MissionSite top unreached locations

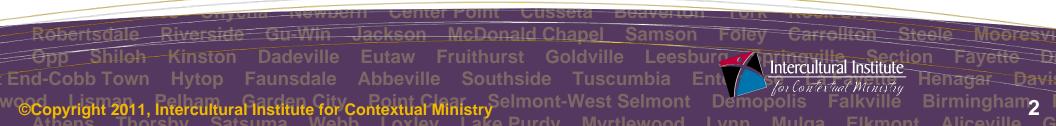
West Point Springville Moores Mill Monroeville Greensboro New Brockton Hanceville Notasulga Jasper Vredenburgh Triana Snead Multiply nedy Woodstock Douglas Grayson V Rogersv^{Congregational} ale Maplesville Repton Spanish Fort In partnership with the: Center Point Decatur Lineville Kimb Intercultural Institute Parrish Carolina I for Contextual Ministry Julga Detroit Valley Grand Alabama Baptist Convention Underwood-Peter Vina Anniston Nectar Kellyton Southside State Board of Missions Holt Steele Gilbertown Vina Hillsboro ©Copyright 2011, Intercultural Institute for Contextual Ministry atchee

SARALAND, AL

CENSUS TRACT: 01097005700 REGION: Gulf Coast Region DISTRICT: 07: Gulf Coast District Fyffe Newton L COUNTY: Mobiletion Bridgeport MoSITESCAPE: TownscapeWestover DENNITY PATTERN: I3usan Moore Natural Bridge Guntersville Yellow Bluff Odenville Aliceville M

MissionSite (TM) Table of Contents

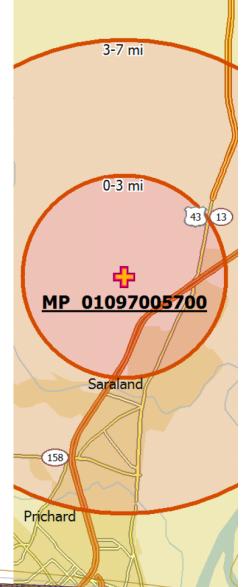
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Site Location Summary

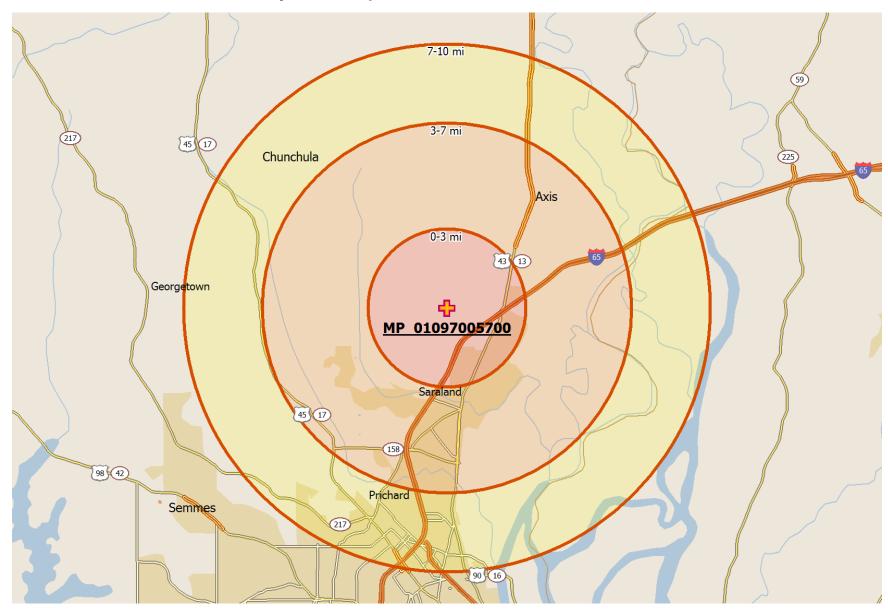
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0105	Gulf Coast Region
2	Association	1530	Mobile
3	District	07	Gulf Coast District
4	County Location	01097	Mobile
5	Zipcode	36571	Mobile
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	13	50000-50000-50000



Summerdale Fort Rucker Libertyville Rosa Akron Carrollton Brewton Berry Bessemer Mountain B Ariton Waverly Madrid Ohatchee Redstone Arsenal Coaling Provider Intercultural Institute Gurley Heflin Citronelle Thomaston Wadley Fort Deposit Glenwood for Contextual Institute ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



ernon Marion Union Ranburge Slocomb Alexandria Trafford Lincoln Morris Bay Minette Killen Leig Hanceville Opelika Epes Owens Cross Roads Babbie Glenwood Har Hebson City Clanton Pled Dothan Winfield Providence Kinston Pike Road Flomaton Ashlan Contextual Ministry Purdy Springy Copyright 2011, Intercultural Institute for Contextual Ministry Geopyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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 Locale	21	Suburb: Large: Territory outside a principal city and inside an urbanized area with
	Codes		population of 250,000 or more.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Copyright 2011, Intercultural Institute for Contextual Ministry Browton, Kennedy, Nectar, Meridianville, Town Creek

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,688	19,900	19,353
2010 Households	1,692	7,723	7,348
2010 Group Quarters Population	0	30	372

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	23	18	31
Language Diversity National Index	6	16	9
Foreign Born Diversity National Index	65	66	64
Ancestry Diversity National Index	52	39	3
Racial Diversity National Index	27	44	62

Bayou La Batre Contreville Edwardsville Rock Mills Epes Huntsville Guin Valley Head Cardiff Grand Red Bay Brewton Clayton Clanton Talladega Springs Coosada Red Intercultural Institute Gordonville Dozier Loxley Brundidge West Blocton Colony Ardmore For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Concord Dothan New Market Phenix City Lowndes 60

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

Twin Epes Greensboro Rainsville Trinity Dayton Blue Springs Hazel Green Boaz Sweet Water Har Glencoe Moundville Mooresville Magnolia Springs Childersburg Piedra Intercultural Institute Intercultural Institute Frisco City Mon Ceville Attalla Gantt Camden County Line Detroit Gadsden Talladega (Soutestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	494	29.2%
Mainstay Communities	Established, Diverse Households	595	35.17%
Working Communities	Blue-collar, Working Families	232	13.71%
Country Communities	Rural, Agri. & Mining Families	169	9.99%
Aspiring Communities	Young Singles / Aspiring-Multihousing	161	9.52%
Urban Communities	High Density, Inner-city Neighborhoods	41	2.42%

outhside Gilbertown Walnut Grove Owens Cross Roads Union Grove Sipsey Talladega Detroit Luverne Trafford Addison Altoona Falkville Thomasville Hytop Hazel Green Intercultural Institute Ctar Monroeville Allgood Brookside Adamsville Argo Attalla Ohatche for Contextual Ministry Contextual Ministry Edwardsville E Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Johns Boligee Triana Dora Sheffield Cullman Cherokee Fairview Adamsville Gordon Pisgah Alexa Elmore Wedowee Dauphin Island Alabaster Eutaw Coosada Sylvania Intercultural Institute ba Midfield Tuscaloosa Millry Mount Vernon Smiths Station Monroeville For Contextual Ministry Head Franklin ©Copyright 2011, Intercultural Institute for Contextual Ministry Chelsea Piedmont Glenwood Flomaton Twin Wge

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?

Sipsey Eutaw Lake Purdy Vredenburgh Hollywood Jacksonville Bessemer Butler Bay Minette Akron A Graysville Huguley Gaylesville Thomasville Lincoln Rutledge Ony<u>er Neotham Magnolia Springs</u> ytown Madrid Greenville Hanceville Epes Ardmore Redstone Arsenal For Contextual Ministry it Copyright 2017, Intercultural Institute for Contextual Ministry Dodge City Vance Muscle Shoals Lakeview Allgood 10

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	108,949	1,126	1.03%
Unreached %	68.52%	66.55%	97.12
Religious But NOT Evangelical HH	31,903	264	0.83%
Religious But NOT Evangelical %	20.06%	15.6%	77.75
Spiritual But NOT Relig or Evang HH	14,612	195	1.33%
Spiritual But NOT Relig or Evang %	9.19%	11.53%	125.43
Not Evangelical, Not Interested HH	63,325	669	1.06%
Not Evangelical, Not Interested %	39.82%	39.53%	99.25



The Wilsonville Hackleburg Rainsville Eutaw Concord Locust Fork Calera Bakerhill Camden Mountain Union New Market Taylor River Falls Moody Huguley Gadsden Trinker Intercultural Institute Indian Springs Village Tuscumbia South Vinemont Vernon Huntsville Revealed For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Convertion Provide Files Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	111	2	1.8%
Active ALSBOM Attenders	20,766	138	0.66%
Active Evangelical Households	28,249	319	1.13%
Active Evangelical Percent	17.77%	18.88%	106.26
Inactive Evangelical Households	21,812	247	1.13%
Inactive Evangelical Percent	13.72%	14.58%	106.26
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Creola First	2.36 mi	85	Growing	16	Smithtown	8.06 mi	46	Declining
2	Forest Lawn	2.94 mi	53	Growing	17	Shadow Lawn	8.65 mi	69	Declining
3	Satsuma First	3.01 mi	368	Plateauing	18	Chickasaw First	8.82 mi	155	Declining
4	Axis First	4.25 mi	42	Plateauing	19	West Chickasaw	8.99 mi	68	Plateauing
5	Saraland	4.48 mi	99	Plateauing	20	Myers	9.23 mi	194	Declining
6	Lafitte	4.54 mi	211	Declining	21	Highpoint	9.89 mi	198	Growing
7	Bayou Sara	4.60 mi	307	Growing	22	Spice Pond	10.14 mi	45	Declining
8	New Pilgrim Missionary	4.83 mi	90	Growing	23	Indian Springs	10.51 mi	130	Declining
9	Gateway	4.94 mi	177	Declining	24	New Home	11.09 mi	0	Plateauing
10	Shiloh	6.30 mi	419	Declining	25	Shalom	11.10 mi	22	Growing
11	Turnerville	6.64 mi	123	Plateauing	26	Lambert Grove	11.53 mi	28	Plateauing
12	North Mobile First	6.69 mi	1,227	Declining	27	Gulfcrest	12.06 mi	46	Plateauing
13	College Park	7.00 mi	246	Growing	28	Haven Woods	12.22 mi	295	Growing
14	Kushla - Bethany	7.43 mi	140	Growing	29	Georgetown	12.22 mi	84	Declining
15	Chunchula	7.69 mi	32	Declining	30	Snow Road First	12.41 mi	126	Growing

Midfield Ranburne Sweet Water Heflin Glenwood Epes Alabaster Fayette Collinsville Excel Made City Oak Grove Lake View Garden City Ashland Eclectic Eufaula Win Intercultural Institute Somerville Cherokee Brent Dauphin Island Mount Vernon Detroit Beau for Confertual Ministry Garde Eloral Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.

Chelsea

Itural Institute for Contextual Ministry wee

Cottonwood

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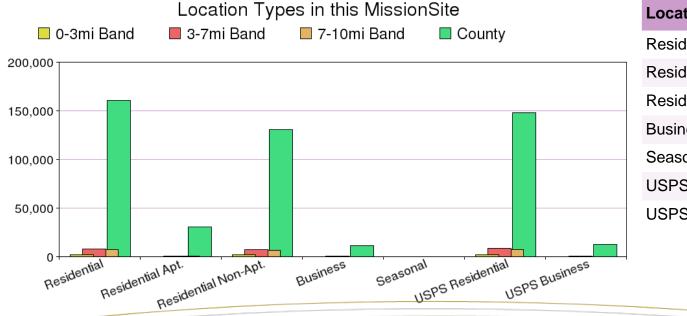
ntercultura

Phenix Citv

Coffee Sprin

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

EMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	378,643	3,715	0.98%
2000 Population	399,843	4,597	1.15%
2010 Population	414,958	4,688	1.13%

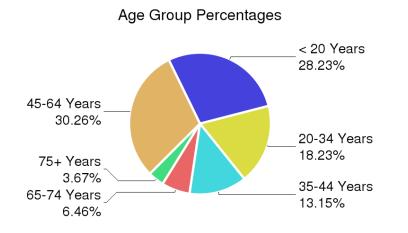


Location Type	0-3mi Band
Residential	1,810
Residential Apt.	109
Residential Non-Apt.	1,701
Business	58
Seasonal	0
USPS Residential	1,832
USPS Business	74

Leasant Groves <u>Clio Huntsville Clay Opp Hartselle</u> Heflin Mosses Thorsby Coosada Elberta Locust Gordo St. Florian Parrish Orrville Pike Road Springville Sylvan Spring Halovville York Thomasville Uniontown Rosa Hurtsboro Beaverton Littleville Monroeville Taylor Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

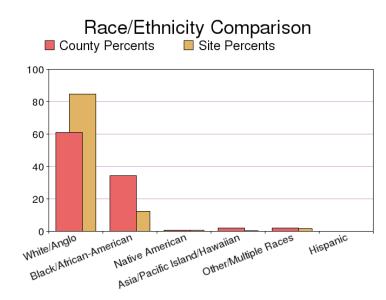


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	5.38%	95.39
4-5 Years	2.84%	2.67%	94.01
6-8 Years	4.26%	4.48%	105.16
9-11 Years	4.2%	4.33%	103.1
12-13 Years	2.77%	3.01%	108.66
14-17 Years	5.61%	5.44%	96.97
18-19 Years	2.82%	2.94%	104.26
0-5 Years	8.48%	8.04%	94.81
6-12 Years	9.85%	10.32%	104.77
13-19 Years	9.82%	9.88%	100.61
< 20 Years	28.15%	28.24%	100.32
20-34 Years	20.87%	18.24%	87.4
35-44 Years	12.34%	13.16%	106.65
45-64 Years	25.37%	30.27%	119.31
65-74 Years	7.33%	6.46%	88.13
75+ Years	5.95%	3.67%	61.68
Median Age	36	35	97.88
Median Age (Male)	34	34	99.41
Median Age (Female)	37	36	97.75

Athens Haleyvine Lecoboling Inclusing Onion Grove Athens Haleyvine Lecoboling Interview Scottsberg Heridian Springs Village Petrey Opelika Allgood Brent Pollard Unionter Intercultural Institute Deatsville Evergreen Addison Hollywood Talladega Faunsdale Sumitor Confectual Ministry Confectual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	60.89%	84.77%	139.21
Black, African-American	34.22%	12.48%	36.47
Native American	0.65%	0.77%	118.5
Asian	2.04%	0.43%	20.87
Pacific Island, Hawaiian	0.06%	0.02%	36.73
Other/Multiple Races	2.13%	1.54%	71.94
Hispanic	0%	1.32%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	269,273	3,092	
Less than 9th Grade	4.45%	3.75%	118.71
No High School Diploma	11.96%	10.87%	110.08
High School Graduate	36.67%	40.65%	90.21
Some College, no degree	20.09%	19.5%	103.02
Associate Degree	7.13%	8.15%	87.48
College Degree	12.88%	11.64%	110.59
Graduate/Prof. degree	6.82%	5.43%	125.44

Pollard Newton Cusseta Lisman Silas Carolina Florence Fairfield Columbia Silverhill Oakman Ha Ozark Clio Walnut Grove Summerdale Waterloo Anderson Northport Intercultural Institute Miton Holt Chelsea Falkville Louisville Attalla Homewood Hollywood Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	11.51%	6.32%	60.14
\$10,000 to \$19,999	14.11%	8.39%	59.49
\$20,000 to \$29,999	11.52%	8.33%	72.33
\$30,000 to \$49,999	21.61%	19.21%	88.9
\$50,000 to \$59,999	8.36%	10.28%	122.98
\$60,000 to \$69,999	6.81%	8.81%	129.3
\$70,000 to \$79,999	5.96%	10.58%	177.47
\$80,000 to \$89,999	4.77%	9.16%	192.25
\$90,000 to \$99,999	3.13%	5.67%	181.31
\$100,000 to \$124,999	5.73%	7.51%	131
\$125,000 to \$149,999	2.66%	2.19%	82.11
\$150,000 to \$199,999	1.96%	1.95%	99.37
\$200,000 to \$249,999	0.58%	0.47%	80.84
\$250,000 or more	1.29%	0.95%	73.46
Median Household	40,934	57,641	140.81
Average Household	55,556	64,662	116.39
Per Capita Household	21,806	23,338	107.03
Family/Non-Family Household			
Income			
Median Family Income	49,929	62,652	125.48
Average Family Income	65,093	70,429	108.2
Median Non-Family Income	24,963	36,338	145.57
Average Non-Family Income	35,120	39,664	112.94

plesville Natural Bridge Hackleburg Slocomb Epes Kinsey Mosses Eclectic Anderson Bayou La Batre and Pinson Talladega Springs Vernon Moundville New Site Lockhart Provide Intercultural Institute Stevenson Pine Apple Midway Sheffield Sand Rock Carolina Edgewater for Confectual Ministry Concepting 2011, Intercultural Institute for Contextual Ministry Concepting 2011, 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 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	68.18%	79.61%	116.76
Families with Children	34.85%	39.07%	112.09
Families without Children	33.33%	40.54%	121.65
Non-Family Households			
% Non-Family Households	31.82%	20.39%	64.08
Non-Families with Children	0.39	0.24	61.12
Non-Families without Children	31.43	20.15	64.12
Housing Units			Index
Total Housing Units	184,922	1,890	
Vacant percent	14.01%	10.53%	75.14
Owned percent	59.01%	77.46%	131.26%
Rented Percent	26.97%	12.01%	44.53
Households by Size			Index
Avg household size	2.55	2.77	108.63
Avg family hh size	3.21	3.20	99.69
Avg non-family hh size	1.13	1.10	97.35
Households By Count of Persons			Percent
One	44,731	308	0.69%
Two	47,363	513	1.08%
Three or Four	50,565	710	1.4%
Five+	16,351	161	0.98%

Babbie Frisce City Andalusia Thorsby Adamsville Enterprise Creola Excel Florala Langston Midla Buga Springs Rogersville Headland Decatur Jackson Woodland Bridgeport Leath Kansas Hackleburg burgh Holly Pond Phil Campbell Sipsey Silas Citronelle Grimes Arab for Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

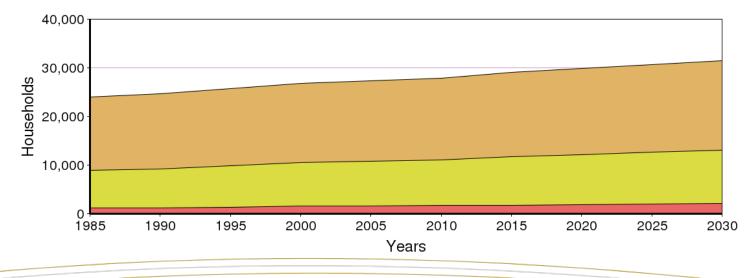
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	378,643	3,715	0.98%
2000 Population	399,843	4,597	1.15%
2010 Population	414,958	4,688	1.13%
2015 Population	431,103	4,845	1.12%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

🔲 0-10mi Ring



Robertsdale Piedmont Sumiton Montgomery Red Bay Sheffield Half Intercultural Institute Theodore Gard Northport Selma Courtland Pinckard Walnut Grove Napier Field Hun for Confectual Ministry Confectual Ministry Hollywood Fairview Tallassee Pine Apple Marion 20 Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

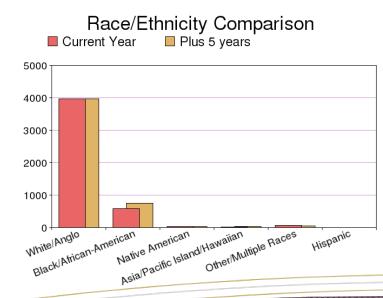
45-64 Years 29.32% 75+ Years 4.31% 65-74 Years 8.01%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.38%	4.71%	87.55
4-5 Years	2.67%	2.41%	90.26
6-8 Years	4.48%	4.29%	95.76
9-11 Years	4.33%	4.44%	102.54
12-13 Years	3.01%	3.12%	103.65
14-17 Years	5.44%	5.33%	97.98
18-19 Years	2.94%	2.91%	98.98
0-5 Years	8.04%	7.12%	88.56
6-12 Years	10.32%	10.26%	99.42
13-19 Years	9.88%	9.82%	99.39
< 20 Years	28.24%	27.2%	96.32
20-34 Years	18.24%	17.81%	97.64
35-44 Years	13.16%	13.37%	101.6
45-64 Years	30.27%	29.33%	96.89
65-74 Years	6.46%	8.01%	123.99
75+ Years	3.67%	4.31%	117.44
Median Age	36	36	99.41
Median Age (Male)	34	35	102.08
Median Age (Female)	37	36	97.72

Georgiana Jacksons Gap Muscle Shoals Grimes Vredenburgh Fayette Midland City Brockside Cross Leachapoka North Courtland Selma Holt Wedowee Dora Phenix City Intercultural Institute leyton Woodville Mountainboro Cordova Theodore Coker Childersburg for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	84.77%	81.75%	96.44
Black, African-American	12.48%	15.52%	124.38
Native American	0.77%	0.74%	96.76
Asian	0.43%	0.76%	179.01
Pacific Island, Hawaiian	0.02%	0.04%	193.52
Other/Multiple Races	1.54%	1.16%	75.26
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,092	3,252	
Less than 9th Grade	3.75%	2.92%	77.87
No High School Diploma	10.87%	9.26%	85.18
High School Graduate	40.65%	43.05%	105.9
Some College, no degree	19.5%	18.76%	96.18
Associate Degree	8.15%	8.92%	109.42
College Degree	11.64%	11.62%	99.83
Graduate/Prof. degree	5.43%	5.47%	100.74

rley Bessemer Hartford Shiloh Cherokee Pleasant Grove Monroeville Gu-Win Holly Pond Dothan Per-Castleberry Citronelle Abbeville Gaylesville Powell Margaret Cusseta More Riverview Hillsbore Castleberry Citronelle Abbeville Gaylesville Powell Margaret Cusseta More Riverview Hillsbore Castleberry Citronelle Abbeville Gaylesville Powell Margaret Cusseta More Riverview Hillsbore Castleberry Citronelle Abbeville Gaylesville Powell Margaret Cusseta Cusseta Contextual Institute Banks Curley Geneva Oakman Decatur Mosses Irondale Coffee S 22

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	6.32%	5.27%	83.37
\$10,000 to \$19,999	8.39%	7.8%	92.89
\$20,000 to \$29,999	8.33%	7.35%	88.17
\$30,000 to \$49,999	19.21%	19.63%	102.2
\$50,000 to \$59,999	10.28%	9.81%	95.44
\$60,000 to \$69,999	8.81%	8.75%	99.35
\$70,000 to \$79,999	10.58%	10.77%	95.43
\$80,000 to \$89,999	9.16%	10.1%	103.47
\$90,000 to \$99,999	5.67%	6.17%	108.74
\$100,000 to \$249,999	7.51%	8.52%	113.58
\$125,000 to \$149,999	2.19%	2.3%	105.16
\$150,000 to \$199,999	1.95%	1.96%	100.65
\$200,000 to \$249,999	0.47%	0.56%	118.62
\$250,000 or more	0.95%	0.79%	83.03
Median Household	57,641	61,092	105.99
Average Household	64,662	68,624	106.13
Per Capita Household	23,338	25,254	108.21
Family/Non-Family Household			
Income			
Median Family Income	62,652	66,051	105.43
Average Family Income	70,429	74,896	106.34
Median Non-Family Income	36,338	39,378	108.37
Average Non-Family Income	39,664	43,001	108.41

ead Oakman Ohatchee Mountainboro Oneonta Sipsey Mount Olive Vestavia Hills Harvest Albertville Hater Georgiana Maplesville Henagar Anniston Triana Morris Prichard Intercultural Institute Oothan Trafford Town Creek Muscle Shoals Graysville Rockford Carroll for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Market Market Mountainboro Oneonta Sipsey Mount Olive Vestavia Hills Harvest Albertville Coopyright 2011, Intercultural Institute for Contextual Ministry Market Market Mountainboro Oneonta Sipsey Mount Olive Vestavia Hills Harvest Albertville Coopyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	79.61%	78.01%	98
Families with Children	39.07	37.13	95.04
Families without Children	40.54	40.94	100.98
Non-Family Households			
% Non-Family Households	20.39%	21.99%	107.82
Non-Families with Children	0.24	0.34	107.82
Non-Families without	20.15	21.65	107.42
Children			
Housing Units			
Total Housing Units	1,890	1,999	105.77%
Vacant percent	10.53%	10.81%	102.62
Owned percent	77.46%	76.79%	99.13
Rented Percent	12.01%	12.41%	103.29
Households by Size			
Avg household size	2.77	2.72	98.19%
Avg family hh size	3.20	3.18	99.38%
Avg non-family hh size	1.10	1.08	98.18%
Households By Count of			
Persons			
One	308	366	118.83%
Two	513	543	105.85%
Three or Four	710	710	100%
Five+	161	164	101.86%

New Hope White Hall Hartford Newton Pine Apple Woodstock Southside Gadsden Childersburg Mayle egee Nauvoo Oak Hill Allgood Pine Hill Montevallo Talladega Springs Hoover Faunsdale Dodge City Twin Ranburne Ridgeville Moores Mill KieCopyright 2011, Intercultural Institute for Contextual Ministry Alabaster Emelle Albertville Blountsville Gu-Wi

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	42	168	198		Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	5	5	17	Μ	liddle Africa	liddle Africa 0	liddle Africa 0 0
Western Europe	5	31	21	Nor	thern Africa	thern Africa 0	thern Africa 0 0
Southern Europe	0	0	6	South	nern Africa	nern Africa 0	nern Africa 0 0
Eastern Europe	0	16	16	Weste	rn Africa	rn Africa 0	rn Africa 0 0
Other Europe	0	0	0	Other A	frica	frica 0	frica 0 8
Eastern Asia	7	7	7	Oceania		0	0 0
So. Central Asia	0	22	0	Caribbean	1	n 3	n 3 5
SE Asia	9	22	46	Central Am	er.	ier. 8	ner. 8 36
Western Asia	0	0	0	South Ame	rica	rica 0	rica 0 6
Other Asia	0	0	0	North Amer	ica	ica 5	ica 5 10
				Born at sea		0	0 0

Odge City Oakman Pleasant Grove Pleasant Groves Sylvan Springs Waldo Attalla Oneonta Riverside A th Courtland Allgood Akron Samson Sardis City Brilliant Elberta Oxford Southside Castleberry Hana Shorter Snead Madison Grimes Wilton Moody Pennington Fairfiel for Contextual Ministry the Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Mi

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	8,041	13,682	18,306	Other Indo-Euro	0	0	0
Spanish	139	156	380	Asian/PI languages	0	0	0
Other Indo-Euro	55	277	188	Chinese	0	14	0
language	55	211	100	Japanese	0	30	7
French (incl. Patois,	23	107	84	Korean	0	0	0
Cajun)	23	107	04	Mon-Khmer,	0	0	0
French Creole	0	0	7	Cambodian	0	0	0
Italian	0	8	3	Miao, Hmong	0	0	0
Portuguese	0	6	5	Thai	0	0	0
German	19	63	66	Laotian	0	0	28
Yiddish	0	0	0	Vietnamese	0	66	11
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	4	4		6	6	0
	0	4	4	Tagalog Other Pacific Is	0		
Language	0	e	0		-	0	5
Greek	2	6	0	Other languages	3	0	19
Russian	0	12	4	Navajo	0	0	0
Polish	2	4	0	Other Native N.	0	0	0
Serbo-Croatian	0	11	15	American	<u> </u>		<u>^</u>
Other Slavic Language	9	6	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	3	0	7
Persian	0	0	0	Hebrew	0	0	12
Gujarathi	0	27	0	African languages	0	0	0
Hindi	0	23	0	Other unspecified	0	0	0
Urdu	0	0	0				

Saraland Grayson Valley Cedar Bluff Bayou La Batre Valley Head Collinsville Bessemer Falkville Jemis Childersburg Gantt Headland Grimes Blue Ridge New Brockton Europhie Intercultural Institute ter West End-Cobb Town Newville Cowarts Avon Cordova Brookside for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	5,559	9,406	14,344	Irish	Irish 717	Irish 717 1,007
Arab	6	8	4	Italian	Italian 81	Italian 81 81
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	3	0	0	Norwegian	Norwegian 13	Norwegian 13 24
British	4	6	9	Polish	Polish 10	Polish 10 32
Canadian	6	6	23	Portuguese	Portuguese 0	Portuguese 0 15
Croatian	2	9	14	Romanian	Romanian 0	Romanian 0 0
Czech	9	0	50	Russian	Russian 14	Russian 14 8
Czechoslovak	4	6	0	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	7	6	16	Scotch-Irish	Scotch-Irish 178	Scotch-Irish 178 258
Dutch	41	74	62	Scottish	Scottish 107	Scottish 107 264
English	554	833	854	Slovak	Slovak 7	Slovak 7 27
European	59	61	72	Subsaharan African	Subsaharan African 33	Subsaharan African 33 97
Finnish	0	0	0	Swedish	Swedish 28	Swedish 28 20
French (not Basque)	91	150	167	Swiss	Swiss 0	Swiss 0 3
French Canadian	3	17	37	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	351	574	543	US/American	US/American 1,861	US/American 1,861 2,976
Greek	6	19	37	Welsh	Welsh 10	Welsh 10 32
Hungarian	3	5	5	West Indian	West Indian 0	West Indian 0 4
Iranian	0	0	1	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,351	Other 1,351 2,784

y Line Summerdale Owens Cross Roads Brilliant Castleberry Daleville Kennedy Centre Riverside New Union Grove Ragland Henagar Leeds Cuba Nectar Sand Rock Enternation Intercultural Institute Imbia Falkville Allgood McIntosh Albertville Edgewater Cowarts Mou for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Banks

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

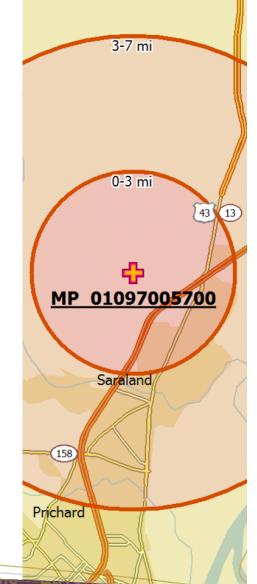
Issues for Your Consideration - continued

- 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?

Coaling Lexington Garden City Mooresville Lakeview Parrish Ashford Sylvania Hazel Green Goshen Min Newville Geneva Red Level Colony Chatom Glencoe Lanett Moure Intercultural Institute Intercultural Institute of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Wsville Steele Opelika Union Springs Monroeville McKenzie Rainbow City Alabaster Phil Campbell Glei Killen Helena Fort Rucker Hokes Bluff Maytown Tarrant Fyffe Ward Intercultural Institute man Auburn Pine Apple Red Bay Albertville Demopolis Midfield Ather Intercultural Institute Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,692	100%	1,128	100%
AFFLUENT SUBURBIA	176	10.4%	122	10.82%
America's Wealthiest	0	0%	0	0%
Dream Weavers	6	0.35%	4	0.35%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	170	10.05%	118	10.46%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	318	18.79%	214	18.97%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	318	18.79%	214	18.97%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	595	35.17%	386	34.22%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	377	22.28%	246	21.81%
Urban Optimists	11	0.65%	8	0.71%
Family Convenience	207	12.23%	132	11.7%
Mid-Market Enterprise	0	0%	0	0%

ega Springs Point Clear Powell Dauphin Island Centre Brighton Goshen Beaverton West Point Saks in Funtsville Dutton Gulf Shores Eutaw New Market McIntosh Oder Repton Kansas Wetumpka a Avon Satsuma Somerville Atmore Level Plains Hytop Pike Road for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,692	100%	1,128	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	0	0%	0	0%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	232	13.71%	159	14.1%
Steadfast Conservative	232	13.71%	159	14.1%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Fort Payne Montgomery Parrish Banks Jacksonville Ranburne Lester McMullen Dora Smoke Rise Wile Oneonta Libertyville Moody Taylor Slocomb Dothan Petrey Plant Contextual Institute ine Hill Samson Hillsboro Garden City Cedar Bluff Center Point Troy Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Inter

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,692	100%	1,128	100%
REMOTE AMERICA	169	9.99%	99	8.78%
Hardy Rural Fam.	3	0.18%	2	0.18%
Rural Southern Living	166	9.81%	97	8.6%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	161	9.52%	119	10.55%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	161	9.52%	119	10.55%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

d-Cobb Town Berry Pleasant Grove Billingsley Newton Crossville Aliceville Samson East Brewton Mo attesville Town Creek Edwardsville Collinsville Guntersville Loxley Open Sanaland Pinson Cuba Daviston Dauphin Island Waterloo Deatsville Pinckard Union Spring for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry uga Scottsboro Rosa Kinsey Langston Libertyville 33

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,692	100%	1,128	100%
STRUGGLING SOCIETIES	33	1.95%	23	2.04%
Rugged Southern Style	1	0.06%	1	0.09%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	32	1.89%	22	1.95%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	8	0.47%	6	0.53%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	3	0.18%	2	0.18%
Urban Diversity	5	0.3%	4	0.35%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Moores Mill Pleasant Grove Blue Springs Rock Creek Hayden Mosses Union Springs Camden Dora Na Tana Smiths Station Guin Hodges Grayson Valley Citronelle Ardmore Intercultural Institute Muscle Shoals Crossville Leeds Double Springs Webb Pisgah Syla Gor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Pinckard Falkville Shoffield Brent Harvest Coffeeville

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Lakeview Underwood Petersville North Johns Susan Moore Midway Hobson City Riverview Saraland Sipsey Taylor Nectar Gardendale Reece City York Holly Pond Davister Intercultural Institute atsville Carbon Hill Glencoe Ranburne Brighton Brilliant Blountsville ©Copyright 2011, Intercultural Institute for Contextual Ministry Borg Pine Bidge Dozier Needbar Opeonta Brundidge

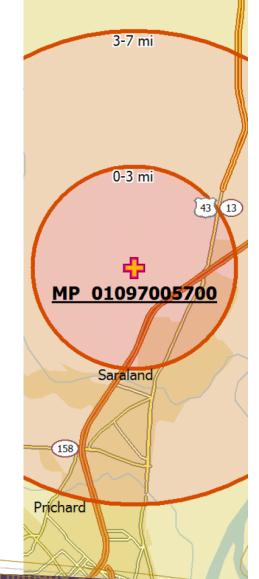
Potential Cultural Bridges

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).



McDonald Chapel Jacksons Gap Clio Elberta Mosses Autaugaville Pinckard Robertsdale Geraldine Harvest Holly Pond Gadsden Gainesville Cordova Libertyville Pollar Intercultural Institute Indale West Point Coaling Grimes Hurtsboro Killen Florence Goshen Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	84%	80%	75%
Use Comp. for Internet/E-mail	68%	63%	56%
Internet Use: E-Mail	56%	51%	46%
Use Comp. for Word Processing	45%	40%	35%
Use Comp. for Comp. Games	44%	42%	38%
Use Comp. for Shopping	41%	37%	32%
Use Comp. for Digital Camera	39%	34%	30%
Photo Editing			
Use Comp. for Banking	38%	33%	29%
Use Comp. for Education	36%	33%	31%
HH Owns DVD Player	32%	28%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	31%	28%	25%
Internet Use: Banking	31%	27%	24%
Use Comp. for News/Info./Data	26%	23%	21%
Service			
PC-Network-HH Has One	21%	19%	17%
Use Comp. for Accounting	17%	14%	13%
Use Comp. for Personal Financial	16%	13%	12%
Mngmnt			
Internet Use: Shopping: Gathered	15%	12%	12%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	14%	12%	11%
Internet Use: Shopping: Made A	13%	11%	10%
Purchase			
Internet Use: Travel Reservations	12%	9%	8%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	69%	67%	68%
Dining Out (Not Fast	62%	58%	54%
Food)			
Reading Books	53%	52%	51%
Card Games	44%	43%	41%
Go To A Beach/Lake	41%	36%	33%
Gardening	37%	36%	32%
Cooking for Fun	37%	35%	35%
Board Games	36%	34%	32%
Visit Zoo	22%	20%	19%
Visit Museum	21%	19%	18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	43%	43%	40%
Dentist	29%	28%	26%
Backache	23%	23%	23%
Eye Dr.	21%	21%	21%
None Of These	20%	19%	19%
Hypertension/High Blood	18%	20%	20%
Pressure			
High Cholesterol	18%	18%	18%
Acid Reflux Disease (GERD)	15%	15%	15%
Overweight (30 Pounds Or	15%	15%	14%
More)			

ock Louisville Sheffield Gardendale Mignon Camp Hill Brantley Petrey Milliport Oakman Winfield Ste the Vincent Cuba Beatrice Hartselle Walnut Grove Sylvan Springs Intercultural Institute Thomaston Tarrant Gordo Thomasville Littleville Summerdale Revealed Notasulga Eldridge Somer 38 sde Copyright 2011, Intercultural Institute for Contextual Ministry Product City Mount Olive Decature Scottsborre Holly Pond New Hone Linden Livingston Red Level Breact

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

7-10

MILES 19.68% 20.08% 17.2% 6.78% 5.8% 5.18%

3.63%

2.92%

3%

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3
	MILES	MILES	MILES		MILES
Concert	29.12%	26.95%	26.27%	Movies: Romantic Comedy	20.97%
ive Theater	21.25%	19%	18.4%	Movies: Drama	19.59%
ive Theater Most Often	17.73%	15.75%	14.85%	Movies: Mystery	16.24%
Rock/Pop Concerts Most	15.52%	14.42%	14.04%	MLB Baseball Reg. Season	9.59%
Often				NFL Football Reg. Season	8.05%
Comedy Club	10.51%	9.51%	9.83%	College Football Reg.	6.98%
Country Concerts Most	8.38%	7.34%	6.09%	Season	
Often				College Basketball Reg.	4.71%
Novies: Comedy	42.22%	39.78%	39.48%	Season	
Movies: Action/Adventure	40.81%	38.41%	38.45%	NBA Basketball Reg.	4.29%
lovies: Fam.	21.85%	20.3%	20.59%	Season	
				Auto Racing Events	3.97%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	41.71%	40.31%	38.35%	Hunting	Hunting 11.13%	Hunting 11.13% 11.17%
Swimming	37.81%	34.55%	31.03%	Football	Football 10.8%	Football 10.8% 10.31%
Bowling	23.81%	22.54%	22.08%	Target Shooting	Target Shooting 10.37%	Target Shooting 10.37% 10.27%
Freshwater Fishing	21.17%	20.43%	18.84%	Backpacking/Hiking	Backpacking/Hiking 10.09%	Backpacking/Hiking 10.09% 9.59%
Billiards/Pool	21.05%	19.81%	18.86%	Aerobics	Aerobics 9.5%	Aerobics 9.5% 9.16%
Weight Training	18.34%	16%	14.82%	Saltwater Fishing	Saltwater Fishing 9.36%	Saltwater Fishing 9.36% 8.44%
Camping Trips	17.28%	16.74%	14.45%	Power Boating	Power Boating 8.87%	Power Boating 8.87% 8.21%
Basketball	16.09%	15.34%	15.66%	Softball	Softball 8.75%	Softball 8.75% 8.52%
Golf	15.48%	13.63%	11.84%	Volleyball	Volleyball 8.74%	Volleyball 8.74% 9.22%
Using Cardio Machine	15.28%	13.57%	12.32%	Motorcycling	Motorcycling 7.37%	Motorcycling 7.37% 7.04%
Jogging/Running	15.04%	14.1%	14.74%	Tennis	Tennis 7.13%	Tennis 7.13% 6.64%
Mountain/Road Biking	13.57%	12.81%	11.4%	Canoeing/Kayaking	Canoeing/Kayaking 7.1%	Canoeing/Kayaking 7.1% 6.98%
Stationary Cycling	11.9%	11.47%	10.91%	Soccer	Soccer 6.92%	Soccer 6.92% 6.98%
Baseball	11.78%	11.57%	11.76%	Yoga	Yoga 6.66%	Yoga 6.66% 6.41%

Hollywood Hodges Forkland Reece City Florence Tallassee Pinckard Collinsville Union Grove Indian well Alexander City Creola Locust Fork Jasper Chatom Aliceville Gold Intercultural Institute oresville Gulf Shores Moody Steele Southside Geraldine Leeds South for Contextual Ministry Copyright 2011, 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 - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Horseback Riding	6.45%	6.29%	5.63%	Snowmobiling	Snowmobiling 3.92%	Snowmobiling 3.92% 3.98%
Roller Skating	5.36%	5.41%	5.64%	Snowboarding	Snowboarding 3.5%	Snowboarding 3.5% 3.21%
Snorkeling	5.33%	4.64%	4.16%	Rock Climbing	Rock Climbing 3.43%	Rock Climbing 3.43% 3.35%
Archery	5.22%	5.22%	4.7%	Skateboarding	Skateboarding 3.15%	Skateboarding 3.15% 3.09%
Jet Skiing	4.86%	4.34%	3.99%	Sailing	Sailing 3.08%	Sailing 3.08% 2.94%
Ice Skating	4.76%	4.78%	4.78%	Rowing	Rowing 3%	Rowing 3% 2.79%
Fly Fishing	4.75%	4.54%	4.48%	Hockey	Hockey 2.98%	Hockey 2.98% 3.48%
Downhill & X-Country	4.65%	4.36%	3.94%	Martial Arts	Martial Arts 2.92%	Martial Arts 2.92% 3.06%
Skiing				Auto Racing	Auto Racing 2.88%	Auto Racing 2.88% 3.21%
Water Skiing	4.29%	4.18%	3.75%	Surfing & Windsurfir	Surfing & Windsurfing 2.83%	Surfing & Windsurfing 2.83% 2.49%
Racquetball	3.99%	4.12%	4.29%			

South Vinemont Anderson Brent Thomaston Geiger Sardis City Sumiton Paint Rock Saks Excel La Sons Gap Ladonia Butler Gulf Shores Clayton Geraldine Highland Lake <u>Intercultural Institute</u> Newbern Mulga Pike Road Opp Jackson Odenville Double Springs <u>Jor Contextual Ministry</u> Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

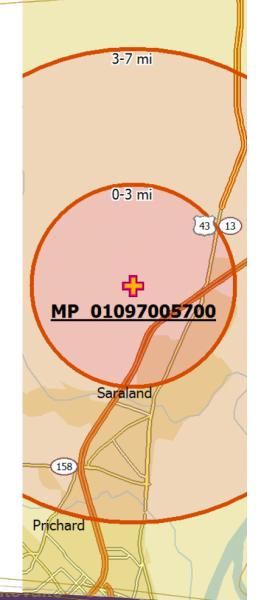
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Nector Silverhill Irondate Cleveland Greensboro Union Grove Decatur Cordova Clayhatchee Leesburg Hie McMullen Guin Scottsboro Daleville Sipsey Gainesville Lipscombo Intercultural Institute Altoona Hillsboro Brighton Fruithurst Vance Elmore Foley Dutton Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

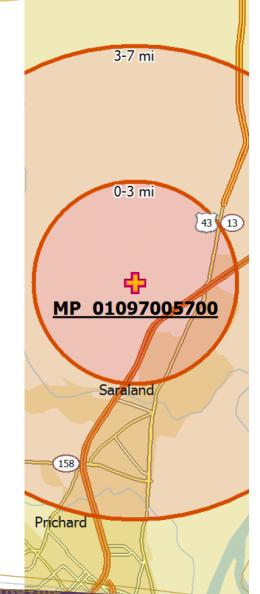
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Underwood-Petersville Opp Gordonville Harpersville Mountainboro Rock Mills Paint Rock Lexington Helena Hytop Prichard Woodland Town Creek Oneonta Horn Hill <u>Intercultural Institute</u> Troy Alexa nilton La Fayette McKenzie Leighton McDonald Chapel Louisville Cow *for Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Marion Fultondale Rockford Albertwille Lineville

Potential Cultural Barriers:

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

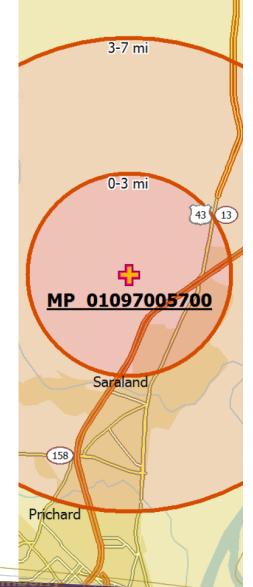
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	49%	49%	50%	Like to Stand Out In A Crowd	20%	20%	21%
New Things	10 / 0	10,0	0070	Marijuana Should Be Legalized	20%	19%	19%
Find It Difficult To Say No To My	42%	40%	38%	I Am A Workaholic	18%	17%	19%
Kids				Rarely Sit Down to a Meal	17%	17%	17%
Woman's Place Is In The Home	35%	35%	34%	Together At Home			
Speak My Mind Even If It Upsets People	34%	35%	36%	Like To Pursue Challenge/Novelty/Change	15%	17%	17%
Prefer To Have Few Possessions As Possible	33%	32%	30%	Only Work Current Job for The Money	13%	14%	14%
Like Control Over People And Resources	32%	33%	35%	We Should Strive for Equality for All	12%	13%	14%
Like To Do Unconventional Things	31%	31%	30%	Happy With My Standard Of Living	10%	11%	11%
If Won Lottery Would Never Work Again	28%	27%	25%	On Whole People Get What They Deserve	9%	10%	11%
Don't Judge People/Way They Live Life	28%	27%	29%	Indulge My Kids With The Little Extras	9%	9%	9%
Money Is Best Measure Of Success	25%	26%	25%	Little I Can Do To Change My Life	8%	8%	8%
Friends More Important Than My Fam.	23%	24%	23%	I Am A Perfectionist	5%	6%	8%
Too Much Sponsorship In Arts/Sports	22%	23%	25%				

oodland Goshen Millry Mountain Brook Morris Summerdale Reform Anton Shorter Pinckard Skyline Pollard Louisville Odenville Ider Harvest Lester Hartselle Aliceville Intercultural Institute a Ranburne Lisman Brilliant Gainesville Leighton Alabaster Munfor for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Montgomery Maplesville White Hall Arley Cherokee

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.



on Sylvania Lake View Dadeville Sheffield West Blocton Gantt Allgood Citronelle Coker Hurtsboro Pickensville Mignon Coosada Attalla McMullen Evergreen Geneva Intercultural Institute Ladonia Glen Allen Glenwood Sipsey Vina Tuscumbia Albertville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

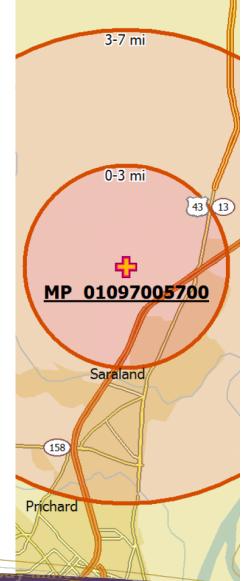
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	69%	64%	60%	Consider Myself Interested In The Arts	17%	18%	19%
You Should Seize Opportunities In Life	57%	57%	57%	Looking for New Ideas To Improve Home	16%	17%	17%
Like To Understand About	37%	37%	37%	Real Men Don't Cry	15%	16%	16%
Nature Prefer Work Part Of Team Than Alone	34%	34%	35%	Is An Important Part Of Who I Am Try Not To Worry About The Future	14% 13%	15% 14%	16% 15%
Prefer To Have Few Possessions As Possible	33%	32%	30%	Enjoy Spending Time With My Fam.	13%	13%	13%
Important Feel Respected By My Peers	31%	33%	34%	Provide My Kids With The Little Extras	11%	12%	15%
Important To Juggle Various Tasks	28%	30%	32%	Like Spending Most Time With Fam.	5%	5%	6%
Have Keen Sense Of Adventure Good At Fixing Things	26% 25%	26% 27%	27% 28%	Children Should Be Allowed To Express Themselves	5%	6%	6%
People Have To Take Me As They Find Me	24%	23%	22%	Feel Very Alone In The World Decor Particular Interest To Me	4% 4%	5% 4%	6% 4%
Like To Just Enjoy Life	20%	21%	21%	Would Like To Set Up Own	3%	3%	4%
Worried About Pollution Caused By Cars	20%	18%	18%	Business			

HUITSDOTO Argo Peinam

Hammondville Millbrook Lisman McMullen Level Plains Benton Springville Ardmore Carbon Hill Cedar Holly Pond Albertville Goodwater Littleville Foley Gulf Shores Mobile Intercultural Institute Fulton Tallassee Gu-Win Heflin Scottsboro Hartford Eutaw Court Intercultural Institute Intercultural Institute for Contextual Ministry Coffee Springs Sumiton Lanett Moores Mill Munford 46

Potential Shared Places

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



Ashville Decatur Paint Rock Fairhope Hollywood Wetumpka Pleasant Groves Carolina Lake Purdy a cker Arley Elkmont Woodville Cardiff Providence Warrior Clayhatcher Intercultural Institute Valley Grande Napier Field Gurley Maplesville Steele Sipsey Berry Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

3-7

MILES

19.14%

16.96%

15.1%

17.19%

14.23%

12.81%

14.44%

13.84%

11.85%

13.99%

11.74%

10.9%

7-10

MILES

18.04%

15.18%

14.36% 17.43%

13.47% 11.97%

14.34%

14.13%

11.56%

14.55%

12.16%

10.67%

PLACE	0-3	3-7	7-10	PLACE	0-3
	MILES	MILES	MILES		MI
Fast Food/Drive-In	88.09%	87.27%	86.02%	Dairy Queen	18.
Restaurant-Visit Any				Cracker Barrel	18.
Fam. Restaurants/Steak	86.64%	84.47%	80.72%	Chick-Fil-A	17.
Houses-Visit Any				Red Lobster	16.
McDonald's	60.3%	58.69%	57.12%	Outback Steakhouse	16.
Burger King	37.54%	38.37%	38.88%	Chili's Grill and Bar	15.
Applebee's	34.61%	32.49%	29.56%	Sonic	15.
Subway	34.3%	32.29%	30.67%	IHOP (International House Of	14.
Wendy's	32.81%	31.4%	30.71%	Pancakes)	
Taco Bell	32.21%	30.86%	29.07%	Ruby Tuesday	13.
Kentucky Fried Chicken (KFC)	28.81%	29.92%	31.19%	Domino's Pizza	13.
Arby's	26.43%	25.62%	23.73%	TGI Friday's	13.
Pizza Hut	22.77%	23.41%	23.57%	Starbucks	13.
Olive Garden	22.23%	20.81%	19.93%		

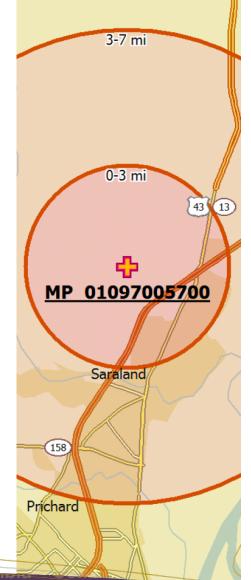


Potential Shared Projects

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!



Pleasant Groves Auburn Fairhope Montgomery Kellyton Thomasville Nauvoe Silas Ladonia Vance Lefferson East Brewton Muscle Shoals Andalusia Pell City Rockford Home Intercultural Institute Meadowbrook Pinson New Market Taylor Clio Emelle Vestavia Hills Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	50.29%	49.41%	45.97%
Recycled products	37.75%	36.26%	31.45%
Worked as volunteer (non political)	18.76%	17.2%	15.26%
Engaged in fund raising	11.9%	11.56%	11.3%
Religious club member	8.41%	7.97%	7.7%
Wrote to elected offcl about publ bus	7.03%	6.24%	5.59%

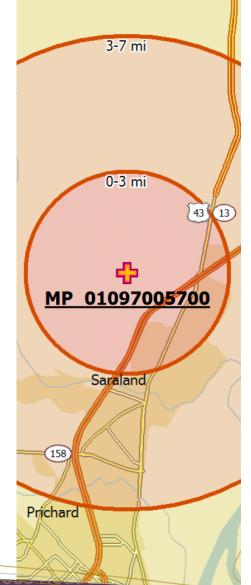
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	6.26%	5.83%	5.35%
newspaper			
Union member	5.91%	5.87%	5.34%
Charitable Organization	5.65%	5.58%	5.24%
Church Board	5.48%	5.37%	5.47%
Took active part in local civic	5.36%	5.22%	5.06%
issue			
Addressed a public meeting	5.26%	4.92%	4.53%

Riverview Onycha Toxey Rehobeth Trafford Valley Grande Munford Ladonia Aven Myrtlewood Hobson City Leeds Dothan Coffeeville Northport New Site Bay Min <u>Intercultural Institute</u> skegee Brighton Pelham Dayton Vincent Indian Springs Village Mignon *Lever Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Lipscomb Addison Banks Evergreen Faunsdale Needham Harvest Vance Monroeville Grimes Brev Cusseta York Forkland Red Level Guin Elba Boligee Greensboro <u>Intercultural Institute</u> Hoover Hamilie Waterloo Rockford Cedar Bluff Geraldine Mobile Stevenson Killen <u>Intercultural Ministry</u> way Memphis Copyright 2011, Intercultural Institute for Contextual Ministry Kinsey Wedowee Dora Goshen Madrid Grove Hill 51

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	18.17%	16.59%	15.17%
Children's Books	14.22%	12.94%	12.63%
Mystery	12.49%	11.5%	10.83%
Cookbooks	11.21%	10.75%	9.8%
Religious (not Bibles)	10.03%	9.6%	9.63%
Romance	7.61%	6.85%	7.07%
History	7.32%	6.86%	6.38%
Personal/Business	7.23%	6.62%	6.24%
Self-help			
Biography	6.77%	6.33%	6.03%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	69.97%	69.92%	68.04%
Gen. Editorial	46.08%	46.49%	47.18%
Womens	42.61%	42.15%	42.38%
Service	38%	35.76%	33.49%
Business/Finance	18.99%	17.2%	16.43%
Mens	18.19%	18.82%	18.38%
Sports	14.69%	14.87%	14.37%
Parenthood	14.16%	13.35%	13.46%
Health	13.73%	13.56%	13.42%

ore Highland Lake Spanish Fort Horn Hill Midfield Bessemer Cordova Elberta Daleville Opelika Sullige Sylvania Valley Grande Kimberly Boaz Newville Mountain Brook Land Mountainboro Dozier Harpe omery Shorter Talladega Springs Lexington Anderson Orange Beach Book for Contextual Ministry Goocopyright 2011, Intercultural Institute for Contextual Ministry Horoson Jacksons' Can Waterloo Pelbam Pleasant Grove

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	57.47%	56.46%	53.65%
Classified	34.04%	34.76%	35.11%
Sport	33.04%	33.37%	32.22%
Editorial Page	32.61%	32.16%	29.72%
Business/Finance	31.05%	29.16%	26.83%
Comics	28.43%	28.35%	26.89%
Food/Cooking	26.39%	25.85%	24.47%
Movie Listings & Reviews	26.12%	26.07%	25.09%
TV/Radio Listings	24.46%	24.86%	23.78%
Home/Gardening	23.02%	22.76%	21.08%
Travel	20.76%	19.91%	18.33%
Science/Technology	18.82%	18.18%	16.38%
Fashion	14.68%	14.34%	14.78%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	24.85%	23.89%	20.69%
Adult Contemporary	18.4%	17.61%	15.5%
CHR Contemp Hit Radio	16.89%	17.85%	17.92%
Rock	14.08%	13.54%	11.44%
News/Talk	13.6%	11.81%	9.69%
Urban Contemporary	12.7%	14.26%	21.22%
Oldies	11.81%	11.37%	10.61%
Classic Rock	10.77%	9.95%	8.32%
Alternative	10.04%	9.1%	7.41%
Variety	7.98%	7.72%	7.94%
Soft Contemporary	7.92%	6.72%	5.94%
Religious	7.32%	6.63%	6.04%
Jazz	5.6%	5.5%	5.97%
All News	5.47%	5.12%	5.2%
Classic Hits	5.23%	4.65%	3.82%
All Talk	4.49%	3.82%	3.56%
Sports	4.01%	3.56%	3.24%
Classical	3.51%	3.22%	2.78%

And the second s

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA
	MILES	MILES	MILES	
Fox News Channel	66.63%	64.83%	61.97%	Nick At Nite
Satellite Dish	58.47%	54.43%	51.83%	TV Info From
Soapnet	51.76%	50.33%	49.48%	Hallmark Cha
Other Video-On-Demand	42.46%	41.28%	41.64%	TV Info From
Sci-Fi Channel	38.87%	37.48%	35.34%	Guide
Adult Pay Per View TV	37.36%	34.59%	31.91%	Video-On-De
MSNBC	35.5%	34.33%	32.66%	TCM (Turner
Nickelodeon	32%	30.15%	27.93%	Movies)
Comedy Central	31.37%	29.23%	27.32%	The Golf Cha
Adult Swim	30.53%	28.01%	24.58%	USA Network
TV Info From Sunday TV	30.06%	28.59%	27.66%	ABC Fam.
Magazine				BET (Black E
Subscribe Digital Cable	29.46%	28.98%	30.48%	TV)
				Lifotimo

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Nick At Nite	28.57%	26.23%	24.35%
TV Info From Newspapers	28.18%	26.63%	25.96%
Hallmark Channel	27.59%	24.6%	23.04%
TV Info From Monthly Cable	25.99%	23.83%	23.33%
Guide			
Video-On-Demand Movies	25.9%	20.7%	18.46%
TCM (Turner Classic	25.79%	24.56%	23.22%
Movies)			
The Golf Channel	25.12%	23.22%	21.23%
USA Network	25.1%	24.15%	22.83%
ABC Fam.	24.78%	22.92%	21.48%
BET (Black Entertainment	23.93%	23.02%	22.44%
TV)			
Lifetime	23.85%	22.01%	20.58%
ESPN2	23.22%	21.53%	21.5%

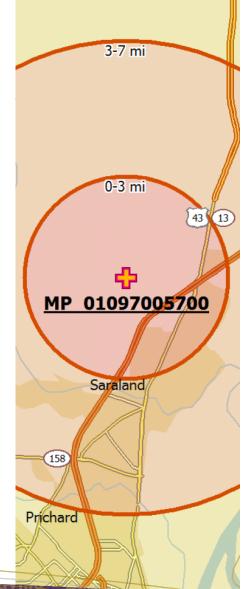
Reform Cherokee Foley Nectar Providence Coosada Thorsby Smiths Station Columbiana Glen Allen G Courtland Yellow Bluff Midland City Anniston Dayton Uniontown Coros Intercultural Institute ckhart Reece City Vernon Moores Mill Ozark Lynn New Brockton Migro Intercultural Institute of Confectual Ministry nt Copyright 2011, Intercultural Institute for Contextual Ministry Redependent States and Rock Emell 54

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.



Muscle Shoals Creeta Saraland Vestavia Hills Robertsdale Gordonville Banks Skyline Moulton Brew Ider Anderson Goodwater Wilsonville Allgood Camp Hill Rosa Are Intercultural Institute Devide Lecus va Irondale Munford Blue Ridge Centreville Frisco City Hartford Red for Contextual Ministry a Copyright 2011, Intercultural Institute for Contextual Ministry Winn Hill Shiloh Onycha Linden Leighton Fayette 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 -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Book Readers			
Heavy Users (7+)	21.24%	19.57%	17.9%
Medium Users (4-6)	11.24%	10.48%	9.57%
Light Users (1-3)	20.93%	20.9%	20.57%
Quintiles (20%)			
Newspaper I (Heavy)	1.38%	1.46%	1.31%
Newspaper II	1.47%	1.67%	1.78%
Newspaper III	2%	2.05%	2.38%
Newspaper IV	0.82%	0.77%	0.64%
Newspaper V (Light)	1.05%	1.05%	1%

0-3	3-7	7-10
MILES	MILES	MILES
20.04%	19.62%	20.82%
9.25%	9.12%	9.71%
10.36%	9.65%	10.27%
11.72%	11.74%	12.86%
0.82%	0.59%	0.61%
5.98%	6.43%	6.92%
2.24%	2.57%	3.16%
3.1%	3.47%	4.24%
15.35%	15.79%	16.5%
25.03%	25.52%	24.84%
15.03%	15.6%	15.95%
5.35%	5.69%	6.4%
4.74%	4.89%	6.19%
21.69%	22.66%	23.25%
2.66%	3.19%	3.96%
	MILES 20.04% 9.25% 10.36% 11.72% 0.82% 5.98% 2.24% 3.1% 15.35% 25.03% 15.03% 5.35% 4.74% 21.69%	MILES MILES 20.04% 19.62% 9.25% 9.12% 10.36% 9.65% 11.72% 11.74% 0.82% 0.59% 5.98% 6.43% 2.24% 2.57% 3.1% 3.47% 15.35% 25.52% 15.03% 5.69% 4.74% 4.89% 21.69% 22.66%

Oak Hill Kinsey Reace City West End-Cobb Town Dodge City Fyffe Sweet Water Daphie Bessemer Hale and Ladonia Headland Highland Lake Sand Rock Coaling Hartford Source Intercultural Institute xandria Camden Eclectic Helena Banks Coffeeville Fairview Sylvania Copyright 2011, Intercultural Institute for Contextual Ministry akey in Ministry Madley Berry Good Hope Meridianville White Hall 56

Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7	7-10	
	MILES	MILES	MILES		MILES	MILES	MILES	
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths	1			
(fifths / 20%)				20%)				
Drive Time I & II (Heavy)	2.84%	3.2%	3.63%	Prime Time I & II (Heavy)	3.26%	3.8%	4.13%	
Drive Time III (Medium)	0.62%	0.81%	0.97%	Prime Time III (Medium)	2.1%	2.05%	1.88%	
Radio IV & V (Light)	2.03%	2.42%	2.97%	Prime Time IV & V (Light)	9.68%	8.53%	9.46%	
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles	TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)				
Radio I & II (Heavy)	9.87%	9.2%	10.04%	Fringe I & II (Heavy)	39.67%	39.27%	39.37%	
Radio III (Medium)	5.44%	5.06%	4.94%	Fringe III (Medium)	51.94%	53.51%	54.09%	
Radio IV & V (Light)	3.63%	3.42%	3.76%	Fringe IV (Light)	57.11%	56.96%	56.57%	
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /				
20%)				20%)				
Cable I & II (Heavy)	15.36%	12.93%	12.01%	All Day I & II (Heavy)	12.2%	12.56%	14.88%	
Cable III (Medium)	4.1%	3.96%	4.59%	All Day III (Medium)	23.02%	23.3%	23.77%	
Cable IV & V (Light)	32.25%	32.38%	33.77%	All Day IV (Light)	12.55%	12.8%	15.06%	



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10			
	MILES	MILES	MILES			
Day-time Radio						
Listeners						
Dayparts [summary]	12.9%	12.25%	11.73%			
6:00am - 10:00am	14.86%	14.1%	14.51%			
10:00am - 3:00pm	6.08%	5.95%	8.59%			
3:00pm - 7:00pm	13.86%	13.54%	14.56%			
7:00pm - Midnight	13.42%	11.48%	11.08%			
Midnight - 6:00am	5.14%	5.02%	5.8%			
Weekend Radio						
Listeners						
Dayparts [summary]	16.71%	15.29%	14.92%			
6:00am - 10:00am	4.25%	3.65%	3.47%			
10:00am-3:00pm	4.51%	4.56%	4.99%			
3:00pm - 7:00pm	7.71%	6.85%	7.64%			
7:00pm - Midnight	10.47%	9.14%	9.31%			
Midnight - 6:00am	10.43%	10.07%	11.16%			

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	10.21%	8.36%	7.24%
Saturday: 8:00-11:00pm	8.46%	7.84%	8.24%
Sunday: 7:00-11:00pm	11.1%	10.01%	9.15%
9:00am-1:00pm	28.57%	26.23%	24.35%
9:00am-4:00pm	32.72%	30.2%	28.28%
4:00pm-7:00pm	31.39%	29.5%	28.61%
11:00pm-1:00am	43.05%	42.22%	40.82%
AVG Prime time	2.81%	2.71%	3.42%
Mon-Sun			

Camp Hill Hurtsboro Mooresville Repton Rosa Petrey Coaling Pollard Loxley Sylacauga Heath El Pleasant Groves Harpersville Valley Grande Deatsville Orange Beach Intercultural Institute The Lipscomb Beaverton Morris Rainbow City Dadeville Langston Abby for Confectual Ministry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Conversion City Atmo58

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.5%	16%	15.66%	Sat: 7-10am	Sat: 7-10am 19.22%	Sat: 7-10am 19.22% 17.91%
7-9am	23.22%	21.53%	21.5%	Sat: 10am-1pm	Sat: 10am-1pm 8.4%	Sat: 10am-1pm 8.4% 7.74%
9am-12noon	24.99%	22.64%	19.9%	Sat: 1-4pm	Sat: 1-4pm 26.15%	Sat: 1-4pm 26.15% 25.08%
12noon-4pm	7.74%	7.56%	8.38%	Sat: 4-6pm	Sat: 4-6pm 7.31%	Sat: 4-6pm 7.31% 6.79%
4-6pm	51.51%	46.94%	45.14%	Sat: 6-7pm	Sat: 6-7pm 2.39%	Sat: 6-7pm 2.39% 2.15%
6-7pm	20.3%	19.88%	18.72%	Sat: 7-8pm	Sat: 7-8pm 1.18%	Sat: 7-8pm 1.18% 0.78%
7-7:30pm	1.41%	1.3%	1.37%	Sat: 8-11pm	Sat: 8-11pm 8.46%	Sat: 8-11pm 8.46% 7.84%
7:30-8pm	11.92%	11.58%	11.28%	Sat: 11pm-1am	Sat: 11pm-1am 5%	Sat: 11pm-1am 5% 4.81%
8-11pm	10.21%	8.36%	7.24%	Sat: 1am-7pm	Sat: 1am-7pm 25.1%	Sat: 1am-7pm 25.1% 24.15%
11pm-12am	35.5%	34.33%	32.66%	Sun: 7-10am	Sun: 7-10am 2.31%	Sun: 7-10am 2.31% 2.21%
11pm-1am	43.05%	42.22%	40.82%	Sun: 10am-1pr	Sun: 10am-1pm 7.93%	Sun: 10am-1pm 7.93% 7.25%
1-6am	31.69%	30.4%	29.03%	Sun: 1-4pm	Sun: 1-4pm 6.99%	Sun: 1-4pm 6.99% 6.3%
				Sun: 4-7pm	Sun: 4-7pm 15.75%	Sun: 4-7pm 15.75% 14.28%
				Sun: 7-11pm	Sun: 7-11pm 11.1%	Sun: 7-11pm 11.1% 10.01%
				Sun: 11pm-1ar	Sun: 11pm-1am 6.14%	Sun: 11pm-1am 6.14% 5.33%
				Sun: 1-7am	Sun: 1-7am 24.69%	Sun: 1-7am 24.69% 22.41%

Brookwood Georgiana Guntersville Mignon Redstone Arsenal Elba Kitlen Mytlewood Nauvoo Ma one Midfield Fairfield Alabaster Fort Payne Hobson City Elberta Kerne Intercultural Institute Valley Pickensville West Jefferson Avon Union Springs Mountain Brook for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Kennedy Red Level Sweet Water Gadsden Lineville

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.

Alabaster <u>Glenwood</u> Cordova <u>Butler Webb</u> Athens Twin Gurley Black Konnedy Collinsville We the Ridgeville New Hope Reece City Holly Pond McKenzie Woodland <u>Intercultural Institute</u> New Harket hland Lake Selma Toxey Decatur Greensboro Monroeville Gordo Alice *Contextual Ministry* Vergreen White Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stevenson Asbland Arley Courtland Asbyille Hackleby

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

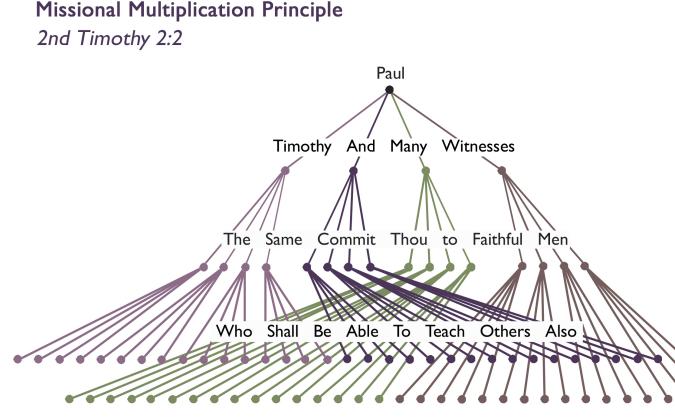
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Level Plains <u>Methtosh</u> Chelsea <u>New Brockton</u> Childersburg Opp Forkland Mulga Magnelia Springs (Grant Demopolis Addison Memphis Cleveland Eldridge Fultondale <u>Intercultural Institute</u> Eutaw Leeds Sluff Ardmore Banks Haleburg Hoover Northport Kansas Thomasville (*Intercultural Institute*) ton Highland L Confectual Ministry Moodstock Meadowbrook Tuscumbia Alexander City₆₁ Copyright 2011, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



Columbia Brookside Louisville Creola Fairfield Reece City Prattville Dauphin Island Odenville Bridge egee Montgomery Pollard Haleburg Saraland Lipscomb St. Florian Dore Intercultural Institute Detroit Sweet Water Wedowee Dayton Gadsden Millport Andersor (or Contextual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



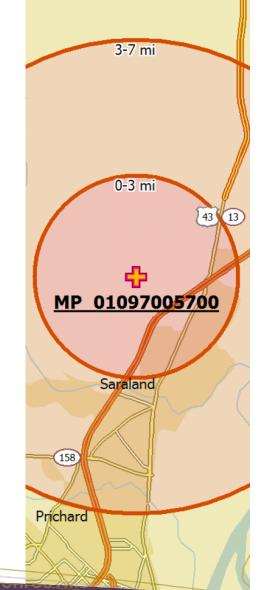


Your MissionSite and the Missional Suite

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

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

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



tone Arsenal Sylvan Springs Center Point Millry Fort Rucker Section Foley Wetumpka Pike Road Double well Heflin Good Hope Pine Ridge Lincoln Castleberry Centreville Brownille Ozark Brundidg reek Thorsby Somerville Dothan Pine Apple Pleasant Grove Paint Rock Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Notes and Sources

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

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Creola First	PO Box 609 Creola, AL 36525	2.36 mi	85	Growing
2	Forest Lawn	10175 Celeste Rd Saraland, AL 36571	2.94 mi	53	Growing
3	Satsuma First	PO Box 557 Satsuma, AL 36572	3.01 mi	368	Plateauing
4	Axis First	PO Box 98 Axis, AL 36505	4.25 mi	42	Plateauing
5	Saraland	PO Box 749 Saraland, AL 36571	4.48 mi	99	Plateauing
6	Lafitte	PO BOX 777 Saraland, AL 36571	4.54 mi	211	Declining
7	Bayou Sara	12 Bayou Sara Ave Saraland, AL 36571	4.60 mi	307	Growing
8	New Pilgrim Missionary	PO Box 402 Saraland, AL 36571	4.83 mi	90	Growing
9	Gateway	PO Box 483 Saraland, AL 36571	4.94 mi	177	Declining
10	Shiloh	717 Cleveland Rd Saraland, AL 36571	6.30 mi	419	Declining
11	Turnerville	13882 Roberts Rd Chunchula, AL 36521	6.64 mi	123	Plateauing
12	North Mobile First	1251 Industrial Pkwy Saraland, AL 36571	6.69 mi	1,227	Declining
13	College Park	5860 College Pkwy Mobile, AL 36613	7.00 mi	246	Growing
14	Kushla - Bethany	6145 Highway 45 Eight Mile, AL 36613	7.43 mi	140	Growing
15	Chunchula	PO Box 81 Chunchula, AL 36521	7.69 mi	32	Declining

Susan Moore Butler Banks Alexander City Orange Beach Myrtlewood Greenville Arley Heflin Deats Hayneville Faunsdale Meadowbrook Smoke Rise Blountsville Leigh Intercultural Institute Woodville Arter Sylacauga White Hall Lineville McKenzie Mulga Selmont-West Selmon Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Sand Steele Valley Carolina Pelbam Tillma

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Smithtown	6970 Smithtown Rd Eight Mile, AL 36613	8.06 mi	46	Declining
17	Shadow Lawn	1401 Dogwood Trl Eight Mile, AL 36613	8.65 mi	69	Declining
18	Chickasaw First	92 5th St Chickasaw, AL 36611	8.82 mi	155	Declining
19	West Chickasaw	452 Thompson Blvd Chickasaw, AL 36611	8.99 mi	68	Plateauing
20	Myers Memorial	307 S Shelton Beach Rd Mobile, AL 36613	9.23 mi	194	Declining
21	Highpoint	2421 Lott Rd Eight Mile, AL 36613	9.89 mi	198	Growing
22	Spice Pond	PO Box 1667 Semmes, AL 36575	10.14 mi	45	Declining
23	Indian Springs	4241 Lott Rd Eight Mile, AL 36613	10.51 mi	130	Declining
24	New Home	1226 Neely Ave Prichard, AL 36610	11.09 mi	0	Plateauing
25	Shalom	8151F Rosemary Rd Mobile, AL 36613	11.10 mi	22	Growing
26	Lambert Grove	PO Box 176 Citronelle, AL 36522	11.53 mi	28	Plateauing
27	Gulfcrest	8415 Gulfcrest Rd Chunchula, AL 36521	12.06 mi	46	Plateauing
28	Haven Woods	7050 Lott Rd Semmes, AL 36575	12.22 mi	295	Growing
29	Georgetown	10950 Lott Rd Chunchula, AL 36521	12.22 mi	84	Declining
30	Snow Road First	2370 Snow Rd N Semmes, AL 36575	12.41 mi	126	Growing

Falkvitte Birmingham Camp Hill Coker Clio Twin Pickensville Demopolis Center Point Weaver La Beach Walnut Grove Prichard Blue Ridge Lincoln Hazel Green Brantley Intercultural Institute iver Falls Blue Springs Cullman Columbiana Leesburg Ashland Pine Road *Intercultural Institute* or Rucker Oak Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
24					
31	Crawford	3000 Sun Valley Dr Mobile, AL 36618	12.73 mi	299	Declining
32	New Liberty Park	654 Rice St Mobile, AL 36607	12.77 mi	30	Growing
33	Forest Hill	P O Box 180114 Mobile, AL 36618	12.80 mi	35	Plateauing
34	Moffett Road	5555 Moffett Rd Mobile, AL 36618	12.95 mi	432	Plateauing
35	Faith	8410 Jack Williams Rd Wilmer, AL 36587	13.28 mi	68	Declining
36	Durant Chapel	9551 Highway 138 Bay Minette, AL 36507	13.35 mi	98	Plateauing
37	Semmes First	4070 Wulff Rd E Semmes, AL 36575	13.50 mi	244	Plateauing
38	Springhill Avenue	2651 Spring Hill Ave Mobile, AL 36607	13.66 mi	88	Growing
39	Emmanuel	5601 Zeigler Blvd Mobile, AL 36608	13.78 mi	96	Plateauing
40	The Cornerstone	PO Box 103 Semmes, AL 36575	13.95 mi	144	Growing
41	Bromley	7977 Bluefield Dr Bay Minette, AL 36507	14.11 mi	60	Declining
42	Spring Hill	2 McGregor Ave S Mobile, AL 36608	14.19 mi	1,067	Plateauing
43	Orchard	6960 Overlook Rd Mobile, AL 36618	14.21 mi	254	Declining
44	Mobile First	806 Government St Mobile, AL 36602	14.31 mi	254	Plateauing
45	Providence	2155 Dauphin St Mobile, AL 36606	14.31 mi	6	Declining

New Market Luverne Birmingham Mosses Belk Collinsville Daleville St. Florian Ethelsville Heath Riverside Leesburg Lowndesboro Leeds Altoona Tarrant Priceville Bridgeport Intercultural Institute ck Creek Minor Piedmont Double Springs Satsuma Pelham Jasper Maria Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 68 Hill Lipscomb Underwood-Petersville Paint Rock 68



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