# MissionSite top unreached locations

MONTEVALLO, AL CENSUS TRACT: 01117030403 REGION: North Central Region ASSOCIATION: Shelby DISTRICT: 11: Birmingham Metro District COUNTY: Shelby SIESCAPE: Townscape DEN: ITY PATTERN: K Alabama Baptist Convention State Board of Missions

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#### MissionSite (TM) Table of Contents

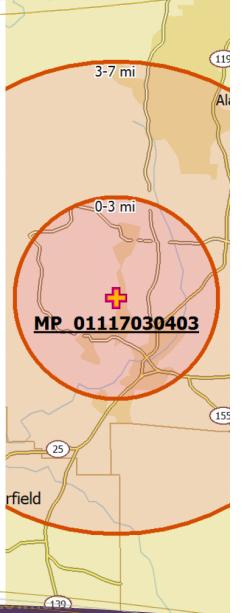
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#### Site Location Summary

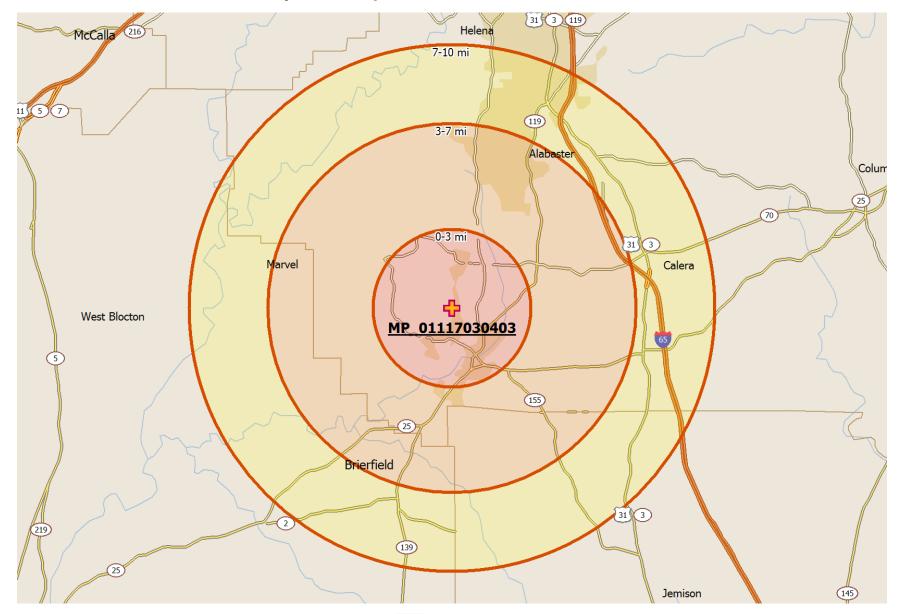
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1805	Shelby
3	District	11	Birmingham Metro District
4	County Location	01117	Shelby
5	Zipcode	35115	Shelby
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	K	10000-50000-50000



Addison Hamilton Dodge City Sanford Hazel Green Marion Carolina Policity Red Level Onycha Kimberly Brighton Ashville Black Haleburg Intercultural Institute Pinson Giber Woodville Cottonwood Susan Moore Kennedy Napier Field Huguley Confectual Ministry Gland White Ha Copyright 2013, Intercultural Institute for Contextual Ministry Geiger Red Bay Mountain Brook Tarrant Winfield 3

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



Grand Bay Westover Priceville Grayson Valley East Brewton Pollard Edwardsville Arab Talladega Fyfte Beaverton Lakeview Millbrook Providence Haleburg Yellow Blue Fiscal Huevtown Moundvill Iope Grant Georgiana New Market Calera Glen Allen County Line May Intercultural Institute For Contextual Ministry Paint Rock 4 Copyright 2013, Intercultural Institute for Contextual Ministry Fort Rucker, Boligee Tuskegee, Hammondville, Fort Pave

### 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
Metro or Non-Metro	1	Metro
Urban Influence	1	Large-in a metro area with at least 1 million residents or more
Rural / Urban Continuum	1	County in metro area with 1 million population or more
NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more
		population who do not qualify as large central
NCES Urban Centric	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from
Locale Codes		an urbanized area.
IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
ERS RUCA Commuting	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
Value		
Percent Commuting to	0	Percent commuting from non metro to metro areas
Metro		
	Metro or Non-Metro Urban Influence Rural / Urban Continuum NCHS Rural Urban Codes NCES Urban Centric Locale Codes IICM RUCA Values Index ERS RUCA Commuting Value Percent Commuting to	Metro or Non-Metro1Urban Influence1Rural / Urban Continuum1NCHS Rural Urban Codes2NCES Urban Centric31Locale Codes91IICM RUCA Values Index91ERS RUCA Commuting2Value0

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Taula Nectar Loachapoka Coshen Mountainboro Section Dothan Tallassee Lincoln Sipsey Citronclic Sear Springs Kansas Forkland Natural Bridge Eutaw Epes Blountsville <u>Intercultural Institute</u> dstock Cusseta Brewton Pelham Ranburne Franklin Red Bay Douglas (or Contestual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Cordo Ariton Hobson City Creola Pickensville Millry Ho

### Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,297	21,628	33,673
2010 Households	1,279	7,857	12,144
2010 Group Quarters Population	1,003	120	482

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	18	25	29
Language Diversity National Index	21	19	16
Foreign Born Diversity National Index	22	36	33
Ancestry Diversity National Index	42	65	76
Racial Diversity National Index	60	29	35

Calera Mount Vernon Newton Leeds Linden Tillmans Corner Gu-Vernon Douglas Gardendale One West End-Cobb Town Samson Carbon Hill Talladega Rock Creek Tov for Contextual Institute Coldville Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	1	True

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

Thomasville Gilbertown Ardmore Jasper Bear Creek Greenville Killen Silas Level Plains Cowarts A Greenville Cilbertown Ardmore Jasper Bear Creek Greenville Killen Silas Level Plains Cowarts A Greenville Carbon Hill Glencoe Napier Field Heflin Oakman Glen Allen Rock Mills Intercultural Institute Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1	0.08%
Mainstay Communities	Established, Diverse Households	41	3.21%
Working Communities	Blue-collar, Working Families	408	31.9%
Country Communities	Rural, Agri. & Mining Families	364	28.46%
Aspiring Communities	Young Singles / Aspiring-Multihousing	106	8.29%
Urban Communities	High Density, Inner-city Neighborhoods	358	27.99%

aviston Alabaster Brewton Sulligent Center Point Theodore Fort Payne Butter Goshen Moody Northentre Hytop Meadowbrook La Fayette Oak Grove Demopolis Kansas Intercultural Institute Fort Deposit B lalvern Arley Allgood Ragland Adamsville Detroit Bessemer Elkmont for Contextual Ministry Olive Meintosh Coopyright 2013, Intercultural Institute for Contextual Ministry layton Clayhatchee Riverview Colony Flomaton Fol 8v

# 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

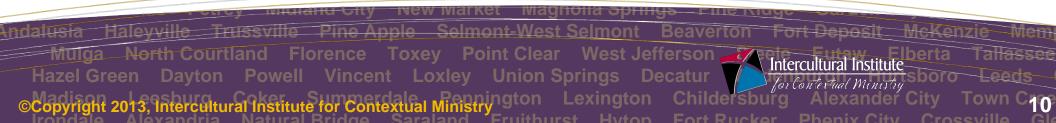
- 1. The Sitescape category, group and density pattern listed on page 3 identifies this location within a continuum that reaches from country to town to suburb to city. Ideally, church planters and missional team members should have already acculturated to this type of location. It may be difficult for 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.

ile Susan Moore Auburn Avon Coaling Sheffield Fulton Phenix City Castleberry Oneonta Selma Sin Fattville Saraland Eclectic Billingsley Tuskegee Blue Springs New Marker Intercultural Institute dale Faunsdale Onycha Valley Grande Geraldine Lisman Dadeville November Boligee Kellyton Grayson gal Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# 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	50,280	819	1.63%
Unreached %	68.16%	64.02%	93.92
Religious But NOT Evangelical HH	10,961	245	2.24%
Religious But NOT Evangelical %	14.86%	19.19%	129.12
Spiritual But NOT Relig or Evang HH	9,257	88	0.95%
Spiritual But NOT Relig or Evang %	12.55%	6.87%	54.76
Not Evangelical, Not Interested HH	30,115	501	1.66%
Not Evangelical, Not Interested %	40.83%	39.14%	95.86



Valley Coaling Riverview Sumiton Graysville Boaz Twin Helena Elba Grossville Linden Pisgah Hellin Eufaula Headland Blountsville Dora Evergreen Mosses Brog Intercultural Institute Gap Lakeview Coker Rogersville Pine Apple Samson Geiger Hug for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Spirituality Indicators - Churchscape**

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE	PERCENT
		RING	&INDEX
Num of ALSBOM Churches	78	5	6.41%
Active ALSBOM Attenders	19,143	328	1.71%
Active Evangelical Households	10,307	202	1.96%
Active Evangelical Percent	13.97%	15.76%	112.77
Inactive Evangelical Households	13,177	258	1.96%
Inactive Evangelical Percent	17.86%	20.16%	112.84
# New Churches Needed	0	0	0%



sville Meadowbrook Hount Olive Point Clear Lanett Pelham Dothan Nectar Opp Sulligent Skyline G Gurley Center Point Shorter New Site Clio Oak Hill Trafford Living Intercultural Institute Madison Cullman Oxford Argo Geiger West Jefferson Detroit To for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Maridianville Chickasaw Henagar Valley Asbyille

# 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	Macedonia South	1.59 mi	84	Plateauing	16	Sunrise	6.05 mi	26	Growing
2	Aldrich First	2.11 mi	44	Declining	17	Enon	6.23 mi	76	Growing
3	Dogwood Grove	2.12 mi	138	Growing	18	Crossbridge Community Church	6.62 mi	52	Growing
4	Mayberry	2.49 mi	34	Declining	19	Brierfield	6.64 mi	15	Growing
5	Underwood	2.51 mi	28	Growing	20	Community	6.92 mi	99	Growing
6	Montevallo First	3.24 mi	144	Declining	21	Cahaba Valley	6.93 mi	19	Growing
7	University	3.25 mi	70	Growing	22	Grace Montevallo	7.80 mi	42	Declining
8	Mountain Valley	3.35 mi	0	Plateauing	23	Meadow View Community	7.96 mi	31	Growing
9	Ryan	3.55 mi	23	Declining	24	Ashby	8.04 mi	44	Declining
10	Southside Montevallo	3.98 mi	23	Growing	25	Northside	8.26 mi	122	Plateauing
11	Wilton	4.11 mi	75	Growing	26	Siluria	8.34 mi	118	Declining
12	Crossroads	4.85 mi	18	Declining	27	Westwood	8.41 mi	1,113	Plateauing
13	Antioch 2	5.24 mi	46	Declining	28	Concord	8.56 mi	280	Plateauing
14	Southside	5.57 mi	58	Growing	29	Calera	8.86 mi	324	Declining
15	Community	5.72 mi	31	Growing	30	Seven Springs	8.86 mi	40	Plateauing

e Wetumpka <u>Selma Gilbertown Kansas Jacksons' Gap Greensboro</u> Hurtsboro Maplesville Babbie La Munford Taylor Columbiana Greenville Cottonwood Point Clear <u>Intercultural Institute</u> Dayton Gante East Brewton Fort Rucker Sylvania Opelika Altoona Lanett New Mar <u>Intercultural Institute</u> on City Camp H ©Copyright 2013, Intercultural Institute for Contextual Ministry Gavlesville Huguley Enterprise Pennington Midland City

# Using the Spirituality Indicators

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

#### Issues for Your Consideration

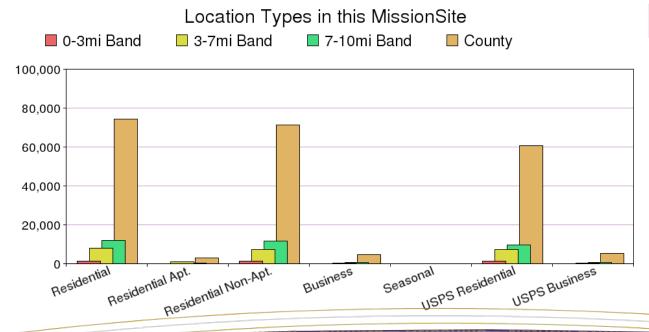
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	99,358	3,244	3.26%
2000 Population	143,293	3,976	2.77%
2010 Population	197,013	4,297	2.18%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	35,985	1,088	3.02%
2000 Households	54,631	1,245	2.28%
2010 Households	73,764	1,279	1.73%

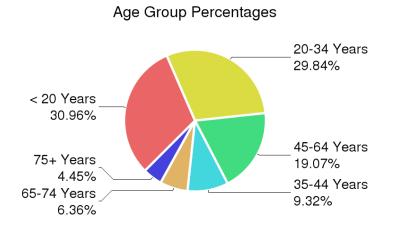


Location Type	0-3mi Band
Residential	1,268
Residential Apt.	90
Residential Non-Apt.	1,178
Business	23
Seasonal	0
USPS Residential	1,275
USPS Business	29

on Boaz Cuba Eutaw Belk Meadowbrook Graysville Hurtsboro Collinsville New Market New Site On Shitoh Columbiana Woodstock Goodwater Gainesville Geneva Ander Babbie Oakman Robertsch Hill Garden City Lake Purdy Foley Ozark Sheffield Owens Cross Roads For Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

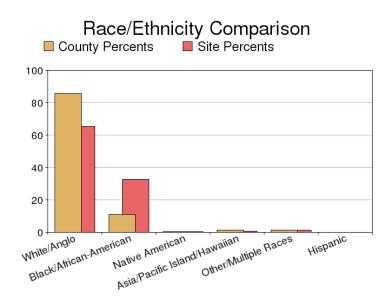


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.22%	2.7%	51.72
4-5 Years	2.86%	1.54%	53.85
6-8 Years	4.43%	2.82%	63.66
9-11 Years	4.39%	3.3%	75.17
12-13 Years	2.9%	2.19%	75.52
14-17 Years	5.45%	8.96%	164.4
18-19 Years	2.64%	9.4%	356.06
0-5 Years	8.08%	4.24%	52.48
6-12 Years	10.26%	7.14%	69.59
13-19 Years	9.54%	19.53%	204.72
< 20 Years	27.88%	30.91%	110.87
20-34 Years	19.44%	29.79%	153.24
35-44 Years	15.36%	9.31%	60.61
45-64 Years	26.91%	19.04%	70.75
65-74 Years	6.5%	6.35%	97.69
75+ Years	3.9%	4.44%	113.85
Median Age	37	32	86.93
Median Age (Male)	36	32	88.51
Median Age (Female)	37	36	94.74

ullen Kellyton Fort Deposit Lako View Eva Hayden Decatur Midway Helena Calera Rutledge Walnut Rehobeth Coker Northport New Brockton Muscle Shoals Elberta Mill Dadeville Andalusia Henagar Oak Grove Frisco City Montevallo Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	85.73%	65.25%	76.12
Black, African-American	10.98%	32.53%	296.29
Native American	0.29%	0.4%	134.85
Asian	1.49%	0.56%	37.56
Pacific Island, Hawaiian	0.01%	0%	0
Other/Multiple Races	1.5%	1.28%	85.34
Hispanic	0%	7.24%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	130,581	2,093	
Less than 9th Grade	2.31%	6.59%	35.02
No High School Diploma	4.68%	11.13%	42.06
High School Graduate	22%	34.88%	63.08
Some College, no degree	23.24%	18.73%	124.11

7.47%

27.54%

12.76%

5.92%

12.57%

10.18%

126.03

219.16

125.37

Horn Hill Goshen Selma McDonald Chapel Hodges Fultondale Gardendale Cedar Bluff Underwood-Peter Vance Arley York Birmingham Allgood Stevenson Meridianville Intercultural Institute Dayton Clio Bakerhill Maplesville Grimes Leighton Vincent St. Flori for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry

Associate Degree

Graduate/Prof. degree

**College Degree** 

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	3.55%	10.56%	358.14
\$10,000 to \$19,999	5.96%	19.08%	319.97
\$20,000 to \$29,999	8.79%	18.76%	213.44
\$30,000 to \$49,999	16.88%	21.34%	126.45
\$50,000 to \$59,999	9.15%	9.07%	99.1
\$60,000 to \$69,999	6.68%	2.97%	44.49
\$70,000 to \$79,999	7.42%	3.6%	48.45
\$80,000 to \$89,999	6.26%	3.21%	51.18
\$90,000 to \$99,999	4.61%	2.27%	49.24
\$100,000 to \$124,999	12%	6.1%	50.83
\$125,000 to \$149,999	6.5%	0.47%	7.22
\$150,000 to \$199,999	6.01%	2.27%	37.74
\$200,000 to \$249,999	2.3%	0.16%	6.79
\$250,000 or more	3.88%	0.16%	4.03
Median Household	68,395	32,419	47.4
Average Household	94,055	47,238	50.22
Per Capita Household	35,594	14,483	40.69
Family/Non-Family Household			
Income			
Median Family Income	81,908	43,280	52.84
Average Family Income	110,621	55,519	50.19
Median Non-Family Income	41,086	20,873	50.8
Average Non-Family Income	52,870	26,569	50.25

Clayton Graysville Balleyton Gurley Florence Hazel Green Triana Pollard Petrcy Spanish Fort Pennis Leighton Mountainboro Trafford Hartford Columbiana Shorter Onychard Contextual Institute Norris Geraldine Moulton St. Florian Union Grove Harvest Addison Love for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

For each category both county and 0-3 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	71.32%	62.86%	88.15
Families with Children	36.68%	32.29%	88.04
Families without Children	34.64%	30.57%	88.26
Non-Family Households			
% Non-Family Households	28.68%	37.14%	129.47
Non-Families with Children	0.06	0.08	134.12
Non-Families without Children	28.63	37.06	129.46
Housing Units			Index
Total Housing Units	81,438	1,436	
Vacant percent	9.42%	10.86%	115.29
Owned percent	73.74%	63.16%	85.65%
Rented Percent	16.84%	25.97%	154.27
Households by Size			Index
Avg household size	2.64	2.58	97.73
Avg family hh size	3.25	3.25	100
Avg non-family hh size	1.15	1.43	124.35
Households By Count of Persons			Percent
One	18,426	366	1.99%
Two	21,982	393	1.79%
Three or Four	26,056	395	1.52%
Five+	7,300	125	1.71%

Dauphin Island Creola Valley Columbia Needham Cordova Springville Ardmore Uniontown Centre P Chart Reece City Frisco City Anniston Arab Luverne Beaverton Tarrand Sweet Water Garden City Cla pka Mount Vernon Ragland Gordo Fairview Gordon Guntersville Atm for Contextual Ministry Cherokee L Copyright 2013, Intercultural Institute for Contextual Ministry Autaugaville Detroit Jackson Holt Heath Grove 19

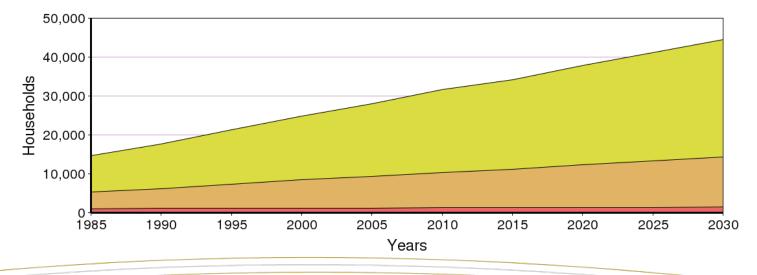
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	99,358	3,244	3.26%
2000 Population	143,293	3,976	2.77%
2010 Population	197,013	4,297	2.18%
2015 Population	219,539	4,797	2.19%

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

📃 0-10mi Ring

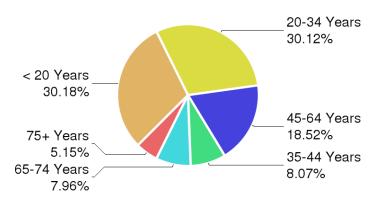


Fort Deposit Chatem Albertville Cottonwood Red Bay Ashland Daviston Vredenburgh Geneva We the Dadeville Stevenson Hollywood Fruithurst Oakman Pine Ridge Var Intercultural Institute fille Andalusia Goldville Elba Repton Midway Deatsville St. Florian (or Confectual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

Projected Age Group Percentages

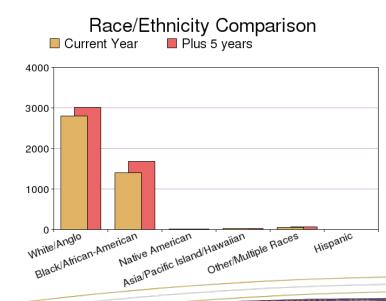


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	2.7%	1.86%	68.89
4-5 Years	1.54%	1.13%	73.38
6-8 Years	2.82%	2.36%	83.69
9-11 Years	3.3%	2.77%	83.94
12-13 Years	2.19%	2.11%	96.35
14-17 Years	8.96%	9.36%	104.46
18-19 Years	9.4%	10.59%	112.66
0-5 Years	4.24%	2.98%	70.28
6-12 Years	7.14%	6.17%	86.41
13-19 Years	19.53%	21.01%	107.58
< 20 Years	30.91%	30.16%	97.57
20-34 Years	29.79%	30.1%	101.04
35-44 Years	9.31%	8.07%	86.68
45-64 Years	19.04%	18.51%	97.22
65-74 Years	6.35%	7.96%	125.35
75+ Years	4.44%	5.15%	115.99
Median Age	37	35	95.18
Median Age (Male)	36	34	94.41
Median Age (Female)	37	39	104.56

ottsboro Beatrice Ardmore Fairfield Notasulga Jacksonville Vredenburgh Centreville Birmingham Pine Rise Brilliant Pinckard Waterloo Bridgeport Southside Rock Mills Atmore Gilbertown Redstone Arsen Summerdale Gantt County Line McDonald Chapel Union Springs Mount Gottertual Ministry Pince Copyright 2013, 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	65.25%	62.73%	96.13
Black, African-American	32.53%	35%	107.58
Native American	0.4%	0.4%	100.12
Asian	0.56%	0.58%	104.51
Pacific Island, Hawaiian	0%	0.02%	0
Other/Multiple Races	1.28%	1.29%	100.98
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,093	2,264	
Less than 9th Grade	6.59%	4.81%	73.02
No High School Diploma	11.13%	7.51%	67.45
High School Graduate	34.88%	33.83%	97.01
Some College, no degree	18.73%	20.41%	108.96
Associate Degree	5.92%	7.33%	123.76
College Degree	12.57%	14.44%	114.94

10.18%

11.66%

114.58

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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	10.56%	8.71%	82.51
\$10,000 to \$19,999	19.08%	18.87%	98.91
\$20,000 to \$29,999	18.76%	19.02%	101.37
\$30,000 to \$49,999	21.34%	20.32%	95.2
\$50,000 to \$59,999	9.07%	9.78%	107.82
\$60,000 to \$69,999	2.97%	3.06%	102.85
\$70,000 to \$79,999	3.6%	4.05%	95.58
\$80,000 to \$89,999	3.21%	3.51%	107.24
\$90,000 to \$99,999	2.27%	2.06%	90.97
\$100,000 to \$249,999	6.1%	6.8%	111.49
\$125,000 to \$149,999	0.47%	0.38%	81.42
\$150,000 to \$199,999	2.27%	2.52%	111.19
\$200,000 to \$249,999	0.16%	0.15%	97.71
\$250,000 or more	0.16%	0.23%	146.56
Median Household	32,419	34,488	106.38
Average Household	47,238	51,517	109.06
Per Capita Household	14,483	14,611	100.88
Family/Non-Family Household			
Income			
Median Family Income	43,280	45,278	104.62
Average Family Income	55,519	61,666	111.07
Median Non-Family Income	20,873	23,466	112.42
Average Non-Family Income	26,569	28,593	107.62

Needham Sanford Pickensville Hammondville Cuba Daleville Athens Bayou La Batre Woodstock Des Montgomery Huguley Grant Clay Hurtsboro Clayhatchee Valley Intercultural Institute Gilbertown Birmingham Southside Lineville Argo Mountainboro Gaine Intercultural Institute Fayette Killen Copyright 2013, Intercultural Institute for Contextual Ministry Sylvan Springs Fairhope Mount Olive Black Graysor 23

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	62.86%	61.12%	97.22
Families with Children	32.29	31.25	96.76
Families without Children	30.57	29.56	96.71
Non-Family Households			
% Non-Family Households	37.14%	38.88%	104.7
Non-Families with Children	0.08	0	104.7
Non-Families without	37.06	38.88	104.92
Children			
Housing Units			
Total Housing Units	1,436	1,464	101.95%
Vacant percent	10.86%	10.59%	97.46
Owned percent	63.16%	63.59%	100.68
Rented Percent	25.97%	25.82%	99.4
Households by Size			
Avg household size	2.58	2.62	101.55%
Avg family hh size	3.25	3.41	104.92%
Avg non-family hh size	1.43	1.37	95.8%
Households By Count of			
Persons			
One	366	390	106.56%
Two	393	359	91.35%
Three or Four	395	414	104.81%
Five+	125	146	116.8%

Vredenburgh Ozark Chatchee Cottonwood York Florala Hartselle Mooresville Fultondale Coker Valle Pickensville Dayton Susan Moore Shorter Heath Gordonville Moure Intercultural Institute lacksons' Gap Linden Indian Springs Village Flomaton Loachapoka Dem Jon Confertual Ministry Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Foreign Born Pop	94	147	672	Eastern Africa	Eastern Africa 35	Eastern Africa 35 0
Northern Europe	6	13	83	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	0	3	135	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	17	4	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	10	11	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	7	15	56	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	0	6	27	Caribbean	Caribbean 0	Caribbean 0 0
SE Asia	0	0	7	Central Amer.	Central Amer. 46	Central Amer. 46 62
Western Asia	0	0	10	South America	South America 0	South America 0 16
Other Asia	0	0	0	North America	North America 0	North America 0 5
				Born at sea	Born at sea 0	Born at sea 0 0



# 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	4,823	10,318	25,135	Other Indo-Euro	0	0	0
Spanish	175	335	735	Asian/PI languages	0	0	0
Other Indo-Euro	10	94	332	Chinese	7	0	0
language				Japanese	0	0	0
French (incl. Patois,	10	5	107	Korean	2	0	14
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	2	4	Miao, Hmong	0	0	0
Portuguese	0	12	0	Thai	0	0	0
German	0	64	142	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	0	0	0
Other West Germanic	0	0	13	Other Asian	0	0	15
A Scandinavian	0	0	18	Tagalog	0	0	10
Language				Other Pacific Is	0	0	0
Greek	0	0	3	Other languages	35	0	8
Russian	0	0	10	Navajo	0	0	0
Polish	0	5	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	6	Hungarian	0	0	0
Armenian	0	0	3	Arabic	35	0	0
Persian	0	0	9	Hebrew	0	0	8
Gujarathi	0	0	0	African languages	0	0	0
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	6	0				

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Ville Arley Paint Rock Hickness Mosses Colony Clay Kimberly Blue Springs Lincoln Foley Avon A Kellyton Oakman Birmingham Cottonwood St. Florian Loxley Dothan <u>Intercultural Institute</u> Holt Brilliant Jacksonville Marion West Jefferson Bon Air Dayton Bayer (or Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# **Ancestry Summary**

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	3,503	8,130	20,356	Irish	Irish 288	Irish 288 792
Arab	35	21	33	Italian	Italian 128	Italian 128 200
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 6
Austrian	0	11	56	Norwegian	Norwegian 7	Norwegian 7 24
British	5	53	192	Polish	Polish 26	Polish 26 105
Canadian	0	0	21	Portuguese	Portuguese 31	Portuguese 31 23
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	9	0	62	Russian	Russian 0	Russian 0 0
Czechoslovak	0	6	5	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	0	4	11	Scotch-Irish	Scotch-Irish 90	Scotch-Irish 90 323
Dutch	49	94	153	Scottish	Scottish 116	Scottish 116 365
English	284	1,122	2,568	Slovak	Slovak 0	Slovak 0 7
European	23	127	327	Subsaharan African	Subsaharan African 38	Subsaharan African 38 9
Finnish	1	0	18	Swedish	Swedish 8	Swedish 8 36
French (not Basque)	47	148	430	Swiss	Swiss 0	Swiss 0 6
French Canadian	0	14	14	Ukrainian	Ukrainian 0	Ukrainian 0 4
German	203	633	2,127	US/American	US/American 724	US/American 724 2,378
Greek	17	20	43	Welsh	Welsh 7	Welsh 7 46
Hungarian	0	5	9	West Indian	West Indian 0	West Indian 0 9
Iranian	0	0	9	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,367	Other 1,367 1,539

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Pine Hill Goldville Notasulga Millbrook Riverside Twin Alexandria Geiger St. Florian Dodge City G Grata Deatsville Childersburg West Blocton Evergreen Gilbertown United Intercultural Institute Berry Waterloo Minor Detroit Fort Payne Benton Myrtlewood Berry Confectual Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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?

Ley Eufaula Gulf Shores Goodwater Brundidge Montevallo Hanceville Hayneville Alexander City Colony Hingham Munford Union Mobile Langston Daphne Clayton Parrish Intercultural Institute Banks Red Level Lake View Dozier Fultondale Creola Fayette Hayneville Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Warket Heffin Bay Minestle Bon Air Madison Forkland Bock Creek Pine Apple Deatsville Lisman Aubur

# Using the Demographic Indicators

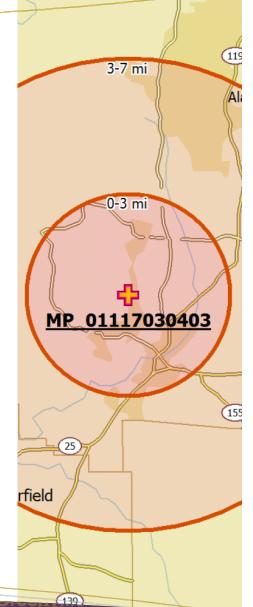
#### Issues for Your Consideration - continued

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



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

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



riton Cottonwood Somerville Pleasant Grove Mentone Hackleburg Flomaton Ragland Mountain Brook Crossville Lynn Midfield Wilton Newbern Evergreen Lanett Union Sinsey Excel Clay Section Walnut Grove North Courtland Rainsville Aliceville Clayton Tuscaloosa Copyright 2013, Intercultural Institute for Contextual Ministry Winfield Addison Loxley Frisco City Courtland Cok 30

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,279	100%	817	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1	0.08%	1	0.12%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1	0.08%	1	0.12%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	17	1.33%	11	1.35%
2nd City Homebodies	2	0.16%	1	0.12%
Prime Middle America	15	1.17%	10	1.22%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%

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Blue Ridge Gadeden Spanish Fort Edwardsville Leeds Lester Coker Vredenburgh Sincke Rise Russell Horth Johns North Courtland Goshen Tuscumbia Banks Boaz New Ashville Intercultural Institute Hueytown Gulf Shores Sand Rock Northport McKenzie West End-Cobb Georgiana Moody Vestavia 31 Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,279	100%	817	100%
BLUE COLLAR BACKBONE	165	12.9%	111	13.59%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	37	2.89%	25	3.06%
Small Town Endeavors	128	10.01%	86	10.53%
AMER. DIVERSITY	24	1.88%	16	1.96%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	23	1.8%	15	1.84%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	1	0.08%	1	0.12%
Mature America	0	0%	0	0%
METRO FRINGE	243	19%	166	20.32%
Steadfast Conservative	238	18.61%	163	19.95%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	5	0.39%	3	0.37%

n Andalusia Gordon Abbeville Ozark Elba Bear Creek Heath Good Hope Beatrice Sylvan Springs El Jackson Spanish Fort Alexandria Midfield Helena Ariton Graysville Kenzie Bon Air Lake View Sanford Cardiff Excel Hollywood Evergreen Deatsville Belk Boliv Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Black Moulton Orriville Hartselle Ashford Havden Dozier Town Cree

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,279	100%	817	100%
REMOTE AMERICA	211	16.5%	125	15.3%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	137	10.71%	80	9.79%
Coal & Crops	74	5.79%	45	5.51%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	106	8.29%	78	9.55%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	104	8.13%	77	9.42%
Stable Careers	2	0.16%	1	0.12%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	153	11.96%	63	7.71%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	153	11.96%	63	7.71%

Gilbertown Gordon Black Boaz West Blocton Hanceville Spanish Fort Witton Coffeeville Union Grove Gilbertown Grove East Brewton Theodore Winfield Cardiff Henagar Intercultural Institute Jemison Oneonta Kinston Mobile Tuscumbia Weaver Alabaster S Gordertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,279	100%	817	100%
STRUGGLING SOCIETIES	293	22.91%	202	24.72%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	269	21.03%	182	22.28%
College Town Communities	24	1.88%	20	2.45%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	65	5.08%	44	5.39%
Unattached Multicultures	44	3.44%	30	3.67%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	21	1.64%	14	1.71%
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%

Pellard Columbiana Concord Lynn Saraland Woodville Hayneville Satsuma Maplesville Greenville Union Grove Repton Cedar Bluff St. Florian New Brockton Priceville Intercultural Institute Enterprise Colony Steele Calera Auburn Athens Argo Gordon Jor Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Anniston Cordova Forkland Fairview River Falls Saks Brilliant Hackleburg Lockhart Haleburg Trink Plne Apple Wedowee Daphne Powell Carbon Hill Grant Akron Cleve Thomasville Lipscomb Geige In Hill Gordo Valley Grande Pinckard Carrollton Maytown Camden Geige for Contestual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Vina Parrish Pine Hill Evergreen Eldridge Lisman 35 Copyright 2013, Intercultural Institute for Contextual Ministry

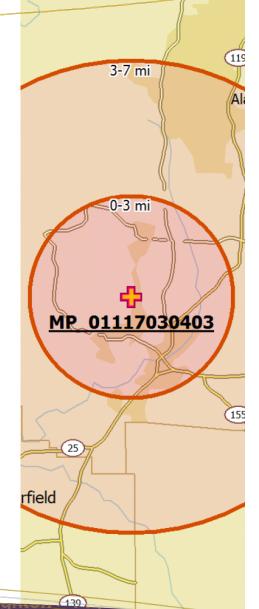
#### **Potential Cultural Bridges**

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

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

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

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



n Robertsdale Cardiff Opelika Pisgah Point Clear Marion Dodge City Dora Gadsden St. Florian Weth The Owens Cross Roads Colony Shorter Gantt Creola Smiths Station Intercultural Institute Blue Ridge Greensboro Napier Field Castleberry Southside Phil Campbon (Soutextual Ministry) <sup>n</sup> ©Copyright 2013, Intercultural Institute for Contextual Ministry <sup>n</sup> ©Copyright 2013, Intercultural Institute for Contextual Ministry <sup>n</sup> ©Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
PC-HH Own	70%	81%	82%	Use Comp. for Digital Camera	24%	37%	39%
Use Comp. for	51%	66%	67%	Photo Editing			
Internet/E-mail				Internet Use: Banking	24%	32%	32%
Internet Use: E-Mail	41%	55%	56%	PC-Network-HH Has One	16%	21%	22%
Use Comp. for Comp.	36%	41%	42%	Use Comp. for News/Info./Data	a 15%	25%	27%
Games				Service			
Use Comp. for Education	31%	37%	37%	Internet Use: Research/	10%	12%	12%
Use Comp. for Shopping	28%	40%	42%	Education			
HH Owns DVD Player	27%	30%	31%	Internet Use: Shopping: Made	10%	13%	13%
Use Comp. for Word	26%	42%	44%	A Purchase			
Processing				Use Comp. for Personal	10%	15%	17%
Use Comp. for Banking	26%	37%	39%	Financial Mngmnt			
Internet Use: News/	24%	31%	31%	HH Owns Video/Webcam	9%	11%	12%
Weather				Use Comp. for Accounting	9%	16%	16%
				Internet Use: Sports	9%	11%	11%

Millport Forkland Providence Moores Mill Oneonta Autaugaville Mentone Cottonwood Fairfield Irone aland Margaret Forestdale Notasulga Lincoln Gurley Southside Union Intercultural Institute Akron Calera Loxley Warrior Lake View Dora Red Level Magnoli (or Contextual Ministry Camden C ©Copyright 2013, Intercultural Institute for Contextual Ministry Gordon Gardendale Coker Hoover Sweet Water Mos37

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%	68%	68%
Dining Out (Not Fast Food)	48%	58%	59%
Reading Books	47%	52%	52%
Card Games	38%	42%	43%
Cooking for Fun	35%	36%	36%
Gardening	30%	33%	33%
Board Games	30%	35%	35%
Go To A Beach/Lake	28%	37%	39%
Visit Zoo	19%	22%	22%
Going To	15%	20%	21%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	66%
Gen./Fam. Practitioner	36%	41%	41%
Backache	23%	22%	21%
Dentist	22%	26%	28%
None Of These	20%	21%	21%
Hypertension/High Blood	19%	17%	17%
Pressure			
Eye Dr.	18%	19%	19%
High Cholesterol	16%	16%	17%
Any Arthritis	15%	13%	13%
Acid Reflux Disease (GERD)	14%	14%	14%

West End-Cobb Town Holly Pond Sylvan Springs Hayneville Hackleburg Waterioo Ragiand Vestavia Hills Lutaw Jackson Woodland Elmore Fayette Shiloh Toxey Waldo Dore Intercultural Institute River Falls Moulton Harpersville Black Susan Moore Wetumpka Copyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	21.96%	26.97%	28.08%
Live Theater	13.03%	18.62%	19.82%
Rock/Pop Concerts Most	12.17%	14.32%	15.2%
Often			
Live Theater Most Often	10.81%	15.5%	16.36%
Comedy Club	7.72%	10.56%	11.11%
Dance Performance	7.07%	7.07%	7.67%
Movies: Comedy	37.36%	41.38%	42.21%
Movies: Action/Adventure	35.82%	40.34%	41.04%
Movies: Fam.	20.35%	21.72%	22.18%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Drama	19.2%	19.45%	20.09%
Movies: Romantic Comedy	17.1%	19.79%	20.66%
Movies: Horror	16.6%	12.58%	11.96%
College Football Reg.	4.47%	6.54%	7.12%
Season			
MLB Baseball Reg. Season	3.62%	8.72%	9.24%
NFL Football Reg. Season	3.48%	7.6%	8.22%
College Basketball Reg.	3.15%	4.52%	4.86%
Season			
Auto Racing Events	2.26%	4.02%	4.23%
Rodeo	1.86%	3%	2.87%

diand Baileyton Kellyton Rock Mills Newville Butler Grand Bay Tarrant Fairfield Satsuma Epes Music tselle Waverly Childersburg Cherokee Montgomery Avon Lake Purdy Westover Millport Ethelsville Jacksonville Rutledge Natural Bridge Skecopyright 2013, Intercultural Institute for Contextual Ministry Skecopyright 2013, Intercultural Institute for Contextual Ministry Skecopyright 2013, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10		BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	33.04%	39.24%	41.31%	ç	Stationary Cycling	Stationary Cycling 10.1%	Stationary Cycling 10.1% 11.44%
Swimming	31.37%	37.12%	37.21%	G	olf	olf 9.95%	olf 9.95% 14.71%
Bowling	20.49%	23.7%	24.3%	Us	sing Cardio Machine	sing Cardio Machine 9.54%	sing Cardio Machine 9.54% 14.77%
Billiards/Pool	19.71%	21.7%	21.4%	Targ	et Shooting	et Shooting 9.24%	et Shooting 9.24% 9.62%
Freshwater Fishing	19.04%	20.17%	19.18%	Aerob	pics	bics 8.18%	bics 8.18% 9.16%
Camping Trips	16.58%	16.85%	16.48%	Backpa	acking/Hiking	acking/Hiking 7.95%	acking/Hiking 7.95% 10.29%
Basketball	15.87%	16.09%	16.7%	Softball		7.06%	7.06% 8.46%
Baseball	13.21%	12.75%	12.58%	Saltwater	Fishing	Fishing 7.04%	Fishing 7.04% 8.91%
Football	12.85%	11.75%	11.4%	Tennis		6.83%	6.83% 7.66%
Weight Training	12.69%	17.7%	18.57%	Soccer		6.34%	6.34% 7.44%
Jogging/Running	12.56%	14.73%	15.97%	Power Boating		6.32%	6.32% 7.78%
Hunting	10.92%	10.36%	9.88%	Horseback Riding		5.91%	5.91% 6.63%
Volleyball	10.25%	8.77%	8.88%	Canoeing/Kayaking		5.88%	5.88% 6.34%
Mountain/Road Biking	10.18%	12.86%	13.38%	Roller Skating		5.72%	5.72% 5.21%

Butler Fayette Natural Bridge Red Level Moody Center Point Sylvan Springs Pennington Thomas H East Brewton Babbie Slocomb Locust Fork Douglas Tuscumbia Ashlaro Fiberta Theodore Columbia Intersville Parrish Lowndesboro Powell Ashford Kinston Helena Edge for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Backleburg Dappe Eutaula Magnolia Springs

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

0-3	3-7	7-10	
MILES	MILES	MILES	
5.64%	6.98%	7.05%	
5.6%	4.95%	5.19%	
5.53%	5.4%	5.5%	
5.48%	4.79%	4.65%	
5.43%	6.37%	6.82%	
5.2%	4.72%	4.99%	
5.07%	5.16%	5.48%	
4.82%	4.94%	4.74%	
4.4%	4.53%	4.76%	
4.27%	4.34%	4.3%	
	MILES 5.64% 5.63% 5.48% 5.43% 5.2% 5.07% 4.82% 4.4%	MILES   MILES     5.64%   6.98%     5.6%   4.95%     5.53%   5.4%     5.48%   4.79%     5.43%   6.37%     5.2%   4.72%     5.07%   5.16%     4.82%   4.94%     4.4%   4.53%	MILES   MILES   MILES     5.64%   6.98%   7.05%     5.6%   4.95%   5.19%     5.53%   5.4%   5.5%     5.48%   4.79%   4.65%     5.43%   6.37%   6.82%     5.2%   4.72%   4.99%     5.07%   5.16%   5.48%     4.82%   4.94%   4.74%     4.4%   4.53%   4.76%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Skateboarding	3.81%	3.26%	3.38%
Hockey	3.8%	3.14%	3.35%
Snowmobiling	3.69%	3.71%	3.74%
Snowboarding	3.69%	3.64%	3.7%
Sailing	3.51%	3.06%	3.22%
Martial Arts	3.48%	3.42%	3.77%
Rock Climbing	3.17%	3.59%	3.81%
Surfing & Windsurfing	3.05%	3%	2.99%
Auto Racing	2.96%	2.86%	3.07%
Rowing	2.27%	2.92%	3.14%
Surfing & Windsurfing Auto Racing	3.05% 2.96%	3% 2.86%	2.99% 3.07%

Sulligent York Forestdale Brewton Hanceville Roanoke Argo Samson Rock Creek Detroit Triana Guil Shores Goldville Hazel Green Centre Fultondale Eutaw Woodville Intercultural Institute South Vinemont Lake Purdy Reform Mosses Vance Lineville Webb Jos Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

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

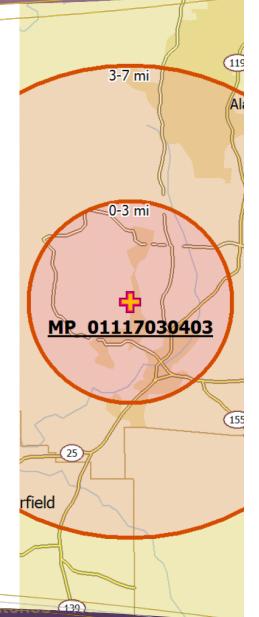
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



Voodland West Blocton Hillsboro Pollard Paint Rock Selmont-West Selmont East Brewton Midfield Hurts Satsuma Carrollton Georgiana Smiths Station Altoona Trussville Centre Intercultural Institute Igaville Lowndesboro Vernon Guin Epes Florala Gulf Shores Carolin Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

#### CULTURAL BARRIERS OF UNDERSTANDING

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

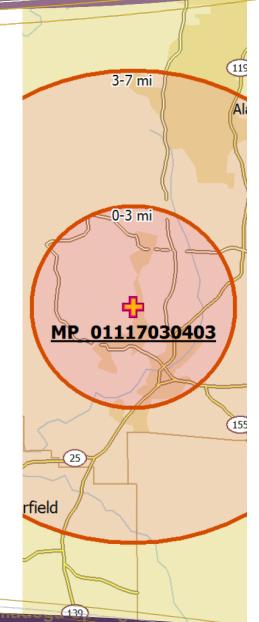
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

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

#### Unreached People Group

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



Westover Collinsville Holt Mountainboro Jackson Rock Creek Notasulga Irondale Trinity Jemison Hurtsboro Sheffield Fairview Mosses Argo Loachapoka Frisco City Intercultural Institute North Courtland Guin Fairhope York Elba Millport McKenzie Tallas Intercultural Institute ve Hill Lake Vie Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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		0-3 MILES	3-7 MILES	7-10 MILI
Important Continue Learning	50%	50%	50%		20%	19%	19%
New Things Find It Difficult To Say No To My	39%	41%	41%	Rarely Sit Down to a Meal Together At Home	18%	17%	17%
Kids	000/	050/	050/	•	18%	23%	24%
Speak My Mind Even If It Upsets People	38%	35%	35%	My Fam. Marijuana Should Be Legalized	17%	20%	21%
Like Control Over People And Resources	36%	33%	33%		17%	17%	17%
Woman's Place Is In The Home	34%	36%	36%		15%	14%	14%
Don't Judge People/Way They Live Life	31%	29%	28%	for All Only Work Current Job for The	14%	13%	14%
Like To Do Unconventional Things	29%	30%	30%	Money Happy With My Standard Of	12%	12%	11%
Too Much Sponsorship In Arts/Sports	28%	24%	23%	Living On Whole Reenle Cet What	12%	10%	10%
Prefer To Have Few	25%	31%	32%	On Whole People Get What They Deserve	1 2 /0	10 /0	1070
Possessions As Possible				0,	9%	8%	8%
Money Is Best Measure Of Success	24%	25%	25%	Life Indulge My Kids With The Little	9%	9%	9%
Like to Stand Out In A Crowd	23%	22%	21%	Extras	0,0	0.70	0,0
If Won Lottery Would Never Work Again	22%	27%	28%	Very Happy With My Life As It Is	8%	6%	6%

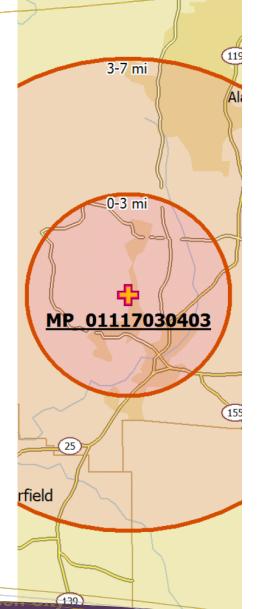
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mewood Maplesville Hosses Greensboro Hurtsboro Talladega Marion Opelika Addison Level Plains Gaylesville Powell Clio Pike Road Grove Hill Brookside Uniontown Intercultural Institute Inden Brundidge Fairview Graysville Robertsdale Lynn Forestdale Hur for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Webb Alexandria Gainesville Montevallo Troy Eva Mount Vernon Leeds Mulga Chickasaw Oakman Huguley Phil Campbell Rock Mills Brookwood Dutton Magnolia Spring Intercultural Institute orsby Ridgeville Jasper Cottonwood Monroeville Clay Black Union Group Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

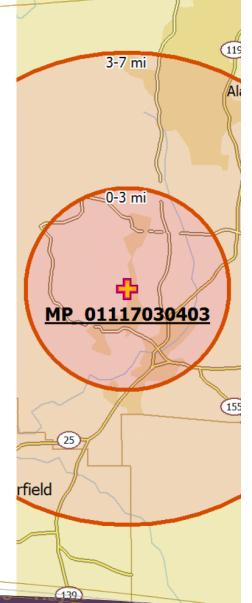
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILE
Important To Respect Customs And Beliefs	55%	66%	67%	Like To Just Enjoy Life Worried About Pollution Caused	18% 17%	21% 21%	21% 21%
You Should Seize Opportunities In Life	55%	57%	57%	By Cars Provide My Kids With The Little	17%	12%	12%
Like To Understand About	35%	37%	37%	Extras			
Nature Prefer Work Part Of Team Than	34%	34%	34%	Real Men Don't Cry Is An Important Part Of Who I Am	15% 15%	16% 15%	17% 15%
Alone Important To Juggle Various	32%	30%	29%	Enjoy Spending Time With My Fam.	14%	12%	12%
Tasks Important Feel Respected By My	31%	31%	31%	Try Not To Worry About The Future	13%	13%	14%
Peers Good At Fixing Things	31%	27%	27%	Children Should Be Allowed To Express Themselves	8%	6%	5%
Have Keen Sense Of Adventure	27%	27%	26%	Feel Very Alone In The World	7%	5%	5%
Prefer To Have Few Possessions As Possible	25%	31%	32%	Decor Particular Interest To Me Like Spending Most Time With	6% 5%	5% 5%	4% 5%
People Have To Take Me As They Find Me	20%	25%	25%	Fam. Would Like To Set Up Own	5%	3%	3%
Consider Myself Interested In The Arts	20%	18%	18%	Business	5,0		
Looking for New Ideas To Improve Home	20%	17%	17%				

Uguley Cherokee New Market Grand Bay Akron Brilliant Lynn Belk Malvern Foley Yellow Bluff Arite agar Dodge City Edwardsville Pine Ridge Vincent Millry Jemison Autor Intercultural Institute Black Mountain Brook Cedar Bluff Fort Deposit Fort Rucker Geneva ©Copyright 2013, Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

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



rdiff Prattville Childersburg Powell Camp Hill Luverne Vernon Kellyton Arab Geraldine Brewton Sat The New Brockton Thorsby Billingsley Yellow Bluff Waverly McDonald Childer Chin Louisville Blour on Blue Springs Gaylesville Maytown Attalla Forestdale Triana Floren for Confectual Ministry Babbie Rosa Fultondale Copyright 2013, Intercultural Institute for Contextual Ministry Gantt Shiloh Saraland Babbie Rosa Fultondale Contextual Ministry Contextual Ministry Babbie Rosa Fultondale Contextual Babbie Rosa Fultondal

## **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	87.63%	87.58%	87.82%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.77%	84.38%	85.08%
Houses-Visit Any			
McDonald's	57.31%	59.8%	59.48%
Burger King	41.36%	37.81%	37.38%
Kentucky Fried Chicken (KFC)	35.69%	28.76%	28.64%
Wendy's	31.98%	31.41%	31.99%
Subway	31.19%	33.23%	33.61%
Taco Bell	30.26%	32.72%	32.59%
Applebee's	29.49%	33.17%	32.95%
Pizza Hut	25.84%	23.01%	22.75%
Arby's	21.3%	24.67%	24.87%
Dairy Queen	19.89%	18.01%	17.51%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Sonic	19.13%	17.02%	16.65%
Olive Garden	17.53%	21.26%	21.97%
Red Lobster	17.3%	16.35%	16.47%
Domino's Pizza	16.74%	14.52%	14.65%
Cracker Barrel	15.71%	17.24%	17%
Golden Corral	14.91%	12.51%	12.29%
Hardee's	14.51%	11.04%	10.36%
Chick-Fil-A	13.1%	16.85%	17.64%
IHOP (International House Of	12.54%	13.86%	14.52%
Pancakes)			
Ruby Tuesday	12.45%	13.5%	13.37%
Outback Steakhouse	12.28%	15.93%	16.46%
Denny's	12.18%	11.49%	11.7%

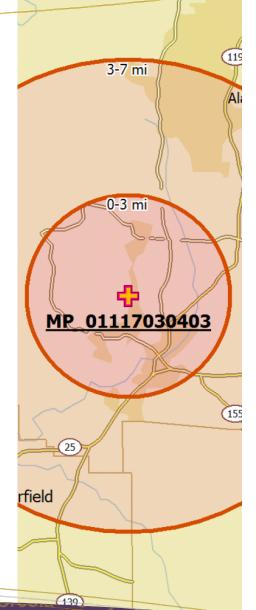
ey Springville Lexington Mignon Valley Providence Skyline Hollywood Pell City Daviston Pleasant Green Courtland Warrior Ashland Susan Moore Anniston Oxford Altoona Floring Intercultural Institute Opp Glen Allen Selmont-West Selmont Colony Coosada Fyffe Mosses Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

#### **Potential Shared Projects**

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

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

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



mans Corner Pickensville Camp Hill Belk Myrtlewood Sand Rock Elmore Ardmere County Line Lexing Arab Steele Blue Springs Chickasaw Hammondville Gordon Black Intercultural Institute Fyffe Ozark Gurley Bakerhill Skyline Wilsonville Kansas Mooresvill Intercultural Institute ton Montgome Copyright 2013, Intercultural Institute for Contextual Ministry McKenzie Ashville New Brockton Robertsdale Unic49

## **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	37.82%	44.41%	45.97%
Recycled products	23.59%	33.15%	35.07%
Worked as volunteer (non political)	12.57%	16.64%	17.38%
Engaged in fund raising	9.32%	10.3%	10.81%
Religious club member	6.99%	7.77%	8.05%
Church Board	5.03%	4.78%	5.03%

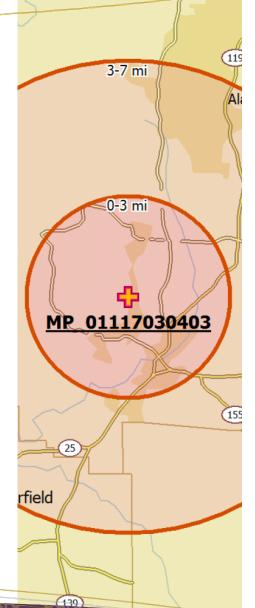
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	4.54%	5.64%	5.74%
newspaper			
Charitable Organization	3.94%	4.85%	4.91%
Took active part in local civic	3.86%	4.8%	4.96%
issue			
Union member	3.85%	4.79%	5.04%
Wrote to elected offcl about	3.85%	6.22%	6.51%
publ bus			
Fraternal order member	3.7%	4.24%	4.31%

Madison New Market Gulf Shores Gainesville Huntsville Westover Ashville Sardis City Cardiff Ele Payne Hayden Dozier Ragland Cottonwood Andalusia Lanett Gantt Gantt Jos Confectual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

#### **Communication Media Content**

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

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



Mery Heath Kinston Highland Lake Gordo Argo Napier Field Hillsboro Florala Union Springs Newville Forkland Malvern Grayson Valley Leeds Athens Silverhill Pine Apple Intercultural Institute Orrville Point Clear Birmingham Deatsville New Market Colony Water for Contextual Ministry Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Corpyright 2013, Intercultural Institute for Contextual Ministry Rock Creek Needbam Grand Bay Onycha Mountainbo

## **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	12.25%	17.03%	17.87%
Children's Books	11.31%	13.43%	14.1%
Mystery	9.04%	11.94%	12.13%
Religious (not Bibles)	9.01%	9.55%	9.7%
Cookbooks	8.68%	10.11%	10.36%
Romance	6.66%	7.54%	7.63%
History	4.96%	6.95%	7.33%
Biography	4.7%	6.28%	6.66%
Supermarket	4.55%	5.66%	5.74%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	59.58%	64.72%	66.41%
Gen. Editorial	46.42%	43.98%	44.66%
Womens	41%	41.47%	42.37%
Service	31.52%	36.58%	36.85%
Mens	18.12%	18.3%	18.74%
Music	15.8%	11.2%	11.02%
Parenthood	14.34%	14.79%	15.13%
Fishing/Hunting	14.34%	13.63%	12.66%
Automotive	13.87%	13.5%	13.25%

Millport Reece City La Fayette Childersburg Fulton Meridianville Holt Montgomery Hartselle Forkland Helena Andalusia Hytop Coker Smoke Rise Uniontown Sardis City High and Lake Castleberry County Harvest New Brockton Arab Pennington Mignon Skyline Kinston Vertual Ministry Garden City Viccopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Species Selma Talladega Springs, Geneva, Banks, Erisco City

### 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	48.49%	54.47%	55.24%
Classified	35.43%	34.45%	33.39%
Sport	27.96%	30.89%	31.53%
Editorial Page	26.79%	29.81%	29.85%
Comics	24.7%	27.07%	26.69%
Food/Cooking	20.79%	24.05%	24.45%
TV/Radio Listings	20.72%	22.27%	22.52%
Movie Listings & Reviews	20.66%	23.83%	24.84%
Business/Finance	19.99%	27.27%	28.85%
Home/Gardening	16.14%	19.79%	20.84%
Travel	12.78%	17.78%	19.09%
Fashion	12.54%	13.51%	14.32%
Science/Technology	11.86%	15.91%	16.98%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	24.28%	26.18%	24.43%
Urban Contemporary	23.33%	13.03%	13.75%
CHR Contemp Hit Radio	16.48%	17.83%	18.22%
Adult Contemporary	14.03%	18.28%	18.56%
Rock	9.42%	12.96%	12.86%
Oldies	9.36%	10.75%	10.9%
Classic Rock	7.78%	10.33%	10.5%
Variety	6.85%	7.61%	8.22%
Gospel	6.01%	3.49%	3.3%
Alternative	5.93%	9.47%	10.24%
News/Talk	5.76%	10.99%	12.19%
Jazz	5.49%	4.3%	5.16%
Religious	5.18%	6.69%	6.96%
Soft Contemporary	4.14%	7.08%	7.7%
Classic Hits	2.96%	5.11%	5.07%
Hispanic	2.76%	3.29%	3.78%
All News	2.66%	4.19%	4.97%
All Talk	2.15%	4%	4.39%

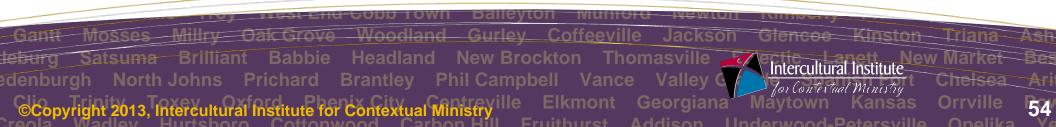


## **Potential Multimedia Content:**

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	60.7%	65.22%	66.22%
Satellite Dish	50.3%	56.31%	57.68%
Soapnet	48.78%	52.08%	52.46%
Other Video-On-Demand	45.41%	42.91%	43.18%
Sci-Fi Channel	33.78%	37.71%	38.32%
MSNBC	31.93%	34.2%	34.79%
Adult Pay Per View TV	31.8%	34.45%	35.39%
Nickelodeon	29.14%	31.49%	31.52%
V Info From Sunday TV	26.43%	30.52%	30.88%
Magazine			
Subscribe Digital Cable	25.62%	27.7%	28.95%
TV Info From Newspapers	25.39%	27.68%	28.15%
Nick At Nite	24.91%	27.98%	28.25%

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
TCM (Turner Classic	23.41%	25.32%	25.83%
Movies)			
TV Info From Monthly Cable	22.9%	26.34%	26.39%
Guide			
Adult Swim	22.64%	29.67%	29.94%
Hallmark Channel	21.85%	26.27%	27.45%
Comedy Central	21.56%	30.13%	31.35%
BET (Black Entertainment	21.47%	23.46%	24.01%
TV)			
Lifetime	20.3%	22.89%	23.45%
USA Network	19.5%	23.86%	24.64%
TV Info From Other	19.05%	21.32%	21.57%
Encore	18.54%	22.01%	22.85%
ABC Fam.	18.02%	24.13%	25.49%
The Golf Channel	17.77%	22.52%	24.1%

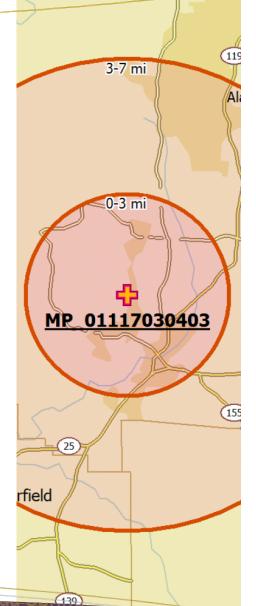


#### **Communication Media Usage**

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.





## 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+)	15.89%	19.89%	20.51%
Medium Users (4-6)	8.29%	10.77%	11.29%
Light Users (1-3)	17.66%	20.35%	20.75%
Quintiles (20%)			
Newspaper I (Heavy)	1.34%	1.63%	1.6%
Newspaper II	1.19%	1.3%	1.24%
Newspaper III	2.45%	2.13%	2.25%
Newspaper IV	0.55%	0.89%	0.85%
Newspaper V (Light)	1.75%	1.5%	1.2%

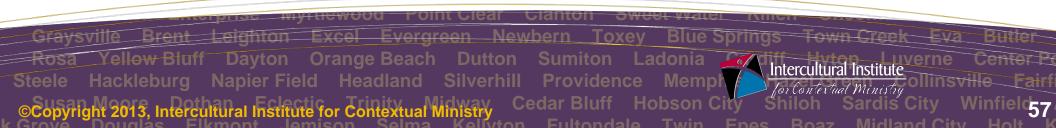
0-3	3-7	7-10
MILES	MILES	MILES
21.91%	22.07%	21.68%
9.7%	9.82%	9.77%
11.75%	12.15%	11.45%
14.3%	12.69%	12.47%
0.56%	0.66%	0.65%
6.77%	6.22%	6.49%
4.21%	2.43%	2.44%
4.32%	3.24%	3.3%
17.65%	16.26%	15.81%
23.48%	24.29%	23.97%
16.15%	15.52%	14.9%
5.89%	5.54%	5.57%
7.8%	5.38%	5.13%
25.87%	23.98%	23.01%
4.78%	3.27%	3.11%
	MILES   21.91%   9.7%   11.75%   14.3%   0.56%   6.77%   4.21%   4.32%   17.65%   23.48%   16.15%   5.89%   7.8%   25.87%	MILES MILES   21.91% 22.07%   9.7% 9.82%   11.75% 12.15%   14.3% 12.69%   0.56% 0.66%   6.77% 6.22%   4.21% 2.43%   17.65% 16.26%   23.48% 24.29%   16.15% 15.52%   5.89% 5.54%   7.8% 5.38%



## 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.

EDIUM 0-3 3-7 7-10 MED	DIUM
MILES MILES MILES	
adio Drive Time Quntiles TV Prime T	ime Quntiles (fifths
fths / 20%) 20%)	
rive Time I & II (Heavy) 2.76% 3.22% 3.02% Prime Time I & II	(Heavy)
rive Time III (Medium) 1.12% 0.71% 0.69% Prime Time III (Med	ium)
adio IV & V (Light) 2.76% 1.92% 1.95% Prime Time IV & V (L	ight)
adio Media Quntiles (fifths / TV Early/Late Fringe C	Juntiles
0%) (fifths / 20%)	
adio I & II (Heavy) 11.61% 11.17% 10.96% Fringe I & II (Heavy)	
adio III (Medium) 5.08% 5.7% 5.55% Fringe III (Medium)	
adio IV & V (Light) 3.31% 3.58% 3.68% Fringe IV (Light)	
able TV Quntiles (fifths / TV All Day Quntiles (fifth	s /
)%) 20%)	
able I & II (Heavy) 11.75% 14.86% 15.56% All Day I & II (Heavy)	
able III (Medium) 5.29% 4.44% 4.39% All Day III (Medium)	
able IV & V (Light) 34.26% 32.64% 32.94% 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]	9.24%	11.87%	11.99%
6:00am - 10:00am	11.5%	14.43%	15.41%
10:00am - 3:00pm	8.18%	6.47%	6.73%
3:00pm - 7:00pm	15.73%	14.39%	14.48%
7:00pm - Midnight	9.3%	12.61%	13.03%
Midnight - 6:00am	5.83%	4.81%	5.1%
Weekend Radio			
Listeners			
Dayparts [summary]	14.5%	16.3%	16.12%
6:00am - 10:00am	2.4%	3.84%	3.78%
10:00am-3:00pm	3.79%	4.6%	5.25%
3:00pm - 7:00pm	6.35%	7.49%	7.53%
7:00pm - Midnight	9.04%	10.18%	10.01%
Midnight - 6:00am	10%	9.99%	9.98%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	7.01%	9.79%	10.07%
Saturday: 8:00-11:00pm	7.63%	7.81%	7.69%
Sunday: 7:00-11:00pm	9.73%	11.01%	11.15%
9:00am-1:00pm	24.91%	27.98%	28.25%
9:00am-4:00pm	28.22%	31.56%	31.87%
4:00pm-7:00pm	25.89%	29.41%	30.57%
11:00pm-1:00am	40.42%	41.9%	42.63%
AVG Prime time	3.54%	2.74%	3%
Mon-Sun			

Munford Jackson Woodville White Hall Red Level Birmingham Union Springs Theodore Malvern Butter pka Locust Fork Westover Jacksonville Brighton Fort Rucker Jasper Intercultural Institute Oxford Steele Yellow Bluff Moody Wadley Section North Johns Garder Jackson Ministry Confertual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Rogersville Mountainboro Harpersville Margaret 58 2000

## 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	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Weekday					Weekend			
6-7am	15.05%	17.98%	17.96%		Sat: 7-10am	14.74%	18.66%	18.95%
7-9am	17%	22.39%	23.15%		Sat: 10am-1pm	7.38%	8.46%	8.7%
9am-12noon	18.91%	23.84%	24.18%		Sat: 1-4pm	24.12%	26.17%	26.46%
12noon-4pm	9.31%	7.72%	7.69%		Sat: 4-6pm	5.91%	7.03%	7.34%
4-6pm	40.56%	48.29%	50.93%		Sat: 6-7pm	1.12%	1.73%	1.76%
6-7pm	19.43%	19.57%	19.45%		Sat: 7-8pm	0.86%	1.03%	1.08%
7-7:30pm	0.93%	1.21%	1.48%		Sat: 8-11pm	7.63%	7.81%	7.69%
7:30-8pm	11.75%	11.86%	11.8%		Sat: 11pm-1am	5%	4.56%	4.79%
8-11pm	7.01%	9.79%	10.07%		Sat: 1am-7pm	19.5%	23.86%	24.64%
11pm-12am	31.93%	34.2%	34.79%		Sun: 7-10am	2.29%	2.24%	2.29%
11pm-1am	40.42%	41.9%	42.63%		Sun: 10am-1pm	6.52%	7.52%	7.29%
1-6am	26.37%	30.19%	31.48%		Sun: 1-4pm	5.48%	6.8%	7.02%
					Sun: 4-7pm	11.57%	15.04%	15.26%
					Sun: 7-11pm	9.73%	11.01%	11.15%
					Sun: 11pm-1am	4.72%	6.38%	6.32%
					Sun: 1-7am	19.35%	23.61%	23.88%
		Jans Day	non wagnona	i Sprin	gs <del>Brilliant</del>	Jasher		
Lexington	Valley Gra	ande Mon	roeville Good	water	Brewton A	nniston	Woodland	Natural

nistu

59

Sipse Hugule Intercultural Institute Collinsville Castleberry

# Using the Cultural Bridges, Barriers and Themes

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

#### Issues for Your Consideration

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



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

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

#### Issues for Your Consideration

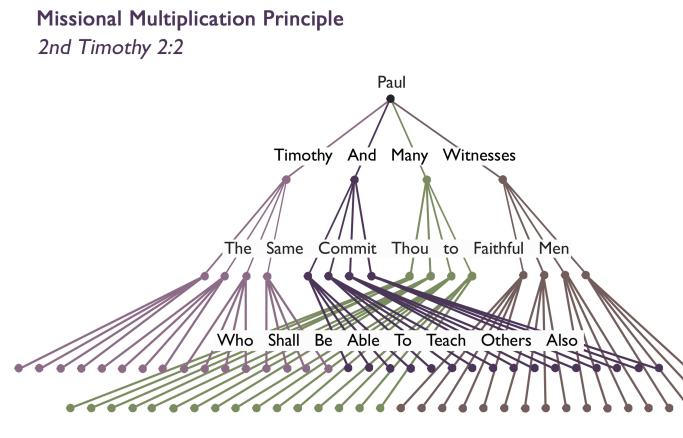
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

akeview Minor Webb Tallassee Underwood-Petersville Ethelsville Leesburg Columbia Coaling Rock Gr The Daphne Millport Tillmans Corner Pollard New Market Snead Owener Intercultural Institute Holt Clayhatchee Roanoke Ashford Lisman Vernon Newville Coffee Andalusia Hytop Monroeville C <sup>3</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>4</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>5</sup>Copyright 2013, Intercultural Institute for Contextual Ministry <sup>6</sup>Copyright 2013, Intercultural Institute for Contextual Ministry

## **Biblical Missional Multiplication**

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

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



Black Dadeville Demopolis River Falls Addison Brookside Chickasaw Oxford Sanford Boligee Mount Susan Moore Elkmont Frisco City Waterloo Lake View Madison Shilob Intercultural Institute sboro Robertsdale Wetumpka Clayhatchee Rehobeth Anderson Muscle To Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Becopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, 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.



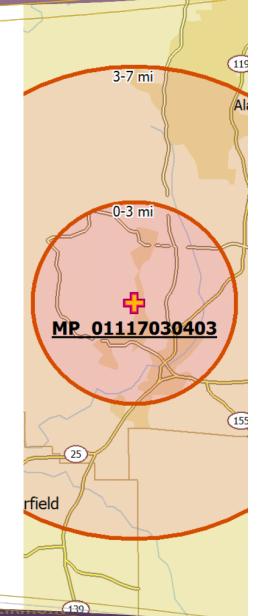


#### Your MissionSite and the Missional Suite

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



Russellville Underwood Petersville Sumiton Newville Beatrice Florala vredenburgh Trussville Collins La Fayette Weaver Thomaston Webb Concord Maplesville Bear Creek Intercultural Institute ope Morris Phenix City Shorter Hillsboro Glencoe Alexander City Fruit Intercultural Institute erprise Rock Concord for Contextual Ministry Columbia Rosa Hamilton West Jefferson Madison 64

### 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
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- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



## APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Macedonia South	101 Birdsong Ln Montevallo, AL 35115	1.59 mi	84	Plateauing
2	Aldrich First	1164 Highway 10 Montevallo, AL 35115	2.11 mi	44	Declining
3	Dogwood Grove	56 Church Dr Montevallo, AL 35115	2.12 mi	138	Growing
4	Mayberry	6373 Highway 10 Montevallo, AL 35115	2.49 mi	34	Declining
5	Underwood	4480 Highway 22 Montevallo, AL 35115	2.51 mi	28	Growing
6	Montevallo First	PO Box 46 Montevallo, AL 35115	3.24 mi	144	Declining
7	University	PO Box 3 Montevallo, AL 35115	3.25 mi	70	Growing
8	Mountain Valley	PO Box 470 Montevallo, AL 35115	3.35 mi	0	Plateauing
9	Ryan	PO Box 145 Maylene, AL 35114	3.55 mi	23	Declining
10	Southside Montevallo	340 Hicks St Montevallo, AL 35115	3.98 mi	23	Growing
11	Wilton	PO Box 160 Wilton, AL 35187	4.11 mi	75	Growing
12	Crossroads	5106 Highway 119 Montevallo, AL 35115	4.85 mi	18	Declining
13	Antioch 2	7037 Highway 10 Montevallo, AL 35115	5.24 mi	46	Declining
14	Southside	PO Box 1775 Alabaster, AL 35007	5.57 mi	58	Growing
15	Community	147 Abbey Ln Brierfield, AL 35035	5.72 mi	31	Growing

Dauphin Island Malvern Lake View Georgiana Belk Hazel Green Lanett New Market Alfoona Tailag Halla Red Bay Birmingham Jacksonville Odenville Valley Head Sardie Intercultural Institute Sanford Eva Argo Loxley Newton Hartford Horn Hill Ozark University Forestdale Valley Grande Winfield Kansas Waldo R66 Copyright 2013, Intercultural Institute for Contextual Ministry

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Sunrise	212 Sunrise Court Alabaster, AL 35007	6.05 mi	26	Growing
17	Enon	4994 Highway 18 Montevallo, AL 35115	6.23 mi	76	Growing
18	Crossbridge Community Church	PO Box 304 Helena, AL 35080	6.62 mi	52	Growing
19	Brierfield	20 Academy Rd Brierfield, AL 35035	6.64 mi	15	Growing
20	Community	8254 Highway 17 Maylene, AL 35114	6.92 mi	99	Growing
21	Cahaba Valley	40 Elder School Rd Centreville, AL 35042	6.93 mi	19	Growing
22	Grace Montevallo	PO Box 25 Montevallo, AL 35115	7.80 mi	42	Declining
23	Meadow View Community	PO Box 1481 Alabaster, AL 35007	7.96 mi	31	Growing
24	Ashby	PO Box 22 Brierfield, AL 35035	8.04 mi	44	Declining
25	Northside	PO Box 1802 Calera, AL 35040	8.26 mi	122	Plateauing
26	Siluria	10696 Highway 119 Alabaster, AL 35007	8.34 mi	118	Declining
27	Westwood	PO Box 630 Alabaster, AL 35007	8.41 mi	1,113	Plateauing
28	Concord	11215 Highway 22 Calera, AL 35040	8.56 mi	280	Plateauing
29	Calera	PO Box 186 Calera, AL 35040	8.86 mi	324	Declining
30	Seven Springs	P.O. Box 1063 Calera, AL 35040	8.86 mi	40	Plateauing

on Underwood-Petersville Smiths Station Elba Marion Oxford Wedowee Arley Brantley Ider Millbrook and Talladega Horn Hill Vredenburgh Triana Oak Grove Centre Gordon Intercultural Institute anford Tillmans Corner Baileyton Hayden Bon Air Graysville Glenwood Confextual Ministry bor Confextual Ministry Carolina Meadowbrook E67

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	<b>IICM CGR</b>
31	Alabaster First	903 3rd Ave NW Alabaster, AL 35007	8.86 mi	941	Declining
32	Old Union	1094 Oakley Station Rd Randolph, AL 36792	9.34 mi	40	Plateauing
33	Shady Grove 2	7247 Grey Hill Rd West Blocton, AL 35184	9.61 mi	38	Plateauing
34	Camp Branch	12 Camp Creek Dr West Blocton, AL 35184	9.65 mi	30	Plateauing
35	Providence 1	190 County Road 46 Montevallo, AL 35115	9.81 mi	116	Declining
36	Rock Springs	242 County Road 725 Calera, AL 35040	10.00 mi	52	Declining
37	New Hebron	PO Box 782 West Blocton, AL 35184	10.31 mi	194	Growing
38	Six Mile	4318 Thomas Mill Rd Brierfield, AL 35035	10.56 mi	42	Declining
39	Riverside	1919 Highway 52 West Helena, AL 35080	10.70 mi	276	Growing
40	Thomas Mill	4611 Thomas Mill Church Rd. Brierfield, AL 35035	10.80 mi	101	Declining
41	Helena First	815 Highway 52 E Helena, AL 35080	11.33 mi	224	Growing
42	Smith Hill	PO Box 383 West Blocton, AL 35184	11.57 mi	95	Declining
43	New Hope	7475 Bluff Ridge Rd Bessemer, AL 35022	11.73 mi	26	Declining
44	Southcrest	4317 S Shades Crest Rd Bessemer, AL 35022	12.08 mi	191	Declining
45	West Blocton First	1249 Main St West Blocton, AL 35184	12.23 mi	102	Plateauing

Banks Cardiff Samson Tuscaloosa Deatsville Flomaton Satsuma Grant Camden Greensboro Moor persville Hanceville Sand Rock Forestdale Livingston Glen Allen Rains in Senford Slocomb Colony w Bluff Elkmont Hartford Mobile Elba North Courtland Andalusia Ger for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry



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