MissionSite top unreached locations

Bridgeport Louisville MONROEVILLE, AL nton Enterprise rgiana Ranburne Sipsey Powell Parrish Bolige CENSUS TRACT: 01099986000 TMULTIPLY Arsenal Langston Grimes Epes xegongregational Ever Falls Guntersville Graysville Wilter **REGION: Southeastern Region** River Falls Guntersville Graysville Wilto ASSOCIATION Mobile Northport Thorsby Ohatc Mount Vernon Brundidge Red Bay Ozark Vestavia Hills DISTRICT: 06: Central River District Frisco City Fo In partnership with the: e In partnership with the: New Hope Sulligent Mentone COUNTY: Monroe Brent Bon Air Hamilton Op Intercultural Institute Huntsville Jackson DENSITY PATTERN: Kallo Ladonia Ardmore Bro Mou for Contextual MinistryPollard Alexandria Aut and Alexandria Aut Linden Rock Mills Argo West Point Wasser State Board of Missions Sardis City Go Cowarts Oneonta | vood-Petersville ©Copyright 2011, Intercultural Institute for Contextual Ministry rkland Maytown Sylvania Billingsley Level Plains Fort

MissionSite (TM) Table of Contents

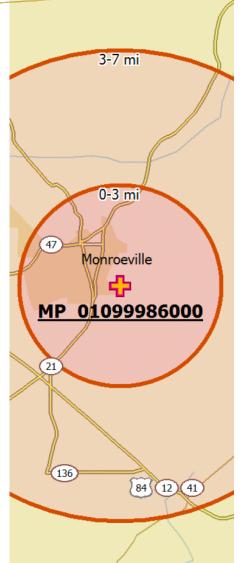
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	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

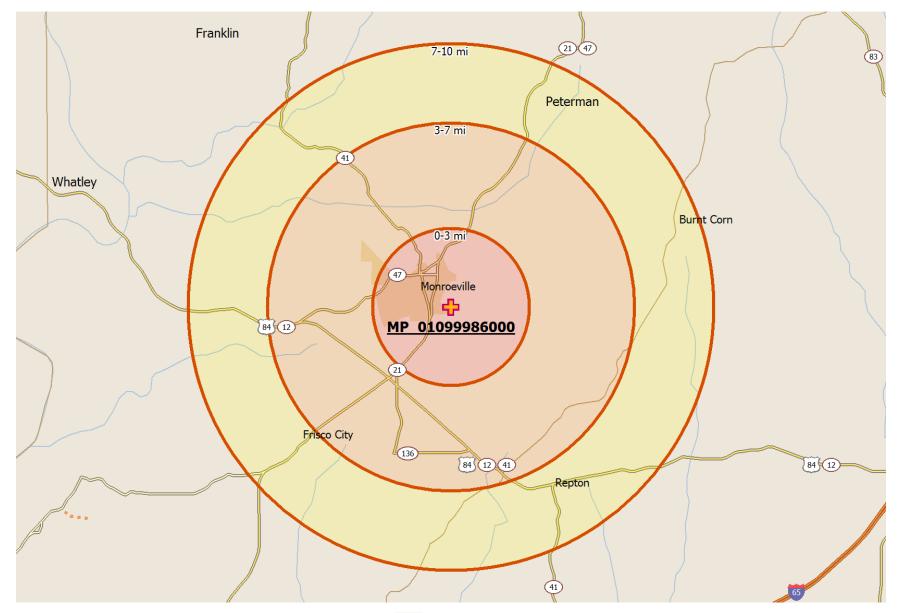
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	0104	Southeastern Region
2	Association	1530	Mobile
3	District	06	Central River District
4	County Location	01099	Monroe
5	Zipcode	36460	Monroe
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	К	10000-10000-10000



and Hayden Centreville Sumiton Lake View Dothan Coaling Dadeville Black Vetumpka Moulton Har Society Cowarts Henagar Goldville Stevenson Oneonta Uniontown Moulton Har Fyffe Vernon Horn Hill Oakman Red Bay Piedmont Tarrant Somervil Adamsville Gordo Jackson 3 ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



West End-Cobb Town St. Florian Akron Scottsboro Trafford Goshen Ozark Nauvoo Louisville Marie Wilton Pine Hill Frisco City Gulf Shores Avon Chelsea Fayette Concern Intercultural Institute Millport Hanceville Summerdale Good Hope Opp Emelle Heath for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	11	Noncore not adjacent to a metro/micro area and contains a town of 2,500 or
			more residents
3	Rural / Urban Continuum	7	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale	33	Town: Remote: Territory inside an urban cluster that is more than 35 miles of an
	Codes		urbanized area.
6	IICM RUCA Values Index	49	Small town core commuting: No additional code
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small
			urban cluster)
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Monroeville Foley Scottsboro Clio Greenville Rosa Hokes Bluff Butier Glencoe Castleberry Jem Rainsville Haleyville Moody Ashford Opp Talladega New Site Smoker Intercultural Institute Dodge City Bayou La Batre Sulligent Notasulga Madison Goodwater Confectual Ministry Cuba Grant Confectual Ministry Double Springs Saks Tina Lisman Elmore Wadley 5

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	6,429	7,176	3,242
2010 Households	2,911	3,210	1,461
2010 Group Quarters Population	240	1	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	13	6
Language Diversity National Index	6	1	6
Foreign Born Diversity National Index	38	11	30
Ancestry Diversity National Index	18	15	21
Racial Diversity National Index	63	58	58

Millport Daleville Kinsey McKenzie Kansas Fulton Brantley Lipscomb Hobson City Level Plains Bayou La Batre Deatsville Ashville Tillmans Corner Priceville Cowarts Intercultural Institute Grand Bay Dutton Sylvan Springs Oak Grove Eva Lanett Cordova Grifer (ontextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, 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	1	True
Low-employment County	1	True
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Opelika Brookwood Woodland Concord McIntosh Helena Prichard Mooresville Taylor Cherokee Blue Springs East Brewton Brewton Arab Uniontown St. Florian Leeds Intercultural Institute Triana Vredenburgh Moody Brent Rutledge Lisman Hartford Tallad Intercultural Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	72	2.47%
Mainstay Communities	Established, Diverse Households	69	2.37%
Working Communities	Blue-collar, Working Families	31	1.06%
Country Communities	Rural, Agri. & Mining Families	155	5.32%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,758	60.39%
Urban Communities	High Density, Inner-city Neighborhoods	826	28.38%

Igaville Dauphin Island Thomaston Mooresville Rainbow City Cordova Fyre Natural Bridge Springville County Line Guin Lester Hartselle Berry Gantt Pine Hill Hobson City Intercultural Institute Sellville Camp Hill Gordon North Courtland Trussville Blue Springs My for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Algood Red Level Vance Grand Bay Vina Douglas Florala Oak Grove Onycha Uniontown Andalusia Boaz Baileyton Lakeview Daphne Autaugaville Sumiton Fairfield For Intercultural Institute Irondale Edgewater Garden City Concord Wetumpka Providence Hena for Confectual Ministry ^{III} Confectual 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?

Gainesville Camden Newbern Rainbow City Holt Southside Midland City Allgood Atmore Glencoe Be Sipsey Vernon Gordon Guin Wadley Coosada Eldridge Livingston Milliont Foley Rockford Sur Loxley Hoover Goshen Uniontown Emelle Kennedy Langston How for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Birmingham Moulton Fairview Pleasant Grove Hugu

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	6,695	2,076	31%
Unreached %	67.18%	71.3%	106.14
Religious But NOT Evangelical HH	2,349	803	34.2%
Religious But NOT Evangelical %	23.57%	27.6%	117.1
Spiritual But NOT Relig or Evang HH	587	163	27.73%
Spiritual But NOT Relig or Evang %	5.89%	5.59%	94.95
Not Evangelical, Not Interested HH	3,901	1,149	29.46%
Not Evangelical, Not Interested %	39.14%	39.48%	100.86



Pine Hill North Johns Vestavia Hills McMullen Livingston Franklin Helena Elkmont Highland Lake Fe Centreville Ashville Glenwood Luverne Smoke Rise Dodge City Trove Intercultural Institute offard Weaver Mignon Maytown North Courtland Flomaton Oak Grove for Contextual Ministry ©Copyright 2011, 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	31	4	12.9%
Active ALSBOM Attenders	3,054	509	16.67%
Active Evangelical Households	2,667	681	25.54%
Active Evangelical Percent	26.75%	23.39%	87.44
Inactive Evangelical Households	605	154	25.54%
Inactive Evangelical Percent	6.07%	5.31%	87.44
# 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	Eastwood	1.04 mi	351	Declining	16	Philadelphia	11.50 mi	466	Declining
2	Southside	1.40 mi	25	Declining	17	Pleasant Hill	11.72 mi	70	Growing
3	Monroeville First	2.29 mi	85	Growing	18	Goodway First	12.37 mi	49	Declining
4	Mt. Olive	2.31 mi	48	Growing	19	Eureka	13.00 mi	325	Plateauing
5	Oak Grove	4.53 mi	52	Plateauing	20	Belleville	13.07 mi	35	Declining
6	Mexia	4.55 mi	54	Growing	21	Ramah	13.31 mi	37	Plateauing
7	Excel	4.97 mi	22	Plateauing	22	Lenox	13.42 mi	9	Growing
8	Old Salem	6.16 mi	82	Growing	23	Enon	14.27 mi	49	Growing
9	Frisco City	6.75 mi	92	Growing	24	Springhill	14.74 mi	79	Plateauing
10	First Peterman First	7.03 mi	33	Plateauing	25	Arkadelphia	15.16 mi	39	Declining
11	Repton	7.63 mi	18	Declining	26	Poplar	16.11 mi	17	Growing
12	Bermuda	7.79 mi	22	Growing	27	Springs Rocky Hill	16.60 mi	136	Plateauing
13	Fountain	9.16 mi	113	Declining	28	Uriah First	17.53 mi	51	Declining
14	Oak Grove	9.53 mi	25	Growing	29	Gosport	17.65 mi	9	Plateauing
15	Barbara Locklin	10.37 mi	51	Growing	30	Beatrice	17.73 mi	80	Declining

Rosa Cottonwood Prattville Glencoe Cullman Wetumpka Cuba Triana Elkmont Pleasant Grove Elber Incintosh Childersburg Redstone Arsenal New Market Anniston Column Intercultural Institute Greenville Alexander City Hayneville Hurtsboro Munford Bear Creek for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

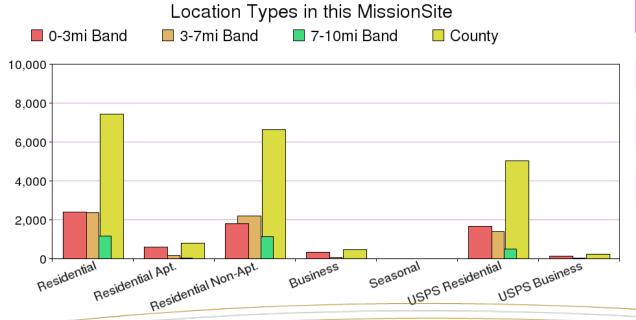
Issues for Your Consideration

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



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

EMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	23,968	7,032	29.34%
2000 Population	24,324	7,125	29.29%
2010 Population	22,206	6,429	28.95%

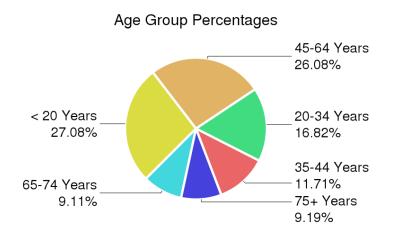


Location Type	0-3mi Band
Residential	2,411
Residential Apt.	595
Residential Non-Apt.	1,816
Business	320
Seasonal	0
USPS Residential	1,676
USPS Business	150

The Deposit Thorsby Dothan Florala Alexander City Russellville Pleasant Grove Midland City Kinsey Add The Pleasant Groves Moores Mill Horn Hill Red Level Deatsville Center Add Sardis City Rockford Sweet Water Monroeville Snead Cordova Herrin Contextual Institute Ima Terrant Source Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Shorter North Johns Hytop Concord Slocomb Camp F

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.

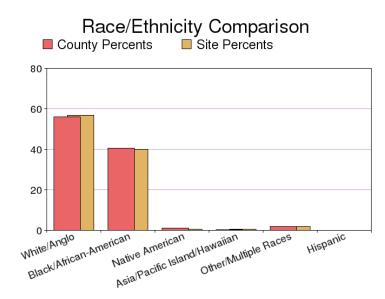


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.98%	5.58%	112.05
4-5 Years	2.61%	2.27%	86.97
6-8 Years	3.96%	3.47%	87.63
9-11 Years	4.16%	4.08%	98.08
12-13 Years	2.86%	2.97%	103.85
14-17 Years	5.81%	5.74%	98.8
18-19 Years	2.94%	2.96%	100.68
0-5 Years	7.58%	7.86%	103.69
6-12 Years	9.54%	9.01%	94.44
13-19 Years	10.19%	10.2%	100.1
< 20 Years	27.31%	27.07%	99.12
20-34 Years	17.51%	16.81%	96
35-44 Years	12.41%	11.71%	94.36
45-64 Years	26.75%	26.07%	97.46
65-74 Years	8.48%	9.11%	107.43
75+ Years	7.53%	9.19%	122.05
Median Age	39	37	94.73
Median Age (Male)	37	36	97.2
Median Age (Female)	41	37	90.17

Jemison Priceville Southside Robertsdale Sylvania Huguley Stevenson Vina Black Blue Springs Wald Selma Pisgah Somerville Moody Taylor Dauphin Island Level Plains Intercultural Institute Chickasaw Cherokee Coffeeville Samson Glencoe Weaver Gordo Har for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry End Deposit Opposite Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	56.13%	56.84%	101.26
Black, African-American	40.57%	39.94%	98.45
Native American	1.13%	0.64%	56.65
Asian	0.34%	0.61%	177.25
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.81%	1.98%	108.85
Hispanic	0%	1.2%	0
Education of Adults (25 yrs+)			

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	14,735	4,290	
Less than 9th Grade	4.17%	2.49%	167.07
No High School Diploma	16.25%	14.17%	114.64
High School Graduate	43.43%	36.97%	117.47
Some College, no degree	13.31%	16.55%	80.41
Associate Degree	9.47%	7.83%	120.88
College Degree	9.48%	15.38%	61.63
Graduate/Prof. degree	3.9%	6.6%	59.15

Dutton Shorter Geiger Castleberry Detroit Madison Georgiana Mobile Hodges Blountsville Eura Gilbertown Mount Olive Smiths Station Fort Deposit Carbon Hill Trove Intercultural Institute ksonville Mentone Cedar Bluff Meadowbrook Shiloh Paint Rock Kansa for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	INDEX
ESTIMATES			
Household Income			
< \$10,000	16.29%	15.6%	116.7
\$10,000 to \$19,999	17.47%	13.16%	75.32
\$20,000 to \$29,999	16.53%	13.98%	84.56
\$30,000 to \$49,999	15.96%	13.19%	82.64
\$50,000 to \$59,999	6.68%	5.36%	80.2
\$60,000 to \$69,999	5.89%	6.84%	116.07
\$70,000 to \$79,999	6.23%	8.21%	131.77
\$80,000 to \$89,999	4.87%	7.56%	155.31
\$90,000 to \$99,999	2.75%	4.16%	151.2
\$100,000 to \$124,999	4.24%	6.46%	152.17
\$125,000 to \$149,999	1.83%	2.47%	135.45
\$150,000 to \$199,999	1.04%	2.4%	230.46
\$200,000 to \$249,999	0.13%	0.41%	316.05
\$250,000 or more	0.08%	0.17%	213.99
Median Household	29,793	41,542	139.44
Average Household	42,756	46,556	108.89
Per Capita Household	19,397	21,237	109.49
Family/Non-Family Household			
Income			
Median Family Income	45,793	59,432	129.78
Average Family Income	52,974	56,710	107.05
Median Non-Family Income	17,061	20,488	120.09
Average Non-Family Income	21,493	24,188	112.54

Hueytown Trinity Onycha Sand Rock Blue Springs Louisville Sipsey Elkmont Cusseta Fort Rucker Grande Glenwood Malvern Ragland Pinson Skyline Adamsville Akros Intercultural Institute Sylvan Springs Redstone Arsenal Thomaston Madrid Lisman Vernon Governation Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	67.54%	65.48%	96.94
Families with Children	35.2%	34.39%	97.7
Families without Children	32.35%	31.09%	96.11
Non-Family Households			
% Non-Family Households	32.46%	34.52%	106.37
Non-Families with Children	0.01	0	0
Non-Families without Children	32.45	34.52	106.4
Housing Units			Index
Total Housing Units	11,742	3,196	
Vacant percent	15.12%	8.89%	58.78
Owned percent	61.27%	54.79%	89.42%
Rented Percent	23.62%	36.3%	153.69
Households by Size			Index
Avg household size	2.20	2.13	96.82
Avg family hh size	2.73	2.67	97.8
Avg non-family hh size	1.12	1.09	97.32
Households By Count of Persons			Percent
One	2,661	800	30.06%
Тwo	3,970	1,189	29.95%
Three or Four	2,957	825	27.9%
Five+	379	97	25.59%

Banks Lakeview Lake Purdy Lake View Courtland Glenwood Holt Selmont West Selmont Summerd tedge Stevenson Cullman Calera Marion Glen Allen Elberta Harpers of Intercultural Institute int Pennington Oak Hill Jackson Jacksons' Gap Castleberry Franklin Copyright 2011, Intercultural Institute for Contextual Ministry Guin West 19

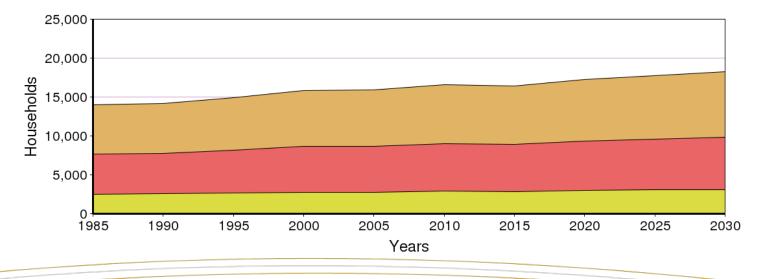
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	23,968	7,032	29.34%
2000 Population	24,324	7,125	29.29%
2010 Population	22,206	6,429	28.95%
2015 Population	21,311	6,086	28.56%

Household Change from 1985 to 2030

🗖 0-3mi Ring 👘 📕 0-7mi Ring

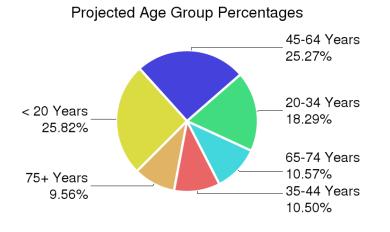
🔲 0-10mi Ring



Butler Yellew Bluff Troy Walnut Grove Uniontown Louisville Shiloh Vestavia Hills Elberta Elmore amewood Mountainboro Tuscaloosa Notasulga Pleasant Groves Kenneder Intercultural Institute s Cross Roads Cuba Nectar Locust Fork Hurtsboro Ashford La Fayette for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

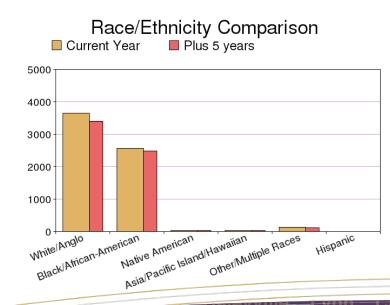


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.58%	5.62%	100.72
4-5 Years	2.27%	2.22%	97.8
6-8 Years	3.47%	3.35%	96.54
9-11 Years	4.08%	3.71%	90.93
12-13 Years	2.97%	2.66%	89.56
14-17 Years	5.74%	5.24%	91.29
18-19 Years	2.96%	3.01%	101.69
0-5 Years	7.86%	7.84%	99.75
6-12 Years	9.01%	8.38%	93.01
13-19 Years	10.2%	9.6%	94.12
< 20 Years	27.07%	25.82%	95.38
20-34 Years	16.81%	18.29%	108.8
35-44 Years	11.71%	10.5%	89.67
45-64 Years	26.07%	25.27%	96.93
65-74 Years	9.11%	10.57%	116.03
75+ Years	9.19%	9.56%	104.03
Median Age	39	37	92.88
Median Age (Male)	37	36	97.88
Median Age (Female)	41	37	89.44

The Westover <u>Sylvania Oxford Myrtlewood</u> Horn Hill Fulton Blountsville Lisman Millbrook Newbern Grossville Sulligent Bear Creek Fairfield Mignon Florence Moundville Intercultural Institute Cordova Weaver Samson Union Springs Leeds Camden Midfield Every Jor Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	56.84%	55.9%	98.35
Black, African-American	39.94%	40.85%	102.26
Native American	0.64%	0.67%	105.64
Asian	0.61%	0.67%	111.05
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.98%	1.91%	96.49
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,290	4,086	
Less than 9th Grade	2.49%	1.66%	66.72
No High School Diploma	14.17%	12.19%	86
High School Graduate	36.97%	39.87%	107.84
Some College, no degree	16.55%	14.1%	85.18
Associate Degree	7.83%	9.81%	125.3

15.38%

6.6%

16.45%

5.92%

106.9

89.78

on Epes Moulton Camp Hill Jackson Frisco City White Hall Talladega Springs Cherokee Myrtlewood Inten Warrior Gurley Woodville Saraland Killen Eldridge Collinsville Shville Mountain Brook Foley Henagar Holly Pond Goodwater Linden Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

College Degree

Graduate/Prof. degree

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	15.6%	14.27%	91.5
\$10,000 to \$19,999	13.16%	13.08%	99.4
\$20,000 to \$29,999	13.98%	13.85%	99.06
\$30,000 to \$49,999	13.19%	11.26%	85.32
\$50,000 to \$59,999	5.36%	5.15%	96.18
\$60,000 to \$69,999	6.84%	6.84%	100.02
\$70,000 to \$79,999	8.21%	9.22%	105.06
\$80,000 to \$89,999	7.56%	8.31%	106.71
\$90,000 to \$99,999	4.16%	4.63%	111.35
\$100,000 to \$249,999	6.46%	7.26%	112.38
\$125,000 to \$149,999	2.47%	2.91%	117.66
\$150,000 to \$199,999	2.4%	2.56%	106.44
\$200,000 to \$249,999	0.41%	0.32%	76.55
\$250,000 or more	0.17%	0.14%	81.65
Median Household	41,542	46,986	113.1
Average Household	46,556	48,860	104.95
Per Capita Household	21,237	23,073	108.65
Family/Non-Family Household			
Income			
Median Family Income	59,432	65,797	110.71
Average Family Income	56,710	61,121	107.78
Median Non-Family Income	20,488	22,188	108.3
Average Non-Family Income	24,188	24,795	102.51

Munford Twin Calera Loxley McMullen Fyffe Hartford Courtland Fruithurst Kinsey Kimberly Hon Owens Cross Roads Hillsboro Monroeville Vincent Tuskegee Eldrider Intercultural Institute Carbon Hill Theodore Cullman Graysville Locust Fork Ashland Lee (a) Confectual Ministry Oxford Ragis Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	65.48%	63.46%	96.93
Families with Children	34.39	32.71	95.13
Families without Children	31.09	28.37	91.24
Non-Family Households			
% Non-Family Households	34.52%	36.54%	105.83
Non-Families with Children	0	0	105.83
Non-Families without	34.52	36.54	105.83
Children			
Housing Units			
Total Housing Units	3,196	3,133	98.03%
Vacant percent	8.89%	8.97%	100.93
Owned percent	54.79%	54.55%	99.56
Rented Percent	36.3%	36.48%	100.52
Households by Size			
Avg household size	2.13	2.05	96.24%
Avg family hh size	2.67	2.60	97.38%
Avg non-family hh size	1.09	1.09	100%
Households By Count of			
Persons			
One	800	778	97.25%
Two	1,189	1,231	103.53%
Three or Four	825	788	95.52%
Five+	97	54	55.67%

Gordon Notasulga Pickensville Cardiff Uniontown River Falls Thomasville Coffee Springs Rutledge Lake Purdy Irondale Dozier Center Point Montevallo Black Pine Hill **Contextual Institute** Hoover Rogers ter Waterloo Leighton Gilbertown Centreville Kimberly Oakman Greet (Contextual Ministry) nead Alexande ©Copyright 2011, Intercultural Institute for Contextual Ministry Camden Brent Newbern Mooresville Carolina Deats

Ethnographic Summary

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	
	MILES	MILES	MILES		MILES	МІ
Foreign Born Pop	33	9	14	Eastern Africa	0	0
Northern Europe	0	0	1	Middle Africa	0	0
Western Europe	4	1	3	Northern Africa	0	0
Southern Europe	0	0	0	Southern Africa	0	0
Eastern Europe	0	0	0	Western Africa	0	0
Other Europe	0	0	0	Other Africa	0	0
Eastern Asia	0	2	6	Oceania	7	0
So. Central Asia	0	0	2	Caribbean	0	0
SE Asia	13	0	1	Central Amer.	4	6
Western Asia	0	0	0	South America	0	0
Other Asia	0	0	0	North America	5	0
				Born at sea	0	0

th Meridianville Pinson Gordo Valley Grande Shiloh Cleveland Double Springs Memphis Vestavia Hills Dadeville Toxey Wetumpka Castleberry Kinston Gordon Holt Dutton Creola Pine Hill Hills Intercultural Institute For Carolina Lincoln North Johns Event for Contextual Ministry Contextual Ministry Section 25 Copyright 2011, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,913	5,882	4,105	Other Indo-Euro	0	0	0
Spanish	81	69	51	Asian/PI languages	0	0	0
Other Indo-Euro	51	2	36	Chinese	0	3	0
language				Japanese	0	0	0
French (incl. Patois,	14	1	14	Korean	0	0	0
Cajun)				Mon-Khmer,	19	0	0
French Creole	0	0	0	Cambodian			
Italian	4	0	2	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	0	0
German	33	0	12	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	6	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	1	0
Language				Other Pacific Is	0	0	4
Greek	0	0	0	Other languages	14	5	10
Russian	0	0	0	Navajo	0	0	0
Polish	0	0	0	Other Native N.	14	5	10
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	0	0
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	1	2				

Arley Stevenson Lanett Lipscomb Heath Heflin Decatur Florence Cleveland Brent Ashford Bear field New Hope St. Florian Lexington Owens Cross Roads Wilton Ever Pell City Dutton Pennington Steele Birmingham Wetumpka Millry Por Jox Confectual Ministry Confectual Ministry ©Copyright 2017, Intercultural Institute for Contextual Ministry Barrish Holly Pond Scottsboro Hollywood Susan Moore Madison Harv

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	5,976	4,117	2,663	Irish	Irish 395	Irish 395 364
Arab	8	1	0	Italian	Italian 38	Italian 38 23
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	0	Norwegian	Norwegian 0	Norwegian 0 0
British	28	8	0	Polish	Polish 28	Polish 28 11
Canadian	16	11	7	Portuguese	Portuguese 0	Portuguese 0 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	0	0	0	Russian	Russian 0	Russian 0 0
Czechoslovak	0	5	2	Scandinaviar	Scandinavian 0	Scandinavian 0 0
Danish	0	0	0	Scotch-Irish	Scotch-Irish 193	Scotch-Irish 193 130
Dutch	38	30	13	Scottish	Scottish 85	Scottish 85 84
English	441	260	172	Slovak	Slovak 0	Slovak 0 0
European	55	18	2	Subsaharan	Subsaharan African 117	Subsaharan African 117 117
Finnish	0	0	0	Swedish	Swedish 4	Swedish 4 8
French (not Basque)	44	47	58	Swiss	Swiss 0	Swiss 0 6
French Canadian	21	6	0	Ukrainian	Ukrainian 0	Ukrainian 0 0
German	220	123	40	US/American	US/American 861	US/American 861 1,021
Greek	0	0	0	Welsh	Welsh 0	Welsh 0 2
Hungarian	0	0	0	West Indian	West Indian 4	West Indian 4 4
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 3,379	Other 3,379 1,838

Dayton Pickensville Gordonville Elkmont Glencoe Thomasville Red Bay Demopolis Brewton Hanceville Oneonta Goodwater Evergreen Fairhope Pike Road Castleberry Moura Intercultural Institute Tokes Bluff Banks Oakman Gadsden Chelsea Robertsdale Clanton Nove for Confectual Ministry at Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

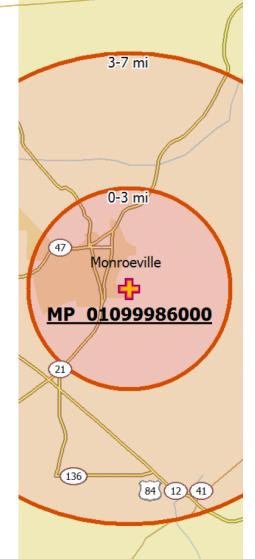
Issues for Your Consideration - continued

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

West Blocton Midway Autaugaville Geiger Dora Shiloh Northport Jackson Powell Fairfield Argo Materioo Munford Castleberry Ider Lester Banks Demopolis Super Calera Nauvoo Sanford Cardiff Daviston Pinckard Clay Hueytown Gardendale ©Copyright 2011, Intercultural Institute for Contextual Ministry Sley Highland Lake Bridgeport Deatsville Dadeville 29

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.



r Coffeeville Orrville Fyffe Grove Hill Nectar Slocomb Mobile Malvern Mountainbero Vincent Tarran Cosada Tillmans Corner Triana Rainsville Southside Notasulga Eldridger Intercultural Institute okee Linden Leesburg Fulton Ardmore Emelle Double Springs Fauns for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Billiogslow Arlow Underwood Potorsville

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	2,911	100%	2,076	100%
AFFLUENT SUBURBIA	46	1.58%	32	1.54%
America's Wealthiest	0	0%	0	0%
Dream Weavers	30	1.03%	21	1.01%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	16	0.55%	11	0.53%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	26	0.89%	19	0.92%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	13	0.45%	9	0.43%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	13	0.45%	10	0.48%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	2	0.07%	1	0.05%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	2	0.07%	1	0.05%
Mid-Market Enterprise	0	0%	0	0%

Powell Fairfield Woodville Gordo Midway Union Guntersville Silverhill Double Springs Wilton Enterplack Mount Vernon Opp Uniontown Adamsville Gantt Cullman Frisco And Adams Crock Goodwater Replace West End-Cobb Town Huguley Thomaston Orange Beach Dutton Swe for Contextual Ministry Blue Ridge G Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,911	100%	2,076	100%
BLUE COLLAR BACKBONE	7	0.24%	5	0.24%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	6	0.21%	4	0.19%
Lower Income Essentials	1	0.03%	1	0.05%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	67	2.3%	48	2.31%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	67	2.3%	48	2.31%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	24	0.82%	16	0.77%
Steadfast Conservative	24	0.82%	16	0.77%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Cockford Petrey Blountsville Mooresville Lisman Jemison Odenville Somerville Henagar Riverside Harts Haverly Ashland Coker Harvest Glen Allen Fyffe Grayson Valley Millry Intercultural Institute Tobile Brilliant Coffeeville Good Hope Pelham Pollard Emelle Birming Date Date Ministry Confectual Ministry East Brewton Wilsonville Dateville Avon Silas Lib 32 Hillsborg South Vinement Childersburg Twin Bayou La Batre Anderson Havden Spead Section Opelik

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	2,911	100%	2,076	100%
REMOTE AMERICA	120	4.12%	72	3.47%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	73	2.51%	43	2.07%
Coal & Crops	47	1.61%	29	1.4%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,758	60.39%	1,302	62.72%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	1,758	60.39%	1,302	62.72%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	35	1.2%	18	0.87%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	20	0.69%	12	0.58%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	15	0.52%	6	0.29%

Colony Pelham Sylvan Springs Margaret Talladega Littleville Prattville Maytown Albertville Eulaw He Hillsboro Henagar Ozark Boligee Elberta Oneonta Repton Paint in Talladega Springs Faunsda osa Clio Belk Summerdale Petrey Susan Moore Leighton Clayhatche for Contestual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Midway Tuskegee Sand Rock Hackleburg Millry Jac 33 Bello Belk Summerdale Petrey Susan Moore Leighton Clayhatche for Contestual 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	2,911	100%	2,076	100%
STRUGGLING SOCIETIES	715	24.56%	485	23.36%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	715	24.56%	485	23.36%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	111	3.81%	78	3.76%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	110	3.78%	77	3.71%
Urban Diversity	0	0%	0	0%
New Generation Activists	1	0.03%	1	0.05%
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%

Rehobeth Centreville Pike Koad Fayior Site

Ikmont Greenville West Point Underwood-Petersville Linden Harpersville Attalia Eurov Halevville Linev Folly Pond Pleasant Grove Fyffe Tuscumbia Horn Hill Ozark Citrone Intercultural Institute Newbern Trussville Butler Hackleburg Hurtsboro Fairview Alexandri Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

dowee Goodwater Talladega Springs Collinsville Pine Ridge White Hall Huntsville Jemison Beatrice Se inemont Munford Florala West Blocton Centreville Toxey Ashland Karo Lintercultural Institute Providence Eclectic Satsuma Oneonta Morris Cedar Bluff Childersbur for Contextual Ministry Columbia Cleveland Graysor 35 Compright 2011, Intercultural Institute for Contextual Ministry Compright 2011, Intercultural Institute for Contextual Ministry

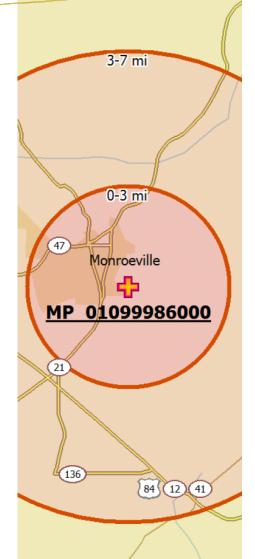
Potential Cultural Bridges

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

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

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

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



Silverhill Petrcy Minor White Hall Florala Troy Georgiana Grimes Fayette Moulton Riverview Se Fort Deposit Jacksons' Gap Mulga Excel Grayson Valley Highland Laker Intercultural Institute Dora Rock Mills Banks Albertville York Dodge City Dozier Brundidg for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hurtsboro Kennedy, Valley Head, Warrior, Gordonyille

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	70%	71%	70%
Use Comp. for Internet/E-mail	47%	48%	48%
Internet Use: E-Mail	39%	40%	39%
Use Comp. for Comp. Games	34%	35%	35%
Use Comp. for Education	28%	28%	28%
Use Comp. for Word Processing	26%	27%	27%
HH Owns DVD Player	26%	26%	26%
Use Comp. for Shopping	24%	25%	25%
Internet Use: News/ Weather	22%	22%	22%
Use Comp. for Digital Camera Photo Editing	21%	22%	23%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Use Comp. for Banking	21%	22%	22%
Internet Use: Banking	20%	21%	21%
PC-Network-HH Has One	18%	18%	18%
Use Comp. for News/Info./Data	17%	16%	16%
Service			
Use Comp. for Personal Financial	11%	10%	10%
Mngmnt			
Internet Use: Research/ Education	10%	10%	10%
Use Comp. for Filing/DB Mngmnt	10%	10%	10%
Internet Use: Shopping: Gathered	9%	9%	9%
Info. for Shopping			
Internet Use: Read Magazines/	9%	8%	8%
Newspapers			
Use Comp. for Accounting	9%	9%	9%

Coffeeville Sulligent Ariton Pell City Rainsville Moody Dora Mignon Forestdale Glencoe Akron A Hildersburg Madison Oak Grove Fort Deposit Meridianville Detroit Taller Springs Lineville Dothan Cedar Bluff Sanford Locust Fork Littleville Hobson City East Brewton K for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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	66%	66%	65%
Reading Books	51%	50%	49%
Dining Out (Not Fast Food)	47%	48%	47%
Card Games	39%	39%	39%
Cooking for Fun	34%	34%	33%
Board Games	28%	29%	29%
Go To A Beach/Lake	28%	28%	28%
Gardening	25%	27%	28%
Visit Museum	17%	16%	16%
Going To	15%	15%	15%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	70%	70%	70%
Gen./Fam. Practitioner	34%	35%	35%
Hypertension/High Blood	24%	24%	23%
Pressure			
Dentist	24%	24%	23%
Backache	24%	24%	24%
Eye Dr.	22%	21%	21%
High Cholesterol	20%	20%	19%
Acid Reflux Disease (GERD)	17%	17%	16%
None Of These	17%	17%	18%
Any Arthritis	17%	17%	17%

Courtland Walnut Grove Leeds North Johns South Vinemont Hartselle Carrollton Shiloh Grayson Valley skeyee Florala Ragland Libertyville Hollywood Taylor Triana Good Hord Hardon Bon Air Hodges Da adland Malvern Samson York Altoona Meadowbrook Spanish Fort The Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright Silas Roberts dale Eultondale Claybatchee Grant Ozark Cleveland Eavette Parrish Thomaston

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	25.23%	24.47%	23.64%
Live Theater	18.26%	17%	16.42%
Live Theater Most Often	14.66%	13.72%	13.28%
Rock/Pop Concerts Most	14.12%	13.53%	13.05%
Often			
Dance Performance	9.76%	8.72%	8.46%
Comedy Club	9.38%	8.85%	8.66%
Movies: Comedy	40.54%	39.68%	39.53%
Movies: Action/Adventure	38.47%	37.59%	37.18%
Movies: Drama	24.18%	22.67%	22.28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.1%	22.06%	21.58%
Movies: Romantic Comedy	20.45%	19.48%	19.19%
Movies: Mystery	18.75%	17.92%	17.55%
College Football Reg.	5.14%	5.14%	5.08%
Season			
NFL Football Reg. Season	4.99%	4.76%	4.68%
College Basketball Reg.	3.85%	3.74%	3.68%
Season			
MLB Baseball Reg. Season	3.6%	3.79%	3.77%
NBA Basketball Reg.	3.39%	3.03%	2.91%
Season			
College Football	2.09%	2.03%	2.04%
Post-Season			

esville Pleasant Grove Calera Rainsville Hamilton Valley Boaz Dayton Hartselle Brent Belk Waverly Hodges Bear Creek Forestdale Garden City Jacksons' Gap Moores Mill Intercultural Institute d City Midfield Mobile Gardendale West Blocton Detroit Bay Minette For Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Brookwood Headland Theodore Repton Holly Pon 39

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	37.75%	36.84%	36.18%	-	Volleyball	Volleyball 8.43%	Volleyball 8.43% 8.42%
Swimming	24.26%	25.79%	25.89%		Mountain/Road Biking	Mountain/Road Biking 8.4%	Mountain/Road Biking 8.4% 8.57%
Bowling	20.43%	20.72%	20.39%		Soccer	Soccer 7.38%	Soccer 7.38% 7.04%
Basketball	19.36%	18.59%	18.19%		Softball	Softball 7.37%	Softball 7.37% 7.32%
Jogging/Running	16.16%	15.13%	14.62%		Tennis	Tennis 6.92%	Tennis 6.92% 6.66%
Billiards/Pool	16.1%	16.61%	16.51%		Saltwater Fishing	Saltwater Fishing 6.6%	Saltwater Fishing 6.6% 6.99%
Freshwater Fishing	13.73%	16.54%	17.3%		Camping Trips	Camping Trips 6.47%	Camping Trips 6.47% 9.53%
Football	13.56%	13.26%	12.92%		Yoga	Yoga 6.46%	Yoga 6.46% 5.98%
Weight Training	13.42%	13.03%	12.73%		Roller Skating	Roller Skating 5.91%	Roller Skating 5.91% 5.56%
Aerobics	12.05%	10.92%	10.39%		Ice Skating	Ice Skating 5.82%	Ice Skating 5.82% 5.31%
Baseball	11.02%	11.33%	11.26%		Backpacking/Hiking	Backpacking/Hiking 5.72%	Backpacking/Hiking 5.72% 6.43%
Stationary Cycling	10.7%	10.35%	10.32%		Hunting	Hunting 5.58%	Hunting 5.58% 7.82%
Using Cardio Machine	10.62%	10.21%	9.77%		Target Shooting	Target Shooting 4.78%	Target Shooting 4.78% 6.26%
Golf	9.91%	9.91%	9.67%		Power Boating	Power Boating 4.72%	Power Boating 4.72% 5.11%

Tuscumbia Leighton Oakman Helena Springville Myrtlewood Saraland Foley Pike Road Lexington Athens Stevenson Minor Rosa McKenzie Wilsonville Kellyton Enterprint Intercultural Institute Gulf Shores Snead Chatom Bayou La Batre Pinson Alabaster Baileyto Kew Hope Oneonta Hobson 40 Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Canoeing/Kayaking	4.45%	4.82%	5.04%
Racquetball	4.27%	4.1%	4.02%
Hockey	4.16%	3.9%	3.79%
Jet Skiing	4.11%	4.14%	4.3%
Motorcycling	4.09%	4.68%	4.77%
Snorkeling	4.06%	3.98%	4.06%
Skateboarding	3.96%	3.83%	3.82%
Fly Fishing	3.92%	4.36%	4.54%
Horseback Riding	3.9%	4.73%	5.03%
Downhill & X-Country	3.62%	3.55%	3.49%
Skiing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Water Skiing	3.44%	3.65%	3.78%
Snowmobiling	3.11%	3.21%	3.23%
Snowboarding	3.02%	2.91%	2.91%
Sailing	2.96%	2.91%	2.88%
Martial Arts	2.8%	2.83%	2.86%
Surfing & Windsurfing	2.47%	2.4%	2.4%
Rowing	2.43%	2.41%	2.38%
Rock Climbing	2.4%	2.47%	2.6%
Archery	2.21%	2.94%	3.22%
Auto Racing	1.87%	2.09%	2.2%

Moore Eva Tallassee McIntosh Good Hope Hayneville Satsuma Margaret Parrish Bakerhill Sheffield adoma Ozark Cordova Mosses Coaling Mount Vernon Pinckard Brillian Intercultural Institute lina County Line Muscle Shoals Livingston Ridgeville Daleville Underwork Fairview Millport Waldo 4 ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

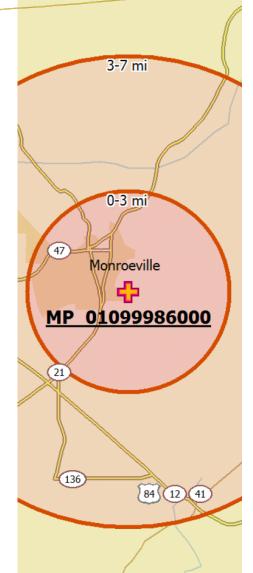
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Redistone Arsenal Roanoke Hoflin Skyline Steele Snead Beatrice Selma Gilbertown La Favette Hand Hereinboro Alexander City Anniston County Line Cedar Bluff Clayhatcher Intercultural Institute Voodland Clay Susan Moore Red Level Orrville Thorsby Vernon Prov Tor Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry City Reace City Crosswille Blue Springer Level Plaine 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.

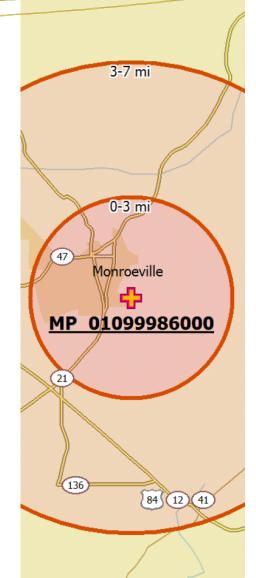
CULTURAL BARRIERS OF ACCEPTANCE

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.



om Allgood Fultondale Prattville North Johns Butler Ashville Roanoke Saraland Hytop Dutton Wood Greek Springs Banks Odenville Pinckard Elmore McMullen Leeds Gara City Roace City Anniston Oneonta Rockford Stevenson Edwardsville Silverhill Malvern Ale for Contextual Ministry Is Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILE
Important Continue Learning New Things	55%	54%	54%	Like to Stand Out In A Crowd Marijuana Should Be Legalized	22% 21%	23% 20%	23% 20%
Speak My Mind Even If It Upsets People	42%	41%	41%	Friends More Important Than My Fam.	19%	18%	18%
Like Control Over People And Resources	42%	41%	41%	We Should Strive for Equality for All	18%	17%	17%
Find It Difficult To Say No To My Kids	39%	40%	40%	Rarely Sit Down to a Meal Together At Home	17%	18%	18%
Woman's Place Is In The Home	36%	36%	37%	Like To Pursue	17%	17%	17%
Too Much Sponsorship In Arts/Sports	32%	31%	31%	Challenge/Novelty/Change Only Work Current Job for The	17%	16%	17%
Don't Judge People/Way They Live Life	31%	31%	31%	Money Happy With My Standard Of	13%	12%	12%
Like To Do Unconventional	30%	31%	31%	Living			
Things	000/	070/	000/	Little I Can Do To Change My	10%	10%	10%
Prefer To Have Few Possessions As Possible	28%	27%	26%	Life On Whole People Get What	10%	10%	10%
If Won Lottery Would Never	27%	26%	25%	They Deserve			
Work Again				I Am A Perfectionist	10%	9%	9%
Money Is Best Measure Of Success	25%	25%	25%	Indulge My Kids With The Little Extras	9%	9%	9%
I Am A Workaholic	25%	23%	23%				

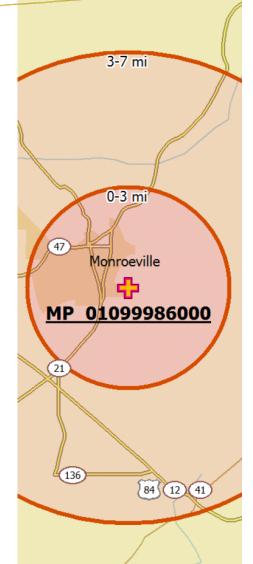
rais City Orrvine wale

Ider Rock Miles Deuglas Birmingham Cowarts York Alexander City Holfywood Glenwood Moody E Hon Grove Munford Riverview Holt Demopolis Pine Ridge Fruithurs <u>Intercultural Institute</u> Clanton Kinsey Brookwood Red Level Newbern Pleasant Groves Lown Jor Contextual Ministry ³ Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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.



West End-Cobb Town Munford Montgomery Edwardsville Meridianville Culman Hanceville Mount Vern Estavia Hills Talladega Spanish Fort Dayton Troy Clio Clayhatchee Line Hanceville Wayerly Cottonwood dowee Steele Lowndesboro Fairview Robertsdale Mountain Brook Eas for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

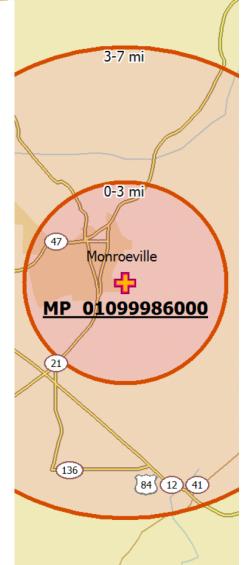
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3	3-7	7-10	THEMES	0-3	3	3-7	7-10
	MILES	MILES	MILES		MI	LES I	MILES	MILES
Important To Respect Customs And Beliefs	59%	59%	58%	Consider Myself Intereste Arts	d In The 229	% 2	21%	21%
You Should Seize Opportunities	58%	57%	57%	Real Men Don't Cry	189		18%	18%
In Life				Like To Just Enjoy Life	189		18%	18%
Prefer Work Part Of Team Than Alone	41%	40%	39%	Try Not To Worry About 7 Future	The 189	%	16%	16%
Like To Understand About Nature	38%	37%	37%	Worried About Pollution C By Cars	Caused 179	% ·	17%	17%
Important To Juggle Various Tasks	36%	35%	35%	Enjoy Spending Time Wit Fam.	h My 159	% '	15%	15%
mportant Feel Respected By My Peers	33%	33%	33%	Is An Important Part Of W Children Should Be Allow			13% 9%	14% 9%
Good At Fixing Things	31%	30%	30%	Express Themselves	eu 10 976		9 /0	970
Have Keen Sense Of Adventure	29%	28%	28%	Like Spending Most Time	With 6%	5 6	6%	6%
Prefer To Have Few	28%	27%	26%	Fam.				
Possessions As Possible				Feel Very Alone In The W	orld 6%	5 6	6%	7%
Provide My Kids With The Little Extras	24%	22%	22%	Would Like To Set Up Ov Business		5 5	5%	5%
People Have To Take Me As They Find Me	24%	23%	22%	Decor Particular Interest	To Me 3%		3%	4%
Looking for New Ideas To Improve Home	22%	21%	22%					

Rock Mills Hamilton Pine Hill East Brewton Albertville Highland Lake Dutton Magnolia Springs Ariton F Creek Wedowee Falkville Geneva Pelham Tuscaloosa Dayton Graysville Intercultural Institute Wilsonville Millry Ethelsville Riverside Forkland Warrior Ardmore Reference Intercultural Institute Crossville Co for Contextual Ministry Crossville Co Copyright 2011, Intercultural Institute for Contextual Ministry Operation Springs Village McIntosh Shorter Roanoke Autaug 46

Potential Shared Places

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



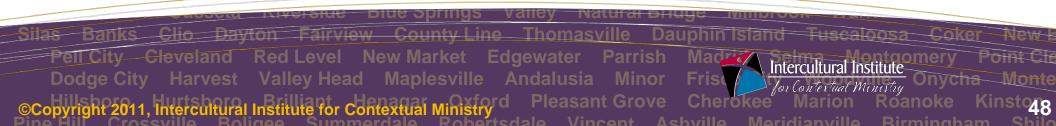
View Harvest Gu-Win Rainbow City Highland Lake Huntsville Susan Moore Muscle Shoals Forkland Mi Glen Allen Mount Vernon McDonald Chapel Brookside Trinity Trians Intercultural Institute Hill Gordon Libertyville Akron Owens Cross Roads Kennedy Courtland for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	88.29%	88.5%	88.77%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.54%	79.93%	79.47%
Houses-Visit Any			
McDonald's	57.02%	57.28%	57.38%
Kentucky Fried Chicken (KFC)	39.94%	38.57%	38.37%
Burger King	39.53%	39.79%	39.98%
Wendy's	35.22%	34.34%	34.2%
Subway	32.12%	32.19%	32.27%
Applebee's	28.95%	29.09%	28.62%
Pizza Hut	27.51%	27.26%	27.68%
Taco Bell	26.25%	26.63%	26.28%
Arby's	22.61%	22.72%	22.31%
Red Lobster	21.49%	20.44%	20.03%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Popeyes	19.83%	17.43%	17.15%
Domino's Pizza	19.15%	17.98%	17.65%
Olive Garden	18.95%	18.73%	18.4%
Chick-Fil-A	18.33%	17.32%	16.53%
Golden Corral	17.88%	17.16%	16.89%
Dairy Queen	17.87%	18.77%	19.09%
IHOP (International House Of	17.38%	15.92%	15.31%
Pancakes)			
TGI Friday's	15.34%	13.81%	13.03%
Sonic	15.16%	16.42%	17.17%
Cracker Barrel	14.79%	15.57%	15.51%
Ruby Tuesday	14.28%	13.76%	13.27%
Church's Fried Chicken	14.26%	12.71%	12.57%

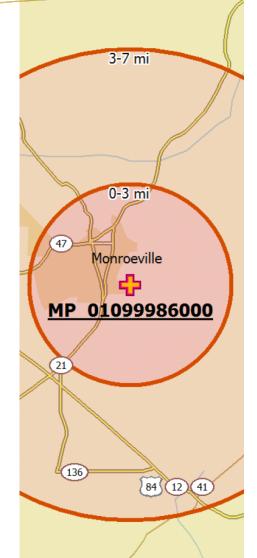


Potential Shared Projects

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!



Weight Memphis Libertyville Reece City Sweet Water Mountainboro Euraula Columbia Vincent Priceville Ecler Mosses Linden Fayette Dothan Repton Stevenson Steele Highlan Vincent Intercultural Institute For Contextual Ministry Gap Vredenburgh Midway Selmont-West Selmont Hage

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	43.56%	42.68%	42.1%
Recycled products	25.88%	25.31%	24.71%
Worked as volunteer (non political)	12.03%	12.27%	12.32%
Engaged in fund raising	11.43%	11.19%	11.09%
Religious club member	9.31%	9.08%	8.93%
Church Board	8.99%	8.41%	8.07%

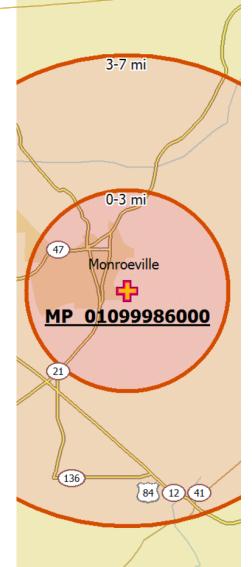
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.47%	5.25%	4.97%
Took active part in local civic	4.72%	4.54%	4.41%
issue			
Wrote to editor of mag or	4.44%	4.41%	4.5%
newspaper			
Charitable Organization	4.21%	4.27%	4.21%
Addressed a public meeting	4.04%	4.08%	4%
Fraternal order member	4.03%	3.96%	3.85%

Copyright 2011, Intercultural Institute for Contextual Ministry 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.



Contextual Ministry Contextual Ministry Comparison For an and the for Contextual Ministry 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	13.64%	13.37%	13.18%
Children's Books	13.09%	12.86%	12.71%
Religious (not Bibles)	10.98%	10.64%	10.44%
Cookbooks	8.33%	8.46%	8.42%
Mystery	6.77%	7.35%	7.44%
Romance	6.31%	6.52%	6.58%
Personal/Business	6.12%	5.75%	5.51%
Self-help			
Biography	5.81%	5.47%	5.34%
Mail order	4.8%	4.68%	4.65%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.97%	64.41%	63.34%
Gen. Editorial	57.24%	54.16%	53.14%
Womens	51.42%	48.77%	47.79%
Service	28.74%	29.47%	29.86%
Business/Finance	24.96%	22.15%	21.06%
Music	22.85%	20.73%	20.07%
Mens	20.52%	19.4%	19.03%
Health	15.2%	14.8%	14.56%
Parenthood	14.81%	14.53%	14.74%

gton St. Florian Malvern Hamilton Pollard Pisgah Kennedy Meridianville Fruithurst Theodore Lynn Venson Brantley Talladega Garden City Babbie Brundidge Ethelsville Intercultural Institute ort Chelsea Hollywood Pine Hill Opp Lester Priceville Hueytown Phi for Contextual Ministry (V Copyright 2011, Intercultural Institute for Contextual Ministry Springs Triana Natural Bridge Cordonville Appiston Camp Hill Elomaton Berry Moulton Blue Springs

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	47.36%	48.15%	48.07%
Classified	29.09%	30.92%	31.53%
Sport	28.6%	28.58%	28.3%
Editorial Page	24.44%	25.36%	25.34%
Business/Finance	23.83%	22.85%	22.22%
Movie Listings & Reviews	22.47%	21.49%	20.84%
Food/Cooking	22.04%	21.91%	21.5%
TV/Radio Listings	21.76%	21.45%	21.05%
Comics	20.37%	21.49%	21.63%
Home/Gardening	18.4%	18.23%	17.88%
Fashion	17.62%	16.57%	16.08%
Travel	17.43%	16.39%	15.7%
Science/Technology	14.73%	14.16%	13.6%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	48.49%	41.85%	39.82%
Jazz	17.49%	14.72%	13.55%
CHR Contemp Hit Radio	16.44%	16.04%	15.61%
Variety	12.03%	10.71%	10.2%
Gospel	9.84%	9.03%	8.78%
All News	9.2%	7.76%	7.04%
Adult Contemporary	8.6%	9.77%	10.47%
Oldies	8.17%	8.3%	8.42%
Country	7.36%	12.63%	14.52%
Religious	6.25%	6.27%	6.16%
News/Talk	5.6%	5.45%	5.34%
Soft Contemporary	5.17%	4.9%	4.78%
Rock	4.28%	5.02%	5.19%
All Talk	3.74%	3.31%	3.18%
Alternative	3.46%	3.58%	3.79%
Adult Standards	3.27%	2.96%	2.74%
Sports	3.18%	2.88%	2.73%
Hispanic	2.89%	2.62%	2.42%

Riverside Lipscomb Hodges Leighton Oakman Benton Odenville Kansas Hanceville Point Clear B Grande Kinston Elmore Mount Vernon Linden Mulga Guin Geiger Intercultural Institute Winfield Jacksons' Gap Frisco City Atmore Eclectic Summerdale Lover Midland City Huntsville Ne53 Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	62.72%	62.48%	62.3%
Soapnet	51.2%	50.34%	49.87%
Satellite Dish	49.05%	50.16%	50.67%
Other Video-On-Demand	48.99%	48.53%	49.42%
Sci-Fi Channel	36.1%	36.25%	36.19%
Subscribe Digital Cable	34.48%	33.43%	33.06%
Adult Pay Per View TV	34.26%	34.1%	34.19%
MSNBC	33.98%	33.86%	33.9%
TV Info From Sunday TV	28.06%	27.94%	27.72%
Magazine			
Nickelodeon	26.09%	27.3%	27.97%
TV Info From Newspapers	25.98%	25.66%	25.3%
TCM (Turner Classic	25.44%	24.86%	24.54%
Movies)			

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Comedy Central	25.43%	23.85%	23.05%
Nick At Nite	25.27%	25.19%	24.98%
Hallmark Channel	24.31%	23.92%	23.81%
Lifetime	23.64%	22.71%	22.54%
The Golf Channel	23.19%	21.9%	21.41%
TV Info From Other	22.13%	21.65%	21.26%
USA Network	21.93%	21.55%	21.36%
HGTV (and Garden	21.62%	20.45%	19.96%
Television)			
TV Info From Monthly Cable	21.47%	21.76%	21.98%
Guide			
ABC Fam.	21.03%	19.8%	19.31%
BET (Black Entertainment TV)	20.64%	20.44%	20.59%
Travel Channel	20.26%	19.27%	19.06%

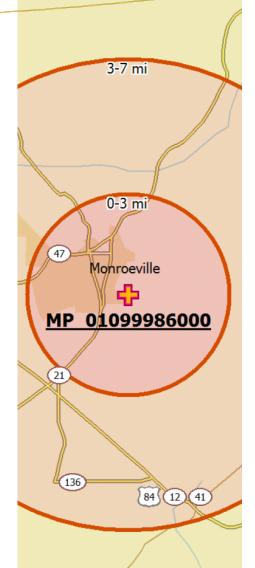
Eldridge Newbern Lowndesboro White Hall Lexington Hurtsboro Shiloh Dutton Concord New Market Halvern South Vinemont Roanoke Grimes Stevenson Summerdale Butler Intercultural Institute Eva Mosses Brookwood Alabaster Millport Lineville Foley Leesburg Foi Contextual Ministry Io Copyright 2011, Intercultural Institute for Contextual Ministry

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.



Serry Fairfield Waterlee Huguley Mount Vernon Anniston Leeds Rutledge Redstone Arsenal Greensbord terre Blountsville Mooresville Ashland Baileyton Gordonville Mount Intercultural Institute Steele Snead Oak Hill Mulga Nauvoo Holly Pond Crossville Geneva Confectual Ministry Confe

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+)	16%	15.99%	15.94%
Medium Users (4-6)	7.76%	7.78%	7.83%
Light Users (1-3)	18.07%	18.07%	17.94%
Quintiles (20%)			
Newspaper I (Heavy)	0.62%	0.72%	0.8%
Newspaper II	1.71%	1.63%	1.6%
Newspaper III	1.86%	1.87%	1.85%
Newspaper IV	0.28%	0.31%	0.32%
Newspaper V (Light)	0.63%	0.74%	0.82%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	20.56%	20.49%	20.53%
Magazines II	9.53%	9.39%	9.38%
Magazines III	10.09%	10.3%	10.42%
Magazines IV	13.74%	13.42%	13.37%
Magazines V (Light)	1.54%	1.34%	1.22%
Outdoor I (Heavy)	9.36%	8.54%	8.52%
Outdoor II	5.63%	5%	4.92%
Outdoor III	5.65%	5.21%	5.14%
Outdoor IV	17.24%	17.79%	17.97%
Outdoor V (Light)	24.84%	24.72%	24.89%
Yellow Pages I	16.87%	17.05%	17.02%
(Heavy)			
Yellow Pages II	9.54%	8.78%	8.49%
Yellow Pages III	10.69%	9.62%	9.54%
Yellow Pages IV	24.89%	25.24%	25.48%
Yellow Pages V (Light)	4.98%	4.84%	4.92%

The Dethan Lester Henagar Addison Lake View Jasper Huntsville Jackson North Courtland Camden Frier Ariton Skyline Evergreen Altoona Centreville Chelsea Chickasaw <u>Intercultural Institute</u> Ranburne Fort Payne Linden Glenwood Sumiton Moores Mill Elkmont rd©Copyright 2011, Intercultural Institute for Contextual Ministry rd©Copyright 2011, Intercultural Institute for Contextual Ministry Hobson City Evffe Colony Morris Millbrook Tillmans

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 MI	EDIUM
MILES MILES MILES	
tadio Drive Time Quntiles TV Prime	e Time Quntiles (fifths /
fifths / 20%) 20%)	
Drive Time I & II (Heavy) 2.03% 2.25% 2.22% Prime Time I &	II (Heavy)
Drive Time III (Medium) 1.01% 0.96% 0.96% Prime Time III (Me	edium)
Radio IV & V (Light) 2.76% 2.72% 2.67% Prime Time IV & V (IIII)	Light)
Radio Media Quntiles (fifths / TV Early/Late Fringe	Quntiles
20%) (fifths / 20%)	
Radio I & II (Heavy) 11.47% 11.24% 11.34% Fringe I & II (Heavy)	
Radio III (Medium)3.32%3.5%3.57%Fringe III (Medium)	
Radio IV & V (Light) 4.59% 4.18% 3.95% Fringe IV (Light)	
Cable TV Quntiles (fifths / TV All Day Quntiles (fifth	is /
20%) 20%)	
Cable I & II (Heavy) 12.34% 12.24% 12.24% All Day I & II (Heavy)	
Cable III (Medium) 5.07% 5.08% 5.27% All Day III (Medium)	
Cable IV & V (Light) 41.89% 40.15% 39.79% All Day IV (Light)	



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]	11.14%	10.96%	10.68%
6:00am - 10:00am	16.23%	14.83%	14.27%
10:00am - 3:00pm	13.13%	11.33%	10.94%
3:00pm - 7:00pm	15.29%	14.82%	14.81%
7:00pm - Midnight	11.97%	11.44%	11.27%
Midnight - 6:00am	9.1%	8.12%	8.02%
Weekend Radio			
Listeners			
Dayparts [summary]	14.08%	13.86%	13.54%
6:00am - 10:00am	2.35%	2.34%	2.21%
10:00am-3:00pm	5.85%	5.08%	4.7%
3:00pm - 7:00pm	7.01%	6.8%	6.76%
7:00pm - Midnight	10.54%	10.04%	9.9%
Midnight - 6:00am	14.7%	13.29%	12.91%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.72%	5.86%	6.14%
Saturday: 8:00-11:00pm	8.9%	8.79%	8.58%
Sunday: 7:00-11:00pm	8.74%	8.97%	9.14%
9:00am-1:00pm	25.27%	25.19%	24.98%
9:00am-4:00pm	30.15%	29.87%	29.48%
4:00pm-7:00pm	34.1%	31.92%	31.14%
11:00pm-1:00am	45.81%	44.57%	44.25%
AVG Prime time	6.31%	5.54%	5.43%
Mon-Sun			

Mulga Pinson Hobson City Grove Hill Allgood Vina Warrior Paint Rock Bridgeport Union Goldville Grant Highland Lake Selma Oak Grove Holly Pond Rehobeth Sard Contextual Institute Clio North Courtland Hokes Bluff Walnut Grove Redstone Arsenal Revealed The Contextual Ministry Contextual Ministry Selma Contextual Ministry Copyright 2011, 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	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	13.81%	13.6%	13.84%	Sat: 7-10am	Sat: 7-10am 15.83%	Sat: 7-10am 15.83% 15.5%
7-9am	19.93%	19.23%	19.15%	Sat: 10am-1pm	Sat: 10am-1pm 8.67%	Sat: 10am-1pm 8.67% 8.34%
9am-12noon	19.43%	19.51%	18.95%	Sat: 1-4pm	Sat: 1-4pm 24.88%	Sat: 1-4pm 24.88% 24.53%
12noon-4pm	10.71%	10.36%	10.53%	Sat: 4-6pm	Sat: 4-6pm 7.6%	Sat: 4-6pm 7.6% 7.17%
4-6pm	51.96%	49.48%	48.58%	Sat: 6-7pm	Sat: 6-7pm 1.75%	Sat: 6-7pm 1.75% 1.65%
6-7pm	17.68%	18.16%	18.47%	Sat: 7-8pm	Sat: 7-8pm 1.08%	Sat: 7-8pm 1.08% 1.05%
7-7:30pm	2.25%	1.97%	1.86%	Sat: 8-11pm	Sat: 8-11pm 8.9%	Sat: 8-11pm 8.9% 8.79%
7:30-8pm	12.92%	12.63%	12.67%	Sat: 11pm-1am	Sat: 11pm-1am 7.52%	Sat: 11pm-1am 7.52% 6.88%
8-11pm	5.72%	5.86%	6.14%	Sat: 1am-7pm	Sat: 1am-7pm 21.93%	Sat: 1am-7pm 21.93% 21.55%
11pm-12am	33.98%	33.86%	33.9%	Sun: 7-10am	Sun: 7-10am 2.59%	Sun: 7-10am 2.59% 2.6%
11pm-1am	45.81%	44.57%	44.25%	Sun: 10am-1pm	Sun: 10am-1pm 5.18%	Sun: 10am-1pm 5.18% 5.75%
1-6am	34.32%	31.95%	31.48%	Sun: 1-4pm	Sun: 1-4pm 4.35%	Sun: 1-4pm 4.35% 4.77%
				Sun: 4-7pm	Sun: 4-7pm 10.71%	Sun: 4-7pm 10.71% 11.14%
				Sun: 7-11pm	Sun: 7-11pm 8.74%	Sun: 7-11pm 8.74% 8.97%
				Sun: 11pm-1am	Sun: 11pm-1am 5.06%	Sun: 11pm-1am 5.06% 4.86%
				Sun: 1-7am	Sun: 1-7am 19.7%	Sun: 1-7am 19.7% 19.96%

ockti

59

Goodwater Mooresville Dayton Rogersville Trinity Paint Rock Geraldine Atmore Cottonwood Eldridge Valley Pelham Shorter Piedmont River Falls Flomaton Carolina Detroit Henagar Midland City Mobile Deatsville Copyright 2011, Intercultural Institute for Contextual Ministry Headland Epes Twin Talladega S

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.

Level Plains Greensboro Midland City East Brewton Cuba Leeds Fairview Obatchee Hartselle Lox the Gardendale Alexander City Pisgah Livingston Crossville Bayou La Frisco City Hayneville Ara Geraldine Epes Sand Rock Sipsey Maytown Sweet Water Dozier Grays for Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Onycha Rock Mills Thomaston Leesburg Garden City

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

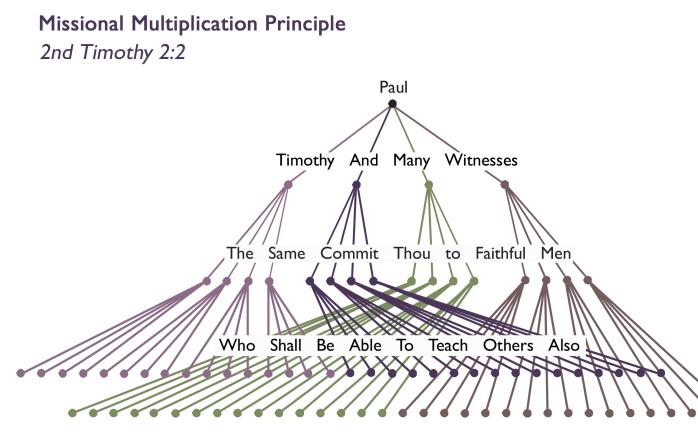
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



Biblical Missional Multiplication

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

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



en City Ardmore Fulton Lanett Blountsville Union Pinckard Level Plains Wilsonville Pine Apple Newto Oak Grove Talladega Snead Eutaw Rutledge Rogersville Clayton Bayer Clay Current Clay Wedowee Midfield Arley Dutton Petrey Northport Vestavia Hills Gair Contextual Ministry d Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



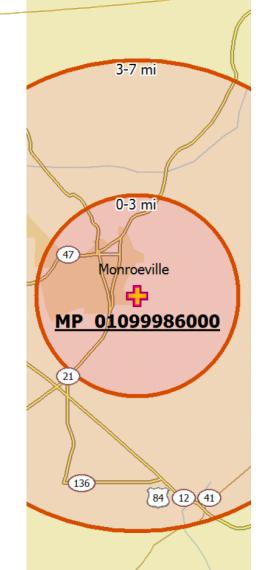


Your MissionSite and the Missional Suite

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

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

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



Selmont-West Selmont Belk Woodland Harpersville Winfield Mentone Needham Repton Parrish Everge Hill Westover Castleberry Florala Addison Gordon Southside Detre Intercultural Institute Livingston Riverside Foley Goodwater Skyline Gordonville Ohatchee for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Notes and Sources

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

elsea Beaverton Ladonia Town Creck Millport Center Point Akron Eclectic Gulf Shores Hurtsboro Deg The Rosa Kansas Smoke Rise Newbern Midway Hoover Underwood-Performent Intercultural Institute ineville Rogersville Eutaw Dutton Hayneville Grant Onycha Alexande Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Eastwood	1848 Drewry Rd Monroeville, AL 36460	1.04 mi	351	Declining
2	Southside	PO Box 9 Monroeville, AL 36461	1.40 mi	25	Declining
3	Monroeville First	389 Pineville Rd Monroeville, AL 36460	2.29 mi	85	Growing
4	Mt. Olive	1801 Sawyer Dr Monroeville, AL 36460	2.31 mi	48	Growing
5	Oak Grove	PO Box 216 Frisco City, AL 36445	4.53 mi	52	Plateauing
6	Mexia	PO Box 218 Mexia, AL 36458	4.55 mi	54	Growing
7	Excel	PO Box 459 Excel, AL 36439	4.97 mi	22	Plateauing
8	Old Salem	566 Rolland Rd Frisco City, AL 36445	6.16 mi	82	Growing
9	Frisco City First	PO Box 207 Frisco City, AL 36445	6.75 mi	92	Growing
10	Peterman First	PO Box 38 Peterman, AL 36471	7.03 mi	33	Plateauing
11	Repton	PO Box 358 Repton, AL 36475	7.63 mi	18	Declining
12	Bermuda	14774 Loree Rd Repton, AL 36475	7.79 mi	22	Growing
13	Fountain	1768 Hixon Rd Monroeville, AL 36460	9.16 mi	113	Declining
14	Oak Grove	PO Box 172 Repton, AL 36475	9.53 mi	25	Growing
15	Barbara Locklin	P. O. Box Perdue Hill, AL 36470	10.37 mi	51	Growing

ee Emelle Stevenson Prichard Goodw

Benton Jacksons Gap Bon Air Claynatchee Lexington Redstone Arsenal Futurust Hanceville Rep Har Hobson City Fort Payne Somerville Lockhart Thomaston Tuscalogic Intercultural Institute Oakman Kimberly Gardendale Greenville Hueytown Union Grove Bar (or Confectual Ministry Source Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Philadelphia	1691 Robinson Creek Rd Peterman, AL 36471	11.50 mi	466	Declining
17	Pleasant Hill	PO Box 129 Frisco City, AL 36445	11.72 mi	70	Growing
18	Goodway First	334 Main St Frisco City, AL 36445	12.37 mi	49	Declining
19	Eureka	195 Eureka Rd Franklin, AL 36444	13.00 mi	325	Plateauing
20	Belleville	8348 County Rd. 15 Repton, AL 36475	13.07 mi	35	Declining
21	Ramah	315 Cold Creek Drive Evergreen, AL 36401	13.31 mi	37	Plateauing
22	Lenox	871 Brushy Creek Rd Lenox, AL 36454	13.42 mi	9	Growing
23	Enon	2554 S Butler St Atmore, AL 36502	14.27 mi	49	Growing
24	Springhill	PO Box 243 Franklin, AL 36444	14.74 mi	79	Plateauing
25	Arkadelphia	6396 Loree Road Evergreen, AL 36401	15.16 mi	39	Declining
26	Poplar Springs	PO Box 359 Uriah, AL 36480	16.11 mi	17	Growing
27	Rocky Hill	11536 County Road 1 Uriah, AL 36480	16.60 mi	136	Plateauing
28	Uriah First	PO Box 337 Uriah, AL 36480	17.53 mi	51	Declining
29	Gosport	515 Birch Rd Whatley, AL 36482	17.65 mi	9	Plateauing
30	Beatrice	PO Box 98 Beatrice, AL 36425	17.73 mi	80	Declining

Fort Rucker Southside Headland Emelle Belk Oakman Jemison Satsuma Arab Grant Foley Coffee Brundidge Heath Cherokee Allgood Flomaton Meridianville Linco Intercultural Institute Grayson Valley Cedar Bluff Selma West Point Guntersville Roanoke José Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

0.4	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Holly Grove	104 Spring St Evergreen, AL 36401	18.11 mi	19	Plateauing
32	New Bethlehem	1725 Barnett Hwy Brewton, AL 36426	18.57 mi	28	Growing
33	Skinnerton	RR 1 Box 118 Evergreen, AL 36401	19.11 mi	10	Declining
34	Fairview	680 Ramden Ridge Rd Evergreen, AL 36401	19.35 mi	17	Plateauing
35	London	12540 County Rd. 6 Castleberry, AL 36432	19.57 mi	73	Declining
36	Lyeffion	PO Box 86 Evergreen, AL 36401	20.15 mi	40	Declining
37	Wallace First	13530 Highway 41 Brewton, AL 36426	20.67 mi	46	Declining
38	Bower Memorial	PO Box 458 Evergreen, AL 36401	20.91 mi	114	Declining
39	Huxford	PO Box 129 Huxford, AL 36543	21.63 mi	37	Plateauing
40	Midway	21950 Highway 83N Evergreen, AL 36401	21.92 mi	12	Declining
41	Evergreen	107 Park St Evergreen, AL 36401	21.99 mi	200	Plateauing
42	Castleberry	PO Box 96 Castleberry, AL 36432	22.15 mi	20	Declining
43	Vredenburgh	PO Box 252 Vredenburgh, AL 36481	22.52 mi	49	Declining
44	Olive Branch	3997 Old Greenville Rd Evergreen, AL 36401	23.03 mi	17	Growing
45	Amity	1221 Yester Oaks Rd Whatley, AL 36482	23.36 mi	50	Declining

Epes Rockford <u>Create Monroeville Reece City</u> Rehobeth Lockhart St. Florian Anderson Talladega St Newville Gordo Tuskegee Skyline Mount Olive Boaz Hartford Reder <u>Intercultural Institute</u> Newton Marion Kimberly Excel Forkland Glen Allen Linden Brooksic (Soutextual Winistry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Butler Dadeville Wilton Cardiff Underwood-Peter 68



6 Wateroak Court North Augusta, SC 29841

In Partnership with:



Alabama Baptist Convention State Board of Missions

This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

CONTACT US:

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For more information about the mission and vision of IICM please visit www.iicm.net.

cwatke@iicm.net
803-279-5828
www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
www.missionalcorps.org
www.missionalcyclopedia.org
www.missionalzipcode.org
www.missionalpartners.org

Brantley Birmingham Florence Gaylesville Brundidge Crossville Smoke Rise Elberta Valley Head Layden Fort Deposit Coker Hurtsboro Valley Memphis Waverly Gurley Intercultural Institute or Ashford Goldville Geraldine Argo Hartselle Tillmans Corner County (or Contextual Ministry) Kaccopyright 2011, Intercultural Institute for Contextual Ministry Cordonville Russellville Pike R69