179	7,745	5.16%
2010 Households	159,010	7,053	4.44%

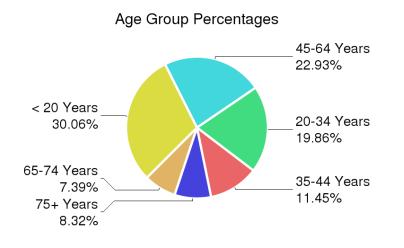


Location Type	0-1.5mi Band
Residential	6,403
Residential Apt.	2,102
Residential Non-Apt.	4,301
Business	863
Seasonal	0
USPS Residential	6,164
USPS Business	835

Ardmore Douglas Dezier Argo Pisgah Sardis City Sanford Gordo Nectar Hurtsboro Oneonta Fort F Spanish Fort Akron McIntosh Brilliant Chatom Lake View Oxford Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Bainbow City Foley Bon Air McKenzie New Market

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

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

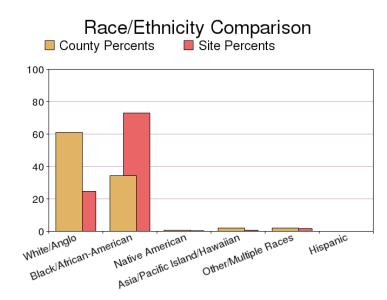


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	6.87%	121.81
4-5 Years	2.84%	3.08%	108.45
6-8 Years	4.26%	4.59%	107.75
9-11 Years	4.2%	4.2%	100
12-13 Years	2.77%	2.47%	89.17
14-17 Years	5.61%	5.56%	99.11
18-19 Years	2.82%	3.3%	117.02
0-5 Years	8.48%	9.95%	117.33
6-12 Years	9.85%	10.03%	101.83
13-19 Years	9.82%	10.09%	102.75
< 20 Years	28.15%	30.07%	106.82
20-34 Years	20.87%	19.86%	95.16
35-44 Years	12.34%	11.45%	92.79
45-64 Years	25.37%	22.93%	90.38
65-74 Years	7.33%	7.39%	100.82
75+ Years	5.95%	8.32%	139.83
Median Age	36	37	104.64
Median Age (Male)	34	34	99.3
Median Age (Female)	37	41	109.87

Loxley Faunsdale Daleville Ariton Collinsville Kennedy Pine Apple Gordon Coker Leeds Autaugav kinan Frisco City Eva Huguley Forkland Lynn Woodville Northport Vestover Oxford Avon Bon Air Lineville Bayou La Batre Castleberry Confectual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Contextual

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.89%	24.59%	40.38
Black, African-American	34.22%	72.91%	213.05
Native American	0.65%	0.2%	30.54
Asian	2.04%	0.64%	31.32
Pacific Island, Hawaiian	0.06%	0.05%	80.17
Other/Multiple Races	2.13%	1.62%	75.79
Hispanic	0%	1.84%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	269,273	10,824	
Less than 9th Grade	4.45%	6.28%	70.89
No High School Diploma	11.96%	15.44%	77.48
High School Graduate	36.67%	29.65%	123.7
Some College, no degree	20.09%	19.81%	101.43
Associate Degree	7.13%	6.88%	103.58
College Degree	12.88%	12.85%	100.2
Graduate/Prof. degree	6.82%	9.09%	74.97

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 McMullen
 Castleberry
 Pollard
 Midfield
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 Belk
 Headland
 Northport
 Florala
 Helena

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	11.51%	28.27%	268.87
\$10,000 to \$19,999	14.11%	20.79%	147.33
\$20,000 to \$29,999	11.52%	11.6%	100.66
\$30,000 to \$49,999	21.61%	15.51%	71.79
\$50,000 to \$59,999	8.36%	4.99%	59.68
\$60,000 to \$69,999	6.81%	3.76%	55.17
\$70,000 to \$79,999	5.96%	2.89%	48.52
\$80,000 to \$89,999	4.77%	2.28%	47.9
\$90,000 to \$99,999	3.13%	1.6%	51.2
\$100,000 to \$124,999	5.73%	3.52%	61.37
\$125,000 to \$149,999	2.66%	1.7%	63.88
\$150,000 to \$199,999	1.96%	2.25%	114.86
\$200,000 to \$249,999	0.58%	0.26%	43.64
\$250,000 or more	1.29%	0.62%	48.46
Median Household	40,934	22,852	55.83
Average Household	55,556	37,195	66.95
Per Capita Household	21,806	15,667	71.85
Family/Non-Family Household			
Income			
Median Family Income	49,929	30,988	62.06
Average Family Income	65,093	47,647	73.2
Median Non-Family Income	24,963	18,442	73.88
Average Non-Family Income	35,120	25,226	71.83

Reanoke Ariton Needham Samson Elmore Kellyton Kimberly Clayhatchee Tillmans Corner Gurley Elkmont Emelle Wadley Lake View Trussville Millry Piedmont Line Intercultural Institute Garden City Deatsville Cowarts Hayneville Selmont-West Selmont For Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-1.5 mile band percentages are given. The Index value assumes that if the county percent and the 0-1.5 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-1.5 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.18%	52.72%	77.32
Families with Children	34.85%	30.54%	87.63
Families without Children	33.33%	22.17%	66.53
Non-Family Households			
% Non-Family Households	31.82%	47.28%	148.6
Non-Families with Children	0.39	0.3	76.98
Non-Families without Children	31.43	46.99	149.49
Housing Units			Index
Total Housing Units	184,922	8,789	
Vacant percent	14.01%	19.75%	140.96
Owned percent	59.01%	32.52%	55.1%
Rented Percent	26.97%	47.72%	176.9
Households by Size			Index
Avg household size	2.55	2.29	89.8
Avg family hh size	3.21	3.29	102.49
Avg non-family hh size	1.13	1.16	102.65
Households By Count of Persons			Percent
One	44,731	2,992	6.69%
Тwo	47,363	1,754	3.7%
Three or Four	50,565	1,615	3.19%
Five+	16,351	692	4.23%

Inion Valley Grande Helena Homewood Pike Road Lynn McKenzie Montgomery Lester Hazel Green For Cuba Eufaula Bayou La Batre Chelsea Woodstock Eldridge Russell Pollard Akron Moundville Creola Albertville Kimberly Oak Hill Cottonwood Lisman Florence Vor Contextual Institute Vor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

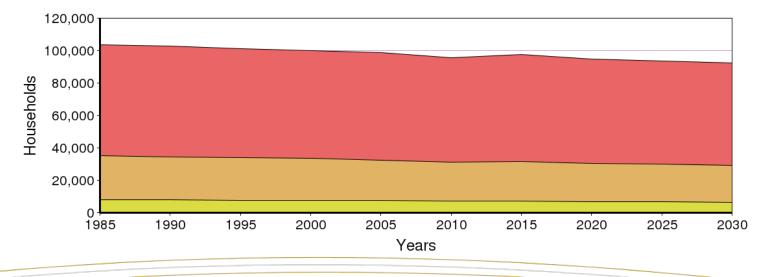
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-1.5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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	378,643	20,563	5.43%
2000 Population	399,843	19,520	4.88%
2010 Population	414,958	17,182	4.14%
2015 Population	431,103	17,411	4.04%

Household Change from 1985 to 2030

🗖 0-1.5mi Ring 👘 🗖 0-3mi Ring

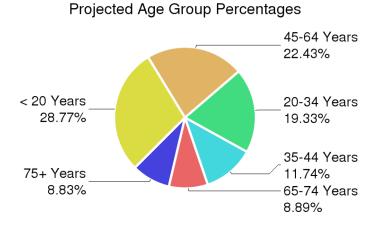
📕 0-7mi Ring



Albertville Phenix City Shiloh Pollard Goodwater West Jefferson Lakeview Vredenburgh Theodore Gui West Blocton Waterloo Evergreen North Johns Dothan Elberta Cuba Intercultural Institute Powell Heflin Needham Reform Thomaston New Market Lexington Hon Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

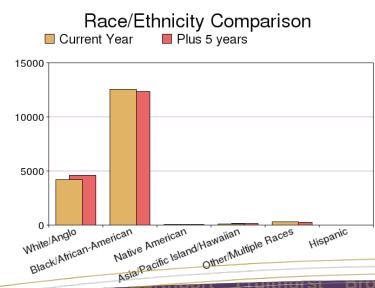


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.87%	6.43%	93.6
4-5 Years	3.08%	2.91%	94.48
6-8 Years	4.59%	4.37%	95.21
9-11 Years	4.2%	3.99%	95
12-13 Years	2.47%	2.46%	99.6
14-17 Years	5.56%	5.4%	97.12
18-19 Years	3.3%	3.21%	97.27
0-5 Years	9.95%	9.34%	93.87
6-12 Years	10.03%	9.59%	95.61
13-19 Years	10.09%	9.84%	97.52
< 20 Years	30.07%	28.77%	95.68
20-34 Years	19.86%	19.33%	97.33
35-44 Years	11.45%	11.74%	102.53
45-64 Years	22.93%	22.43%	97.82
65-74 Years	7.39%	8.89%	120.3
75+ Years	8.32%	8.83%	106.13
Median Age	36	39	109.31
Median Age (Male)	34	36	104.13
Median Age (Female)	37	42	113.91

Lexington Prattville Forkland Woodland Alexander City Vance Sand Rock Maplesville Greola Alexander City Vance Sand Rock Maplesville Greola Alexander City Vance Sand Rock Maplesville Greola Alexander City Concernant Contextual Ministry of Contextual Min

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

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



CURRENT	PLUS 5 YRS	INDEX
24.59%	26.46%	107.61
72.91%	70.87%	97.21
0.2%	0.22%	110.29
0.64%	0.83%	129.19
0.05%	0.04%	86.35
1.62%	1.57%	97.26
0%	0%	0
10,824	11,230	
6.28%	5.06%	80.51
15.44%	13.1%	84.85
29.65%	32.04%	108.07
19.81%	19.66%	99.26
6.88%	7.76%	112.69
12.85%	13.2%	102.69
9.09%	9.19%	101.09
	24.59% 72.91% 0.2% 0.64% 0.05% 1.62% 0% 10,824 6.28% 15.44% 29.65% 19.81% 6.88% 12.85%	24.59%       26.46%         72.91%       70.87%         0.2%       0.22%         0.64%       0.83%         0.05%       0.04%         1.62%       1.57%         0%       0%         11,230       1         6.28%       5.06%         15.44%       13.1%         29.65%       32.04%         19.81%       19.66%         12.85%       13.2%

 Talladega
 West Blocton
 Rosa
 West End-Cobb Town
 Snead
 Elberta
 Grove Hill
 Goating
 Hurtsboro
 Elberta

 Rock Mills
 Roanoke
 East Brewton
 Gulf Shores
 Lockhart
 Center Point
 Intercultural Institute
 Fulton
 Elberta

 Gordo
 Satsuma
 Prattville
 Hollywood
 Mount Vernon
 Florala
 McKenzi
 Ministry
 Resental
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A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given The Index value given. assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	28.27%	26.6%	94.08
\$10,000 to \$19,999	20.79%	20.51%	98.7
\$20,000 to \$29,999	11.6%	11.09%	95.64
\$30,000 to \$49,999	15.51%	15.5%	99.96
\$50,000 to \$59,999	4.99%	5.05%	101.23
\$60,000 to \$69,999	3.76%	3.91%	104.09
\$70,000 to \$79,999	2.89%	3.1%	100.57
\$80,000 to \$89,999	2.28%	2.67%	107.31
\$90,000 to \$99,999	1.6%	1.68%	105.11
\$100,000 to \$249,999	3.52%	4.06%	115.58
\$125,000 to \$149,999	1.7%	2.06%	121.07
\$150,000 to \$199,999	2.25%	2.69%	119.15
\$200,000 to \$249,999	0.26%	0.29%	114.52
\$250,000 or more	0.62%	0.77%	122.7
Median Household	22,852	24,637	107.81
Average Household	37,195	40,714	109.46
Per Capita Household	15,667	17,335	110.65
Family/Non-Family Household			
Income			
Median Family Income	30,988	34,627	111.74
Average Family Income	47,647	52,322	109.81
Median Non-Family Income	18,442	19,679	106.71
Average Non-Family Income	25,226	27,856	110.43

Concord Heflin Harpersville Kansas Harvest Gilbertown Beatrice Lowndesboro Cottonwood South Concord Heflin Harpersville Kansas Harvest Gilbertown Beatrice Lowndesboro Cottonwood South Leek Toxey Morris Daviston Millry Sylvan Springs Satsuma Trafford Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Min

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-1.5 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-1.5 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-1.5 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	52.72%	51.66%	98
Families with Children	30.54	29.3	95.93
Families without Children	22.17	21.68	97.79
Non-Family Households			
% Non-Family Households	47.28%	48.34%	102.22
Non-Families with Children	0.3	0.26	102.22
Non-Families without	46.99	48.07	102.31
Children			
Housing Units			
Total Housing Units	8,789	8,969	102.05%
Vacant percent	19.75%	19.9%	100.76
Owned percent	32.52%	32.24%	99.16
Rented Percent	47.72%	47.85%	100.28
Households by Size			
Avg household size	2.29	2.24	97.82%
Avg family hh size	3.29	3.29	100%
Avg non-family hh size	1.16	1.11	95.69%
Households By Count of			
Persons			
One	2,992	3,157	105.51%
Two	1,754	1,777	101.31%
Three or Four	1,615	1,592	98.58%
Five+	692	659	95.23%

Highland Lake Fort Payne Billingsley Gantt North Courtland Huguley Hayneville Vance Somerville Wahnut Grove Mignon Flomaton Westover Daleville Pinson Russellville <u>Intercultural Institute</u> Colony Emelle Citronelle Woodstock Saks Monroeville Hobson City Live Contestual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-1.5	1.5-3	3-7	BORN IN:	BORN IN: 0-1.5	BORN IN: 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	164	451	2,799	Eastern Africa	Eastern Africa 0	Eastern Africa 0 7
Northern Europe	8	31	66	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	14	19	177	Northern Africa	Northern Africa 3	Northern Africa 3 0
Southern Europe	0	6	44	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	25	11	291	Western Africa	Western Africa 0	Western Africa 0 7
Other Europe	0	0	8	Other Africa	Other Africa 0	Other Africa 0 14
Eastern Asia	31	30	233	Oceania	Oceania 0	Oceania 0 3
So. Central Asia	0	19	158	Caribbean	Caribbean 26	Caribbean 26 100
SE Asia	10	77	681	Central Amer.	Central Amer. 34	Central Amer. 34 43
Western Asia	0	2	189	South America	South America 6	South America 6 38
Other Asia	0	0	16	North America	North America 7	North America 7 44
				Born at sea	Born at sea 0	Born at sea 0 0

arden City Millport Grimes Elkmont Rockford Guntersville Goodwater Hollywood Priceville Yellow Blue Hamilton Cedar Bluff Mobile Daphne Coaling Phenix City Fort Deposite Attails Albertville Bayou La B Douglas Arley Clanton Stevenson Grand Bay Russellville Shiloh 1 Secopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

# Language Summary

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

SPOKEN AT HOME	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
English only	19,451	40,029	87,890
Spanish	513	668	2,133
Other Indo-Euro	224	482	1,489
anguage			
French (incl. Patois,	65	237	474
Cajun)			
French Creole	14	0	14
talian	30	0	53
Portuguese	0	0	12
German	62	142	371
Yiddish	0	0	0
Other West Germanic	6	12	4
A Scandinavian	0	0	22
_anguage			
Greek	10	58	95
Russian	0	0	34
Polish	7	0	26
Serbo-Croatian	0	8	125
Other Slavic Language	0	0	46
Armenian	0	0	0
Persian	0	9	42
Gujarathi	0	0	52
Hindi	0	10	16
Urdu	7	0	29

Cowarts Locust Fork Glencoe Eldridge Decatur Hurtsboro Grove Highland Lake Margaret Rockford Akro Millry Lipscomb Brighton Fairview McDonald Chapel Rainbow City Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-1.5	1.5-3	3-7	ANCESTRY	ANCESTRY 0-1.5	ANCESTRY 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	16,735	34,957	75,426	Irish	Irish 392	Irish 392 883
Arab	30	86	396	Italian	Italian 75	Italian 75 200
Armenian	0	9	9	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	5	15	30	Norwegian	Norwegian 25	Norwegian 25 45
British	10	119	296	Polish	Polish 49	Polish 49 41
Canadian	0	4	106	Portuguese	Portuguese 3	Portuguese 3 4
Croatian	0	0	53	Romanian	Romanian 17	Romanian 17 5
Czech	0	0	83	Russian	Russian 9	Russian 9 32
Czechoslovak	0	16	21	Scandinavian	Scandinavian 6	Scandinavian 6 9
Danish	0	46	53	Scotch-Irish	Scotch-Irish 131	Scotch-Irish 131 501
Dutch	81	103	518	Scottish	Scottish 65	Scottish 65 315
English	420	1,135	4,817	Slovak	Slovak 0	Slovak 0 0
European	58	68	583	Subsaharan African	Subsaharan African 485	Subsaharan African 485 476
Finnish	14	0	22	Swedish	Swedish 37	Swedish 37 37
French (not Basque)	280	292	1,317	Swiss	Swiss 5	Swiss 5 16
French Canadian	16	44	154	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	380	806	3,344	US/American	US/American 787	US/American 787 1,594
Greek	37	74	212	Welsh	Welsh 0	Welsh 0 75
Hungarian	22	13	35	West Indian	West Indian 52	West Indian 52 61
Iranian	0	7	40	Yugoslavian	Yugoslavian 8	Yugoslavian 8 34
				Other	Other 13,237	Other 13,237 27,792

kyline McIntosh Jasper Arab Geiger Ashville Addison Faunsdale Rutledge Redstone Arsenal Dozier And Orange Beach Bessemer Prichard Billingsley Pollard Orrville Work Intercultural Institute rimes St. Florian Anniston Berry Gaylesville Troy Rosa Gu-Win Ro for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Florence Powell Newton Benton Taylor Tuscaloosa

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# Using the Demographic Indicators

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

#### Issues for Your Consideration

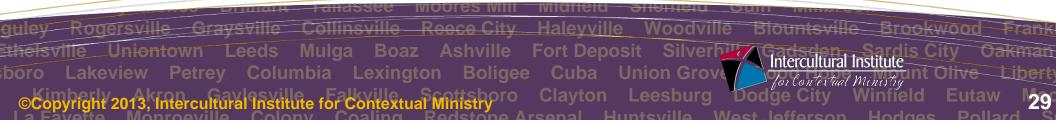
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing,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



# Using the Demographic Indicators

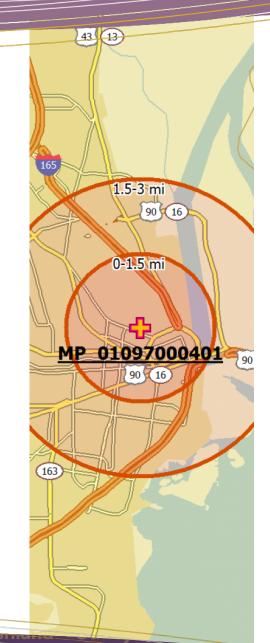
#### Issues for Your Consideration - continued

- 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.



Istock Florala <u>Muscle Shoals</u> Cullman Millport Flomaton Midland City Phil Campbell Lester Tuscaloosa Riverview Spanish Fort Reform Littleville Vernon Malvern Tuskegee Intercultural Institute Maplesville North Courtland New Hope Lake Purdy Talladega New Mark for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,053	100%	5,057	100%
AFFLUENT SUBURBIA	564	8%	453	8.96%
America's Wealthiest	564	8%	453	8.96%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	179	2.54%	120	2.37%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	179	2.54%	120	2.37%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	54	0.77%	38	0.75%
2nd City Homebodies	54	0.77%	38	0.75%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%
Urban Optimists Family Convenience	0 0	0% 0%	0 0	0% 0%

Blue Springs Goodwater Smoke Rise Chickasaw Valley Grande Kellyton North Johns Hamilton Alexand Chickasaw Valley Grande Kellyton North Johns Hamilton Alexand Luverne Shorter Oak Hill Oxford Oakman Clayhatchee Andaly <u>Intercultural Institute</u> Auburn Rehobeth Mobile River Falls Hodges Slocomb Cuba Rock <u>Intercultural Institute</u> Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,053	100%	5,057	100%
BLUE COLLAR BACKBONE	84	1.19%	56	1.11%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	15	0.21%	10	0.2%
Small Town Endeavors	69	0.98%	46	0.91%
AMER. DIVERSITY	25	0.35%	19	0.38%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	16	0.23%	12	0.24%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	9	0.13%	7	0.14%
METRO FRINGE	263	3.73%	180	3.56%
Steadfast Conservative	253	3.59%	173	3.42%
Moderate Conventionalists	10	0.14%	7	0.14%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Cardiff Lake Purdy Gadsdon Indian Springs Village Lake View Evergreen Talladega Springs Ragland Thurst Dodge City Pennington Grayson Valley Centre Gaylesville Dothar Intercultural Institute Homewood Hackleburg Leeds Dauphin Island Samson Susan Moore Convertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Burger Rise Excel Hartford Graysville Level Plains Clevela 32

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,053	100%	5,057	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,485	21.05%	1,100	21.75%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,478	20.96%	1,095	21.65%
Stable Careers	0	0%	0	0%
Aspiring Hispania	7	0.1%	5	0.1%
RURAL VILLAGES & FARMS	16	0.23%	9	0.18%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	10	0.14%	6	0.12%
Small Town Connections	6	0.09%	3	0.06%
Hinterland Fam.	0	0%	0	0%

Goshen Berry Stevenson Sumiton Pinson Brilliant Grayson Valley Onatchee West Blocton Black Stevenson Huguley Wilton Akron Gadsden Fairview Dadeville Intercultural Institute Franklin Dothan York Abbeville Eutaw Henagar Springville Munford For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-1.5 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHIds	0-1.5 HH & Percent		Unreached HH & Percent	
Total	7,053	100%	5,057	100%
STRUGGLING SOCIETIES	2,129	30.19%	1,444	28.55%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,115	29.99%	1,434	28.36%
College Town Communities	0	0%	0	0%
New Beginnings	14	0.2%	10	0.2%
URBAN ESSENCE	2,255	31.97%	1,638	32.39%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	1,200	17.01%	839	16.59%
Urban Diversity	0	0%	0	0%
New Generation Activists	42	0.6%	28	0.55%
Getting By	1,013	14.36%	771	15.25%
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%

lerwood-Petersville McDonald Chapel Red Bay Maplesville Evergreen Camp Hill Union Springs Pennington de Hammondville Northport Jemison Westover Meridianville Indian Spring Intercultural Institute Myrtlewood Allgood Crossville Summerdale Millport Pike Road Sylva for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Sardis City Montgomery Frisco City Mulga Hokes Blutt

# Identifying Focus Groups in this Location

Within the 0-1.5 mile, 1.5-3 mile and 3-7 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

#### Issues for Your Consideration

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

Gadsden Wilsonville Sylvania Creola Huguley Mount Vernon New Hope Collinsville Foley Franklin G Lewindesboro Margaret Killen Hollywood Memphis Centre Abbeville Intercultural Institute Vredenburgh Pine Apple Cullman Bear Creek Hartford Double Spring for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Robard Copyright 2013, Intercultural Institute for Contextual Ministry

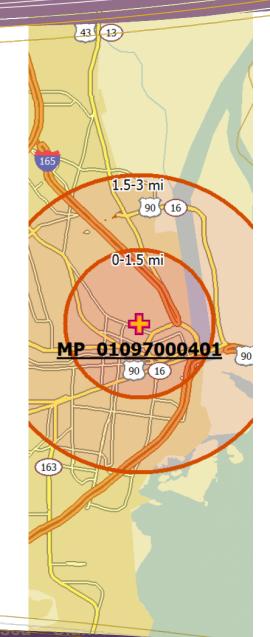
#### **Potential Cultural Bridges**

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

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

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

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



ectic Hobson City Shorter Atmore Gulf Shores La Fayette Bessemer Dothan Blue Springs Sardis City ton Belk West Point Good Hope Langston Cherokee Athens Lynn <u>Intercultural Institute</u> Apple Center son Excel Gordonville Decatur Bridgeport Morris Avon Muscle Shoal <u>Intercultural Institute</u> or Camden F Socopyright 2013, Intercultural Institute for Contextual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry Compyright 2013, Intercultural Institute for Contextual Ministry

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

3-7

MILES

21%

20%

18%

15% 11%

11%

11%

10%

10% 9%

IDGES	0-1.5	1.5-3	3-7	BRIDGES	
	MILES	MILES	MILES		
PC-HH Own	65%	62%	65%	Internet Use: News/ Weather	
se Comp. for Internet/E-mail	43%	41%	45%	Internet Use: Banking	
ternet Use: E-Mail	38%	35%	39%	Use Comp. for News/Info./Data	
e Comp. for Comp. Games	31%	30%	31%	Service	
se Comp. for Education	29%	28%	28%	PC-Network-HH Has One	
H Owns DVD Player	26%	24%	25%	Use Comp. for Filing/DB Mngmnt	
se Comp. for Word	25%	23%	27%	Use Comp. for Personal Financia	I
rocessing				Mngmnt	
se Comp. for Shopping	25%	22%	25%	Internet Use: Shopping: Gathered	b
se Comp. for Digital Camera	22%	21%	24%	Info. for Shopping	
noto Editing				Use Comp. for Accounting	
lse Comp. for Banking	22%	21%	23%	Internet Use: Research/ Education	n
				HH Owns Video/Webcam	



The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Listening To Music	67%	67%	67%
Reading Books	51%	49%	51%
Dining Out (Not Fast Food)	44%	43%	47%
Card Games	37%	34%	36%
Cooking for Fun	34%	32%	33%
Go To A Beach/Lake	28%	27%	29%
Board Games	26%	24%	26%
Gardening	23%	22%	24%
Visit Museum	18%	15%	17%
Going To	16%	17%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Any Ailment	65%	64%	65%
Gen./Fam. Practitioner	30%	31%	33%
Backache	22%	22%	21%
Dentist	22%	21%	23%
Hypertension/High Blood	21%	20%	20%
Pressure			
None Of These	20%	19%	20%
Eye Dr.	18%	18%	19%
High Cholesterol	16%	16%	16%
Acid Reflux Disease	14%	14%	14%
(GERD)			
Any Arthritis	14%	14%	14%

Alabaster Kinsey Arley Daviston Cardiff Auburn Lineville Needham Geraldine Belk Winfield Louisville Enterprise Adamsville Phenix City Decatur Lynn Union Forkland Rise Owens Cross Roads Maplesville Vredenburgh Underwood-Petersville for Contextual Ministry Carbon Hill Gaylesville Kinston Rehobeth Clio Gol 38

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Concert	26.4%	25.31%	26.16%
Live Theater	19.54%	17.86%	19.19%
Live Theater Most Often	14.98%	13.71%	14.85%
Rock/Pop Concerts Most	13.68%	13.41%	13.88%
Often			
Dance Performance	11.94%	11.78%	11.24%
Comedy Club	11.3%	10.63%	10.61%
Movies: Comedy	41.71%	42.48%	41.34%
Movies: Action/Adventure	40.89%	39.72%	38.95%
Movies: Drama	26.83%	26.84%	25%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Movies: Mystery	22.29%	21.09%	20.01%
Movies: Romantic Comedy	22.11%	22.13%	21.63%
Movies: Fam.	22.06%	22.31%	21.25%
College Football Reg.	4.83%	4.25%	4.75%
Season			
MLB Baseball Reg.	4.79%	4.97%	5.97%
Season			
NFL Football Reg. Season	4.54%	3.92%	4.8%
College Basketball Reg.	3.6%	3.57%	3.67%
Season			
NBA Basketball Reg.	3.34%	2.69%	2.95%
Season			
NHL Hockey Reg. Season	1.88%	1.84%	2.27%



The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7	В	BRIDGES	BRIDGES 0-1.5	BRIDGES 0-1.5 1.5-3
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	35.61%	34.23%	36.05%	N	Mountain/Road Biking	Mountain/Road Biking 8.72%	Mountain/Road Biking 8.72% 7.78%
Swimming	22.83%	21.15%	24.08%	V	Volleyball	Volleyball 8.42%	Volleyball 8.42% 8.05%
Bowling	18.68%	18.07%	19.32%	S	Softball	Softball 7.09%	Softball 7.09% 6.95%
Basketball	17.6%	16.78%	16.14%	Y	Yoga	Yoga 6.69%	Yoga 6.69% 6.43%
Jogging/Running	17.3%	16.63%	16.35%	Т	Tennis	Tennis 6.66%	Tennis 6.66% 5.95%
Billiards/Pool	16.42%	16.83%	17.05%	S	Soccer	Soccer 6.28%	Soccer 6.28% 5.47%
Weight Training	14.7%	13.01%	13.66%	R	Roller Skating	Roller Skating 6.18%	Roller Skating 6.18% 6.11%
Football	12.97%	12.93%	12%	С	Camping Trips	Camping Trips 6.13%	Camping Trips 6.13% 6%
Aerobics	11.86%	10.85%	10.82%	lo	Ice Skating	Ice Skating 6.02%	Ice Skating 6.02% 5.28%
Freshwater Fishing	11.84%	11.56%	12.73%	В	Backpacking/Hiking	Backpacking/Hiking 5.97%	Backpacking/Hiking 5.97% 4.9%
Using Cardio	10.99%	9.34%	10.71%	S	Saltwater Fishing	Saltwater Fishing 5.64%	Saltwater Fishing 5.64% 4.89%
Machine				P	Power Boating	Power Boating 5.11%	Power Boating 5.11% 4.29%
Baseball	10.87%	11.03%	11.17%	S	Snorkeling	Snorkeling 4.78%	Snorkeling 4.78% 4.06%
Stationary Cycling	10.76%	10.1%	10.65%	Т	Target Shooting	Target Shooting 4.73%	Target Shooting4.73%4.63%
Golf	8.84%	7.47%	9.15%				

eville Coaling Coffeeville Triana Lincoln Centreville Moores min Hytop Continue Langston Geiger Moody Pinckard Saraland Eclectic Carolina Leeds Midland City Columbia Intercultural Institute eville Coaling Coffeeville Triana Lincoln Centreville Kellyton Jackson for Contextual Ministry Coropyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Hunting	4.45%	3.88%	4.8%
Downhill & X-Country	4.33%	3.23%	3.63%
Skiing			
Jet Skiing	4.16%	3.73%	3.73%
Fly Fishing	4.12%	3.8%	3.84%
Canoeing/Kayaking	4.08%	3.45%	4.3%
Racquetball	4.08%	3.92%	4.05%
Skateboarding	3.82%	3.19%	3.06%
Motorcycling	3.75%	3.55%	4.1%
Hockey	3.52%	3.08%	3.27%
Horseback Riding	3.45%	3.2%	3.72%

BRIDGES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Snowboarding	3.39%	3.06%	3.02%
Water Skiing	3.34%	2.82%	3.13%
Snowmobiling	3.27%	2.87%	2.9%
Martial Arts	3.21%	2.35%	2.68%
Archery	3.13%	2.83%	3.22%
Sailing	3.06%	2.45%	2.54%
Rock Climbing	2.97%	2.77%	3.01%
Surfing & Windsurfing	2.91%	2.32%	2.32%
Auto Racing	2.62%	2.2%	2.6%
Rowing	2.39%	1.72%	1.97%

sville Pennington Arab Hillsboro Thomasville Abbeville Blue Ridge Tuscaloosa Glen Allen Gordo Kei Hoover Fruithurst Goodwater Attalla Piedmont Somerville Paint Rock Intercultural Institute Luverne Citronelle Selmont-West Selmont Butler Horn Hill Billingsl Confertual Ministry Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confertual Ministry Confertual Ministry Confertual Ministry Confertual Confertual Confertual Ministry Confertual Ministry Confertual Confertual Confertual Ministry Confertual Confertual Ministry Confertual Confertual Ministry Confertual Confertual Confertual Confertual Ministry Confertual Confertual Confertual Confertual Ministry Confertual Confertual Confertual Confertual Confertual Ministry Confertual Confertuation Confertuatin Confertuation Confertu

#### 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.

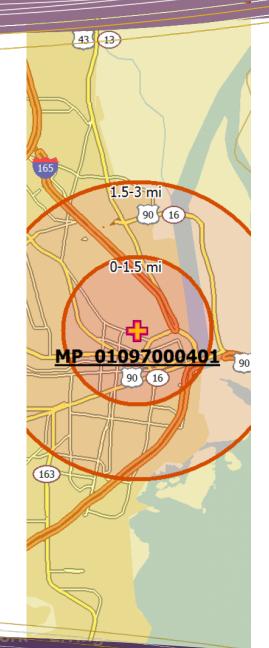
#### **BIBLICAL BARRIERS**

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.



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#### 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.

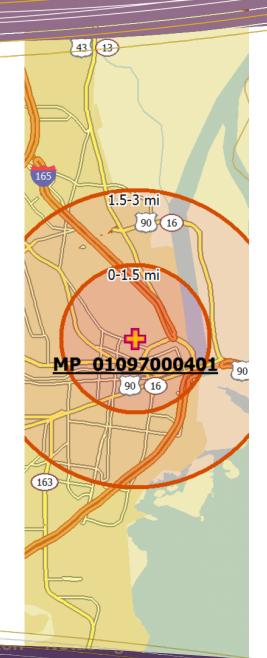
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Madison Ozark Butler North Johns Lake Purdy Pelham Fairfield Centre McMullen Garden City Ster Steele Owens Cross Roads Fairhope Guin Mignon Enterprise Selma Antiband Lake Maplesville t Vernon Coffee Springs Excel Grant Boaz Munford Vestavia Hills Me Jor Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Compassible Laborator Thomassille Correction Contextual Ministry

## **Potential Cultural Barriers:**

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES	BARRIERS	0-1.5 MILES	1.5-3 MILES	3-7 MILES
Important Continue Learning New Things	56%	55%	53%	Money Is Best Measure Of Success	23%	22%	23%
Speak My Mind Even If It Upsets People	41%	41%	39%	Marijuana Should Be Legalized Friends More Important Than	22% 21%	21% 20%	21% 22%
Like Control Over People And	40%	40%	38%	My Fam.			
Resources Find It Difficult To Say No To	35%	33%	33%	We Should Strive for Equality for All	21%	21%	19%
My Kids				Like To Pursue	18%	18%	18%
Don't Judge People/Way They Live Life	34%	35%	32%	Challenge/Novelty/Change Rarely Sit Down to a Meal	17%	16%	16%
Woman's Place Is In The Home	33%	33%	33%	Together At Home			
Too Much Sponsorship In Arts/Sports	32%	32%	29%	Only Work Current Job for The Money	17%	16%	16%
Prefer To Have Few Possessions As Possible	28%	27%	30%	Happy With My Standard Of Living	15%	14%	14%
I Am A Workaholic	27%	29%	25%	Very Happy With My Life As It	13%	13%	12%
If Won Lottery Would Never	26%	25%	25%	ls			
Work Again				On Whole People Get What	12%	13%	13%
Like To Do Unconventional	26%	25%	26%	They Deserve			
Things				I Am A Perfectionist	12%	11%	10%
Like to Stand Out In A Crowd	24%	24%	23%	Little I Can Do To Change My Life	10%	10%	9%

wee Columbia South Vinemont Wilton Theodore Susan Moore Montevalio Lowndesboro Oxford River Huntsville Troy Pleasant Groves Gilbertown Midway Pell City Black Intercultural Institute Demopolis Avon North Courtland Sumiton Rock Creek Langston Vinco Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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

43 13 1.5-3 mi 90 16 0-1.5 mi MP 01097000401 90 🚺 16

Altoona Robertsdale Baileyton Linden Arab Blountsville Ranburne Pleasant Grove Argo Elba Cull Loxiey Newbern Florala Onycha Atmore Pike Road Ethelsville Lovie Intercultural Institute Indian Springs Village Hodges Anderson East Brewton Kansa for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Cultural Themes:**

Extras

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

THEMES	0-1.5	1.5-3	3-7	THEMES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES		MILES	MILES	MILES
You Should Seize Opportunities In Life	58%	57%	57%	Looking for New Ideas To Improve Home	e 22%	22%	20%
Important To Respect Customs	54%	52%	54%	Like To Just Enjoy Life	20%	20%	21%
And Beliefs				Try Not To Worry About The	19%	19%	18%
Like To Understand About	39%	41%	40%	Future			
Nature				Worried About Pollution Caused	18%	16%	17%
Prefer Work Part Of Team Than	39%	38%	37%	By Cars			
Alone				Real Men Don't Cry	17%	17%	17%
Important To Juggle Various	36%	36%	34%	Is An Important Part Of Who I Am	15%	16%	16%
Tasks				Enjoy Spending Time With My	14%	13%	13%
Important Feel Respected By	35%	34%	34%	Fam.			
My Peers				Children Should Be Allowed To	8%	8%	8%
Good At Fixing Things	32%	33%	31%	Express Themselves			
Have Keen Sense Of Adventure	29%	30%	29%	Feel Very Alone In The World	7%	7%	7%
Prefer To Have Few	28%	27%	30%	Like Spending Most Time With	6%	5%	6%
Possessions As Possible				Fam.			
People Have To Take Me As	24%	23%	23%	Would Like To Set Up Own	5%	5%	5%
They Find Me				Business			
Consider Myself Interested In	24%	24%	23%	Decor Particular Interest To Me	4%	4%	4%
The Arts							
Provide My Kids With The Little	23%	23%	20%				

gewater Parrish valley North

Bayou La Batre Crange Beach Mignon Bear Creek Fort Deposit Winteld Lipscomb Detroit Opelika Lexington Piedmont Livingston Chelsea Sylacauga Summerdale Grayer Intercultural Institute Kellyton Arab Needham Hillsboro Snead Clayton Ashville Gord for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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

st Blocton Hillsboro Gordon Springville Columbia Sumiton New Market Killen Red Level Haleyville A ten Coosada Rock Creek Childersburg Waterloo Millport Alexander Contextual Institute untain Brook Eclectic Brantley Baileyton Birmingham Aliceville Hackle Contextual Ministry © Copyright 2013, Intercultural Institute for Contextual Ministry

43 13

1.5-3 mi

0-1.5 mi

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90 16

90

90 16

### **Potential Shared Places:**

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

3-7

MILES

17.72%

18.75%

16.22%

15.59%

14.91%

13.73%

13.67%

12.95%

13.67%

12.34%

13.11%

13.18%

1.5-3

**MILES** 

17.95%

17.97%

17.23%

15.84%

14.88%

14.12%

14.95%

12.95%

14.82%

12.84%

13.65%

14%

PLACE	0-1.5	1.5-3	3-7	PLACE	0
	MILES	MILES	MILES		N
Fast Food/Drive-In	84.62%	84.07%	83.69%	Red Lobster	1
Restaurant-Visit Any				Olive Garden	1
Fam. Restaurants/Steak	71.97%	70.89%	73.06%	Domino's Pizza	1
Houses-Visit Any				Dairy Queen	1
McDonald's	53.82%	53.59%	53.8%	IHOP (International House Of	1
Burger King	38.81%	39.32%	38.97%	Pancakes)	
Kentucky Fried Chicken (KFC)	36.83%	36.47%	33.57%	TGI Friday's	1
Wendy's	30.83%	31.66%	30.71%	Golden Corral	1
Subway	29.18%	28.29%	28.03%	Chick-Fil-A	1
Taco Bell	24.65%	24.78%	25.23%	Dunkin' Donuts	1
Pizza Hut	23.93%	23.85%	22.94%	Church's Fried Chicken	1
Applebee's	23.77%	22.89%	24.16%	Outback Steakhouse	1
Arby's	19.24%	18.58%	19.14%	Sonic	1
Popeyes	18.73%	19.17%	15.86%		

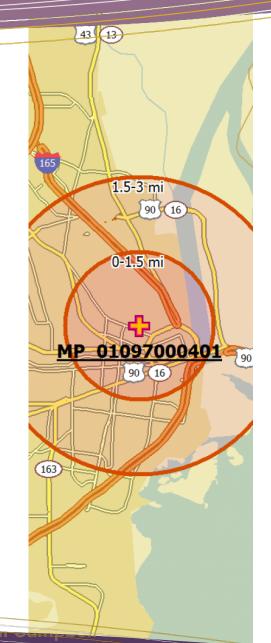
Moores Mil nstitute ntercultura Svlvania Huntsville Ministry Intercultural Institute for Contextual 48

#### **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!



Eutaw Selma Cusseta Madrid Glenwood Taylor Newville Butler Helena Mountain Brook Mignon B He Hoover Albertville Hartselle Florence Heath Cedar Bluff Geraldine Intercultural Institute ga Sand Rock Hayneville Elmore Coffee Springs Kennedy Ashland To Confertual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Voted in fed/state/local election	39.45%	38.28%	40.78%
Recycled products	22.94%	21.15%	24.9%
Worked as volunteer (non political)	11.64%	11.08%	12.62%
Engaged in fund raising	10.44%	10.55%	11.01%
Religious club member	7.72%	7.1%	7.19%
Church Board	6.33%	5.85%	5.56%

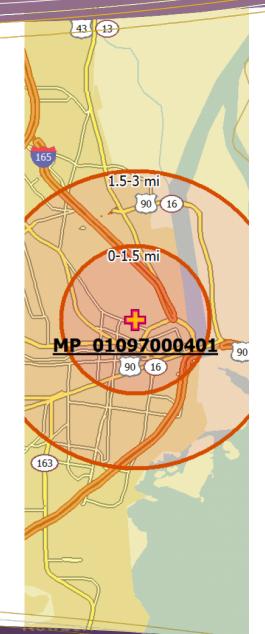
PROJECTS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Took active part in local civic issue	5.17%	4.81%	4.96%
Wrote to elected offcl about publ bus	4.49%	4.33%	4.85%
Charitable Organization	4.43%	4.15%	4.62%
Wrote to editor of mag or newspaper	4.3%	4.32%	4.78%
Union member	3.99%	3.61%	4.06%
Addressed a public meeting	3.88%	3.62%	3.9%

Columbia Rainsville Coffee Springs Oakman Ridgeville Brighton Pelham Selmont West Selmont Co Bridge Attalla Geneva Coosada Reece City Town Creek Fruithurst Har Dodge City Opelika Leig port Guntersville Fort Deposit Newville Cherokee Waldo Linden Rive for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Hollywood Holly Pond Oak Grove Allocod New Hone

#### **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.



Brilliant Roanoke Edwardsville Sanford Pell City Epes Brent Trussville Rockford White Hall Elbert Gantt Killen Oakman McMullen Thorsby Phil Campbell Eufau Intercultural Institute Mentone Brookside Section Falkville Tuscaloosa Susan Moore Please Intercultural Institute ville Moundvill Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BOOKS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Novel	13.34%	12.49%	13.92%
Children's Books	12.64%	12.36%	12.46%
Religious (not Bibles)	9.63%	9.37%	9.32%
Cookbooks	8.48%	8.03%	8.66%
Mystery	8.32%	8.46%	9.59%
Romance	6.83%	7.24%	7.19%
Biography	6.01%	5.54%	6%
Personal/Business	5.67%	5.33%	5.88%
Self-help			
Mail order	5.42%	5.51%	5.35%

MAGAZINES	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Newspaper Distributed	66.39%	65.49%	66.76%
Gen. Editorial	54.58%	52.65%	50.95%
Womens	47.1%	44.98%	44.08%
Service	29.48%	28.46%	29.98%
Business/Finance	21.25%	18.73%	18.35%
Music	21.05%	20.49%	18.43%
Mens	18.83%	18.82%	18.87%
Parenthood	15.35%	15.03%	14.4%
Sports	14.44%	13.81%	14.53%



### Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Gen. News	45.79%	45.67%	48.2%
Classified	31.48%	32.88%	33.27%
Sport	28.39%	28.79%	30.09%
Editorial Page	23.49%	22.78%	24.74%
Business/Finance	23.36%	22.33%	24.41%
Movie Listings & Reviews	23.07%	22.71%	24%
TV/Radio Listings	21.61%	20.98%	21.75%
Comics	21.36%	21.59%	23.25%
Food/Cooking	21.35%	20.14%	21.52%
Home/Gardening	16.94%	15.99%	17.65%
Fashion	16.53%	15.77%	15.69%
Travel	15.83%	14.85%	16.36%
Science/Technology	13.01%	11.85%	13.59%

RADIO	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Urban Contemporary	44.9%	43.77%	36.4%
CHR Contemp Hit Radio	16.61%	16.06%	17.29%
Jazz	11.65%	9.75%	8.23%
Adult Contemporary	10.82%	10.6%	12.32%
Variety	10.33%	10.03%	9.5%
Oldies	9.27%	9.28%	9.76%
Gospel	8.57%	8.29%	6.75%
All News	7.93%	6.35%	6.3%
Country	7.92%	8.86%	11.23%
News/Talk	6.33%	5.81%	7.5%
Soft Contemporary	5.01%	4.69%	5.08%
Alternative	4.9%	5.02%	6.17%
Rock	4.82%	5.53%	7.49%
Religious	4.5%	4.3%	4.89%
Classic Rock	3.8%	4.04%	5.57%
All Talk	3.31%	3.2%	3.67%
Sports	3.26%	2.9%	3.2%
Classical	3.14%	2.52%	2.8%

Ville Pine Ridge Indian Springs Village Pinson Triana Twin Gordo Georgiana Providence Skyline Ros Edgewater Luverne Selma Lake Purdy Huntsville Lowndesboro Lester Intercultural Institute okee Ridgeville Winfield Carbon Hill Dutton Woodville Millry La Fayet for Contextual Ministry to Copyright 2013, Intercultural Institute for Contextual Ministry of Georgiana Providence Skyline Ros Copyright 2013, Intercultural Institute for Contextual Ministry of Georgiana Providence Skyline Ros Solution Reserved Providence Selma Lake Purdy Huntsville Lowndesboro Lester Intercultural Institute for Contextual Ministry of Contextual Ministry of Georgiana Providence Reform River Falls

#### **Potential Multimedia Content:**

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

		MULTIMEDIA: TV 0-1.5	MULTIMEDIA: TV 0-1.5 1.5-3
MILES MILES MILES		MILES	MILES MILES
Fox News Channel         58.29%         57.58%         58.34%	ESPN2	ESPN2 24.11%	ESPN2 24.11% 23.46%
Soapnet 48.72% 48.6% 48.85%	Nick At Nite	Nick At Nite 23.67%	Nick At Nite 23.67% 22.78%
Other Video-On-Demand 48.25% 46.6% 43.4%	BET (Black Entertainment	BET (Black Entertainment 23.59%	BET (Black Entertainment 23.59% 24.68%
Satellite Dish         45.9%         45.43%         46.49%	TV)	TV)	TV)
Subscribe Digital Cable         33.73%         32.12%         31.84%	TCM (Turner Classic	TCM (Turner Classic 23.48%	TCM (Turner Classic 23.48% 23.3%
Sci-Fi Channel 32.4% 31.76% 32.18%	Movies)	Movies)	Movies)
MSNBC 32.13% 32.15% 31.42%	Hallmark Channel	Hallmark Channel 23.04%	Hallmark Channel 23.04% 22.06%
Adult Pay Per View TV 28.87% 27% 27.53%	ABC Fam.	ABC Fam. 22.73%	ABC Fam. 22.73% 22.35%
Comedy Central 27.42% 25.55% 27.38%	TV Info From Monthly Cable	TV Info From Monthly Cable 21.88%	TV Info From Monthly Cable 21.88% 22.14%
TV Info From Sunday TV 26.02% 25.86% 26.46%	Guide	Guide	Guide
Magazine	TV Info From Other	TV Info From Other 21.4%	TV Info From Other 21.4% 21.52%
Nickelodeon 25.09% 25.03% 24.89%	The Golf Channel	The Golf Channel 21.15%	The Golf Channel 21.15% 19.24%
TV Info From Newspapers 24.72% 24.58% 24.73%	Lifetime	Lifetime 20.9%	Lifetime 20.9% 20.74%
	USA Network	USA Network 20.54%	USA Network 20.54% 19.87%

Troy Heath Sardis City Dodge City Hanceville Harvest Columbia Lowndesboro Pell City Point Clear Pinson Guntersville Petrey Repton Butler Henagar West Jefferson City Manlesville Guin H Rock Tillmans Corner Bessemer Section Killen Enterprise Rogersville Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

TV Land

19.45%

19.98%

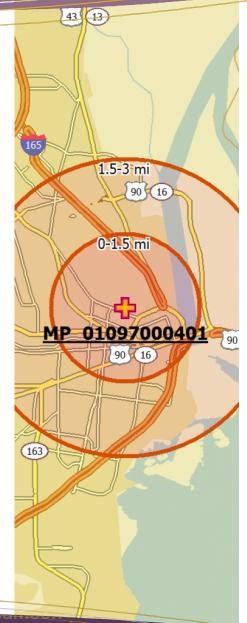
18.43%

#### **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.



Huntsville <u>Camp Hill</u> Repton <u>Belk Rehobeth</u> Columbia Fort Deposit Hoover Madrid New Market Hoover Madrid New Market Hoover Madrid New Market Hoover Springs Valley Head Lanett Decatur Coffee Springs Kennedy Midler Intercultural Institute Dora McKenzie Skyline Irondale Leighton Southside Meridianville <u>JorConfextual Ministry</u> Grimes Dodge Copyright 2013, Intercultural Institute for Contextual Ministry Ariton Athens Daphne Sylacauga Saks Waterloo 55

# Potential Print Media Usage:

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

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	15.98%	15.07%	16.3%
Medium Users (4-6)	8.09%	7.62%	8.44%
Light Users (1-3)	17.48%	17.97%	19.23%
Quintiles (20%)			
Newspaper I (Heavy)	1.05%	1.11%	1.22%
Newspaper II	1.76%	1.67%	1.78%
Newspaper III	2.15%	2.56%	2.6%
Newspaper IV	0.35%	0.42%	0.43%
Newspaper V (Light)	0.99%	1.25%	1.12%

MEDIUM	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	22.55%	24.44%	23.27%
Magazines II	10.49%	10.99%	10.61%
Magazines III	11.31%	12.03%	11.46%
Magazines IV	14.32%	15.95%	14.89%
Magazines V (Light)	0.95%	0.89%	0.81%
Outdoor I (Heavy)	9.62%	9.48%	8.86%
Outdoor II	5.77%	5.81%	4.98%
Outdoor III	6.24%	6.58%	5.91%
Outdoor IV	16.75%	16.66%	16.39%
Outdoor V (Light)	24.86%	23.67%	23.69%
Yellow Pages I	16.14%	16.85%	16.17%
(Heavy)			
Yellow Pages II	9.39%	9.07%	8.33%
Yellow Pages III	11.51%	11.8%	10%
Yellow Pages IV	24.12%	25.45%	24.19%
Yellow Pages V	5.8%	6.3%	5.57%
(Light)			

kyline Pleasant Grove Waverly Brookwood Woodstock Columbia Linden Montevalle Rosa Ashville Rosa Ashville Rosa E bertsdale Loachapoka Jasper Camp Hill Rehobeth Butler Belk Mount <u>Intercultural Institute</u> Tallassee B ter Collinsville Gordonville Repton Kellyton Susan Moore Silverhill Daviston for Contextual Ministry de Daviston Copyright 2013, Intercultural Institute for Contextual Ministry Sardis City Citronelle Riverview Sweet Water Forestd 56

# Potential Multimedia Usage

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

EDIUM 0-1.5 1.5-3 3-7 MI	EDIUM	EDIUM 0-1.5
MILES MILES MILES		MILES
adio Drive Time Quntiles TV Prime	Time Quntiles (fifths	Time Quntiles (fifths
fths / 20%) / 20%)		
rive Time I & II (Heavy) 3.08% 3.56% 3.82% Prime Time I &	II (Heavy)	II (Heavy) 3.98%
rive Time III (Medium) 1.06% 1.35% 1.3% Prime Time III (Me	dium)	dium) 1%
adio IV & V (Light) 3.16% 3.7% 3.65% Prime Time IV & V (I	Light)	Light) 12.44%
adio Media Quntiles (fifths / TV Early/Late Fringe	Quntiles	Quntiles
0%) (fifths / 20%)		
adio I & II (Heavy) 12.67% 13.61% 12.29% Fringe I & II (Heavy)		38.28%
adio III (Medium) 3.76% 4.09% 4.28% Fringe III (Medium)		53.61%
adio IV & V (Light) 4.51% 4.5% 4.36% Fringe IV (Light)		54.28%
able TV Quntiles (fifths / TV All Day Quntiles (fifth	s /	s /
20%)		
able I & II (Heavy) 11.51% 10.54% 11.09% All Day I & II (Heavy)		18.4%
able III (Medium) 6.08% 6.24% 5.66% All Day III (Medium)		25.14%
able IV & V (Light) 39.85% 39.67% 37.24% All Day IV (Light)		23.04%

Geneva Langston Fort Payne Clanton Alexander City Henagar Maytown Graysville Town Creek Gr Jacksons' Gap Cullman Lake Purdy Union Gardendale Opp Colony Intercultural Institute Sust Fork Brewton Underwood-Petersville New Market Sylvan Springs Por Joi Contestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.57%	10.68%	11.15%
6:00am - 10:00am	17.21%	17.28%	17.27%
10:00am - 3:00pm	17.01%	16.55%	14.45%
3:00pm - 7:00pm	18.18%	19.49%	17.88%
7:00pm - Midnight	12.23%	12.49%	12.25%
Midnight - 6:00am	10.5%	10.05%	8.83%
Weekend Radio			
Listeners			
Dayparts [summary]	15.31%	15.21%	14.79%
6:00am - 10:00am	3.32%	3.14%	3.45%
10:00am-3:00pm	6.72%	6.12%	6.32%
3:00pm - 7:00pm	10.32%	9.58%	9.07%
7:00pm - Midnight	11.69%	12%	10.98%
Midnight - 6:00am	16.96%	16.49%	15.1%

USAGE	0-1.5	1.5-3	3-7
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.74%	6.13%	6.37%
Saturday:	8.98%	9.26%	8.98%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.37%	9.58%	9.1%
9:00am-1:00pm	23.67%	22.78%	22.15%
9:00am-4:00pm	27.9%	26.49%	25.86%
4:00pm-7:00pm	30.28%	30.09%	29.48%
11:00pm-1:00am	42.62%	42.21%	40.57%
AVG Prime time	6.49%	6.28%	5.33%
Mon-Sun			

Alabaster Walnut Grove Greenville Chickasaw Hodges Hytop Ethelsville Pollard Hollywood Ashford Spanish Fort Atmore Brilliant Pine Hill Millbrook Parrish Southside Intercultural Institute Grand Bay East Brewton Prichard Fyffe Midland City Cedar Bluff W Intercultural Institute Arab Chatom Copyright 2013, Intercultural Institute for Contextual Ministry

# Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-1.5 miles, 1.5-3 miles, 3-7 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-1.5	1.5-3	3-7	TV VIEWERS	TV VIEWERS 0-1.5	TV VIEWERS 0-1.5 1.5-3
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.69%	18.2%	17.62%	Sat: 7-10am	Sat: 7-10am 16.98%	Sat: 7-10am 16.98% 17.15%
7-9am	24.11%	23.46%	23.57%	Sat: 10am-1pm	Sat: 10am-1pm 10.53%	Sat: 10am-1pm 10.53% 10.93%
9am-12noon	15.87%	15.15%	15.49%	Sat: 1-4pm	Sat: 1-4pm 23.22%	Sat: 1-4pm 23.22% 23.09%
12noon-4pm	12.03%	11.34%	10.37%	Sat: 4-6pm	Sat: 4-6pm 7.98%	Sat: 4-6pm 7.98% 8.09%
4-6pm	48.52%	46.1%	45.55%	Sat: 6-7pm	Sat: 6-7pm 1.47%	Sat: 6-7pm 1.47% 1.56%
6-7pm	16.34%	16.1%	16.5%	Sat: 7-8pm	Sat: 7-8pm 1.19%	Sat: 7-8pm 1.19% 1.2%
7-7:30pm	1.63%	1.59%	1.59%	Sat: 8-11pm	Sat: 8-11pm 8.98%	Sat: 8-11pm 8.98% 9.26%
7:30-8pm	10.94%	10.5%	10.28%	Sat: 11pm-1am	Sat: 11pm-1am 7.39%	Sat: 11pm-1am 7.39% 7.69%
8-11pm	6.74%	6.13%	6.37%	Sat: 1am-7pm	Sat: 1am-7pm 20.54%	Sat: 1am-7pm 20.54% 19.87%
11pm-12am	32.13%	32.15%	31.42%	Sun: 7-10am	Sun: 7-10am 2.34%	Sun: 7-10am 2.34% 2.16%
11pm-1am	42.62%	42.21%	40.57%	Sun: 10am-1pm	Sun: 10am-1pm 4.93%	Sun: 10am-1pm 4.93% 5.04%
1-6am	32.46%	30.6%	30.51%	Sun: 1-4pm	Sun: 1-4pm 4.32%	Sun: 1-4pm 4.32% 4.58%
				Sun: 4-7pm	Sun: 4-7pm 11.22%	Sun: 4-7pm 11.22% 11.42%
				Sun: 7-11pm	Sun: 7-11pm 9.37%	Sun: 7-11pm 9.37% 9.58%
				Sun: 11pm-1am	Sun: 11pm-1am 6.13%	Sun: 11pm-1am 6.13% 6.27%
				Sun: 1-7am	Sun: 1-7am 19.11%	Sun: 1-7am 19.11% 19.33%

Boaz Frisco City Sand Rock Muscle Shoals Harpersville Sulligent La Fayette Libertyville Trafford West gham Pisgah Ranburne Mountain Brook Lineville Rogersville Pelham Intercultural Institute City Huntsville Gulf Shores Kennedy McMullen Hytop Allgood Fruit for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Description Grove Atmore Hurtsboro Skyline Pine Ridge

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

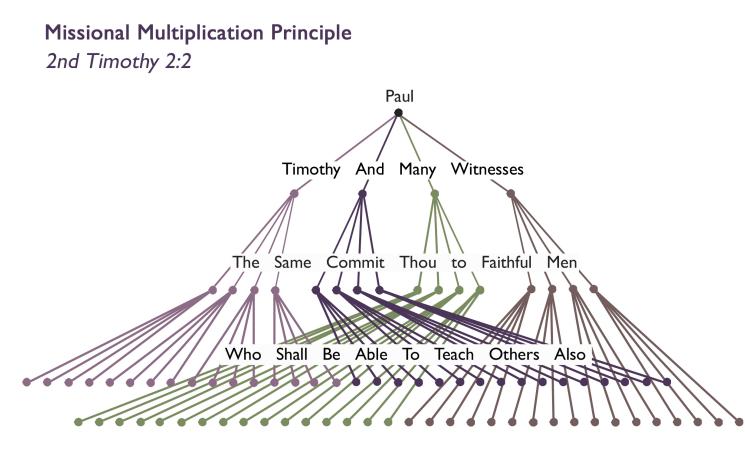
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



## **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.





## **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.



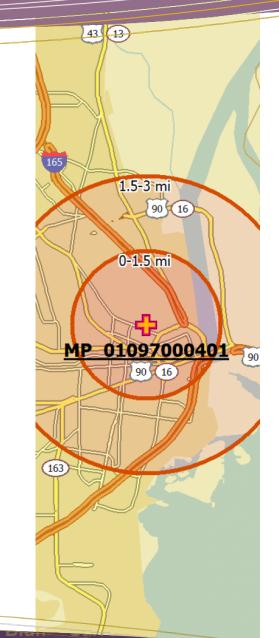


#### Your MissionSite and the Missional Suite

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



nd Gadsden Lockhart Guin Dothan Bayou La Batre Lakeview Harpersville Littleville Pickensville Pine Vellow Bluff Thomasville Castleberry Fulton Kinston Beatrice Sulligent Intercultural Institute Beaverton Ashville Grant Lexington Brantley Blue Springs Hunts for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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	Mobile First	806 Government St	1.06 mi	254	Plateauing
		Mobile, AL 36602			0
2	Providence	2155 Dauphin St Mobile, AL 36606	2.12 mi	6	Declining
3	Springhill Avenue	2651 Spring Hill Ave Mobile, AL 36607	2.53 mi	88	Growing
4	New Liberty Park	654 Rice St Mobile, AL 36607	3.14 mi	30	Growing
5	New Home	1226 Neely Ave Prichard, AL 36610	3.27 mi	0	Plateauing
6	Sage Avenue	150 S Sage Ave Mobile, AL 36606	3.45 mi	218	Declining
7	Central	998 Dauphin Island Pkwy Mobile, AL 36605	3.48 mi	58	Plateauing
8	Zion	P.O. Box 6200 Mobile, AL 36660	3.86 mi	76	Declining
9	Dauphin Way	3661 Dauphin St Mobile, AL 36608	4.16 mi	884	Growing
10	Chickasaw First	92 5th St Chickasaw, AL 36611	4.68 mi	155	Declining
11	Snow Road First	2370 Snow Rd N Semmes, AL 36575	4.73 mi	126	Growing
12	West Chickasaw	452 Thompson Blvd Chickasaw, AL 36611	4.83 mi	68	Plateauing
13	Spring Hill	2 McGregor Ave S Mobile, AL 36608	4.99 mi	1,067	Plateauing
14	Fulton Road	1800 Dauphin Island Pkwy Mobile, AL 36605	5.15 mi	195	Plateauing
15	Manor	1604 Navco Rd Mobile, AL 36605	5.20 mi	177	Declining

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

			DIOTANOS		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Government Street	3401 Government Blvd Mobile, AL 36693	5.20 mi	382	Plateauing
17	Navco	1719 Navco Rd Mobile, AL 36605	5.43 mi	53	Declining
18	Myers Memorial	307 S Shelton Beach Rd Mobile, AL 36613	5.94 mi	194	Declining
19	Azalea City Fellowship	274 Jackson Dr Mobile, AL 36609	6.36 mi	0	Plateauing
20	Highpoint	2421 Lott Rd Eight Mile, AL 36613	6.44 mi	198	Growing
21	Azalea	4050 Halls Mill Rd Mobile, AL 36693	6.56 mi	99	Declining
22	Riverside	3130 Dauphin Island Pkwy Mobile, AL 36605	6.60 mi	140	Declining
23	Emmanuel	5601 Zeigler Blvd Mobile, AL 36608	6.65 mi	96	Plateauing
24	Moffett Road	5555 Moffett Rd Mobile, AL 36618	6.68 mi	432	Plateauing
25	Cottage Hill	PO Box 9129 Mobile, AL 36691	6.69 mi	1,825	Declining
26	Forest Hill	P O Box 180114 Mobile, AL 36618	6.77 mi	35	Plateauing
27	Airport Boulevard	6301 Airport Blvd Mobile, AL 36608	7.02 mi	118	Plateauing
28	Ebenezer	5051 Ébenezer Dr Mobile, AL 36609	7.03 mi	0	Plateauing
29	North Mobile First	1251 Industrial Pkwy Saraland, AL 36571	7.06 mi	1,227	Declining
30	Shiloh	717 Cleveland Rd Saraland, AL 36571	7.08 mi	419	Declining

n Ohatchee Kellyton Houlton Black Montgomery Excel Clayton Chelsea Sylvan Springs Margaret G el Louisville Phenix City Wilsonville Talladega Cottonwood Hobson Cher Lackson Sheffield Cowarts eport Edwardsville Hillsboro Madrid Faunsdale Pleasant Grove Gulf Show Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Berean	3709 Alba Club Rd Mobile, AL 36605	7.59 mi	46	Declining
32	Calvary	2105 Boykin Blvd Mobile, AL 36605	7.63 mi	19	Declining
33	New Hope	6390 Old Shell Rd Mobile, AL 36608	7.70 mi	44	Declining
34	College Park	5860 College Pkwy Mobile, AL 36613	7.73 mi	246	Growing
35	Parkway Southern	1612 Staples Rd Mobile, AL 36605	7.79 mi	32	Declining
36	Hillcrest	1204 Hillcrest Rd Mobile, AL 36695	8.15 mi	70	Declining
37	International	5651 Cottage Hill Rd. Mobile, AL 36609	8.18 mi	55	Growing
38	Faith	P.O. Box 851208 Mobile, AL 36685	8.22 mi	89	Growing
39	Gateway	PO Box 483 Saraland, AL 36571	8.39 mi	177	Declining
40	New Pilgrim Missionary	PO Box 402 Saraland, AL 36571	8.50 mi	90	Growing
41	Orchard	6960 Overlook Rd Mobile, AL 36618	8.70 mi	254	Declining
42	Bayou Sara	12 Bayou Sara Ave Saraland, AL 36571	8.75 mi	307	Growing
43	New Generation	1350 Cody Rd N Mobile, AL 36608	8.75 mi	120	Growing
44	New Jerusalem	7220 1st St Mobile, AL 36608	8.93 mi	50	Plateauing
45	Crosspoint	256 Dogwood Dr Mobile, AL 36609	8.94 mi	75	Plateauing

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