MissionSite top unreached locations

West Blocton Sulligent Brookside Gainesville
 Kusseliville
 Sumiton
 Satsuma
 McDonald Chapel
 McENSUS TRACT: 01115040203
 Ardmore
 Countiened

 Multiply
 Newbern
 Crossville
 Yellow Bluff
 REGION: North Central Region
 Anderson
 Benton

 Congregational
 Mignon
 Wadley
 Wilton
 Oak
 ASSOCIATION: St Clair
 New Present Counties
Hartford Ohatchee La Fayette Skyline Vredenburgh Conee Splings With the: Conee Splings With the: Margaret Mountain Brook Cullman Intercultural Institute Pinson ProvidencSITESCAPE: Townscape Loachapoka Toxey Necta For Contextual Ministry Sweet Water Brent Fairfield Mosses Trinity Muscle Shoals Ozar Berry

CROPWELL, AL

DISTRICT: 11: Birmingham Metro District hiths Station ElrCOUNTY: St. Clair Lake Purdy Edgewater Ecletta Halabama Baptist Convention County Line H Trinity Muscle Shoals Ozark Conford State Board of Missions Arsenal Spanish Cardiff lo@Gopyright 2013, Intercultural/Institute for Contextual Ministry cent Glencoe Roanoke Moundville Detroit Fort Rucker

MissionSite (TM) Table of Contents

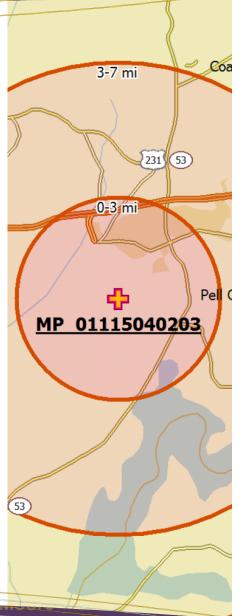
| 1 | Site Location Summary | 3 |
|----|---|----|
| 2 | Spirituality Indicators | 11 |
| 3 | Current Demographic Summary | 15 |
| 4 | Projected Demographic Summary | 20 |
| 5 | Ethnographic Summary | 25 |
| 6 | Unreached Households by Lifestyle Segment | 30 |
| 7 | Identifying Focus Groups in this Location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



Site Location Summary

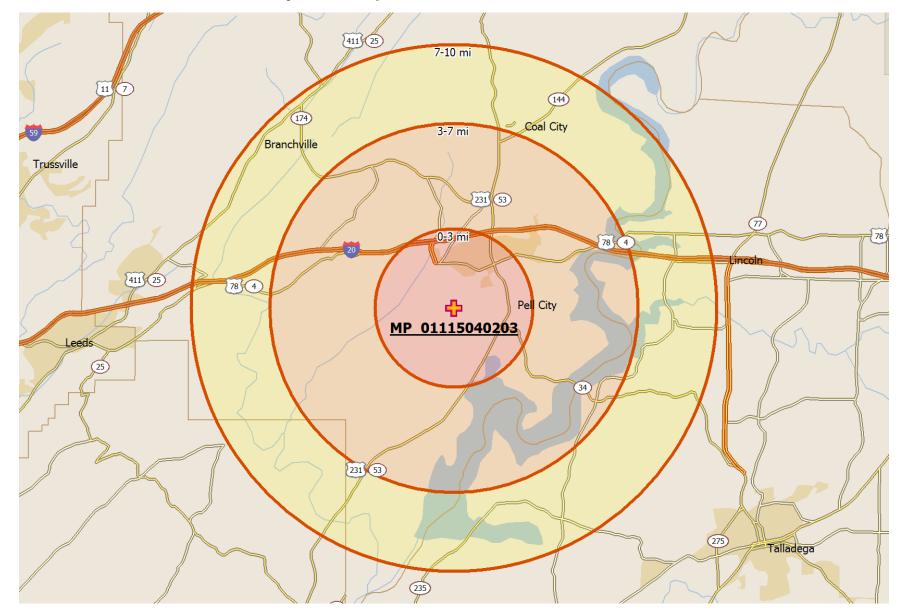
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

| | Location Typography | CODE | LOCATION |
|---|---------------------------|-------|---------------------------------------|
| 1 | Region | 0102 | North Central Region |
| 2 | Association | 1829 | St Clair |
| 3 | District | 11 | Birmingham Metro District |
| 4 | County Location | 01115 | St. Clair |
| 5 | Zipcode | 35054 | St. Clair |
| 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 |



ton Georgiana Ashville Columbiana Reform Margaret Carolina Odenville Andalusia Roanoke Lake Put Election Leighton Coffeeville Eclectic Gulf Shores Grimes McKenzie Intercultural Institute atsuma Haleyville Elmore Red Level Bakerhill Hayneville Hobson City Intercultural Institute Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



kville Susan Moore Bessemer Creola Jackson Aliceville Altoona Banks Carrollton Flomaton Natural Loachapoka Mulga River Falls Level Plains Hytop Kellyton Annistop Intercultural Institute South Vinemont Dodge City Cuba Goldville Clay Tarrant Fruithurst Kir Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

| | RURAL / URBAN | COD | EXPLANATION |
|---|---------------------------------------|-----|---|
| | | Ε | |
| 1 | Metro or Non-Metro | 1 | Metro |
| 2 | Urban Influence | 1 | Large-in a metro area with at least 1 million residents or more |
| 3 | Rural / Urban Continuum | 1 | County in metro area with 1 million population or more |
| 4 | 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 |
| 5 | NCES Urban Centric Locale Codes | 41 | Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster. |
| 6 | IICM RUCA Values Index | 52 | Small town core commuting: Secondary flow 10% to 30% to an Urban Area |
| 7 | ERS RUCA Commuting Value | 7 | Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster) |
| 8 | Percent Commuting to Metro | 0 | Percent commuting from non metro to metro areas |

Valley Head Harpersville Rainbow City Newbern Falkville Ardmore Summerdale Camp Hill Homewood Hoodstock Courtland Littleville Leesburg Waterloo Onycha Garden Intercultural Institute Gadsden Triana Elberta Bear Creek Faunsdale Westover Cleveland Copyright 2013, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

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

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|--------------------------------|-----------|-----------|------------|
| 2010 Population | 7,562 | 19,816 | 12,194 |
| 2010 Households | 2,631 | 6,983 | 4,264 |
| 2010 Group Quarters Population | 1 | 247 | 258 |

| BAND COMPOSITION | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index | 18 | 23 | 20 |
| Language Diversity National Index | 3 | 4 | 9 |
| Foreign Born Diversity National Index | 14 | 49 | 54 |
| Ancestry Diversity National Index | 33 | 59 | 43 |
| Racial Diversity National Index | 42 | 20 | 30 |

At the steele New Brockton Roberts and the steele New Brockton Roberts and the Boligee Akron Guin Taylor Riverview Lynn Selma Grimes Lake Purdy Riverside Fuller Intercultural Institute The Bayou La Batre Rainsville Heath Vernon Brent Hamilton Fairview Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Confectual Ministry C

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 |

Sylvan Springs Dora Heath Clencoe Indian Springs Village Ashland Valley Head Black Pine Apple A Toxey Union Springs North Courtland Millbrook Maplesville Dothan Intercultural Institute Shoals Cowarts Concord Lisman Grayson Valley Haleyville Marion Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual 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 | 289 | 10.98% |
| Mainstay Communities | Established, Diverse Households | 656 | 24.93% |
| Working Communities | Blue-collar, Working Families | 831 | 31.58% |
| Country Communities | Rural, Agri. & Mining Families | 327 | 12.43% |
| Aspiring Communities | Young Singles / Aspiring-Multihousing | 269 | 10.22% |
| Urban Communities | High Density, Inner-city Neighborhoods | 260 | 9.88% |

Smoke Rise Oxford Vernon Dadeville Fairhope Dozier Benton Livingston Muscle Shoals Fyre D Northport Concord Level Plains Taylor Carrollton Tuscaloosa Prove Moulton Somerville Black Atmore Trinity Dodge City Red Bay Memphis Wilsonville Cerve for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Carrellton Tillmans Corner Kansas Homewood Monroeville Columbia Vincent Sylacauga Stevenson G Excel Helena Oakman Wilton Madrid Camden Tuscaloosa West Intercultural Institute ouisville Courtland Tarrant Headland Munford Susan Moore Hartford Visonville Contextual Ministry gecopyright 2013, Intercultural Institute for Contextual Ministry Sylle Coversion Barby Killen

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?

Vestavia Hills Moores Mill Rutledge Excel Fulton Midway Hayden Parrish Kinsey Gu-Win Provider Hount Vernon Southside Ethelsville Carolina Falkville Boaz Geraldine Intercultural Institute Springs Clevel pertown Tuscumbia Pell City Maplesville Hazel Green Memphis Leesburg ForContextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Frintee For Contextual Ministry Springs Redistone Arsenal Pisgah Baileyton Vincent 10

Spirituality Indicators Overview - Evangelscape

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

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

| EVANGELSCAPE: SPIRITUALITY | COUNTY | 0-3 MILE BAND | % INDEX |
|-------------------------------------|--------|---------------|---------|
| Unreached Households | 16,931 | 1,782 | 10.52% |
| Unreached % | 63.08% | 67.72% | 107.36 |
| Religious But NOT Evangelical HH | 3,799 | 448 | 11.79% |
| Religious But NOT Evangelical % | 14.15% | 17.03% | 120.29 |
| Spiritual But NOT Relig or Evang HH | 2,850 | 289 | 10.14% |
| Spiritual But NOT Relig or Evang % | 10.62% | 10.99% | 103.47 |
| Not Evangelical, Not Interested HH | 10,304 | 1,053 | 10.22% |
| Not Evangelical, Not Interested % | 38.39% | 40.04% | 104.28 |



Napier Field Talladega Gardendale Pike Road Gordon Athens Blountsville Elberta Midway Alabaster Ethelsville Sylvania West Jefferson Muscle Shoals Silverhill Abbeville Intercultural Institute ville Arab Anniston Glencoe White Hall Dodge City West End-Cobb Tov Intercultural Institute for Confectual Ministry Fulton Cordova Arley Rainsville East Brewton Cull 11 ©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 | 64 | 5 | 7.81% |
| Active ALSBOM Attenders | 7,079 | 1,291 | 18.24% |
| Active Evangelical Households | 4,659 | 400 | 8.58% |
| Active Evangelical Percent | 17.36% | 15.20% | 87.53 |
| Inactive Evangelical Households | 5,249 | 450 | 8.58% |
| Inactive Evangelical Percent | 19.56% | 17.11% | 87.5 |
| # New Churches Needed | 0 | 0 | 0% |





Spirituality Indicators - 30 Closest ALSBOM Churches

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

| | CHURCHES | DIST. | WRSHP AVG | IICM CGR | | CHURCHES | DIST. | WRSHP AVG | IICM CGR |
|----|---------------------|---------|--------------|-------------|----|--------------------------|---------|--------------|-------------|
| 1 | Cropwell | 0.89 mi | 577 | Declining | 16 | Mt. Olive 1 | 5.54 mi | 66 | Declining |
| 2 | Coosa Valley | 1.25 mi | 55 | Declining | 17 | Riverside | 5.96 mi | 75 | Declining |
| 3 | Pell City Fist | 2.46 mi | 501 | Growing | 18 | Eureka | 6.81 mi | 103 | Growing |
| 4 | Seddon | 2.64 mi | 98 | Plateauing | 19 | Evening Star | 7.13 mi | 56 | Plateauing |
| 5 | Pell City Second | 2.76 mi | 60 | Plateauing | 20 | Mt. Moriah Missionary | 7.17 mi | 79 | Growing |
| 6 | Arbor | 3.06 mi | 110 | Growing | 21 | Cook Springs | 7.24 mi | 68 | Declining |
| 7 | New Hope | 3.07 mi | 226 | Growing | 22 | Pleasant Grove | 7.62 mi | 28 | Declining |
| 8 | Eden Westside | 3.35 mi | 941 | Growing | 23 | Hepzibah | 7.76 mi | 241 | Declining |
| 9 | Pleasant Valley | 4.45 mi | 44 | Growing | 24 | Broken Arrow | 7.84 mi | 31 | Growing |
| 10 | Stemley | 4.47 mi | 105 | Plateauing | 25 | Pleasant Grove | 7.92 mi | 82 | Plateauing |
| 11 | Mt. Pisgah | 4.75 mi | 306 | Growing | 26 | Refuge | 8.61 mi | 96 | Growing |
| 12 | Lister Memorial | 4.88 mi | 32 | Declining | 27 | Норе | 9.01 mi | 42 | Declining |
| 13 | Heritage | 4.92 mi | 61 | Growing | 28 | Blue Eye | 9.18 mi | 76 | Growing |
| 14 | Mineral Springs | 4.98 mi | 50 | Plateauing | 29 | Macedonia North | 9.23 mi | 49 | Declining |
| 15 | Mt. Pleasant | 5.53 mi | 66 | Growing | 30 | Prescott | 9.53 mi | 51 | Declining |

Gadsden Elba Opelika Colony Huntsville Mountainboro Hoover Moody Alabaster Brent Falkville Ceville Goodwater Sardis City Edwardsville Valley Head Bridgeport Ger <u>Intercultural Institute</u> ores Mill Pike Road Mount Olive Point Clear Goshen Haleyville Gayles ¹ Copyright 2013, Intercultural Institute for Contextual Ministry ¹ Copyright 2013, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

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

Castleberry Coaling Kinston Sylacauga Madison Double Springs Grand Bay Highland Lake Brundidge Edgewater Bay Minette Greensboro Daviston Alabaster Chickasaw Intercultural Institute Ariton Allgood West Point Rutledge Trinity Mignon Red Bay Ath Government Ministry Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

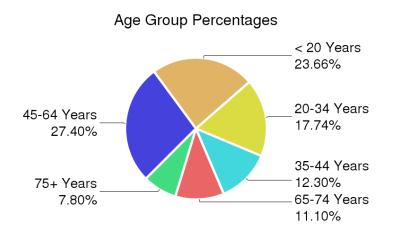
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the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

| DEMOSCAPE | COUNTY | BAND | % OF CO | DEMOSCAPE | COUNTY | BAND | % |
|--------------------------------------|------------------------------|------------|----------------|--------------------------------------|-------------|----------|-------|
| 1990 Population | 50,009 | 5,799 | 11.6% | 1990 Households | 17,665 | 2,175 | 12 |
| 2000 Population | 64,742 | 6,254 | 9.66% | 2000 Households | 24,143 | 2,533 | 10 |
| 2010 Population | 83,585 | 7,562 | 9.05% | 2010 Households | 26,839 | 2,631 | 9.8 |
| | | | in this Missio | | Location T | уре | 0-3m |
| 🔲 0-3mi Band | 🗖 3-7mi | Band 📃 | 7-10mi Band | County | Residential | | 2,995 |
| 40,000 | | | | | Residential | Apt. | 218 |
| 30,000 | | | | | Residential | Non-Apt. | 2,777 |
| 00,000 | | | | | Business | | 386 |
| 20,000 | | | | | Seasonal | | 0 |
| | | | | | USPS Resid | dential | 2,303 |
| 10,000 0 Residential Reside | ntial Apt. Residential No | on-Apt. Bu | siness Seaso | usps Residential USPS Residential | USPS Busir | ness | 214 |

rantley Trafford Orrville York Excel Hayden Lakeview Webb Brewton Tillmans Corner Section Holly Ceker Holly Pond Clanton Reform Eutaw Bridgeport Collinsville Hup Intercultural Institute polis Gantt Epes Montgomery South Vinemont Clayhatchee Alexande for Contextual Ministry Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 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.

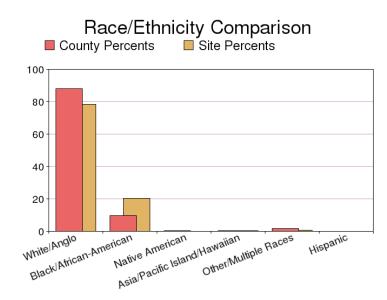


| 2010 POP. ESTIMATES | COUNTY | BAND | INDEX |
|---------------------|--------|--------|--------|
| 0-3 Years | 5.1% | 4.93% | 96.67 |
| 4-5 Years | 2.57% | 2.1% | 81.71 |
| 6-8 Years | 3.86% | 3.62% | 93.78 |
| 9-11 Years | 3.82% | 3.56% | 93.19 |
| 12-13 Years | 2.53% | 2.66% | 105.14 |
| 14-17 Years | 4.96% | 4.38% | 88.31 |
| 18-19 Years | 2.45% | 2.39% | 97.55 |
| 0-5 Years | 7.67% | 7.04% | 91.79 |
| 6-12 Years | 8.95% | 8.53% | 95.31 |
| 13-19 Years | 8.67% | 8.08% | 93.19 |
| < 20 Years | 25.29% | 23.65% | 93.52 |
| 20-34 Years | 19.7% | 17.73% | 90 |
| 35-44 Years | 14.11% | 12.29% | 87.1 |
| 45-64 Years | 26.84% | 27.39% | 102.05 |
| 65-74 Years | 8.3% | 11.09% | 133.61 |
| 75+ Years | 5.77% | 7.8% | 135.18 |
| Median Age | 39 | 43 | 111.38 |
| Median Age (Male) | 37 | 41 | 110.07 |
| Median Age (Female) | 40 | 44 | 111.05 |

Twin Locust Fork Oneonta Livingston McDonald Chapel Helena Meadowbrook Jemison Dauphin island Ashville Selma Elmore Foley Hayden Athens Libertyville Moundville Intercultural Institute and Gurley Coker Sanford Hamilton Chelsea Coaling Brookwood Clapping Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Blue Springs Beaverton Prichard Lincoln Garden City

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 | 88.06% | 78.21% | 88.81 |
| Black, African-American | 9.52% | 20.46% | 214.98 |
| Native American | 0.33% | 0.11% | 32.04 |
| Asian | 0.42% | 0.4% | 94.74 |
| Pacific Island, Hawaiian | 0.02% | 0.01% | 55.27 |
| Other/Multiple Races | 1.65% | 0.82% | 49.77 |
| Hispanic | 0% | 1.8% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 57,549 | 5,351 | |
| Less than 9th Grade | 5.98% | 4.78% | 124.94 |
| No High School Diploma | 15.39% | 12.22% | 125.92 |

| Total Adults over age 25 years. | 57,549 | 5,351 | |
|---------------------------------|--------|--------|--------|
| Less than 9th Grade | 5.98% | 4.78% | 124.94 |
| No High School Diploma | 15.39% | 12.22% | 125.92 |
| High School Graduate | 37.95% | 37.36% | 101.58 |
| Some College, no degree | 20.94% | 20.39% | 102.71 |
| Associate Degree | 6.4% | 6.8% | 94.08 |
| College Degree | 8.36% | 10.99% | 76.09 |
| Graduate/Prof. degree | 4.98% | 7.46% | 66.81 |
| | | | |

Mount Vernon Hammondville Lockhart Bayou La Batre Pickensville East Brewton Meridianville Colore West Jefferson Elberta Daphne Deatsville Ohatchee Mosses Dadevic Picesant Grove Shorter Har Smoke Rise Hartford Muscle Shoals Good Hope Union Selmont-West for Confectual Ministry Vetumpka Have Copyright 2013, Intercultural Institute for Contextual Ministry Sylvan Springs West Point Prattville Excel Madrid Ministry Sanda Picesant Contextual Ministry Sylvan Springs West Point Prattville Excel Madrid Ministry Sandis

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 | 7.49% | 8.29% | 173.74 |
| \$10,000 to \$19,999 | 13.08% | 16.23% | 124.06 |
| \$20,000 to \$29,999 | 10.11% | 8.89% | 87.99 |
| \$30,000 to \$49,999 | 18.91% | 15.51% | 82.03 |
| \$50,000 to \$59,999 | 12.88% | 10.6% | 82.3 |
| \$60,000 to \$69,999 | 7.89% | 7.11% | 90.07 |
| \$70,000 to \$79,999 | 7.08% | 6.99% | 98.74 |
| \$80,000 to \$89,999 | 5.77% | 5.59% | 96.81 |
| \$90,000 to \$99,999 | 3.76% | 3.42% | 90.9 |
| \$100,000 to \$124,999 | 7.4% | 10.41% | 140.81 |
| \$125,000 to \$149,999 | 2.64% | 3.5% | 132.37 |
| \$150,000 to \$199,999 | 2% | 2.96% | 148.45 |
| \$200,000 to \$249,999 | 0.38% | 0.11% | 30 |
| \$250,000 or more | 0.61% | 0.3% | 50.07 |
| Median Household | 50,251 | 50,823 | 101.14 |
| Average Household | 63,024 | 70,616 | 112.05 |
| Per Capita Household | 20,790 | 24,569 | 118.18 |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 56,581 | 64,661 | 114.28 |
| Average Family Income | 72,495 | 80,139 | 110.54 |
| Median Non-Family Income | 20,400 | 21,895 | 107.33 |
| Average Non-Family Income | 35,784 | 34,093 | 95.27 |

Lineville Eutaw Midland City Forkland Demopolis Goodwater Walnut Grove Opp Dodge City Detroit Grant Alexander City Lake View Margaret Hodges Bridgeport New Hon Forence Garden ib Confectual Ministry ib Confectual Institute for Contextual Ministry Decopyright 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 | 74.2% | 69.33% | 93.43 |
| Families with Children | 34.18% | 29.76% | 87.08 |
| Families without Children | 40.02% | 39.57% | 98.86 |
| Non-Family Households | | | |
| % Non-Family Households | 25.8% | 30.67% | 118.89 |
| Non-Families with Children | 0.01 | 0 | 0 |
| Non-Families without Children | 25.78 | 30.67 | 118.96 |
| Housing Units | | | Index |
| Total Housing Units | 31,980 | 3,017 | |
| Vacant percent | 16.08% | 12.79% | 79.59 |
| Owned percent | 67.75% | 65.53% | 96.71% |
| Rented Percent | 16.17% | 21.68% | 134.06 |
| Households by Size | | | Index |
| Avg household size | 3.04 | 2.87 | 94.41 |
| Avg family hh size | 3.67 | 3.59 | 97.82 |
| Avg non-family hh size | 1.20 | 1.25 | 104.17 |
| Households By Count of Persons | | | Percent |
| One | 6,087 | 717 | 11.78% |
| Тwo | 5,723 | 594 | 10.38% |
| Three or Four | 10,784 | 946 | 8.77% |
| Five+ | 4,245 | 373 | 8.79% |
| | | | |

Centreville Hartselle Frisco City Cowarts Coaling Clay Spanish Fort Wilsonville Chelsea Rockford Ranburne Hayden Millry Anniston Huntsville Natural Bridge Brook Intercultural Institute Ozark Satsuma Fairhope Linden Pine Apple Monroeville Chickasaw for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

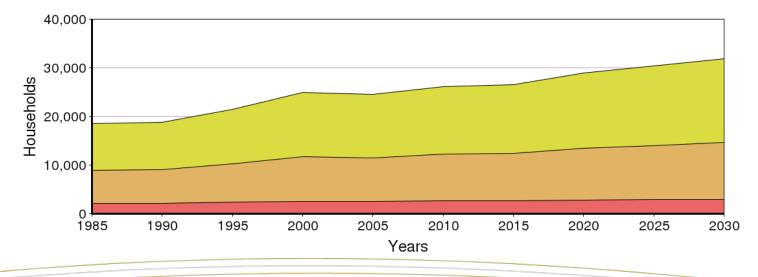
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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 | 50,009 | 5,799 | 11.6% |
| 2000 Population | 64,742 | 6,254 | 9.66% |
| 2010 Population | 83,585 | 7,562 | 9.05% |
| 2015 Population | 92,018 | 8,106 | 8.81% |

Household Change from 1985 to 2030

📕 0-3mi Ring 🛛 🔲 0-7mi Ring

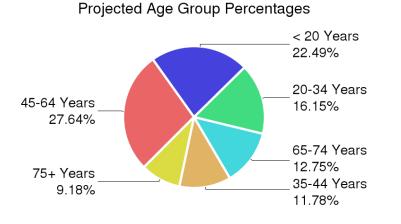
g 🛛 📃 0-10mi Ring



erloe Detroit <u>New Hope Ashville Hytop Abbeville Trinity Warrior</u> Daviston Creola Rockford Maytow Cuba Nectar Union Springs Thorsby Coosada Ardmore Guntersville <u>Intercultural Institute</u> ddison Brookwood Slocomb Dozier Pine Hill Westover Odenville Ma *for Contextual Ministry* Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Cover 10 Payne Columbia Meadowbrook Rock Mills Deats

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

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

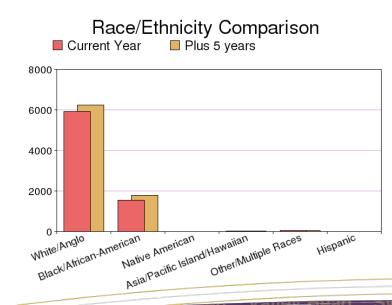


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|-----------------------|---------|--------------|--------|
| 0-3 Years | 4.93% | 4.34% | 88.03 |
| 4-5 Years | 2.1% | 1.95% | 92.86 |
| 6-8 Years | 3.62% | 3.4% | 93.92 |
| 9-11 Years | 3.56% | 3.52% | 98.88 |
| 12-13 Years | 2.66% | 2.62% | 98.5 |
| 14-17 Years | 4.38% | 4.33% | 98.86 |
| 18-19 Years | 2.39% | 2.36% | 98.74 |
| 0-5 Years | 7.04% | 6.29% | 89.35 |
| 6-12 Years | 8.53% | 8.25% | 96.72 |
| 13-19 Years | 8.08% | 7.97% | 98.64 |
| < 20 Years | 23.65% | 22.51% | 95.18 |
| 20-34 Years | 17.73% | 16.16% | 91.14 |
| 35-44 Years | 12.29% | 11.79% | 95.93 |
| 45-64 Years | 27.39% | 27.66% | 100.99 |
| 65-74 Years | 11.09% | 12.76% | 115.06 |
| 75+ Years | 7.8% | 9.19% | 117.82 |
| Median Age | 39 | 46 | 118.54 |
| Median Age (Male) | 37 | 44 | 117.57 |
| Median Age (Female) | 40 | 47 | 116.4 |

Ashland Millry Webb Concord Demopolis Providence Leighton Odenville Cherokee Carolina Floren Grove Hodges New Hope Heath Lynn Falkville New Brockton Oak Grove Intercultural Institute North Courtland Mignon Fairfield Florala Selmont-West Selmont Dale for Contextual Ministry Contextual Ministry Oneonta All 21 Coropyright 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 | 78.21% | 76.83% | 98.24 |
| Black, African-American | 20.46% | 21.9% | 107.04 |
| Native American | 0.11% | 0.15% | 139.93 |
| Asian | 0.4% | 0.37% | 93.29 |
| Pacific Island, Hawaiian | 0.01% | 0% | 0 |
| Other/Multiple Races | 0.82% | 0.75% | 91.78 |
| Hispanic | 0% | 0% | 0 |
| | | | |
| Education of Adults (25 yrs+) | | | |
| Total Adults over age 25 years. | 5,351 | 5,827 | |
| Less than 9th Grade | 4.78% | 3.84% | 80.35 |
| No High School Diploma | 12.22% | 10.85% | 88.74 |
| High School Graduate | 37.36% | 38.48% | 102.99 |
| Some College, no degree | 20.39% | 20.23% | 99.24 |
| Associate Degree | 6.8% | 7.26% | 106.72 |
| College Degree | 10.99% | 11.21% | 101.98 |
| Graduate/Prof. degree | 7.46% | 8.13% | 109.09 |

Bay County Line Fairview Woodstock Helena West End-Cobb Town Harvest Wedowee Dethan Gordon Harion Russellville Fyffe Locust Fork Butler Leighton Cullman Langs Intercultural Institute Dauphin Island Columbia Anniston Daviston Brantley McMullen McKer (St. 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 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 | 8.29% | 7.43% | 89.69 |
| \$10,000 to \$19,999 | 16.23% | 15.84% | 97.62 |
| \$20,000 to \$29,999 | 8.89% | 8.26% | 92.88 |
| \$30,000 to \$49,999 | 15.51% | 14.37% | 92.68 |
| \$50,000 to \$59,999 | 10.6% | 11.17% | 105.29 |
| \$60,000 to \$69,999 | 7.11% | 7.09% | 99.78 |
| \$70,000 to \$79,999 | 6.99% | 6.87% | 94.93 |
| \$80,000 to \$89,999 | 5.59% | 6.15% | 106.67 |
| \$90,000 to \$99,999 | 3.42% | 3.62% | 105.86 |
| \$100,000 to \$249,999 | 10.41% | 11.54% | 110.84 |
| \$125,000 to \$149,999 | 3.5% | 3.77% | 107.88 |
| \$150,000 to \$199,999 | 2.96% | 3.13% | 105.61 |
| \$200,000 to \$249,999 | 0.11% | 0.11% | 99.25 |
| \$250,000 or more | 0.3% | 0.23% | 74.43 |
| Median Household | 50,823 | 53,738 | 105.74 |
| Average Household | 70,616 | 75,109 | 106.36 |
| Per Capita Household | 24,569 | 24,564 | 99.98 |
| Family/Non-Family Household | | | |
| Income | | | |
| Median Family Income | 64,661 | 67,587 | 104.53 |
| Average Family Income | 80,139 | 85,182 | 106.29 |
| Median Non-Family Income | 21,895 | 23,593 | 107.76 |
| Average Non-Family Income | 34,093 | 37,651 | 110.44 |

Nectar Skyline <u>Newville</u> Auburn Blountsville Phenix City Brent Cordova Shead Maplesville Grand tumpka Cherokee Good Hope Yellow Bluff Sumiton Fruithurst Pell City Intercultural Institute Morris Concord Riverview Bakerhill Clio Dayton Triana Rockford Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Minis

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.

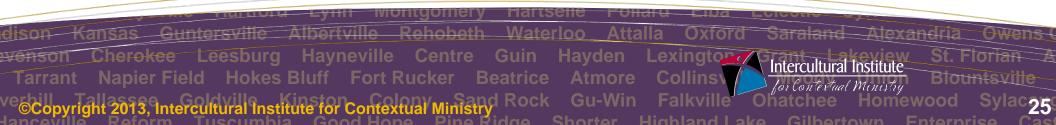
| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX |
|----------------------------|---------|--------------|---------|
| Family Households | | | |
| % Family Households | 69.33% | 68.24% | 98.43 |
| Families with Children | 29.76 | 28.52 | 95.82 |
| Families without Children | 39.57 | 38.7 | 97.82 |
| Non-Family Households | | | |
| % Non-Family Households | 30.67% | 31.76% | 103.55 |
| Non-Families with Children | 0 | 0 | 103.55 |
| Non-Families without | 30.67 | 31.76 | 103.55 |
| Children | | | |
| | | | |
| Housing Units | | | |
| Total Housing Units | 3,017 | 3,047 | 100.99% |
| Vacant percent | 12.79% | 13% | 101.58 |
| Owned percent | 65.53% | 65.28% | 99.62 |
| Rented Percent | 21.68% | 21.73% | 100.23 |
| | | | |
| Households by Size | | | |
| Avg household size | 2.87 | 3.06 | 106.62% |
| Avg family hh size | 3.59 | 3.90 | 108.64% |
| Avg non-family hh size | 1.25 | 1.24 | 99.2% |
| | | | |
| Households By Count of | | | |
| Persons | | | |
| One | 717 | 738 | 102.93% |
| Two | 594 | 424 | 71.38% |
| Three or Four | 946 | 1,024 | 108.25% |
| Five+ | 373 | 465 | 124.66% |

Butler Sylvan Springs Indian Springs Village Hamilton Leeds Vina Clay Hoover Theodore Millbrood built Trinity Jasper Aliceville Childersburg Loachapoka Rosa Hodges Intercultural Institute rhill Moores Mill Hartford Avon New Hope Valley Head Newton Kenne Gu-Win Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Contextual Ministry Contextual 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 | 57 | 183 | 70 | Eastern Africa | Eastern Africa 0 | Eastern Africa 0 0 |
| Northern Europe | 0 | 0 | 0 | Middle Africa | Middle Africa 0 | Middle Africa 0 0 |
| Western Europe | 17 | 15 | 17 | Northern Africa | Northern Africa 0 | Northern Africa 0 0 |
| Southern Europe | 3 | 7 | 0 | Southern Africa | Southern Africa 0 | Southern Africa 0 0 |
| Eastern Europe | 0 | 52 | 0 | Western Africa | Western Africa 0 | Western Africa 0 3 |
| Other Europe | 0 | 0 | 0 | Other Africa | Other Africa 0 | Other Africa 0 0 |
| Eastern Asia | 1 | 9 | 11 | Oceania | Oceania 0 | Oceania 0 0 |
| So. Central Asia | 0 | 4 | 5 | Caribbean | Caribbean 5 | Caribbean 5 13 |
| SE Asia | 5 | 17 | 8 | Central Amer. | Central Amer. 0 | Central Amer. 0 23 |
| Western Asia | 0 | 0 | 0 | South America | South America 13 | South America 13 4 |
| Other Asia | 0 | 0 | 0 | North America | North America 13 | North America 13 36 |
| | | | | 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 | 6,755 | 16,622 | 7,291 | Other Indo-Euro | 0 | 0 | 0 |
| Spanish | 32 | 259 | 184 | Asian/PI languages | 0 | 0 | 0 |
| Other Indo-Euro | 98 | 109 | 23 | Chinese | 0 | 0 | 0 |
| | 90 | 109 | 23 | Japanese | 0 | 4 | 3 |
| language | 59 | 33 | 14 | Korean | 9 | 4 | 3 11 |
| French (incl. Patois, | 59 | 33 | 14 | | | | |
| Cajun) | 0 | 0 | 0 | Mon-Khmer, | 0 | 0 | 0 |
| French Creole | 0 | 0 | 0 | Cambodian | 0 | 0 | 0 |
| Italian | 0 | 0 | 4 | Miao, Hmong | 0 | 0 | 0 |
| Portuguese | 0 | 1 | 0 | Thai | 0 | 0 | 0 |
| German | 25 | 56 | 4 | Laotian | 0 | 0 | 0 |
| Yiddish | 0 | 10 | 1 | Vietnamese | 15 | 3 | 0 |
| Other West Germanic | 0 | 0 | 0 | Other Asian | 0 | 6 | 3 |
| A Scandinavian | 0 | 0 | 0 | Tagalog | 0 | 26 | 0 |
| Language | | | | Other Pacific Is | 0 | 3 | 0 |
| Greek | 6 | 4 | 0 | Other languages | 0 | 0 | 0 |
| Russian | 1 | 1 | 0 | Navajo | 0 | 0 | 0 |
| Polish | 7 | 4 | 0 | Other Native N. | 0 | 0 | 0 |
| Serbo-Croatian | 0 | 0 | 0 | American | | | |
| Other Slavic Language | 0 | 0 | 0 | Hungarian | 0 | 0 | 0 |
| Armenian | 0 | 0 | 0 | Arabic | 0 | 0 | 0 |
| Persian | 0 | 0 | 0 | Hebrew | 0 | 0 | 0 |
| Gujarathi | 0 | 0 | 0 | African languages | 0 | 0 | 0 |
| Hindi | 0 | 0 | 0 | Other unspecified | 0 | 0 | 0 |
| Urdu | 0 | 0 | 0 | | - | - | - |

Onycha Ashford Grant Vance Holly Pond Harvest Irondale Uniontown Benton Leeds Grove Hill Chels Ha Anniston Vincent Gardendale Brantley Hartford Guin Paint Rock Intercultural Institute wbrook Kinston New Hope Pleasant Grove Ridgeville Killen Phenix City for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Back Scottsber McKenzie H Back Scottsber Hollywood Maytown Hillsboro Odenville Favore Hollywood Maytown Hillsboro Odenville Favore 16

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 | 4,693 | 11,339 | 5,081 | Irish | Irish 490 | Irish 490 1,251 |
| Arab | 0 | 7 | 6 | Italian | Italian 96 | Italian 96 185 |
| Armenian | 0 | 0 | 0 | Lithuanian | Lithuanian 0 | Lithuanian 0 3 |
| Austrian | 9 | 7 | 2 | Norwegian | Norwegian 21 | Norwegian 21 24 |
| British | 8 | 41 | 10 | Polish | Polish 13 | Polish 13 67 |
| Canadian | 7 | 23 | 1 | Portuguese | Portuguese 0 | Portuguese 0 2 |
| Croatian | 0 | 10 | 2 | Romanian | Romanian 0 | Romanian 0 2 |
| Czech | 0 | 0 | 0 | Russian | Russian 3 | Russian 3 7 |
| Czechoslovak | 7 | 19 | 0 | Scandinavian | Scandinavian 0 | Scandinavian 0 0 |
| Danish | 0 | 10 | 5 | Scotch-Irish | Scotch-Irish 101 | Scotch-Irish 101 319 |
| Dutch | 58 | 87 | 36 | Scottish | Scottish 37 | Scottish 37 206 |
| English | 548 | 1,445 | 466 | Slovak | Slovak 0 | Slovak 0 4 |
| European | 24 | 129 | 111 | Subsaharan African | Subsaharan African 56 | Subsaharan African 56 72 |
| Finnish | 0 | 0 | 0 | Swedish | Swedish 13 | Swedish 13 21 |
| French (not Basque) | 84 | 144 | 27 | Swiss | Swiss 7 | Swiss 7 25 |
| French Canadian | 19 | 53 | 8 | Ukrainian | Ukrainian 3 | Ukrainian 3 5 |
| German | 258 | 709 | 175 | US/American | US/American 1,343 | US/American 1,343 3,467 |
| Greek | 13 | 22 | 2 | Welsh | Welsh 14 | Welsh 14 34 |
| Hungarian | 0 | 0 | 3 | West Indian | West Indian 0 | West Indian 0 2 |
| Iranian | 0 | 0 | 0 | Yugoslavian | Yugoslavian 0 | Yugoslavian 0 41 |
| | | | | Other | Other 1,461 | Other 1,461 2,896 |

Dadeville Ashland cDonald Chapel Intercultural Institute Havden vidfield Ministry Ministry right 2013, Intercultural Institute for Contextual Owens 27 ©Copy Davton

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

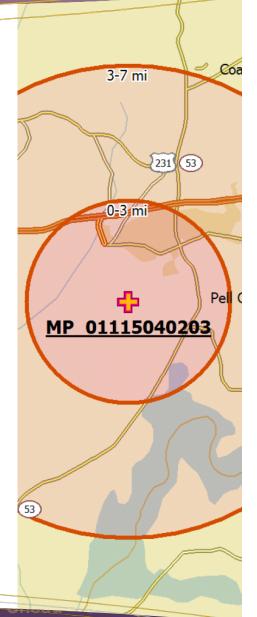
Issues for Your Consideration - continued

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



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

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



adland Lester Clay Fort Payne Berry Riverside Lake Purdy Harvest Satsuma Trinity Rosa New Hope Hillsboro Pinson Chickasaw Falkville Holly Pond Autaugaville Valler Intercultural Institute Silverhill Brighton River Falls White Hall Camp Hill Magnolia Springs Model for Confectual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Faverte Phil Campbell Redstone Arsenal Demonolis Flomaton Model

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

| 2010 MOSAIC HHIds | 0-3 HH & Percent | | Unreached HH & Percent | |
|------------------------------|------------------|--------|------------------------|-------|
| Total | 2,631 | 100% | 1,782 | 100% |
| AFFLUENT SUBURBIA | 118 | 4.48% | 81 | 4.55% |
| America's Wealthiest | 0 | 0% | 0 | 0% |
| Dream Weavers | 2 | 0.08% | 1 | 0.06% |
| White Collar Suburbia | 0 | 0% | 0 | 0% |
| Upscale Suburbia | 0 | 0% | 0 | 0% |
| Enterprising Couples | 0 | 0% | 0 | 0% |
| Small Town Success | 78 | 2.96% | 54 | 3.03% |
| New Suburbia Fam. | 38 | 1.44% | 26 | 1.46% |
| UPSCALE AMERICA | 171 | 6.5% | 115 | 6.45% |
| Status Conscious Consumers | 0 | 0% | 0 | 0% |
| Affluent Urban Professionals | 0 | 0% | 0 | 0% |
| Urban Commuter Fam. | 171 | 6.5% | 115 | 6.45% |
| Solid Suburban Mix | 0 | 0% | 0 | 0% |
| 2nd Generation Success | 0 | 0% | 0 | 0% |
| Successful Urban Sprawl | 0 | 0% | 0 | 0% |
| SM TWN SUCCESS | 264 | 10.03% | 175 | 9.82% |
| 2nd City Homebodies | 83 | 3.15% | 59 | 3.31% |
| Prime Middle America | 1 | 0.04% | 1 | 0.06% |
| Urban Optimists | 0 | 0% | 0 | 0% |
| Family Convenience | 180 | 6.84% | 115 | 6.45% |
| Mid-Market Enterprise | 0 | 0% | 0 | 0% |
| | | | | |

Arab Foley Tayler Thomasville Muscle Shoals Priceville Eldridge Pleasant Grove Minor Guntersville Hevrille Crossville Greensboro Elkmont Blountsville Geraldine Lake View Intercultural Institute Fairhope Wilton Langston Vernon Loachapoka Ragland Silverhill Bayler Contextual Ministry Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Benford Costen Madrid Institute for Costen Madrid Ins

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

| 2010 MOSAIC HHIds | 0-3 HH & Percent | | Unreached HH & Percent | |
|---------------------------|------------------|--------|------------------------|--------|
| Total | 2,631 | 100% | 1,782 | 100% |
| BLUE COLLAR BACKBONE | 70 | 2.66% | 45 | 2.53% |
| Nuevo Hispanic Fam. | 0 | 0% | 0 | 0% |
| Working Rural Suburbia | 43 | 1.63% | 26 | 1.46% |
| Lower Income Essentials | 23 | 0.87% | 16 | 0.9% |
| Small Town Endeavors | 4 | 0.15% | 3 | 0.17% |
| AMER. DIVERSITY | 392 | 14.9% | 272 | 15.26% |
| Ethnic Urban Mix | 0 | 0% | 0 | 0% |
| Urban Blues | 66 | 2.51% | 42 | 2.36% |
| Professional Urbanites | 214 | 8.13% | 155 | 8.7% |
| Urban Advancement | 107 | 4.07% | 72 | 4.04% |
| Amer. Great Outdoors | 5 | 0.19% | 3 | 0.17% |
| Mature America | 0 | 0% | 0 | 0% |
| METRO FRINGE | 761 | 28.92% | 523 | 29.35% |
| Steadfast Conservative | 656 | 24.93% | 450 | 25.25% |
| Moderate Conventionalists | 0 | 0% | 0 | 0% |
| Southern Blues | 0 | 0% | 0 | 0% |
| Urban Grit | 0 | 0% | 0 | 0% |
| Grass-Roots Living | 105 | 3.99% | 73 | 4.1% |

oford Beaverton Helena Holt Arley McDonald Chapel Oxford Oak Grove Union Grove Pelham Coffee Lester Lake Purdy Lisman Berry Woodville Dayton West Jefferson Intercultural Institute of Field Stevenson Smiths Station West Point St. Florian Skyline Mea Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Bebobeth Odenville Valley Ashford Butler Hazel Gro

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

| 2010 MOSAIC HHIds | 0-3 HH & Percent | | Unreached HH & Percent | |
|----------------------------|------------------|--------|------------------------|--------|
| Total | 2,631 | 100% | 1,782 | 100% |
| REMOTE AMERICA | 142 | 5.4% | 83 | 4.66% |
| Hardy Rural Fam. | 2 | 0.08% | 1 | 0.06% |
| Rural Southern Living | 140 | 5.32% | 82 | 4.6% |
| Coal & Crops | 0 | 0% | 0 | 0% |
| Native America | 0 | 0% | 0 | 0% |
| ASPIRING CONTEMP'S | 269 | 10.22% | 199 | 11.17% |
| Young Cosmopolitans | 0 | 0% | 0 | 0% |
| Minority Metro Communities | 269 | 10.22% | 199 | 11.17% |
| Stable Careers | 0 | 0% | 0 | 0% |
| Aspiring Hispania | 0 | 0% | 0 | 0% |
| RURAL VILLAGES & FARMS | 185 | 7.03% | 112 | 6.29% |
| Industrious Country Living | 121 | 4.6% | 82 | 4.6% |
| America's Farmland | 0 | 0% | 0 | 0% |
| Comfy Country Living | 22 | 0.84% | 13 | 0.73% |
| Small Town Connections | 0 | 0% | 0 | 0% |
| Hinterland Fam. | 42 | 1.6% | 17 | 0.95% |

Po Blountsville Smiths Station Lake Purdy Valley Head Dauphin Island Nectar Algood Luverne Repton Houndville Tuskegee Gardendale Taylor Kinsey Sardis City Sipsey Intercultural Institute Redstone Arsenal Fort Rucker Cottonwood Headland Haleburg Wadle for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Vance Jacksons' Gap Needham Benton Dothan 33

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

| 2010 MOSAIC HHIds | 0-3 HH & Percent | | Unreached HH & Percent | |
|--------------------------|------------------|-------|------------------------|-------|
| Total | 2,631 | 100% | 1,782 | 100% |
| STRUGGLING SOCIETIES | 172 | 6.54% | 115 | 6.45% |
| Rugged Southern Style | 19 | 0.72% | 11 | 0.62% |
| Latino Nuevo | 0 | 0% | 0 | 0% |
| Struggling city Centers | 153 | 5.82% | 104 | 5.84% |
| College Town Communities | 0 | 0% | 0 | 0% |
| New Beginnings | 0 | 0% | 0 | 0% |
| URBAN ESSENCE | 88 | 3.34% | 62 | 3.48% |
| Unattached Multicultures | 0 | 0% | 0 | 0% |
| Academic Necessities | 0 | 0% | 0 | 0% |
| Af. Amer. Neighborhoods | 57 | 2.17% | 40 | 2.24% |
| Urban Diversity | 28 | 1.06% | 20 | 1.12% |
| New Generation Activists | 3 | 0.11% | 2 | 0.11% |
| 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% |

Brent Citronelle Kennedy Heflin New Hope Gu-Win Prichard Tarrant Rutledge Kinston Hobson G Moody Pine Hill Odenville Hurtsboro Pinckard Glen Allen Vance Intercultural Institute eek Edwardsville Pinson Cuba Irondale Hammondville Grant Russel of Contestual Ministry Ara Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Haleyville Excel Woodville McKenzie Moulton Hillsbord

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?

ibertyville Auburn Camden Red Bay Napier Field Slocomb Butler New Site Jacksonville Point Clear Y Herry Kansas Brookside Louisville Gantt Reform Clayhatchee Newville Intercultural Institute Snead Sanford Satsuma Hamilton Millport East Brewton Valley Rive Field Confectual Ministry Confectual Ministry Confectual Institute for Contextual Ministry Confectual Ministry Confectual Confectual Ministry Confectual Ministry Confectual Confectual Ministry Confectual Ministry Confectual Ministry Confectual Confectual Ministry Con

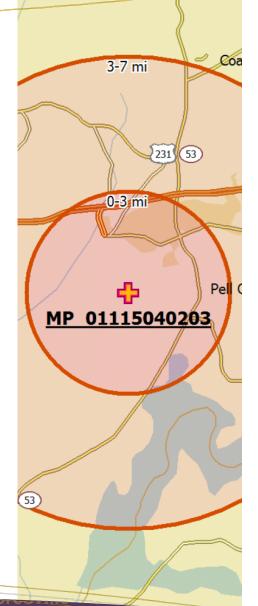
Potential Cultural Bridges

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).



Losh Lynn Rainsville Carbon Hill Town Creek Gadsden Jasper Eldridge Margaret Brookside Collinsville La Batre Glen Allen Mount Vernon Killen Garden City Saraland Jerry Intercultural Institute Parrish Odenville Montevallo Brilliant Powell Calera Altoona Evergry Intercultural Institute Gorder tual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Montevallo Brilliant Powell Calera Altoona Evergry Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Montevallo Brilliant Powell Calera Altoona Evergry Intercultural Institute Copyright 2013, Intercultural Institute for Contextual Ministry Montevallo Brilliant Powell Calera Altoona Evergry Intercultural Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Montevallo Brilliant Powell Calera Altoona Evergry Intercultural Ministry Montevallo Brilliant Powell Brilliant Brilliant Powell Brilliant Powell

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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|-------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| PC-HH Own | 76% | 77% | 77% |
| Use Comp. for Internet/E-mail | 58% | 59% | 58% |
| Internet Use: E-Mail | 48% | 48% | 47% |
| Use Comp. for Comp. Games | 39% | 40% | 39% |
| Use Comp. for Word Processing | 37% | 38% | 36% |
| Use Comp. for Shopping | 33% | 35% | 33% |
| Use Comp. for Education | 32% | 32% | 31% |
| Use Comp. for Digital Camera | 30% | 31% | 30% |
| Photo Editing | | | |
| Use Comp. for Banking | 29% | 30% | 30% |
| HH Owns DVD Player | 28% | 28% | 28% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|-----------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Internet Use: News/ Weather | 27% | 26% | 26% |
| Internet Use: Banking | 24% | 26% | 26% |
| Use Comp. for News/Info./Data | 21% | 21% | 20% |
| Service | | | |
| PC-Network-HH Has One | 18% | 19% | 19% |
| Use Comp. for Accounting | 14% | 15% | 14% |
| Use Comp. for Personal Financial | 13% | 13% | 12% |
| Mngmnt | | | |
| Use Comp. for Filing/DB Mngmnt | 12% | 12% | 12% |
| Internet Use: Shopping: Gathered | 11% | 11% | 11% |
| Info. for Shopping | | | |
| Internet Use: Research/ Education | 11% | 11% | 11% |
| Internet Use: Shopping: Made A | 11% | 12% | 12% |
| Purchase | | | |

aster Lester Notasulga Collinsville Ardmore Emelle Carolina Talladega Magnelia Springs Livingsten E Glenwood Thomasville Mentone Talladega Springs Colony Moundville <u>Intercultural Institute</u> Appier Field Plea lokes Bluff Huntsville Weaver Berry Dothan Memphis Newville New Hone for Contextual Ministry of Contextual Ministry of Contextual Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|----------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Listening To Music | 67% | 67% | 67% |
| Dining Out (Not Fast | 58% | 57% | 56% |
| Food) | | | |
| Reading Books | 54% | 52% | 52% |
| Card Games | 41% | 43% | 43% |
| Gardening | 36% | 37% | 35% |
| Cooking for Fun | 35% | 35% | 35% |
| Go To A Beach/Lake | 35% | 35% | 34% |
| Board Games | 32% | 34% | 34% |
| Visit Museum | 19% | 18% | 18% |
| Photography | 18% | 19% | 18% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|----------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Any Ailment | 69% | 69% | 69% |
| Gen./Fam. Practitioner | 41% | 41% | 40% |
| Dentist | 29% | 27% | 26% |
| Eye Dr. | 23% | 21% | 21% |
| Backache | 23% | 23% | 23% |
| Hypertension/High Blood | 20% | 20% | 20% |
| Pressure | | | |
| High Cholesterol | 19% | 18% | 18% |
| None Of These | 19% | 19% | 19% |
| Any Arthritis | 17% | 17% | 17% |
| Acid Reflux Disease (GERD) | 15% | 15% | 15% |

Phil Campbell Ragland Akron Glenwood Goshen West End-Cobb Town Ohatchee Hytop Forkland Akro Uniontown Lexington Ashland Tallassee Piedmont Abbeville Kimberko Striven Springs Fayette Shorter Huntsville St. Florian McKenzie Indian Springs Villag for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Concert | 26.94% | 25.61% | 25.22% |
| Live Theater | 19.9% | 18.48% | 17.61% |
| Live Theater Most Often | 16.38% | 15.27% | 14.51% |
| Rock/Pop Concerts Most | 13.86% | 13.36% | 13.22% |
| Often | | | |
| Dance Performance | 8.17% | 7.19% | 7.05% |
| Comedy Club | 7.86% | 7.88% | 7.93% |
| Movies: Comedy | 38.51% | 38.14% | 38.23% |
| Movies: Action/Adventure | 37.58% | 37.43% | 37.37% |
| Movies: Drama | 20.17% | 18.94% | 19.25% |

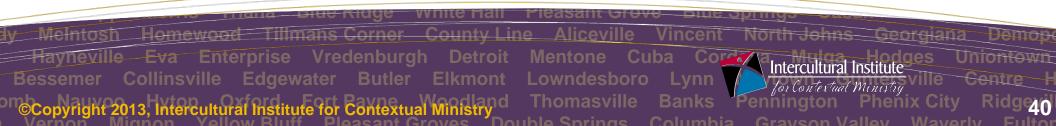
| BRIDGES | 0-3 | 3-7 | 7-10 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Movies: Fam. | 19.94% | 19.64% | 19.73% |
| Movies: Romantic Comedy | 19.17% | 18.68% | 18.57% |
| Movies: Mystery | 17.05% | 16.06% | 16.2% |
| MLB Baseball Reg. Season | 6.07% | 6.36% | 5.99% |
| College Football Reg. | 5.72% | 5.98% | 5.79% |
| Season | | | |
| NFL Football Reg. Season | 5.45% | 5.72% | 5.52% |
| College Basketball Reg. | 3.93% | 3.97% | 3.9% |
| Season | | | |
| NBA Basketball Reg. | 2.78% | 2.92% | 2.82% |
| Season | | | |
| Auto Racing Events | 2.39% | 2.88% | 2.78% |

Va Littleville Pine Hilf Underwood-Petersville Brundidge Florala Heath Sipsey Mount Olive Caylesville Telle Cottonwood Fairview Nauvoo Midland City McMullen Gulf Shore Intercultural Institute Talladega Springs Montgomery Dauphin Island Ardmore Section Citry for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Valking for Exercise | 40.55% | 39.58% | 38.62% |
| Swimming | 31.81% | 33.7% | 33.1% |
| Bowling | 20.72% | 22.17% | 22.16% |
| Freshwater Fishing | 18.35% | 22.03% | 22.28% |
| Billiards/Pool | 17.3% | 18.51% | 18.61% |
| Camping Trips | 15.1% | 17.6% | 17.1% |
| Weight Training | 14.25% | 14.75% | 14.44% |
| Basketball | 14.15% | 15.51% | 15.91% |
| Jogging/Running | 13.67% | 13.48% | 13.4% |
| Golf | 13.16% | 13.09% | 12.48% |
| Jsing Cardio Machine | 12.49% | 12.3% | 11.84% |
| Mountain/Road Biking | 12.47% | 12.62% | 12.03% |
| Stationary Cycling | 11.72% | 11.23% | 10.92% |
| Baseball | 10.17% | 10.87% | 11.05% |
| | | | |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|--------------------|-------|--------|--------|
| | MILES | MILES | MILES |
| Hunting | 10.1% | 13.13% | 12.95% |
| Aerobics | 9.49% | 9.15% | 9.09% |
| Football | 9.12% | 10.18% | 10.77% |
| Target Shooting | 9.09% | 10.52% | 10.26% |
| Backpacking/Hiking | 8.91% | 9.6% | 9.23% |
| Volleyball | 8.5% | 8.72% | 8.75% |
| Power Boating | 8.19% | 8.41% | 7.95% |
| Saltwater Fishing | 7.5% | 8.5% | 8.5% |
| Softball | 7.37% | 7.93% | 7.86% |
| Soccer | 6.65% | 6.76% | 6.76% |
| Yoga | 6.53% | 6.07% | 5.9% |
| Tennis | 6.45% | 6.45% | 6.36% |
| Canoeing/Kayaking | 6.27% | 7.12% | 6.88% |
| Motorcycling | 5.93% | 6.54% | 6.44% |



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

| BRIDGES | 0-3 | 3-7 | 7-10 |
|----------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Horseback Riding | 5.59% | 6.83% | 6.83% |
| Ice Skating | 4.88% | 4.82% | 4.72% |
| Roller Skating | 4.85% | 5.05% | 5.03% |
| Archery | 4.42% | 5.44% | 5.28% |
| Fly Fishing | 4.39% | 4.91% | 4.96% |
| Downhill & X-Country | 4.13% | 4.19% | 4.02% |
| Skiing | | | |
| Water Skiing | 4.12% | 4.64% | 4.51% |
| Jet Skiing | 4.01% | 4.28% | 4.21% |
| Snorkeling | 4.01% | 4.33% | 4.19% |
| Racquetball | 3.53% | 3.62% | 3.69% |

| BRIDGES | 0-3 | 3-7 | 7-10 |
|-----------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Snowmobiling | 3.51% | 3.84% | 3.73% |
| Auto Racing | 3.47% | 3.39% | 3.14% |
| Hockey | 3.39% | 3.36% | 3.33% |
| Rock Climbing | 3.06% | 3.02% | 2.88% |
| Skateboarding | 3.01% | 3.39% | 3.4% |
| Sailing | 3.01% | 3.08% | 3.01% |
| Snowboarding | 2.86% | 2.89% | 2.79% |
| Martial Arts | 2.67% | 3.1% | 3.03% |
| Rowing | 2.4% | 2.65% | 2.61% |
| Surfing & Windsurfing | 2.06% | 2.26% | 2.23% |

Mobile Gurley Southside Crossville McMullen Smoke Rise Pike Road Tuskegee Brighton Rosa Trink Huntord Hurtsboro Moulton North Johns Gardendale La Fayette Guin Intercultural Institute Moundville Meridianville Helena Concord Goodwater Wilsonville Sn For Confectual 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.

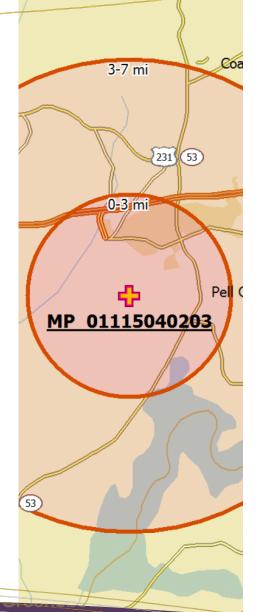
BIBLICAL BARRIERS

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.



rt Bessemer Pewell Hichlullen Gainesville Brookside Cuba Piedmont Addison New Brockton Hartford Son Valley Riverside Abbeville Alexander City Sipsey Ridgeville Tallard Intercultural Institute Flomaton Rosa Tillmans Corner Eclectic Gantt Cowarts Fort Rucker Copyright 2013, Intercultural Institute for 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.

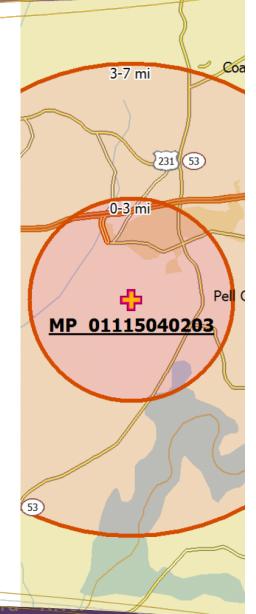
CULTURAL BARRIERS OF ACCEPTANCE

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.



Henagar Hamilton Pine Ridge Harpersville Hobson City Lowndesboro Orange Beach Hollywood Glence Free Saraland Rosa McIntosh Cleveland Underwood-Petersville Theodor Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Pinckard Hartford Bonton Nanior Field Conde

Potential Cultural Barriers:

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

| BARRIERS | 0-3 | 3-7 | 7-10 | BARRIERS | 0-3 | 3-7 | 7-10 |
|---|-------|-------|-------|---|----------|-------|-------|
| | MILES | MILES | MILES | | MILES | MILES | MILES |
| Important Continue Learning | 50% | 50% | 50% | Like to Stand Out In A Crow | d 21% | 21% | 21% |
| New Things | | | | Marijuana Should Be Legaliz | ed 19% | 18% | 18% |
| Find It Difficult To Say No To My Kids | 38% | 40% | 41% | Like To Pursue Challenge/Novelty/Change | 18% | 17% | 17% |
| Speak My Mind Even If It Upsets People | 36% | 35% | 36% | Rarely Sit Down to a Meal Together At Home | 18% | 18% | 18% |
| Woman's Place Is In The Home | 35% | 36% | 36% | I Am A Workaholic | 17% | 17% | 17% |
| Like Control Over People And Resources | 35% | 34% | 35% | Only Work Current Job for T Money | he 15% | 14% | 15% |
| Prefer To Have Few Possessions As Possible | 33% | 30% | 29% | We Should Strive for Equalit for All | y 13% | 12% | 13% |
| Like To Do Unconventional Things | 31% | 31% | 31% | Happy With My Standard Of Living | 12% | 11% | 11% |
| Don't Judge People/Way They Live Life | 28% | 27% | 28% | On Whole People Get What They Deserve | 10% | 10% | 10% |
| If Won Lottery Would Never Work Again | 27% | 26% | 25% | Indulge My Kids With The Li Extras | tle 8% | 9% | 9% |
| Money Is Best Measure Of Success | 26% | 27% | 26% | Little I Can Do To Change M Life | y 8% | 8% | 8% |
| Friends More Important Than My Fam. | 24% | 22% | 21% | Very Happy With My Life As | It Is 6% | 6% | 6% |
| Too Much Sponsorship In Arts/Sports | 23% | 23% | 24% | | | | |

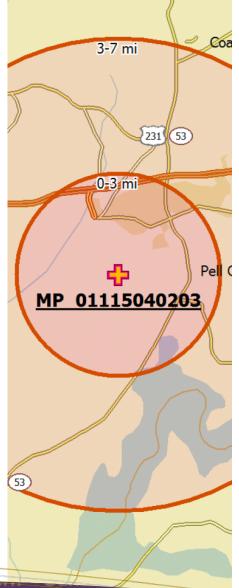
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merville Wedowee Yellow Bluff Citronelle Oak Hill Anderson Bridgeport Newbern Sias Higuley Court And Andreas A

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.



own Satsuma Rock Mills Decatur Bessemer Stevenson Attalla Altoona Brundidge Banks Forkland G Blecton Tuscaloosa Madrid Billingsley Russellville Goodwater Huntsville Intercultural Institute on Cross Roads Valley Dora Nectar Millry Elberta Bakerhill Trussville for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

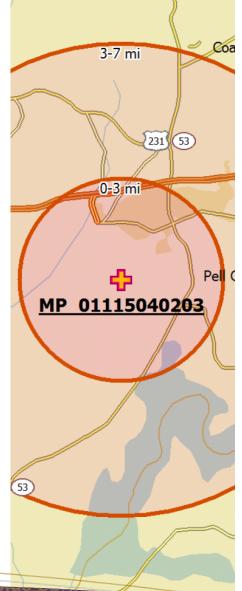
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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 | 7-1(MIL |
|---|--------------|--------------|---------------|---|--------------|--------------|-------------|
| Important To Respect Customs And Beliefs | 61% | 63% | 63% | Looking for New Ideas To Improve Home | | 17% | 17% |
| You Should Seize Opportunities In Life | 57% | 56% | 56% | Worried About Pollution Caused By Cars | 17% | 17% | 17% |
| Like To Understand About | 38% | 36% | 36% | Real Men Don't Cry | 15% | 16% | 16% |
| Nature | | | | Is An Important Part Of Who I Am | 15% | 16% | 16% |
| Prefer Work Part Of Team Than Alone | 34% | 35% | 35% | Try Not To Worry About The Future | 14% | 13% | 13% |
| Important Feel Respected By My Peers | 33% | 33% | 33% | Provide My Kids With The Little Extras | 13% | 13% | 14% |
| Prefer To Have Few Possessions As Possible | 33% | 30% | 29% | Enjoy Spending Time With My Fam. | 12% | 13% | 13% |
| Important To Juggle Various Tasks | 31% | 31% | 31% | Children Should Be Allowed To Express Themselves | 6% | 6% | 6% |
| Good At Fixing Things | 27% | 27% | 27% | Feel Very Alone In The World | 5% | 5% | 5% |
| Have Keen Sense Of Adventure | 27% | 26% | 26% | Like Spending Most Time With | 5% | 5% | 5% |
| People Have To Take Me As | 22% | 22% | 22% | Fam. | | | |
| They Find Me | | | | Decor Particular Interest To Me | 3% | 4% | 4% |
| Like To Just Enjoy Life | 22% | 20% | 20% | Would Like To Set Up Own | 3% | 4% | 4% |
| Consider Myself Interested In The Arts | 19% | 18% | 18% | Business | | | |

Double Springs Bon Air Montevallo Marion Troy Madison Wilton <u>Intercultural Institute</u> Bear Creek Pine Hill Babbie Eclectic Huntsville Rock Mills Pisgah R 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.



Sulligent Odenville Beatrice South Vinemont Scottsboro Maplesville Libertyville Abbeville Enterprise recendungh Gu-Win Dutton Jackson Wilton Alabaster Collinsville Intercultural Institute dge Beaverton Eutaw Ider Smoke Rise Oak Grove Talladega Valley He for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Places:

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

| PLACE | 0-3 | 3-7 | 7-10 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Fast Food/Drive-In | 85.76% | 87.18% | 87.46% |
| Restaurant-Visit Any | | | |
| Fam. Restaurants/Steak | 82.96% | 83.8% | 83.26% |
| Houses-Visit Any | | | |
| McDonald's | 56.4% | 57.6% | 57.92% |
| Burger King | 36.88% | 38.22% | 38.67% |
| Wendy's | 30.53% | 31.08% | 31.49% |
| Subway | 30.41% | 31.8% | 31.92% |
| Applebee's | 30.14% | 30.18% | 30.2% |
| Kentucky Fried Chicken (KFC) | 29.53% | 30.71% | 31.81% |
| Taco Bell | 28.28% | 28.78% | 28.75% |
| Arby's | 23.54% | 24.4% | 24.3% |
| Pizza Hut | 23.48% | 23.98% | 24.5% |
| Olive Garden | 20.49% | 19.78% | 19.53% |

| PLACE | 0-3 | 3-7 | 7-10 |
|------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Dairy Queen | 18.95% | 19.25% | 19.31% |
| Red Lobster | 17.36% | 16.91% | 17.17% |
| Cracker Barrel | 16.48% | 17.56% | 17.53% |
| Sonic | 14.08% | 15.78% | 16.33% |
| Outback Steakhouse | 13.79% | 13.66% | 13.59% |
| Domino's Pizza | 13.61% | 13.42% | 13.93% |
| IHOP (International House Of | 13.43% | 12.87% | 13.04% |
| Pancakes) | | | |
| Chick-Fil-A | 12.89% | 14.14% | 14.67% |
| Golden Corral | 12.61% | 13.18% | 13.81% |
| Denny's | 12.07% | 10.94% | 10.8% |
| Chili's Grill and Bar | 11.61% | 11.76% | 11.73% |
| Hardee's | 11.53% | 12.88% | 13.46% |

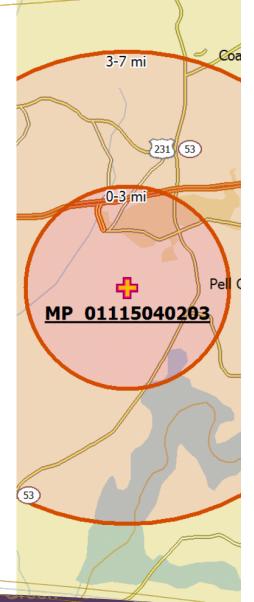


Potential Shared Projects

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!



hts Leeds Skyline Prookside Pisgah Hayden Springville Hartford Maytown Moulton Mignon Clay Beach Mosses Rehobeth Roanoke County Line Reece City Anderson Intercultural Institute st Point McKenzie Franklin Vina Ashland Onycha Babbie Haleyville Copyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

| PROJECTS | 0-3 | 3-7 | 7-10 |
|-------------------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Voted in fed/state/local election | 47.63% | 46.56% | 45.47% |
| Recycled products | 34.33% | 33.21% | 31.68% |
| Worked as volunteer (non political) | 16.78% | 16.49% | 15.73% |
| Engaged in fund raising | 11.25% | 11.33% | 11.12% |
| Religious club member | 7.77% | 8.12% | 8.14% |
| Wrote to editor of mag or newspaper | 5.72% | 5.45% | 5.21% |

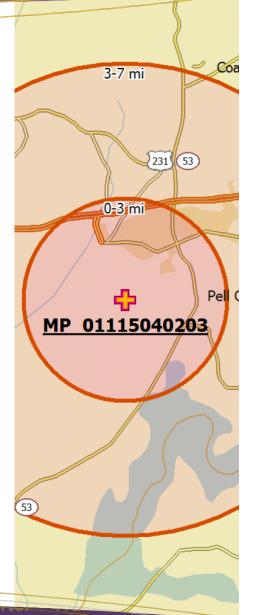
| PROJECTS | 0-3 | 3-7 | 7-10 |
|---------------------------------------|-------|-------|-------|
| | MILES | MILES | MILES |
| Wrote to elected offcl about publ bus | 5.71% | 5.65% | 5.34% |
| Union member | 5.51% | 5.66% | 5.52% |
| Charitable Organization | 5.46% | 5.29% | 5.11% |
| Church Board | 5.42% | 5.97% | 6.19% |
| Took active part in local civic issue | 5.03% | 4.79% | 4.66% |
| Addressed a public meeting | 4.87% | 4.93% | 4.8% |

orter Newton Leachapoka Ragland Pinson Mountain Brook Eldridge Evergreen Section Bear Creek A Citronelle Orange Beach Brilliant Millbrook Munford Creola Pleasant Intercultural Institute Saw Priceville Jemison Rock Mills Oxford Boaz Florence New Site Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Content

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

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



Addison Pickensville Wedowee Scottsboro Colony Bayou La Batre Glenwood Elberta Dora Pelham Prattville Uniontown Killen Weaver Guin White Hall Tuskegee Micro Intercultural Institute Rehobeth Sylvania Moores Mill Vina West Jefferson Vincent Leeds for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry OCopyright 2013, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

| BOOKS | 0-3 | 3-7 | 7-10 |
|------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Novel | 15.99% | 15.78% | 15.19% |
| Children's Books | 12.78% | 13.09% | 12.91% |
| Mystery | 11.56% | 11.12% | 10.64% |
| Cookbooks | 10.46% | 10.31% | 10.02% |
| Religious (not Bibles) | 9.07% | 9.58% | 9.7% |
| History | 6.78% | 6.46% | 6.14% |
| Romance | 6.77% | 7.14% | 7.11% |
| Personal/Business | 6.6% | 6.46% | 6.2% |
| Self-help | | | |
| Biography | 6.29% | 6.04% | 5.79% |

| MAGAZINES | 0-3 | 3-7 | 7-10 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Newspaper Distributed | 68.09% | 65.5% | 64.56% |
| Gen. Editorial | 47.72% | 46.65% | 47.06% |
| Womens | 41.53% | 41.54% | 41.98% |
| Service | 34.82% | 34.97% | 34.28% |
| Mens | 18.53% | 17.49% | 17.44% |
| Business/Finance | 17.43% | 16.93% | 16.93% |
| Sports | 14.92% | 13.73% | 13.37% |
| Automotive | 13.7% | 13.75% | 13.47% |
| Mature Market | 13.6% | 13.12% | 12.94% |

Heath Nectar Good Hope Mount Vernon Holly Pond Graysville Grimes Pell City Wetumpka Satsur Heath Nectar Good Hope Mount Vernon Holly Pond Graysville Grimes Pell City Wetumpka Satsur Intercultural Institute Prichard Ho ater Albertville Falkville Camp Hill Brookwood Florence Oxford McDo Joi Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry Contextual Ministry

Uneonta

Potential Print & Audio Media Content:

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

| NEWSPAPERS | 0-3 | 3-7 | 7-10 |
|--------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Gen. News | 55.49% | 55.2% | 54.11% |
| Classified | 33.67% | 34.86% | 34.81% |
| Sport | 32.95% | 31.87% | 31.29% |
| Editorial Page | 30.96% | 31.26% | 30.59% |
| Business/Finance | 28.53% | 26.97% | 25.9% |
| Comics | 27.76% | 27.12% | 26.47% |
| Food/Cooking | 25.39% | 24.78% | 24.31% |
| Movie Listings & Reviews | 25.04% | 23.97% | 23.33% |
| TV/Radio Listings | 24.42% | 23.81% | 23.46% |
| Home/Gardening | 21.78% | 21.41% | 20.85% |
| Travel | 19.28% | 18.41% | 17.79% |
| Science/Technology | 17.55% | 16.83% | 16.11% |
| Fashion | 14.24% | 14.03% | 14.09% |

| RADIO | 0-3 | 3-7 | 7-10 |
|-----------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Country | 21.68% | 25.37% | 24.98% |
| CHR Contemp Hit Radio | 17.76% | 16.76% | 16.5% |
| Adult Contemporary | 17.06% | 16.4% | 15.57% |
| Urban Contemporary | 16.34% | 15.79% | 18.33% |
| Rock | 11.61% | 11.15% | 10.37% |
| Oldies | 10.93% | 10.41% | 10.03% |
| News/Talk | 10.89% | 10.11% | 9.17% |
| Classic Rock | 9.68% | 9.43% | 8.66% |
| Alternative | 8.16% | 7.64% | 6.96% |
| Variety | 7.72% | 7.39% | 7.52% |
| Religious | 6.31% | 6.81% | 6.72% |
| Jazz | 5.71% | 5.83% | 6.53% |
| Soft Contemporary | 5.56% | 5.62% | 5.43% |
| All News | 5.22% | 4.9% | 4.9% |
| All Talk | 4.12% | 3.72% | 3.44% |
| Sports | 3.66% | 3.38% | 3.17% |
| Classic Hits | 3.64% | 3.58% | 3.33% |
| Gospel | 3.62% | 4.15% | 4.78% |
| | | | |

Foley Blountsville County Line Trafford Elkmont Weaver Huguley Cuba Troy Double Springs Ma Henagar Horn Hill Tuskegee Coker Notasulga Meridianville Hueytown Intercultural Institute Libertyville Lake Purdy Cleveland Sand Rock Sulligent Fairview Confermal Ministry Grove Hill Minor Grayson 53 Copyright 2013, Intercultural Institute for Contextual Ministry

Potential Multimedia Content:

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

| MULTIMEDIA: TV | 0-3 | 3-7 | 7-10 |
|-------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Fox News Channel | 64.14% | 64.99% | 64.55% |
| Satellite Dish | 53.1% | 55.3% | 54.65% |
| Soapnet | 51.19% | 50.52% | 50.3% |
| Other Video-On-Demand | 43.21% | 43.29% | 43.68% |
| Sci-Fi Channel | 36.23% | 37.32% | 37.14% |
| Adult Pay Per View TV | 35.03% | 36.18% | 35.78% |
| MSNBC | 33.85% | 34.16% | 34.08% |
| Comedy Central | 30.44% | 27.36% | 26.37% |
| TV Info From Sunday TV | 29.49% | 29.5% | 29.31% |
| Magazine | | | |
| Subscribe Digital Cable | 29.07% | 29.53% | 29.91% |
| Nickelodeon | 27.94% | 30% | 29.94% |
| TV Info From Newspapers | 25.85% | 26.46% | 26.36% |
| | | | |

| MULTIMEDIA: TV | 0-3 | 3-7 | 7-10 |
|----------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Adult Swim | 25.68% | 25.93% | 25.25% |
| TCM (Turner Classic | 25.33% | 24.94% | 24.76% |
| Movies) | | | |
| USA Network | 25.02% | 24.08% | 23.52% |
| Nick At Nite | 24.44% | 25.95% | 25.98% |
| Hallmark Channel | 24.31% | 24.63% | 24.35% |
| TV Info From Monthly Cable | 23.78% | 23.78% | 23.55% |
| Guide | | | |
| The Golf Channel | 23.11% | 22.39% | 21.95% |
| BET (Black Entertainment | 22.92% | 22.66% | 22.28% |
| TV) | | | |
| ABC Fam. | 22.45% | 20.78% | 20.24% |
| ESPN2 | 21.16% | 20.06% | 19.79% |
| Lifetime | 20.48% | 20.95% | 20.96% |
| TV Info From Other | 20.26% | 20.02% | 20.14% |

Memphis Linden Fort Payne Nauvoo Mount Vernon Vance Benton Repton Luverne Good Hope Ho Pinckard Point Clear Mosses Selma Argo Dutton Haleburg Autauto ille Edwardsville Frisco City Ranburne Kennedy Hollywood Arley Clanton Dora Malvern Blountsville Prattville Prichard Excel Mocopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute for Contextual Ministry

Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



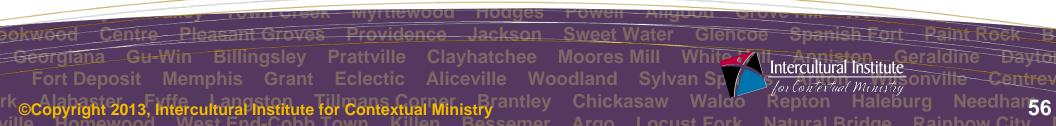
Yellow Bluff Phil Campbell Butler Elkmont Belk Goodwater Elmore St. Florian Smoke Rise Waldo tar Altoona Irondale Woodville Sweet Water Eclectic Ashland Double Intercultural Institute Moulton Tillmans Corner Carbon Hill Maytown Creola Argo Oakman Pacopyright 2013, Intercultural Institute for Contextual Ministry Copyright 2013, Intercultural Institute

Potential Print Media Usage:

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

| MEDIUM | 0-3 | 3-7 | 7-10 |
|---------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Book Readers | | | |
| Heavy Users (7+) | 18.77% | 18.84% | 18.33% |
| Medium Users (4-6) | 10.25% | 10.02% | 9.6% |
| Light Users (1-3) | 20.17% | 20.07% | 19.64% |
| Quintiles (20%) | | | |
| Newspaper I (Heavy) | 1.2% | 1.16% | 1.15% |
| Newspaper II | 1.49% | 1.41% | 1.46% |
| Newspaper III | 2.16% | 2.26% | 2.18% |
| Newspaper IV | 0.64% | 0.58% | 0.57% |
| Newspaper V (Light) | 1.03% | 1.07% | 1.07% |

| MEDIUM | 0-3 | 3-7 | 7-10 |
|------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Quintiles (20%) | | | |
| Magazines I (Heavy) | 18.91% | 19.11% | 19.49% |
| Magazines II | 8.41% | 8.82% | 8.98% |
| Magazines III | 9.35% | 9.73% | 9.91% |
| Magazines IV | 11.49% | 11.36% | 11.75% |
| Magazines V (Light) | 0.44% | 0.55% | 0.64% |
| Outdoor I (Heavy) | 6.67% | 5.86% | 5.99% |
| Outdoor II | 2.92% | 2.72% | 2.92% |
| Outdoor III | 3.61% | 3.25% | 3.46% |
| Outdoor IV | 16.83% | 17.46% | 17.58% |
| Outdoor V (Light) | 26% | 25.32% | 25.14% |
| Yellow Pages I | 15.4% | 15.44% | 15.84% |
| (Heavy) | | | |
| Yellow Pages II | 6.34% | 5.84% | 6.14% |
| Yellow Pages III | 5.84% | 5.28% | 5.65% |
| Yellow Pages IV | 22.83% | 23.15% | 23.58% |
| Yellow Pages V (Light) | 3.72% | 3.11% | 3.27% |



Potential Multimedia Usage

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

| MEDIUM | 0-3 | 3-7 | 7-10 | MEDIUM | 0-3 | 3-7 | 7-10 |
|--|--------|--------|--------|--------------------------------|--------|--------|------|
| | MILES | MILES | MILES | | MILES | MILES | MILE |
| Radio Drive Time Quntiles | | | | TV Prime Time Quntiles (fifths | / | | |
| (fifths / 20%) | | | | 20%) | | | |
| Drive Time I & II (Heavy) | 3.29% | 3.09% | 3% | Prime Time I & II (Heavy) | 3.91% | 3.81% | 3.87 |
| Drive Time III (Medium) | 0.71% | 0.8% | 0.82% | Prime Time III (Medium) | 1.95% | 1.93% | 1.89 |
| Radio IV & V (Light) | 2.44% | 2.41% | 2.41% | Prime Time IV & V (Light) | 7.15% | 7.64% | 8.11 |
| Radio Media Quntiles (fifths / TV Early/Late Fringe Quntiles | | | | | | | |
| 20%) | | | | (fifths / 20%) | | | |
| Radio I & II (Heavy) | 8.86% | 8.94% | 9.36% | Fringe I & II (Heavy) | 40.41% | 40.49% | 40.4 |
| Radio III (Medium) | 4.73% | 4.8% | 4.65% | Fringe III (Medium) | 55.46% | 55.11% | 55.2 |
| Radio IV & V (Light) | 3.07% | 3.3% | 3.4% | Fringe IV (Light) | 56.1% | 56.86% | 57.2 |
| Cable TV Quntiles (fifths / | | | | TV All Day Quntiles (fifths / | | | |
| 20%) | | | | 20%) | | | |
| Cable I & II (Heavy) | 11.64% | 12.47% | 12.37% | All Day I & II (Heavy) | 13.51% | 12.79% | 12.9 |
| Cable III (Medium) | 4.45% | 4.43% | 4.49% | All Day III (Medium) | 24.69% | 24.8% | 24.9 |
| Cable IV & V (Light) | 34.61% | 33.52% | 33.99% | All Day IV (Light) | 13.55% | 12.45% | 13.1 |



Potential Audio & Prime Time TV Media Usage:

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

| USAGE | 0-3 | 3-7 | 7-10 |
|--------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Day-time Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 11.74% | 12.05% | 12.02% |
| 6:00am - 10:00am | 15.08% | 13.6% | 13.39% |
| 10:00am - 3:00pm | 6.87% | 6.14% | 6.49% |
| 3:00pm - 7:00pm | 13.72% | 13.62% | 13.61% |
| 7:00pm - Midnight | 12.29% | 11.8% | 11.6% |
| Midnight - 6:00am | 5.92% | 5.23% | 5.39% |
| Weekend Radio | | | |
| Listeners | | | |
| Dayparts [summary] | 14.09% | 14.51% | 14.52% |
| 6:00am - 10:00am | 3.66% | 3.45% | 3.36% |
| 10:00am-3:00pm | 5.15% | 4.53% | 4.36% |
| 3:00pm - 7:00pm | 6.52% | 6.42% | 6.45% |
| 7:00pm - Midnight | 8.78% | 8.93% | 9.1% |
| Midnight - 6:00am | 11.07% | 10.39% | 10.7% |

| USAGE | 0-3 | 3-7 | 7-10 |
|------------------------|--------|--------|--------|
| | MILES | MILES | MILES |
| Prime Time TV Viewers | | | |
| 8:00-11:00pm | 7.2% | 7.28% | 7.02% |
| Saturday: 8:00-11:00pm | 8.07% | 8.35% | 8.49% |
| Sunday: 7:00-11:00pm | 9.33% | 9.62% | 9.65% |
| 9:00am-1:00pm | 24.44% | 25.95% | 25.98% |
| 9:00am-4:00pm | 28.09% | 29.99% | 30.13% |
| 4:00pm-7:00pm | 29.25% | 28.96% | 28.99% |
| 11:00pm-1:00am | 42.27% | 42.13% | 42.3% |
| AVG Prime time | 3.15% | 2.99% | 3.2% |
| Mon-Sun | | | |

thee Garden City Faunsdale Eufaula Sylacauga Rosa Mooresville Notasuiga Florence Medison Gorde airhope Pinson Bessemer Riverside Owens Cross Roads Blountsville Intercultural Institute Graysville East Brewton Redstone Arsenal Chatom Reform Smoke Ri Confectual Ministry Creola Silverhill Goodwater Ozark Sanford Flomato 58 Brockton News Contextual Ministry Creola Silverhill Goodwater Ozark Sanford Flomato 58 Brockton News Contextual Ministry Creola Silverhill Goodwater Ozark Sanford Flomato 58

Potential Weekday & Weekend TV Media Usage:

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

| TV VIEWERS | 0-3 | 3-7 | 7-10 | TV VIEWERS | TV VIEWERS 0-3 | TV VIEWERS 0-3 3-7 |
|------------|--------|--------|--------|-------------------|---------------------|----------------------------|
| | MILES | MILES | MILES | | MILES | MILES MILES |
| Weekday | | | | Weekend | Weekend | Weekend |
| 6-7am | 15.82% | 14.82% | 14.6% | Sat: 7-10am | Sat: 7-10am 17.99% | Sat: 7-10am 17.99% 17.08% |
| 7-9am | 21.16% | 20.06% | 19.79% | Sat: 10am-1pm | Sat: 10am-1pm 7.72% | Sat: 10am-1pm 7.72% 7.84% |
| 9am-12noon | 20.24% | 21.76% | 21.56% | Sat: 1-4pm | Sat: 1-4pm 25.14% | Sat: 1-4pm 25.14% 24.89% |
| 12noon-4pm | 7.85% | 8.23% | 8.57% | Sat: 4-6pm | Sat: 4-6pm 7.19% | Sat: 4-6pm 7.19% 6.9% |
| 4-6pm | 46.91% | 46.45% | 46.09% | Sat: 6-7pm | Sat: 6-7pm 2.12% | Sat: 6-7pm 2.12% 2.01% |
| 6-7pm | 18.91% | 20.11% | 20.04% | Sat: 7-8pm | Sat: 7-8pm 0.7% | Sat: 7-8pm 0.7% 0.81% |
| 7-7:30pm | 1.33% | 1.47% | 1.47% | Sat: 8-11pm | Sat: 8-11pm 8.07% | Sat: 8-11pm 8.07% 8.35% |
| 7:30-8pm | 10.87% | 11.16% | 11.37% | Sat: 11pm-1am | Sat: 11pm-1am 4.85% | Sat: 11pm-1am 4.85% 4.84% |
| 8-11pm | 7.2% | 7.28% | 7.02% | Sat: 1am-7pm | Sat: 1am-7pm 25.02% | Sat: 1am-7pm 25.02% 24.08% |
| 11pm-12am | 33.85% | 34.16% | 34.08% | Sun: 7-10am | Sun: 7-10am 2.18% | Sun: 7-10am 2.18% 2.41% |
| 11pm-1am | 42.27% | 42.13% | 42.3% | Sun: 10am-1pm | Sun: 10am-1pm 6.5% | Sun: 10am-1pm 6.5% 7.02% |
| 1-6am | 30.64% | 29% | 28.69% | Sun: 1-4pm | Sun: 1-4pm 5.82% | Sun: 1-4pm 5.82% 6.34% |
| | | | | Sun: 4-7pm | Sun: 4-7pm 12.95% | Sun: 4-7pm 12.95% 13.31% |
| | | | | Sun: 7-11pm | Sun: 7-11pm 9.33% | Sun: 7-11pm 9.33% 9.62% |
| | | | | Sun: 11pm-1am | Sun: 11pm-1am 4.36% | Sun: 11pm-1am 4.36% 4.5% |
| | | | | Sun: 1-7am | Sun: 1-7am 20.42% | Sun: 1-7am 20.42% 21.18% |

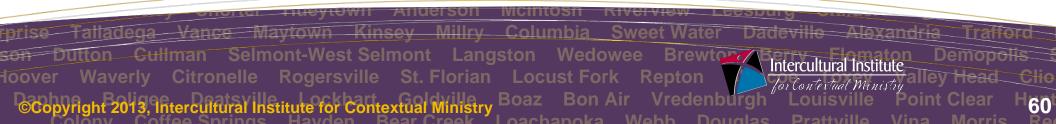
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Using the Cultural Bridges, Barriers and Themes

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

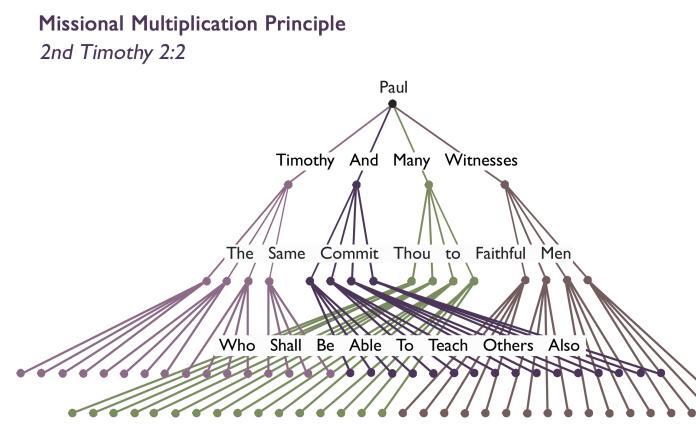
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Westover Lowndesberg Douglas Sardis City Calera Fulton Walnut Grove Fairview Sand Rock Russe Good Hope Vincent York Margaret Robertsdale Columbiana Pinsor Intercultural Institute Intercultural Institute for Contextual Ministry ©Copyright 2013, Intercultural Institute for Contextual Ministry Pine Hill Bact Pine H

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.



uglas Lisman Dera Brookside Rainsville North Johns Moundville Cleveland Margaret Gaylesville Ony City Excel Luverne Gulf Shores Trussville Banks Pell City Parrish Jack View Ashville Beat Monroeville Lanett York Tuscaloosa Pisgah Akron Billingsley Camder for Confectual Ministry hee Prichard Si Copyright 2013, Intercultural Institute for Contextual Ministry Huevtown Pleasant Groves Littleville Bakerbill Hillsbor

Establishing Redemptive Relationships

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

Communication Steps

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



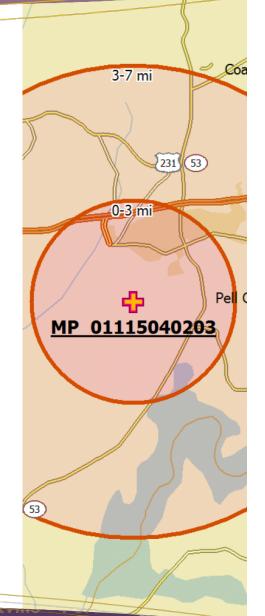


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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

Saraland Saks Trinity Tallassee Valley Head Tarrant Akron Fruithurst Banks Lake View Fultondale teville La Fayette Demopolis Grayson Valley Lester Gardendale Foley in the sector of Concord New St Ariton Lexington Dutton Lisman Excel Blountsville Skyline Vina Discussion Oxford Billingsley Berry 65 ©Copyright 2013, Intercultural Institute for Contextual Ministry Newbern Piedmont Tuscumbia Frisco City Jemison

APPENDIX: ALSBOM Churches by Distance

| | CHURCH | ADDRESS | DISTANCE | WRSHP AVG | IICM CGR |
|----|------------------|---|----------|-----------|------------|
| 1 | Cropwell | PO Box 520 Cropwell, AL 35054 | 0.89 mi | 577 | Declining |
| 2 | Coosa Valley | PO Box 28 Cropwell, AL 35054 | 1.25 mi | 55 | Declining |
| 3 | Pell City Fist | 2309 2nd Ave N Pell City, AL 35125 | 2.46 mi | 501 | Growing |
| 4 | Seddon | PO Box 1903 Pell City, AL 35125 | 2.64 mi | 98 | Plateauing |
| 5 | Pell City Second | P O Box 1688 Pell City, AL 35125 | 2.76 mi | 60 | Plateauing |
| 6 | Arbor | 802 Comer Ave Pell City, AL 35125 | 3.06 mi | 110 | Growing |
| 7 | New Hope | 75 Cogswell Ave Pell City, AL 35125 | 3.07 mi | 226 | Growing |
| 8 | Eden Westside | 223 Wolf Creek Rd N Pell City, AL 35125 | 3.35 mi | 941 | Growing |
| 9 | Pleasant Valley | 818 Old Coal City Rd Pell City, AL 35125 | 4.45 mi | 44 | Growing |
| 10 | Stemley | PO Box 1368 Pell City, AL 35125 | 4.47 mi | 105 | Plateauing |
| 11 | Mt. Pisgah | 100 Mount Pisgah Dr Cropwell, AL 35054 | 4.75 mi | 306 | Growing |
| 12 | Lister Memorial | 18617 Al Highway 174 Pell City, AL 35125 | 4.88 mi | 32 | Declining |
| 13 | Heritage | 19356 US Highway 231 Pell City, AL 35125 | 4.92 mi | 61 | Growing |
| 14 | Mineral Springs | 35 Smith Lane Pell City, AL 35125 | 4.98 mi | 50 | Plateauing |
| 15 | Mt. Pleasant | 803 Meadow View Dr Pell City, AL 35128 | 5.53 mi | 66 | Growing |

Cusseta Pike Road Sardis City Cowarts Silas Fayette Luverne Clanton Pleasant Grove Camp Hill and Level Plains Huguley Woodville Vredenburgh Beatrice Reece Intercultural Institute New Paint Rock Kimberly Mountain Brook Natural Bridge Fort Deposit (or Confectual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry (Copyright 2013, Intercultural Institute for Contextual Ministry) Copyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

| | CHURCH | ADDRESS | DISTANCE | WRSHP AVG | IICM CGR |
|----|-----------------------|---|----------|-----------|------------|
| 16 | Mt. Olive 1 | 466 Rock Church Road Talladega, AL 35160 | 5.54 mi | 66 | Declining |
| 17 | Riverside | PO Box 10 Riverside, AL 35135 | 5.96 mi | 75 | Declining |
| 18 | Eureka | 10250 Stemley Rd Talladega, AL 35160 | 6.81 mi | 103 | Growing |
| 19 | Evening Star | 921 Edgewood Drive Pell City, AL 35128 | 7.13 mi | 56 | Plateauing |
| 20 | Mt. Moriah Missionary | PO Box 534 Pell City, AL 35125 | 7.17 mi | 79 | Growing |
| 21 | Cook Springs | PO Box A Cook Springs, AL 35052 | 7.24 mi | 68 | Declining |
| 22 | Pleasant Grove | P O Box 208 Riverside, AL 35135 | 7.62 mi | 28 | Declining |
| 23 | Hepzibah | 5329 Renfroe Rd Talladega, AL 35160 | 7.76 mi | 241 | Declining |
| 24 | Broken Arrow | P O Box 248 Wattsville, AL 35182 | 7.84 mi | 31 | Growing |
| 25 | Pleasant Grove | 7435 Howells Cove Road Talladega, AL 35160 | 7.92 mi | 82 | Plateauing |
| 26 | Refuge | 182 Refuge Rd Ragland, AL 35131 | 8.61 mi | 96 | Growing |
| 27 | Норе | PO Box 271 Lincoln, AL 35096 | 9.01 mi | 42 | Declining |
| 28 | Blue Eye | 112 Church St Lincoln, AL 35096 | 9.18 mi | 76 | Growing |
| 29 | Macedonia North | 37 Highway 468 Vincent, AL 35178 | 9.23 mi | 49 | Declining |
| 30 | Prescott | 20 Turtle Rock Rd Pell City, AL 35128 | 9.53 mi | 51 | Declining |

Carrollton Hackleburg Maplesville Creola Leesburg Ridgeville Northport Hoover Guin Gulf Shores Tarrant Brantley Pell City Hurtsboro Weaver Haleburg Arley Jacker Intercultural Institute desboro Brighton Harpersville Robertsdale Onycha Hytop Fairview Por Contestual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry Coopyright 2013, Intercultural Institute for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance - Continued

| | CHURCH | ADDRESS | DISTANCE | WRSHP AVG | IICM CGR |
|----|-------------------------|---|----------|-----------|-----------------|
| 31 | Taylors | 91 Dragline Ln Leeds, AL 35094 | 9.94 mi | 27 | Plateauing |
| 32 | Lincoln | PO Box 182 Lincoln, AL 35096 | 10.39 mi | 88 | Declining |
| 33 | Westside | 138 Murray Ln Munford, AL 36268 | 10.66 mi | 34 | Declining |
| 34 | Bethel | P O Box 355 Moody, AL 35004 | 10.91 mi | 565 | Plateauing |
| 35 | Odenville First | 363 Alabama St Odenville, AL 35120 | 10.97 mi | 63 | Growing |
| 36 | Dry Valley | 791 Dry Valley Rd Lincoln, AL 35096 | 11.24 mi | 66 | Growing |
| 37 | Immanuel | 66471 Al Highway 77 Talladega, AL 35160 | 11.29 mi | 57 | Declining |
| 38 | Calvary | PO Box 37 Odenville, AL 35120 | 11.29 mi | 103 | Growing |
| 39 | New Prospect Missionary | 720 Roberts Mill Pond Rd Pell City, AL 35128 | 11.30 mi | 30 | Growing |
| 40 | Oak Grove 2 | 169 George Rd Ragland, AL 35131 | 11.65 mi | 64 | Growing |
| 41 | Refuge | PO Box 174 Lincoln, AL 35096 | 11.69 mi | 41 | Plateauing |
| 42 | Palestine | 1888 Woods Bend Rd Ragland, AL 35131 | 11.90 mi | 16 | Growing |
| 43 | Cartersville | 14564 Renfroe Rd Alpine, AL 35014 | 12.12 mi | 15 | Declining |
| 44 | Friendship | 19436 US Hwy 411 Springville, AL 35146 | 12.55 mi | 126 | Growing |
| 45 | Happy Home | 1515 US Highway 78 Leeds, AL 35094 | 12.66 mi | 75 | Growing |

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