# MissionSite top unreached locations

Pinson Lineville Highland Lake Foley Cedar Bluff Kinston Talladega Enterprise Clav Eufaula Oak Grove Moulton Malvern Eclec Baile Multiply nter Point North Johns Sardis City CONGREGATIONAL Dadeville Pine Apple Daphne Gordon In partnership with the: Springville Redstone Arsenal Intercultural Institute Geneva Hytop DENNITY PATTERN: 13 Converse for Contextual Ministry ensboro Clio Vredenb Alabama Baptist Convention Vance Brent Fairfie Eva Ladonia Elba Troy Gadsden Bessemer Grand Bay

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#### GRAND BAY, AL

CENSUS TRACT: 01097006600 Jackson OREGION: Gulf Coast Region St Point Habbirg Or ASSOCIATION: Mobile Headland Bay Minette Oxf DISTRICT: 07: Gulf Coast District COUNTY: Mobile Fairview North Courtland Grav

#### MissionSite (TM) Table of Contents

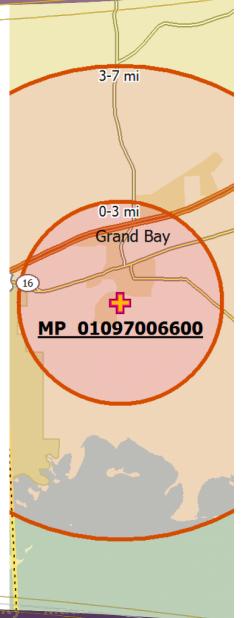
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66



#### Site Location Summary

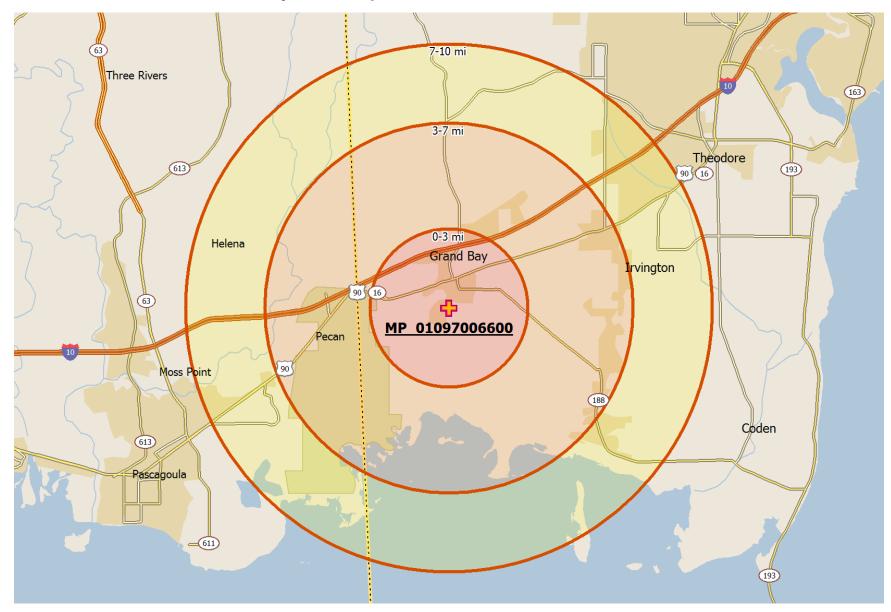
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	36541	Mobile
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.13	Small towns adjacent to a small town
9	Sitescape Density Pattern	13	10000-10000-50000



Ashford Oak Grove Lincoln Leesburg York Sylacauga Hartford North Courtland Dadeville Unionite Sardis City Thomasville Luverne Mentone Epes West End-Cobb Tork Intercultural Institute adowbrook Gantt Hillsboro Northport Cuba Onycha Montevallo Town Intercultural Institute I der Dayton Copyright 2013, Intercultural Institute for Contextual Ministry

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



Lebb Napier Field Trinity Redstone Arsenal Maplesville Bay Minette Gantt Saraland Red Level Hokes B Chelsea Jasper McKenzie Wadley Union Woodville Gaylesville <u>Intercultural Institute</u> Blue Ridge For Troy Greenville Enterprise Carrollton Altoona Sanford Reform Lecopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles
	Codes		from an urbanized area.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

man Ardmore Rockford Kennedy Castleberry Beatrice Repton Wilton Madrid Santt New Site Lexing Rock Mills Centre Anniston Valley Grande Maplesville Troy Blounts Intercultural Institute Munford Locust Fork Argo Stevenson Loachapoka Double Springs Ur Sontextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	6,828	14,702	21,626
2010 Households	2,435	5,134	7,642
2010 Group Quarters Population	104	45	28

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	21	15	27
Language Diversity National Index	4	32	34
Foreign Born Diversity National Index	45	10	9
Ancestry Diversity National Index	60	40	49
Racial Diversity National Index	29	54	38

Heflin Summerdale Coffee Springs Pollard Gainesville Stevenson Petham Slocomb Wedowee Em Bayou La Batre Evergreen Childersburg Notasulga Mountainboro Long Intercultural Institute Shorter Cordova Akron Midway Tarrant Hillsboro Reform Sardis City For Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - County Environment

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

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

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

eth Flomaton York Douglas Wetumpka Fulton Abbeville Union Millry Fairview Roanoke Pinckard Fordo Russellville Harpersville Luverne Scottsboro Owens Cross Roads Intercultural Institute Geneva Fultondale Brookside Saks Wedowee Gurley Vernon Brantley for Contextual Ministry Wilton Ander Copyright 2013, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 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	60	2.46%
Mainstay Communities	Established, Diverse Households	694	28.5%
Working Communities	Blue-collar, Working Families	810	33.26%
Country Communities	Rural, Agri. & Mining Families	497	20.41%
Aspiring Communities	Young Singles / Aspiring-Multihousing	197	8.09%
Urban Communities	High Density, Inner-city Neighborhoods	177	7.27%

Saraland Brent Glenwood Hartselle Citronelle Hamilton Carrollton Jasper Greensboro Heflin Good Hatton Webb Pinson Elba Hollywood Margaret Tuscaloosa New Brent Intercultural Institute do Moores Mill Black Hillsboro Centre Parrish Baileyton Decatur Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Daleville Roanoke Lanett Silas Pinckard Eclectic Piedmont South Vinemont Lisman Aliceville Brund and Mooresville Goodwater Fairfield Coosada Gaylesville Tuscumbia Intercultural Institute son Brookwood Saraland Eufaula Margaret Grant Henagar Hacklebur for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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

Anderson Birmingham Benton Leeds Colony Gu-Win Selmont-West Selmont Grayson Valley Vincer Arley Dozier Jacksonville Babbie Florence Silas Athens Maplesville <u>Intercultural Institute</u> Eclectic Phil C Louisville Falkville Roanoke Pisgah Valley Wilsonville Bessemer Copyright 2013, Intercultural Institute for Contextual Ministry For Contextual Ministry Florence Future Florence Future Florence Contextual Ministry

# Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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	1,562	1.43%
Unreached %	68.52%	64.16%	93.64
Religious But NOT Evangelical HH	31,903	346	1.08%
Religious But NOT Evangelical %	20.06%	14.19%	70.74
Spiritual But NOT Relig or Evang HH	14,612	265	1.81%
Spiritual But NOT Relig or Evang %	9.19%	10.89%	118.51
Not Evangelical, Not Interested HH	63,325	954	1.51%
Not Evangelical, Not Interested %	39.82%	39.17%	98.35



Vance Cottonwood Beaverton Hazel Green Berry Helena Rosa Loachapoka Fairfield Belk Sylvan Spin Graysville Tuskegee Clayton Loxley Jacksons' Gap Grove Hill Valley Intercultural Institute on Northport Gulf Shores Gadsden Bessemer Woodville Leesburg For for Confectual Ministry Copyright 2013, Intercultural Institute for 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	5	4.5%
Active ALSBOM Attenders	20,766	886	4.27%
Active Evangelical Households	28,249	492	1.74%
Active Evangelical Percent	17.77%	20.22%	113.83
Inactive Evangelical Households	21,812	380	1.74%
Inactive Evangelical Percent	13.72%	15.62%	113.83
# 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	Faith of Grand Bay	1.13 mi	114	Plateauing	•	16	Dawes First	11.53 mi	177	Declining
2	Friendship	1.13 mi	500	Growing		17	Travis Road	11.71 mi	138	Declining
3	Grand Bay First	1.24 mi	177	Growing		18	Theodore First	12.08 mi	205	Declining
4	New Beginnings	2.19 mi	0	Plateauing		19	Crossroads	13.41 mi	52	Plateauing
5	Cloverdale	2.63 mi	95	Declining		20	Tillman's Corner First	13.58 mi	879	Declining
6	Boe Road	3.78 mi	17	Growing		21	Heron Bay First	14.03 mi	81	Declining
7	Higher Ground	5.60 mi	109	Declining		22	Woodridge	14.03 mi	505	Growing
8	St. Elmo First	5.99 mi	108	Declining		23	South Mobile First	14.16 mi	42	Growing
9	Cambodian Mission	7.26 mi	7	Declining		24	Crosspoint	14.88 mi	75	Plateauing
10	Bayou LaBatre First	7.32 mi	81	Declining		25	Dayspring	14.97 mi	880	Growing
11	Irvington First	7.37 mi	215	Declining		26	Anchor of Hope Community	15.25 mi	31	Growing
12	Laotian Mission	7.37 mi	49	Growing		27	Cypress Shores	15.26 mi	168	Declining
13	San Souci	7.97 mi	52	Growing		28	Sonrise	15.44 mi	102	Growing
14	Union	8.39 mi	171	Growing		29	Seven Hills	15.67 mi	210	Declining
15	Pine Springs	8.44 mi	80	Declining		30	Faith	15.71 mi	89	Growing

Sipsey Curley Saks Fairhope Grand Bay Lowndesboro Fairfield Tarrant Alexander City Dothan Hunford Margaret Coker Union Springs Hartford Argo Rock Mills Core Intercultural Institute erne Edgewater Wilton Fort Rucker Oakman River Falls Hartselle Sy Low Intercultural Institute biana Point Cl Copyright 2013, Intercultural Institute for Contextual Ministry Daleville Carolina Alexandria Belk Double Spring Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Daleville Carolina Alexandria Belk Double Spring Copyright 2013, Intercultural Institute for Contextual Ministry Daleville Carolina Alexandria Belk Double Spring

### Using the Spirituality Indicators

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

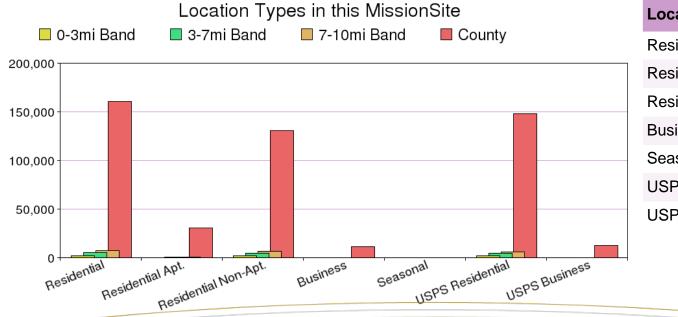
#### Issues for Your Consideration

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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	378,643	5,138	1.36%
2000 Population	399,843	6,227	1.56%
2010 Population	414,958	6,828	1.65%

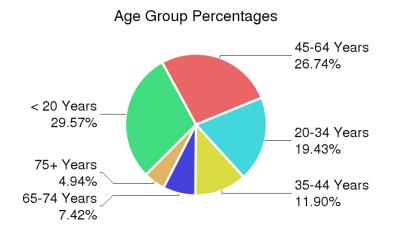


Location Type	0-3mi Band
Residential	2,040
Residential Apt.	185
Residential Non-Apt.	1,855
Business	50
Seasonal	0
USPS Residential	2,037
USPS Business	33

Clenwood Owens Cross Roads Ethelsville Mountainboro McKenzie Cowarts Auburn Vance Dora Be Laterioo Pleasant Grove Kinsey Lynn Magnolia Springs New Market Aleron Intercultural Institute okside Sylvan Springs Mosses Montevallo Valley Head Reform Somer Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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.

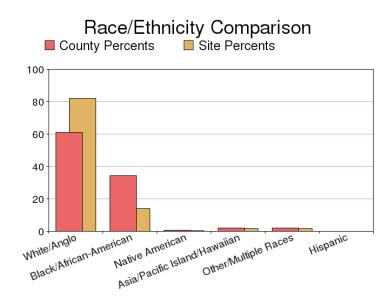


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.64%	5.18%	91.84
4-5 Years	2.84%	2.8%	98.59
6-8 Years	4.26%	4.76%	111.74
9-11 Years	4.2%	4.63%	110.24
12-13 Years	2.77%	3.22%	116.25
14-17 Years	5.61%	6.03%	107.49
18-19 Years	2.82%	2.97%	105.32
0-5 Years	8.48%	7.98%	94.1
6-12 Years	9.85%	11%	111.68
13-19 Years	9.82%	10.62%	108.15
< 20 Years	28.15%	29.6%	105.15
20-34 Years	20.87%	19.45%	93.2
35-44 Years	12.34%	11.91%	96.52
45-64 Years	25.37%	26.77%	105.52
65-74 Years	7.33%	7.43%	101.36
75+ Years	5.95%	4.94%	83.03
Median Age	36	35	98.74
Median Age (Male)	34	36	106.58
Median Age (Female)	37	36	95.63



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%	82.1%	134.83
Black, African-American	34.22%	14.13%	41.3
Native American	0.65%	0.44%	67.8
Asian	2.04%	1.41%	68.79
Pacific Island, Hawaiian	0.06%	0.15%	252.17
Other/Multiple Races	2.13%	1.77%	83.01
Hispanic	0%	1.67%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	269,273	4,401	
Less than 9th Grade	4.45%	5.27%	84.48
No High School Diploma	11.96%	17.43%	68.64
High School Graduate	36.67%	42.38%	86.54
Some College, no degree	20.09%	17.47%	114.98
Associate Degree	7.13%	7.84%	90.95
College Degree	12.88%	7.73%	166.67
Graduate/Prof. degree	6.82%	1.89%	361.38

River Falls Myrtleweed Hillsbore Geiger Beaverton Allgood Odenville Wilsonville Union Grove Valle aint Rock Pelham Hodges Fruithurst Theodore Gantt Tillmans Corner Homewood Orange Beach Taylor Hamilton Saraland South Vinemont PCopyright 2013, Intercultural Institute for Contextual Ministry Contextu

Education of Adults (25 yret)

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%	6.61%	62.88
\$10,000 to \$19,999	14.11%	13.68%	96.94
\$20,000 to \$29,999	11.52%	12.9%	111.93
\$30,000 to \$49,999	21.61%	24.56%	113.66
\$50,000 to \$59,999	8.36%	10.64%	127.2
\$60,000 to \$69,999	6.81%	11.05%	162.2
\$70,000 to \$79,999	5.96%	7.06%	118.49
\$80,000 to \$89,999	4.77%	4.72%	99.11
\$90,000 to \$99,999	3.13%	2.75%	87.93
\$100,000 to \$124,999	5.73%	1.81%	31.54
\$125,000 to \$149,999	2.66%	2.59%	97.14
\$150,000 to \$199,999	1.96%	0.82%	41.85
\$200,000 to \$249,999	0.58%	0.21%	35.11
\$250,000 or more	1.29%	0.62%	47.85
Median Household	40,934	42,671	104.24
Average Household	55,556	47,236	85.02
Per Capita Household	21,806	16,854	77.29
Family/Non-Family Household			
Income			
Median Family Income	49,929	49,683	99.51
Average Family Income	65,093	54,455	83.66
Median Non-Family Income	24,963	22,748	91.13
Average Non-Family Income	35,120	24,588	70.01

Tuscumbla Smoke Rise McDonald Chapel Gu-Win Pleasant Grove Millbrook Town Creek Grant Val Walnut Grove Ashville Tillmans Corner Ariton Owens Cross Roads Grant Mest Jefferson Cross-life inden Attalla East Brewton Sulligent Reform Gulf Shores Theodore For Contextual Ministry for Contextual Ministry Silverhill G18 Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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%	75.61%	110.89
Families with Children	34.85%	38.81%	111.35
Families without Children	33.33%	36.8%	110.41
Non-Family Households			
% Non-Family Households	31.82%	24.39%	76.66
Non-Families with Children	0.39	0.21	53.09
Non-Families without Children	31.43	24.19	76.95
Housing Units			Index
Total Housing Units	184,922	2,737	
Vacant percent	14.01%	11.03%	78.74
Owned percent	59.01%	72.2%	122.34%
Rented Percent	26.97%	16.77%	62.17
Households by Size			Index
Avg household size	2.55	2.76	108.24
Avg family hh size	3.21	3.29	102.49
Avg non-family hh size	1.13	1.11	98.23
Households By Count of Persons			Percent
One	44,731	527	1.18%
Two	47,363	734	1.55%
Three or Four	50,565	854	1.69%
Five+	16,351	319	1.95%

Tuscaloosa Town Creek St. Florian Anderson Jemison Bridgeport Ridgeville Centre McKenzie Brilliant Hadley Trafford Pisgah Collinsville Valley Detroit Glenwood Heat Intercultural Institute Coffeeville Pelham Parrish Anniston Mooresville Huguley Reece for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Air Oakman Ozark Ethelsville Cullman Gantt

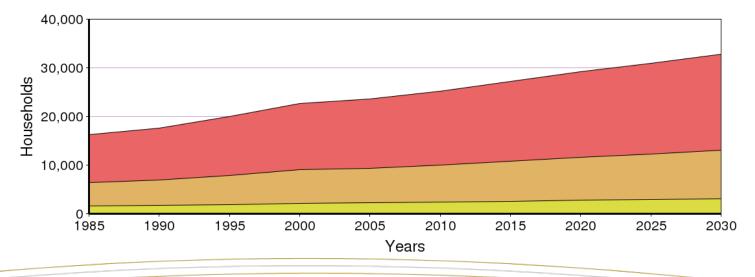
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	5,138	1.36%
2000 Population	399,843	6,227	1.56%
2010 Population	414,958	6,828	1.65%
2015 Population	431,103	7,109	1.65%

Household Change from 1985 to 2030

🗖 0-3mi Ring 🛛 🗖 0-7mi Ring

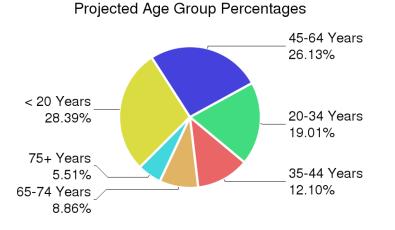
📕 0-10mi Ring



n Talladega Meadowbrook Fort Rucker Mount Vernon Clay Oxford Alexander City Millport Gadsden Cullman Lakeview Attalla Edgewater Madison Pike Road West Jetter Ministry Intercultural Institute Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

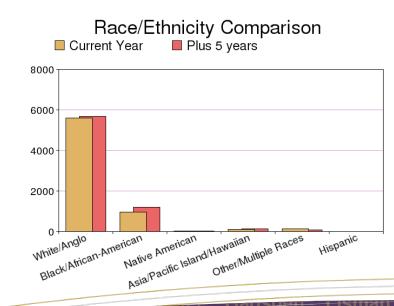


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.18%	4.82%	93.05
4-5 Years	2.8%	2.67%	95.36
6-8 Years	4.76%	4.6%	96.64
9-11 Years	4.63%	4.5%	97.19
12-13 Years	3.22%	3.24%	100.62
14-17 Years	6.03%	5.77%	95.69
18-19 Years	2.97%	2.8%	94.28
0-5 Years	7.98%	7.5%	93.98
6-12 Years	11%	10.7%	97.27
13-19 Years	10.62%	10.2%	96.05
< 20 Years	29.6%	28.4%	95.95
20-34 Years	19.45%	19.02%	97.79
35-44 Years	11.91%	12.1%	101.6
45-64 Years	26.77%	26.14%	97.65
65-74 Years	7.43%	8.86%	119.25
75+ Years	4.94%	5.51%	111.54
Median Age	36	37	102.88
Median Age (Male)	34	37	108.75
Median Age (Female)	37	38	100.88

Pleasant Grove Sulligent Albertville Lynn Cullman Hanceville Scottsboro Talladega Weaver Walnut Gro Hore Hytop Margaret Fultondale Linden Horn Hill Repton Hackleburg Intercultural Institute Clay Hokes Bluff Lockhart Creola Indian Springs Village Ardmore Colum For Confectual Ministry Compright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Compright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Compright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Compright 2013, Intercultural Institute for Contextual Ministry Contextu

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	82.1%	79.72%	97.09
Black, African-American	14.13%	16.94%	119.84
Native American	0.44%	0.42%	96.05
Asian	1.41%	1.74%	124.06
Pacific Island, Hawaiian	0.15%	0.18%	124.86
Other/Multiple Races	1.77%	1.01%	57.15
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,401	4,673	
Less than 9th Grade	5.27%	4.28%	81.19
No High School Diploma	17.43%	14.53%	83.37
High School Graduate	42.38%	44.98%	106.15
Some College, no degree	17.47%	17.27%	98.83
Associate Degree	7.84%	8.75%	111.65
College Degree	7.73%	8.07%	104.43
Graduate/Prof. degree	1.89%	2.12%	112.33

Sardis City Grayson Valley Reece City Courtland Sylvan Springs Saraland Auburn Hammondville G Field Blue Springs Ragland Hillsboro Ohatchee North Courtland McIntoria Ciencoe Bayou La Batre Ros tic Trussville Goshen Brundidge Pisgah Pelham Mountainboro Coward Intercultural Institute blana Ridgevi for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 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	6.61%	6.12%	92.51
\$10,000 to \$19,999	13.68%	13.09%	95.69
\$20,000 to \$29,999	12.9%	12.04%	93.37
\$30,000 to \$49,999	24.56%	24.08%	98.05
\$50,000 to \$59,999	10.64%	10.38%	97.55
\$60,000 to \$69,999	11.05%	11.34%	102.68
\$70,000 to \$79,999	7.06%	7.59%	99.2
\$80,000 to \$89,999	4.72%	5.34%	106.57
\$90,000 to \$99,999	2.75%	2.67%	97.08
\$100,000 to \$249,999	1.81%	2.25%	124.27
\$125,000 to \$149,999	2.59%	3.17%	122.7
\$150,000 to \$199,999	0.82%	0.85%	103.7
\$200,000 to \$249,999	0.21%	0.31%	150.83
\$250,000 or more	0.62%	0.7%	113.12
Median Household	42,671	44,494	104.27
Average Household	47,236	50,539	106.99
Per Capita Household	16,854	18,375	109.02
Family/Non-Family Household			
Income			
Median Family Income	49,683	53,121	106.92
Average Family Income	54,455	58,677	107.75
Median Non-Family Income	22,748	25,084	110.27
Average Non-Family Income	24,588	27,292	111

Pinckard Grimes Rutledge Douglas Addison Harpersville Arley Waldo Brent Fayotte Summerdale Exercised Rockford Weaver Garden City Brilliant La Fayette Providence Intercultural Institute Billingsley Dutton Geneva Wedowee Banks Smiths Station Columer (Soutestinal Ministry) Contestinal Ministry Contestinal Institute for Contextual Ministry Contestinal Ministry Contestin

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	75.61%	73.95%	97.8
Families with Children	38.81	36.43	93.87
Families without Children	36.8	37.36	101.53
Non-Family Households			
% Non-Family Households	24.39%	26.05%	106.81
Non-Families with Children	0.21	0.31	106.81
Non-Families without	24.19	25.75	106.43
Children			
Housing Units			
Total Housing Units	2,737	2,912	106.39%
Vacant percent	11.03%	11.3%	102.39
Owned percent	72.2%	71.57%	99.13
Rented Percent	16.77%	17.14%	102.18
Households by Size			
Avg household size	2.76	2.70	97.83%
Avg family hh size	3.29	3.28	99.7%
Avg non-family hh size	1.11	1.05	94.59%
Households By Count of			
Persons			
One	527	607	115.18%
Two	734	778	105.99%
Three or Four	854	878	102.81%
Five+	319	320	100.31%

hland Needham Thomasville Hillsboro Excel Pinckard Moody Ardmore Glen Allen Ariton Skyline tall Clayhatchee Springville Talladega Springs Smiths Station Elberta Gadsden Jasper Leesburg Twin South Vinemont Geneva Loxley Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	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	86	410	838	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	6	14	26	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	34	60	85	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	3	1	2	Southern Africa	Southern Africa 7	Southern Africa 7 0
Eastern Europe	0	0	1	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	13	12	34	Oceania	Oceania 0	Oceania 0 14
So. Central Asia	6	9	14	Caribbean	Caribbean 0	Caribbean 0 3
SE Asia	3	263	622	Central Amer.	Central Amer. 0	Central Amer. 0 15
Western Asia	0	0	0	South America	South America 3	South America 3 8
Other Asia	0	0	0	North America	North America 11	North America 11 11
				Born at sea	Born at sea 0	Born at sea 0 0

e Cullman Phil Campbell Skyline Pisgah Gordo Millbrook Kansas Douglas Forkland Vina Reform Honson Detroit Tuskegee Thorsby Opelika Sanford Alexander City Please Intercultural Institute Cross Roads tural Bridge Highland Lake Riverside Huguley Banks Pike Road Moody For Confectual Ministry Goodwa 25 ©Copyright 2013, Intercultural Institute for Contextual Ministry Tuscumbia Thomasville Lipscomb Auburn Trafford

# 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	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-′
	MILES	MILES	MILES		MILES	MILES	MIL
English only	7,104	9,349	18,512	Other Indo-Euro	0	0	0
Spanish	60	106	270	Asian/PI languages	0	0	0
Other Indo-Euro	68	158	180	Chinese	30	1	28
language				Japanese	0	11	12
French (incl. Patois,	18	69	57	Korean	0	0	0
Cajun)				Mon-Khmer,	0	57	219
French Creole	4	0	0	Cambodian			
Italian	0	0	0	Miao, Hmong	0	0	0
Portuguese	14	6	10	Thai	0	18	12
German	22	47	66	Laotian	0	76	100
Yiddish	0	0	0	Vietnamese	0	153	535
Other West Germanic	5	8	13	Other Asian	0	0	6
A Scandinavian	0	0	0	Tagalog	0	6	4
Language				Other Pacific Is	0	13	10
Greek	0	0	0	Other languages	0	6	0
Russian	0	0	0	Navajo	0	0	0
Polish	4	16	15	Other Native N.	0	6	0
Serbo-Croatian	0	10	16	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	1	2	3	·			

incent Vance Rockford Libertyville Nauvoo Elmore Powell Oak Grove Ashford Minor Daleville Lips Hueytown Abbeville Orange Beach West Point Arab Sumiton Lower Intercultural Institute Carrollton Greensboro Oneonta Boligee Chatom Union Deatsville Bio Confectual Ministry ecopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
ANGESTRI				ANCESTRI		
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	5,035	7,201	14,413	Irish	Irish 395	Irish 395 689
Arab	1	16	24	Italian	Italian 97	Italian 97 72
Armenian	0	2	2	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	6	9	23	Norwegian	Norwegian 5	Norwegian 5 64
British	24	36	64	Polish	Polish 25	Polish 25 75
Canadian	8	14	27	Portuguese	Portuguese 0	Portuguese 0 19
Croatian	0	0	1	Romanian	Romanian 0	Romanian 0 0
Czech	13	4	8	Russian	Russian 2	Russian 2 2
Czechoslovak	3	13	23	Scandinavian	Scandinavian 0	Scandinavian 0 9
Danish	2	6	17	Scotch-Irish	Scotch-Irish 80	Scotch-Irish 80 74
Dutch	43	53	127	Scottish	Scottish 55	Scottish 55 140
English	596	536	1,195	Slovak	Slovak 0	Slovak 0 0
European	187	61	181	Subsaharan African	Subsaharan African 10	Subsaharan African 10 10
Finnish	0	6	26	Swedish	Swedish 9	Swedish 9 18
French (not Basque)	206	456	823	Swiss	Swiss 1	Swiss 1 2
French Canadian	60	66	134	Ukrainian	Ukrainian 2	Ukrainian 2 7
German	417	560	1,000	US/American	US/American 1,619	US/American 1,619 1,866
Greek	3	19	47	Welsh	Welsh 6	Welsh 6 8
Hungarian	4	6	15	West Indian	West Indian 0	West Indian 0 0
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,156	Other 1,156 2,283

Veaver Emelle Elberta Eutaw Arab Geneva Alexander City Athens Prattville Trinity Cardiff Underwork The Shores Snead Vernon Yellow Bluff Maplesville Indian Springs Village Intercultural Institute Munford Mooresville West End-Cobb Town Bakerhill Centreville Grave Gontextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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### Using the Demographic Indicators

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

#### Issues for Your Consideration

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

Chickasaw Locust Fork Jackson Meridianville Glencoe Kinsey Clay Collinsville Hokes Bluff Coalit Greensboro Brundidge Silverhill Hobson City Florence Baileyton Adam Milliont Kellyton Theodor West Jefferson Brantley Bear Creek Lipscomb Sanford Columbiana Copyright 2013, Intercultural Institute for Contextual Ministry ine Talladega Springs Mountain Brook New Site Cub 28

# Using the Demographic Indicators

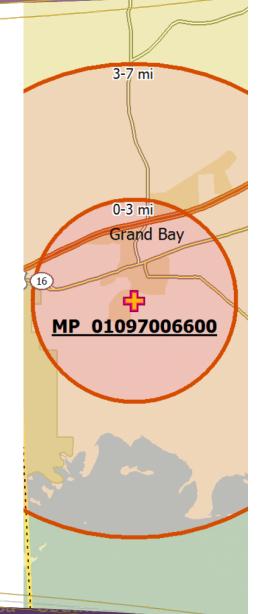
#### Issues for Your Consideration - continued

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



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

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



Beatrice Moun Olive Gilbertown Webb Woodville Garden City West Jefferson Clo Lake Purdy Citron Skyline Eldridge Montgomery Arley Abbeville Huguley South Vin Ron Air Eufaula Ganti G Kennedy Gulf Shores Brilliant Daviston Goodwater Beaverton Confectual Ministry Confectual Ministry Center Point Vance Marion Natural Bridge Petrey 30

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,435	100%	1,561	100%
AFFLUENT SUBURBIA	31	1.27%	21	1.35%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	31	1.27%	21	1.35%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	29	1.19%	19	1.22%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	29	1.19%	19	1.22%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	639	26.24%	407	26.07%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	2	0.08%	1	0.06%
Urban Optimists	0	0%	0	0%
Family Convenience	637	26.16%	406	26.01%
Mid-Market Enterprise	0	0%	0	0%

Kinsey Springville Prattville Oxford Hamilton Dozier Allgood Valley Grande Owens Cross Roads Lake Hilf Boaz Brent Evergreen Banks Linden Margaret Newbern Homer Intercultural Institute gton Hammondville Rainsville Valley Madison Prichard Fairview Mor for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bullingsley Thomasville Coosada Chickasaw New Site

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	2,435	100%	1,561	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	55	2.26%	35	2.24%
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	55	2.26%	35	2.24%
Mature America	0	0%	0	0%
METRO FRINGE	810	33.26%	556	35.62%
Steadfast Conservative	799	32.81%	548	35.11%
Moderate Conventionalists	1	0.04%	1	0.06%
Southern Blues	10	0.41%	7	0.45%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Midland City Samson Millbrook Piedmont Louisville Franklin McMullen Castleberry Steele Daphne F by Ider Wilsonville Dadeville Cowarts Springville Maplesville Tallasser Carbon Hill Fairview Priceville elle Banks Troy Frisco City Grayson Valley Lakeview Oxford Akron Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Beatrice Backson Lincoln Demonolis Geneva Foley Spead King

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	2,435	100%	1,561	100%
REMOTE AMERICA	282	11.58%	165	10.57%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	282	11.58%	165	10.57%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	197	8.09%	146	9.35%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	197	8.09%	146	9.35%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	215	8.83%	96	6.15%
Industrious Country Living	28	1.15%	19	1.22%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	187	7.68%	77	4.93%

Valley Tuscaloosa Anderson Altoona Meridianville Guntersville Detroit Forestdale Myrtlewood Sheff Enterprise Langston Pine Hill Newton Hammondville West Jefferson Intercultural Institute Self Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-3 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	2,435	100%	1,561	100%
STRUGGLING SOCIETIES	96	3.94%	59	3.78%
Rugged Southern Style	59	2.42%	34	2.18%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	37	1.52%	25	1.6%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	81	3.33%	57	3.65%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	68	2.79%	48	3.07%
Urban Diversity	11	0.45%	8	0.51%
New Generation Activists	2	0.08%	1	0.06%
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%
	-		-	

Red Level New Hope Pennington Faunsdale Stevenson Hoover Hammondville Hytep Benton Vernon Fork Enterprise Wedowee West Blocton Daphne Paint Rock Mobile Intercultural Institute Centre Bakerhill Edgewater Elkmont Morris Pell City Beaverton A for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Fairview Foley Kimberly Gordonville Tallassee Vina Sanford Enterprise Dutton Cedar Bluff Even Bon Air Rogersville Castleberry Grand Bay Autaugaville Hodges More <u>Intercultural Institute</u> Anderson Stevens City Mignon Hartford Midland City Brighton Epes Pine Apple Demo <u>Intercultural Institute</u> Vernon Linde Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

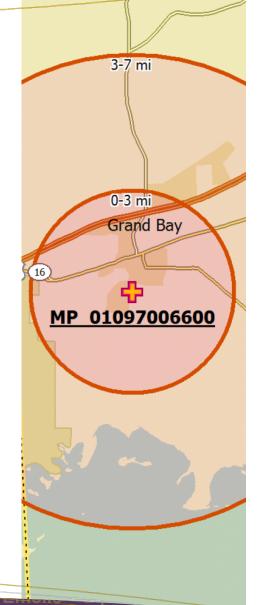
#### **Potential Cultural Bridges**

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

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

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

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



Pickensville Crossville Jacksons' Gap Fayette Langston Helena Daleville Ragland Headland Cons Varior Pine Ridge Garden City Madison Vance Forkland Fultondale Add Headland Gardendale Intone Walnut Grove Fairhope Maytown Brilliant Midfield Goodwater Confectual Ministry Oakman Elmore Skyline Goshen Waldo La Fayet 36 Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	79%	79%	79%
Use Comp. for Internet/E-mail	61%	61%	60%
Internet Use: E-Mail	48%	48%	49%
Use Comp. for Comp. Games	41%	42%	41%
Use Comp. for Word Processing	38%	38%	37%
Use Comp. for Shopping	36%	35%	35%
Use Comp. for Education	32%	33%	33%
Use Comp. for Digital Camera	32%	32%	31%
Photo Editing			
Use Comp. for Banking	31%	32%	33%
HH Owns DVD Player	27%	28%	28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	27%	27%	28%
Internet Use: Banking	26%	27%	29%
Use Comp. for News/Info./Data	20%	20%	20%
Service			
PC-Network-HH Has One	17%	18%	19%
Use Comp. for Accounting	15%	15%	16%
Use Comp. for Filing/DB Mngmnt	12%	12%	12%
Internet Use: Shopping: Made A	12%	12%	13%
Purchase			
Use Comp. for Personal Financial	11%	12%	13%
Mngmnt			
Internet Use: Shopping: Gathered	10%	11%	11%
Info. for Shopping			
Internet Use: Research/ Education	10%	10%	10%



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	68%	68%	68%
Dining Out (Not Fast Food)	57%	57%	57%
Reading Books	51%	51%	50%
Card Games	43%	42%	42%
Gardening	37%	37%	36%
Go To A Beach/Lake	35%	36%	35%
Board Games	35%	35%	35%
Cooking for Fun	35%	36%	36%
Visit Zoo	20%	21%	21%
Going To	19%	19%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	43%	43%	42%
Dentist	26%	26%	25%
Backache	24%	24%	24%
Eye Dr.	21%	21%	20%
Hypertension/High Blood	20%	19%	18%
Pressure			
None Of These	19%	19%	19%
High Cholesterol	18%	18%	17%
Overweight (30 Pounds Or	17%	16%	15%
More)			
Any Arthritis	16%	16%	15%

Yellow Bluff Pelham Woodland Millbrook Dauphin Island Oak Grove Birmingham Smiths Station Power Cherokee Rainsville Winfield Coffee Springs Epes Skyline Alberty Intercultural Institute ockhart Cowarts Hurtsboro Jemison Ohatchee Chelsea Geiger Tarra Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	24.55%	25.07%	25.61%
Live Theater	16.71%	16.45%	15.99%
Live Theater Most Often	13.92%	13.85%	13.45%
Rock/Pop Concerts Most	12.86%	13%	13.17%
Often			
Comedy Club	7.56%	8.23%	8.49%
Country Concerts Most	7.54%	7.85%	8.2%
Often			
Movies: Comedy	39.06%	39.47%	39.45%
Movies: Action/Adventure	36.78%	37.75%	38.16%
Movies: Fam.	18.97%	19.61%	19.71%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	18.2%	18.11%	18.01%
Movies: Drama	17.28%	18.35%	19.06%
Movies: Mystery	15.11%	16.19%	16.68%
MLB Baseball Reg. Season	6.85%	6.79%	6.7%
College Football Reg.	5.87%	5.86%	5.87%
Season			
NFL Football Reg. Season	5.82%	5.6%	5.48%
College Basketball Reg.	4%	3.98%	4.14%
Season			
Auto Racing Events	3.07%	2.88%	2.75%
NBA Basketball Reg.	2.71%	2.57%	2.46%
Season			

aling Vance Woodstock York Selmont-West Selmont Snead Linden Cusseta Ethelsville Coffee Springs Santord Rogersville Hillsboro Eclectic Newville Trinity Valley Wood Intercultural Institute odge Lanett Riverside Douglas Killen Gordonville Hazel Green Benton Jor Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 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	38.03%	37.41%	36.72%	Baseball	Baseball 11.02%	Baseball 11.02% 11.56%
Swimming	34.22%	34.39%	34.84%	Football	Football 10.55%	Football 10.55% 11.01%
Freshwater Fishing	23.97%	23.62%	24.35%	Stationary Cycling	Stationary Cycling 10.38%	Stationary Cycling 10.38% 10.45%
Bowling	22.49%	22.44%	22.61%	Volleyball	Volleyball 9.52%	Volleyball 9.52% 9.04%
Billiards/Pool	19.97%	20.25%	20.48%	Backpacking/Hiking	Backpacking/Hiking 9.44%	Backpacking/Hiking 9.44% 8.88%
Camping Trips	19.04%	18.25%	17.74%	Saltwater Fishing	Saltwater Fishing 8.4%	Saltwater Fishing 8.4% 8.59%
Basketball	15.31%	15.06%	15.28%	Aerobics	Aerobics 8.08%	Aerobics 8.08% 7.75%
Weight Training	14.94%	14.85%	14.66%	Softball	Softball 8.03%	Softball 8.03% 8.07%
Hunting	14.65%	13.27%	12.77%	Power Boating	Power Boating 7.76%	Power Boating 7.76% 7.37%
Jogging/Running	13.14%	13.12%	12.89%	Motorcycling	Motorcycling 7.34%	Motorcycling 7.34% 7.43%
Golf	13%	12.19%	11.72%	Horseback Riding	Horseback Riding 7.26%	Horseback Riding 7.26% 7.09%
Mountain/Road Biking	12.64%	11.86%	11.39%	Canoeing/Kayaking	Canoeing/Kayaking 6.75%	Canoeing/Kayaking 6.75% 6.37%
Using Cardio Machine	11.73%	11.82%	11.81%	Archery	Archery 6.63%	Archery 6.63% 5.87%
Target Shooting	11.72%	11.16%	10.93%	Soccer	Soccer 6.53%	Soccer 6.53% 6.49%

Langston Union Springs Brantley Guin Weaver Leeds Harpersville Coosada Opp Cleveland Scotts Forestdale Foley Notasulga Atmore Dora Guntersville Warrior Wils Frence Section Ash Fairhope Mulga Riverside Phenix City Bridgeport Fruithurst Bon for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 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
	MILES	MILES	MILES
Tennis	6.25%	5.97%	5.89%
Yoga	5.48%	5.41%	5.36%
Roller Skating	5.13%	4.71%	4.44%
Fly Fishing	4.7%	4.72%	4.87%
Ice Skating	4.47%	4.17%	3.8%
Water Skiing	4.32%	4.09%	3.92%
Snowmobiling	4.12%	3.73%	3.39%
Snorkeling	4.02%	3.75%	3.6%
Downhill & X-Country	4.01%	3.66%	3.4%
Skiing			
Jet Skiing	3.94%	3.74%	3.59%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Racquetball	3.68%	3.62%	3.58%
Hockey	3.18%	2.8%	2.51%
Skateboarding	3.05%	2.84%	2.68%
Auto Racing	2.89%	2.92%	2.84%
Martial Arts	2.84%	2.49%	2.28%
Rock Climbing	2.79%	2.67%	2.54%
Snowboarding	2.75%	2.64%	2.42%
Sailing	2.46%	2.48%	2.48%
Rowing	2.21%	2.26%	2.3%
Surfing & Windsurfing	1.95%	1.87%	1.81%

Theodore Sardis City Lakeview Clio Harvest Thomasville Brighton Wilsonville Taylor Culf Shores Southside Adamsville Montgomery Wilton Valley Grande Walnut Grad Intercultural Institute Ariton Woodville Gantt Jacksonville Mount Olive Courtland Selma Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### Potential Cultural Barriers -- 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.

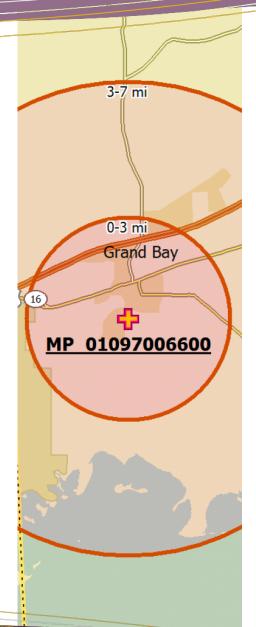
#### **BIBLICAL BARRIERS**

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.



te Cleveland Camp Hill Foley Eclectic Hartford Red Bay Lexington Coaling Gu-Win Atmore Ashford Mountainboro Douglas Fort Rucker Kimberly Coosada New Site Intercultural Institute ton Albertville Dadeville Huguley Brookside Sweet Water Aliceville New Gilbert Ministry Otasulga Grant ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

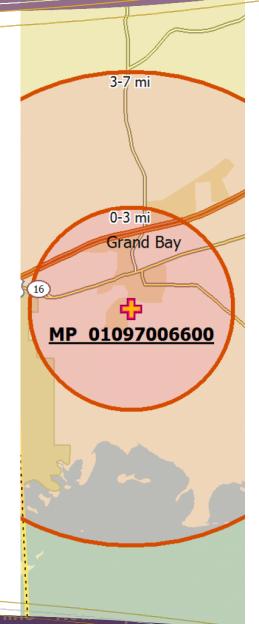
CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### **Unreached People Group**

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



Ashford Wadley Lipscomb Eufaula Cuba Akron Smiths Station Hodges Pine Hill West Blocton P people Centre St. Florian Geraldine Clayton North Courtland Jackson <u>Intercultural Institute</u> en Coaling Foley Roanoke Geiger Oneonta Red Level Huntsville Laver <u>Intercultural Institute</u> Tokes Bluff North Contextual Ministry Daphne Coffee Springs Lexington Centreville Flor 43

### **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.

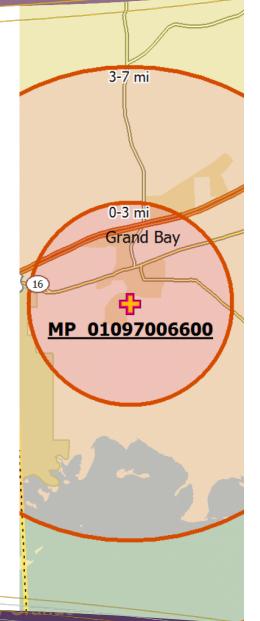
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	49%	49%	49%	Like to Stand Out In A Crowd	22%	22%	21%
New Things				Rarely Sit Down to a Meal	18%	18%	18%
Find It Difficult To Say No To My	42%	40%	40%	Together At Home	470/	400/	470/
Kids	070/	070/	0.001	Marijuana Should Be Legalized	17%	18%	17%
Woman's Place Is In The Home	37%	37%	36%	I Am A Workaholic	16%	17%	18%
Speak My Mind Even If It Upsets People	34%	34%	34%	Like To Pursue Challenge/Novelty/Change	16%	16%	16%
Like Control Over People And Resources	34%	34%	34%	Only Work Current Job for The Money	14%	14%	14%
Like To Do Unconventional Things	32%	33%	33%	We Should Strive for Equality for All	12%	13%	13%
Prefer To Have Few Possessions As Possible	29%	27%	26%	On Whole People Get What They Deserve	10%	10%	10%
Don't Judge People/Way They Live Life	26%	27%	27%	Happy With My Standard Of Living	9%	10%	9%
Money Is Best Measure Of Success	26%	26%	26%	Indulge My Kids With The Little Extras	9%	9%	9%
f Won Lottery Would Never Work Again	24%	24%	24%	Little I Can Do To Change My Life	8%	8%	8%
Too Much Sponsorship In Arts/Sports	24%	24%	24%	I Am A Perfectionist	5%	5%	5%
Friends More Important Than My Fam.	22%	21%	20%				

Dauphin Island Atmore Hamilton Huntsville Benton Eva Carolina Vestavia Hills Columbia Pine Hill Westover Arley Mignon Summerdale Webb Coker Hartford Fayetta Faishone Thomasville Jaspe illsboro Brent Gu-Win Vernon Holly Pond Lanett West Jefferson Moo for Contextual Institute Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Cultural Themes**

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

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



The Dayton Luverne Littleville Selmont-West Selmont Chickasaw Kellyton Dothan Pine Ridge Emelle A Weaver Goodwater Lynn Slocomb Garden City North Johns Creola Silas West Blocton Fairview Holly Pond Tillmans Corner Hodges May Joi Confectual Ministry Pocopyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry La Fayette Tarrant Leesburg Rainbow City Trafford 45 Confectual Ministry La Fayette Tarrant Leesburg Rainbow City Trafford 45

## **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.

0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
64%	63%	64%	Worried About Pollution Caused By Cars	17%	17%	17%
56%	56%	56%	Is An Important Part Of Who I Am	17% 16%	16% 17%	15% 17%
36%	37%	37%	Home			16%
35%	34%	34%	Enjoy Spending Time With My Fam.	14%	13%	13%
32%	32%	31%	Try Not To Worry About The Future	13%	13%	13%
30%	30%	29%	Provide My Kids With The Little Extras	13%	12%	12%
29%	27%	26%	Children Should Be Allowed To Express Themselves	6%	5%	5%
26% 26%	26% 25%	25% 25%	Like Spending Most Time With Fam.	5%	5%	5%
23%	23%	23%	Feel Very Alone In The World Decor Particular Interest To Me	5% 4%	5% 4%	5% 4%
20% 18%	19% 18%	19% 17%	Would Like To Set Up Own Business	3%	3%	3%
	MILES         64%         56%         36%         35%         32%         30%         29%         26%         23%         20%	MILES       MILES         64%       63%         56%       56%         36%       37%         35%       34%         32%       32%         30%       30%         29%       27%         26%       25%         23%       23%         19%       19%	MILES 64%MILES 63%MILES 64%56%56%56%36%37%37%36%37%37%35%34%34%32%31%30%29%29%29%27%26%26%25%25%23%23%23%20%19%19%	MILESMILESMILES64%63%64%Worried About Pollution Caused By Cars56%56%56%Is An Important Part Of Who I Am Looking for New Ideas To Improve Home Real Men Don't Cry35%34%34%32%31%Enjoy Spending Time With My Fam.30%29%Provide My Kids With The Little Extras29%27%26%26%25%Like Spending Most Time With Fam.23%23%23%20%19%Would Like To Set Up Own	MILESMILESMILESMILES64%63%64%Worried About Pollution Caused By Cars17% By Cars56%56%56%Is An Important Part Of Who I Am Looking for New Ideas To Improve Home Real Men Don't Cry16% Tower35%34%34%Enjoy Spending Time With My Fam.14% Same32%31%Try Not To Worry About The Future13% Children Should Be Allowed To Express Themselves3%29%26%25%Like Spending Most Time With Fam.5% Same Same26%25%25%Like Spending Most Time With Fam.5% Same Same20%19%19%Would Like To Set Up Own3%	MILESMILESMILES64%63%64%Worried About Pollution Caused By Cars17%17%56%56%56%Is An Important Part Of Who I Am Looking for New Ideas To Improve Home17%16%36%37%37%17%15%35%34%34%Enjoy Spending Time With My Fam.14%13%32%31%Try Not To Worry About The Future13%13%30%29%Provide My Kids With The Little Extras13%12%29%26%25%25%5%26%25%25%25%5%23%23%23%23%5%20%19%19%Would Like To Set Up Own3%3%

Repute Jacksonville Brundlage Pille Nuge

Twoca Rainsville Eake view Parkville Beatrice Pille Hill Springville Chersea Encloy Cear Bluff Beatrice Toxey Aliceville Fairfield Cowarts Belk Sanford Myrtlewood Water Intercultural Institute North Johns Steele Muscle Shoals Coosada Russellville Vernon Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Courtextual Ministry

### **Potential Shared Places**

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

Harvest Onycha Excel Castleberry Ashville Union Grove Prattville Camp Hill Brookwood Clayton is more Rise Steele Columbiana Mobile Webb Needham Berry Jemis of Intercultural Institute McMullen Kimberly Twin Jasper Northport Triana Gordon Pine Rich Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

3-7 mi

0-3 mi

MP 01097006600

Grand Bay

### **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.09%	87.89%	87.6%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.07%	83.77%	83.6%
Houses-Visit Any			
McDonald's	59.22%	59.87%	59.85%
Burger King	39.95%	39.62%	39.13%
Subway	32.28%	32.39%	32.46%
Kentucky Fried Chicken (KFC)	31.9%	31.13%	30.9%
Applebee's	31.68%	32.54%	32.91%
Wendy's	31.38%	31.6%	31.5%
Taco Bell	30.08%	30.96%	31.63%
Arby's	26.77%	26.17%	25.83%
Pizza Hut	24.65%	24.26%	24.19%
Dairy Queen	20.85%	20.91%	20.52%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Olive Garden	19.62%	20.09%	20.37%
Cracker Barrel	17.5%	18.19%	18.98%
Red Lobster	16.32%	16.42%	16.38%
Sonic	15.3%	16.13%	17.65%
Golden Corral	14.01%	14.04%	14.29%
Chick-Fil-A	13.98%	14.73%	15.62%
Hardee's	13.97%	13.86%	14.15%
Domino's Pizza	13.1%	13.43%	13.64%
Outback Steakhouse	12.39%	13.11%	13.75%
IHOP (International House Of	12.18%	12.45%	12.6%
Pancakes)			
Denny's	11.63%	11.48%	10.98%
Ruby Tuesday	11.22%	12.13%	12.95%

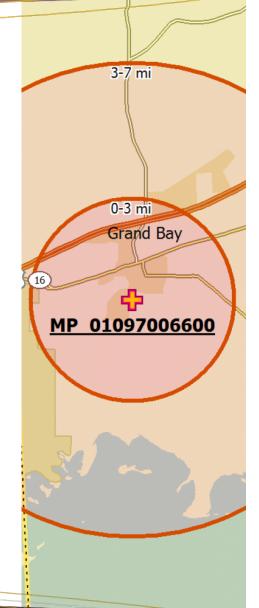
ille Roanoke Trussville Yellow Bluff Brent Carrollton Onycha Red Bay McMullen Lake Purdy Rutiedge Lynn Union Grove Haleburg Sheffield Bayou La Batre Vincent Cardon Abbeville Samson Pelham odwater Banks Colony Morris Dora Riverside Bay Minette Jacksonville Gordenville Vina Pleasant 48 ©Copyright 2013, Intercultural Institute for Contextual Ministry

### **Potential Shared Projects**

Shared projects are those social or community projects in which people at this site location are involved that Christians could join in with them as a means of developing relationships while "serving with them." So often Christians either expect nonbelievers to come to them ("come to our church service or event") or the church creates a social type activity (church softball league, etc) in the community to invite nonbelievers to attend or join. These type of church-sponsored events and activities are often intimidating to a nonbeliever.

Shared projects are community activities that already exist in the missional site location in which nonbelievers are already participating. When missional believers, who live in the community, join community organizations and participate in community events, they have opportunities to be salt and light in their neighborhoods.

This section of the MissionSite report provides a list of common community activities together with the percentage of the site location that we would expect to be already participating. Find these community organizations, activities or events and join in with others in your community! What a way to build evangelistic relationships!



Aligood Waldo Meadowbrook Daleville Munford Carbon Hill Pelham Pytte Elkment Trussville Made Genera Arab Phil Campbell Goshen Coaling Sylacauga Pinson Eclection Intercultural Institute Brewton Prattville Reform Goldville Blue Springs Clanton New Hor Gordeviud Ministry Confertual Ministry Cleveland Loxley Albertville Hamilton Garden City 49

### **Potential Shared Projects**

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-3 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	47.8%	46.04%	43.88%
Recycled products	33.72%	32.45%	30.71%
Worked as volunteer (non political)	16.68%	16.09%	15.37%
Engaged in fund raising	11.66%	10.87%	10.26%
Religious club member	7.87%	7.68%	7.46%
Charitable Organization	5.86%	5.47%	5.12%

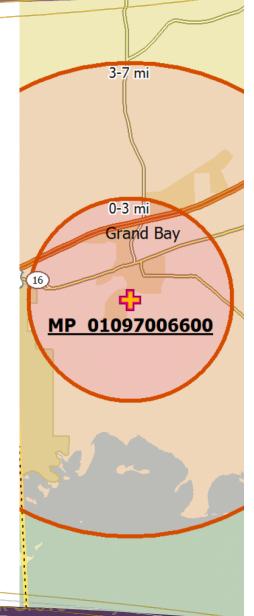
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.76%	5.58%	5.19%
Wrote to elected offcl about	5.72%	5.44%	5.21%
publ bus			
Church Board	5.49%	5.23%	5.03%
Wrote to editor of mag or	5.33%	5.27%	5.09%
newspaper			
Addressed a public meeting	5.13%	4.92%	4.73%
Fraternal order member	4.8%	4.66%	4.38%

Opelika Wetumpka Akron Cainesville Alexandria Roanoke Pine Ridge Sheffield Demopolis Hurtsbord Carrollton Eclectic River Falls Mountainboro Tarrant Orange Beach for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

### **Communication Media Content**

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

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



de Gaylesville Ariton Emelle Woodland Indian Springs Village Grant Nauvoo Rutledge Melntosh Coire Geraldine Dayton Union Elba Brookwood Sumiton Prichard Chieven Intercultural Institute olis Sylvan Springs Silverhill Creola Cusseta Lake View South Vinemov for Confectual Ministry Clayton Faire Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-3 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	14.63%	14.61%	14.39%
Children's Books	12.62%	12.34%	12.25%
Mystery	10.89%	10.94%	11.19%
Cookbooks	10.36%	10.18%	10.01%
Religious (not Bibles)	9.24%	9.16%	9.26%
Romance	7.07%	7.11%	7.24%
History	6.24%	6.23%	6.22%
Personal/Business	6.23%	5.84%	5.51%
Self-help			
Biography	5.3%	5.22%	5.09%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.03%	65.44%	63.26%
Gen. Editorial	44.72%	44.66%	44.28%
Womens	40.33%	40.21%	39.65%
Service	34.78%	34.97%	35.05%
Mens	17.09%	17.05%	16.65%
Fishing/Hunting	15.49%	15.18%	15.23%
<b>Business/Finance</b>	14.7%	14.46%	13.86%
Automotive	14.58%	13.95%	13.56%
Health	13.17%	13.54%	13.78%

 Indian
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 Village
 Midland
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 Bakerhill
 Thomasville
 Enterprise
 La Fayette
 Grayson Valley
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### 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	55.77%	54.9%	54%
Classified	36.76%	36.6%	36.69%
Sport	33.72%	32.74%	31.7%
Editorial Page	32.11%	31.38%	30.88%
Comics	28.3%	27.99%	27.75%
Business/Finance	26.68%	25.95%	25%
TV/Radio Listings	24.84%	24.19%	23.61%
Food/Cooking	24.61%	24.57%	24.45%
Movie Listings & Reviews	24.53%	23.74%	22.87%
Home/Gardening	22.74%	21.79%	20.81%
Travel	18.59%	17.75%	16.88%
Science/Technology	16.39%	15.7%	14.93%
Fashion	13.44%	13.01%	12.71%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	28.62%	28.31%	29.01%
Adult Contemporary	17.4%	17.27%	16.74%
CHR Contemp Hit Radio	16.57%	16.54%	16.33%
Urban Contemporary	12.98%	13.32%	13.29%
Rock	12.93%	12.34%	11.73%
Oldies	10.77%	10.57%	10.17%
News/Talk	10.04%	9.45%	8.72%
Classic Rock	9.79%	9.51%	9.18%
Alternative	7.59%	7.28%	6.86%
Variety	6.57%	6.49%	6.25%
Religious	6.48%	6.29%	6.32%
Soft Contemporary	5.97%	5.84%	5.61%
Jazz	4.32%	4.19%	3.84%
Classic Hits	4.1%	4.11%	4.13%
All News	3.87%	3.72%	3.38%
Gospel	3.3%	3.75%	4.23%
Sports	3.28%	3.06%	2.75%
All Talk	2.89%	2.77%	2.65%



### **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

7-10

MILES 26.77%

25.48%

24.05%

24.49%

23.01%

24.62%

22.21%

20.7%

20.37%

20.43%

20.59%

19.92%

19.45%

19.96%

ULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	64.6%	64.22%	63.74%
Satellite Dish	54.58%	54.17%	54.11%
Soapnet	49.26%	49.78%	50.04%
Other Video-On-Demand	41.73%	41.94%	41.66%
Sci-Fi Channel	37.44%	37.37%	36.91%
MSNBC	35.08%	34.9%	34.5%
Adult Pay Per View TV	34.37%	33.66%	33.49%
Nickelodeon	31.83%	31.51%	31.24%
Subscribe Digital Cable	30.02%	29.08%	28.37%
TV Info From Sunday TV	28.66%	29.19%	29.63%
Magazine			
Adult Swim	28.58%	28.35%	27.53%
Nick At Nite	26.66%	26.94%	26.74%



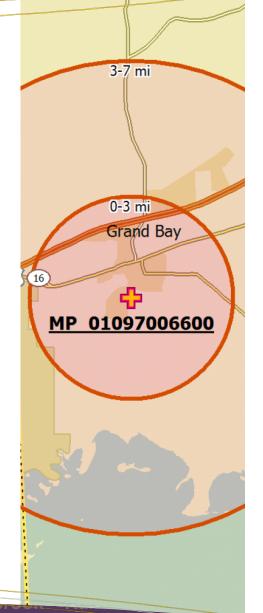
ESPN2

### **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.



Paint Rock Midway Newbern Tuscaloosa Rutledge Eva West Point Florence Bridgeport Brundidge Example Woodville Arley Brilliant Warrior Sand Rock Fayette Shiloh Intercultural Institute Shoals Guint feeville Greenville Grant Elberta Glencoe Demopolis Carolina Cedar foi Contextual Ministry Beaverton River Falls Kinston Atmore Haleburg 155

## 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+)	18.12%	18.13%	18.01%
Medium Users (4-6)	9.91%	9.76%	9.44%
Light Users (1-3)	20.49%	19.48%	18.94%
Quintiles (20%)			
Newspaper I (Heavy)	1.35%	1.47%	1.52%
Newspaper II	1.72%	1.68%	1.64%
Newspaper III	2.38%	2.05%	1.96%
Newspaper IV	0.73%	0.77%	0.81%
Newspaper V (Light)	1.23%	1.22%	1.17%

0-3	3-7	7-10
MILES	MILES	MILES
20.34%	21.17%	21.45%
9.42%	9.42%	9.51%
9.85%	10.63%	10.97%
12.04%	12.57%	12.81%
0.35%	0.47%	0.55%
5.59%	5.61%	5.36%
2.5%	2.41%	2.34%
3.38%	3.51%	3.54%
16.67%	16.8%	16.9%
25.51%	25%	24.27%
16.01%	16.76%	16.81%
5.65%	5.75%	5.78%
4.45%	4.78%	4.95%
22.94%	23.57%	23.79%
3.1%	3.38%	3.4%
	MILES         20.34%         9.42%         9.85%         12.04%         0.35%         5.59%         2.5%         3.38%         16.67%         25.51%         16.01%         5.65%         4.45%         22.94%	MILES       MILES         20.34%       21.17%         9.42%       9.42%         9.42%       10.63%         12.04%       12.57%         0.35%       0.47%         5.59%       5.61%         2.5%       2.41%         16.67%       16.8%         25.51%       25%         16.01%       16.76%         5.65%       5.75%         4.45%       4.78%         22.94%       23.57%

Ranburne Avon Ariton Magnolia Springs Slocomb Centre Goldville Moores Mill Andalusia Autaugaville Columbia Columbiana Orrville Margaret Killen Attalla Athens Orace Beach Centreville Hobson G an Springs Village Talladega Georgiana McIntosh Alexander City Notast for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

# Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	MEDIUM	0-3	3-7
	MILES	MILES	MILES		MILES	MILES
Radio Drive Time Quntiles				TV Prime Time Quntiles (fifths /		
(fifths / 20%)				20%)		
Drive Time I & II (Heavy)	3.63%	3.36%	3.23%	Prime Time I & II (Heavy)	4.46%	4.25%
Drive Time III (Medium)	0.88%	0.75%	0.72%	Prime Time III (Medium)	1.93%	1.96%
Radio IV & V (Light)	2.58%	2.48%	2.27%	Prime Time IV & V (Light)	7.78%	9.18%
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles		
20%)				(fifths / 20%)		
Radio I & II (Heavy)	9.07%	10.11%	10.62%	Fringe I & II (Heavy)	40.37%	40.97%
Radio III (Medium)	5.32%	5.39%	5.27%	Fringe III (Medium)	55.99%	55.74%
Radio IV & V (Light)	2.91%	3.15%	3.47%	Fringe IV (Light)	57.77%	58.67%
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /		
20%)				20%)		
Cable I & II (Heavy)	11.44%	11.77%	12.02%	All Day I & II (Heavy)	12.38%	12.67%
Cable III (Medium)	4.41%	4.25%	4.35%	All Day III (Medium)	24.82%	24.48%
Cable IV & V (Light)	31.1%	31.76%	32.1%	All Day IV (Light)	11.92%	12.57%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.78%	11.88%	12%
6:00am - 10:00am	12.22%	12.47%	12.28%
10:00am - 3:00pm	4.8%	5.06%	5.22%
3:00pm - 7:00pm	13.68%	13.77%	13.52%
7:00pm - Midnight	9.72%	10.6%	11%
Midnight - 6:00am	4.21%	4.48%	4.46%
Weekend Radio			
Listeners			
Dayparts [summary]	15.25%	15.89%	15.96%
6:00am - 10:00am	3.1%	3.45%	3.81%
10:00am-3:00pm	3.76%	3.67%	3.52%
3:00pm - 7:00pm	6.38%	6.7%	6.76%
7:00pm - Midnight	9.03%	9.36%	9.59%
Midnight - 6:00am	9.36%	9.77%	10.22%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.49%	7.75%	7.78%
Saturday: 8:00-11:00pm	8.34%	8.92%	9.32%
Sunday: 7:00-11:00pm	10.23%	10.53%	10.51%
9:00am-1:00pm	26.66%	26.94%	26.74%
9:00am-4:00pm	30.8%	30.92%	30.69%
4:00pm-7:00pm	27.77%	27.35%	27.08%
11:00pm-1:00am	42.83%	42.83%	42.48%
AVG Prime time Mon-Sun	2.44%	2.59%	2.65%

Lincoln Heath Futondale Highland Lake Susan Moore Irondale North Courtland Opp Thomaston Carden City Daphne Crossville Jemison Atmore Douglas Albertville Intercultural Institute Myrtlewood Twin Blue Springs Fairview Fort Payne Riverview University for Contextual Ministry ville Onycha Copyright 2013, Intercultural Institute for Contextual Ministry

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	14.31%	14.96%	15.2%	Sat: 7-10am	Sat: 7-10am 17.06%	Sat: 7-10am 17.06% 17.4%
7-9am	19.45%	19.96%	19.92%	Sat: 10am-1pm	Sat: 10am-1pm 8.08%	Sat: 10am-1pm 8.08% 8.38%
9am-12noon	22.75%	22.95%	22.63%	Sat: 1-4pm	Sat: 1-4pm 24.81%	Sat: 1-4pm 24.81% 25.01%
12noon-4pm	8.05%	7.97%	8.06%	Sat: 4-6pm	Sat: 4-6pm 6.5%	Sat: 4-6pm 6.5% 6.51%
4-6pm	45.02%	44.53%	43.73%	Sat: 6-7pm	Sat: 6-7pm 2.06%	Sat: 6-7pm 2.06% 2%
6-7pm	21.45%	20.59%	19.97%	Sat: 7-8pm	Sat: 7-8pm 0.51%	Sat: 7-8pm 0.51% 0.65%
7-7:30pm	1.08%	1.04%	1%	Sat: 8-11pm	Sat: 8-11pm 8.34%	Sat: 8-11pm 8.34% 8.92%
7:30-8pm	11.23%	11.53%	11.56%	Sat: 11pm-1am	Sat: 11pm-1am 4.56%	Sat: 11pm-1am 4.56% 4.77%
8-11pm	7.49%	7.75%	7.78%	Sat: 1am-7pm	Sat: 1am-7pm 23.27%	Sat: 1am-7pm 23.27% 23.18%
11pm-12am	35.08%	34.9%	34.5%	Sun: 7-10am	Sun: 7-10am 2.33%	Sun: 7-10am 2.33% 2.19%
11pm-1am	42.83%	42.83%	42.48%	Sun: 10am-1pm	Sun: 10am-1pm 8.06%	Sun: 10am-1pm 8.06% 8%
1-6am	26.88%	27.32%	26.59%	Sun: 1-4pm	Sun: 1-4pm 6.6%	Sun: 1-4pm 6.6% 7.05%
				Sun: 4-7pm	Sun: 4-7pm 14.77%	Sun: 4-7pm 14.77% 14.94%
				Sun: 7-11pm	Sun: 7-11pm 10.23%	Sun: 7-11pm 10.23% 10.53%
				Sun: 11pm-1am	Sun: 11pm-1am 5.03%	Sun: 11pm-1am 5.03% 5.47%
				Sun: 1-7am	Sun: 1-7am 22.78%	Sun: 1-7am 22.78% 23.46%

Somerville Glenwood Milliry Belk Pleasant Grove Lockhart Double Springs Malvern Franklin Came Troy Rogersville North Courtland North Johns Lake Purdy Hanceville Intercultural Institute White Hall Flomaton Fultondale Myrtlewood Akron Crossville Mobile For Confectual Ministry Concord Saraland Arley 59 Copyright 2013, Intercultural Institute for Contextual Ministry Concord Saraland Arley 59

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

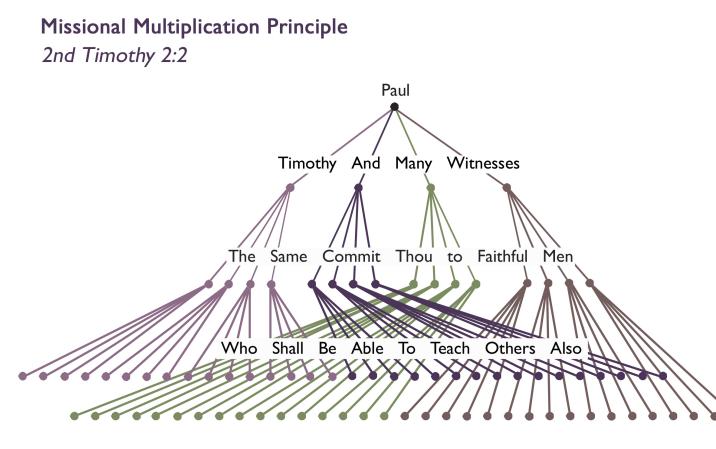
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

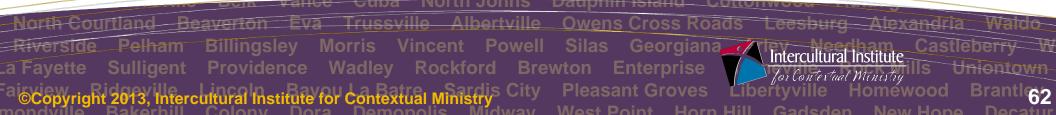
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### **Biblical Missional Multiplication**

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

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





## **Establishing Redemptive Relationships**

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

### **Communication Steps**

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





### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

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

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Faith of Grand Bay	PO Box 798 Grand Bay, AL 36541	1.13 mi	114	Plateauing
2	Friendship	PO Box 756 Grand Bay, AL 36541	1.13 mi	500	Growing
3	Grand Bay First	PO Box 326 Grand Bay, AL 36541	1.24 mi	177	Growing
4	New Beginnings	11910 Mose Ln N Grand Bay, AL 36541	2.19 mi	0	Plateauing
5	Cloverdale	10050 Hall Rd Grand Bay, AL 36541	2.63 mi	95	Declining
6	Boe Road	PO Box 449 Grand Bay, AL 36541	3.78 mi	17	Growing
7	Higher Ground	PO Box 45 Irvington, AL 36544	5.60 mi	109	Declining
8	St. Elmo First	PO Box 159 Saint Elmo, AL 36568	5.99 mi	108	Declining
9	Cambodian Mission	PO Box 159 Saint Elmo, AL 36568	7.26 mi	7	Declining
10	Bayou LaBatre First	PO Box 395 Bayou La Batre, AL 36509	7.32 mi	81	Declining
11	Irvington First	PO Box 189 Irvington, AL 36544	7.37 mi	215	Declining
12	Laotian Mission	PO Box 189 Irvington, AL 36544	7.37 mi	49	Growing
13	San Souci	PO Box 158 Coden, AL 36523	7.97 mi	52	Growing
14	Union	5251 Grand Bay Wilmer Rd S Grand Bay, AL 36541	8.39 mi	171	Growing
15	Pine Springs	PO Box 99 Irvington, AL 36544	8.44 mi	80	Declining

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Dawes First	3941 Dawes Rd Mobile, AL 36695	11.53 mi	177	Declining
17	Travis Road	5226 Travis Rd Mobile, AL 36619	11.71 mi	138	Declining
18	Theodore First	7125 Bellingrath Rd Theodore, AL 36582	12.08 mi	205	Declining
19	Crossroads	9260 Cottage Hill Rd Mobile, AL 36695	13.41 mi	52	Plateauing
20	Tillman's Corner First	5660 Three Notch Rd Mobile, AL 36619	13.58 mi	879	Declining
21	Heron Bay First	4365 Heron Bay Loop Rd S Coden, AL 36523	14.03 mi	81	Declining
22	Woodridge	2700 Schillinger Rd S Mobile, AL 36695	14.03 mi	505	Growing
23	South Mobile First	10575 Dauphin Island Pkwy Theodore, AL 36582	14.16 mi	42	Growing
24	Crosspoint	256 Dogwood Dr Mobile, AL 36609	14.88 mi	75	Plateauing
25	Dayspring	2200 Cody Rd S Mobile, AL 36695	14.97 mi	880	Growing
26	Anchor of Hope Community	2370 Hillcrest Rd Ste G, PMB 236 Mobile, AL 36695	15.25 mi	31	Growing
27	Cypress Shores	4327 Higgins Rd Mobile, AL 36619	15.26 mi	168	Declining
28	Sonrise	140 Snow Rd S Mobile, AL 36608	15.44 mi	102	Growing
29	Seven Hills	8950 Airport Blvd Mobile, AL 36608	15.67 mi	210	Declining
30	Faith	P.O. Box 851208 Mobile, AL 36685	15.71 mi	89	Growing

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Hollinger's Island	2450 Island Rd Mobile, AL 36605	16.50 mi	128	Plateauing
32	Vietnamese Mission	4273 Halls Mill Rd Mobile, AL 36693	16.50 mi	56	Growing
33	International	5651 Cottage Hill Rd. Mobile, AL 36609	16.76 mi	55	Growing
34	Hillcrest	1204 Hillcrest Rd Mobile, AL 36695	16.84 mi	70	Declining
35	Ebenezer	5051 Ebenezer Dr Mobile, AL 36609	16.90 mi	0	Plateauing
36	West Mobile	7501 Airport Blvd Mobile, AL 36608	17.09 mi	602	Growing
37	Azalea	4050 Halls Mill Rd Mobile, AL 36693	17.25 mi	99	Declining
38	Cottage Hill	PO Box 9129 Mobile, AL 36691	17.29 mi	1,825	Declining
39	Berean	3709 Alba Club Rd Mobile, AL 36605	17.54 mi	46	Declining
40	West Jordan	335 Eliza Jordan Rd S Mobile, AL 36608	17.66 mi	37	Growing
41	Calvary	2105 Boykin Blvd Mobile, AL 36605	17.75 mi	19	Declining
42	Trinity	13685 Tanner Williams Rd Wilmer, AL 36587	17.89 mi	65	Growing
43	New Jerusalem	7220 1st St Mobile, AL 36608	17.91 mi	50	Plateauing
44	Airport Boulevard	6301 Airport Blvd Mobile, AL 36608	18.01 mi	118	Plateauing
45	New Generation	1350 Cody Rd N Mobile, AL 36608	18.20 mi	120	Growing

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