# 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

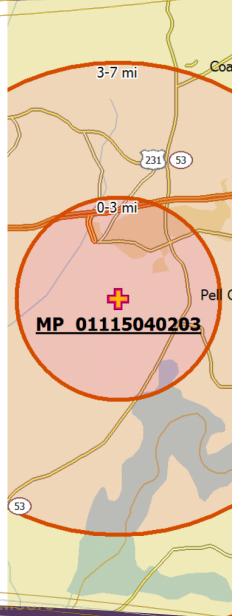
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

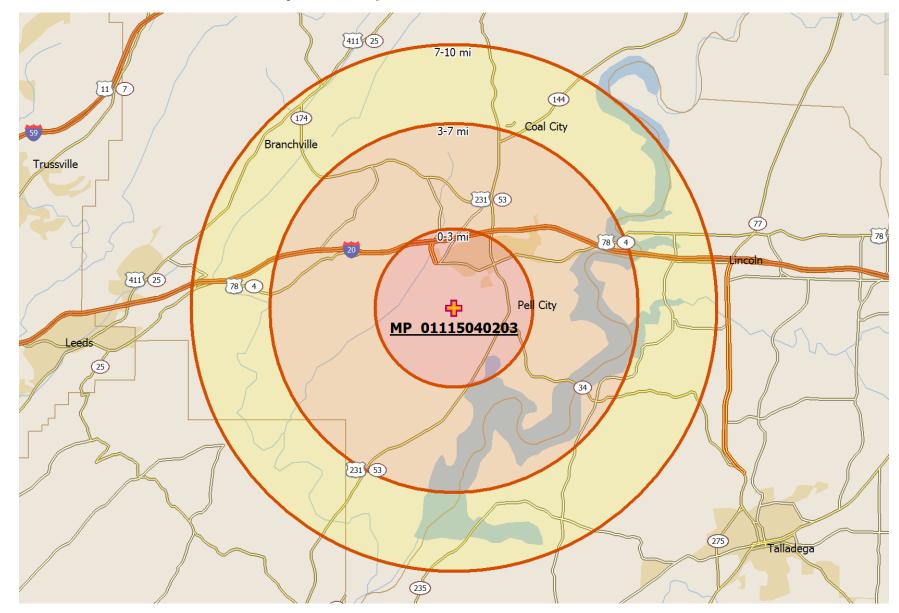
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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 <sup>1</sup> Copyright 2013, Intercultural Institute for Contextual Ministry <sup>1</sup> 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

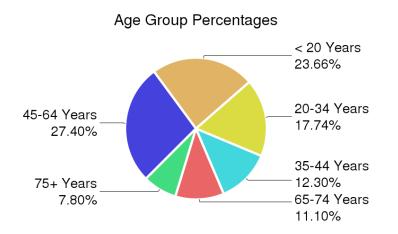
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 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.

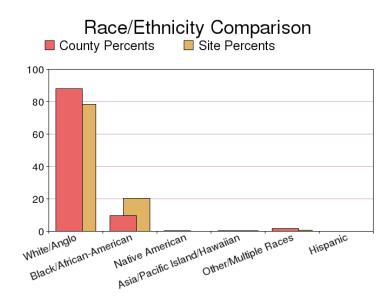


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.1%	4.93%	96.67
4-5 Years	2.57%	2.1%	81.71
6-8 Years	3.86%	3.62%	93.78
9-11 Years	3.82%	3.56%	93.19
12-13 Years	2.53%	2.66%	105.14
14-17 Years	4.96%	4.38%	88.31
18-19 Years	2.45%	2.39%	97.55
0-5 Years	7.67%	7.04%	91.79
6-12 Years	8.95%	8.53%	95.31
13-19 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

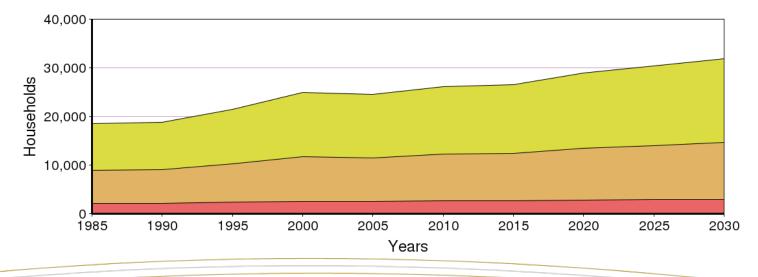
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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

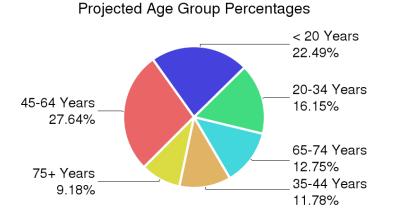
g 🛛 📃 0-10mi Ring



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.

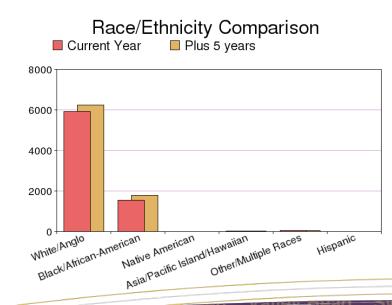


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.93%	4.34%	88.03
4-5 Years	2.1%	1.95%	92.86
6-8 Years	3.62%	3.4%	93.92
9-11 Years	3.56%	3.52%	98.88
12-13 Years	2.66%	2.62%	98.5
14-17 Years	4.38%	4.33%	98.86
18-19 Years	2.39%	2.36%	98.74
0-5 Years	7.04%	6.29%	89.35
6-12 Years	8.53%	8.25%	96.72
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

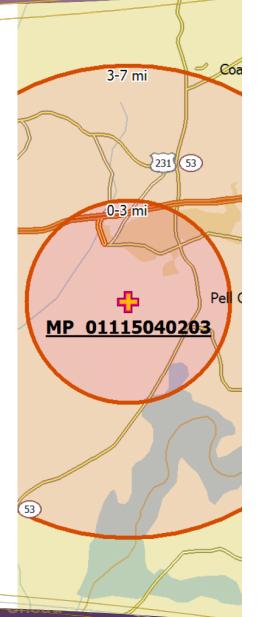
#### Issues for Your Consideration - continued

- 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

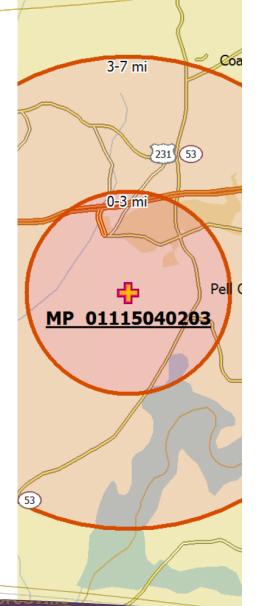
#### **Potential Cultural Bridges**

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.

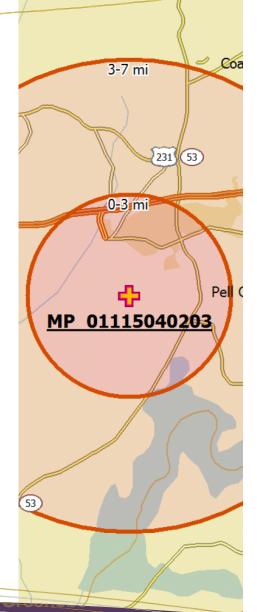
#### **BIBLICAL BARRIERS**

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.

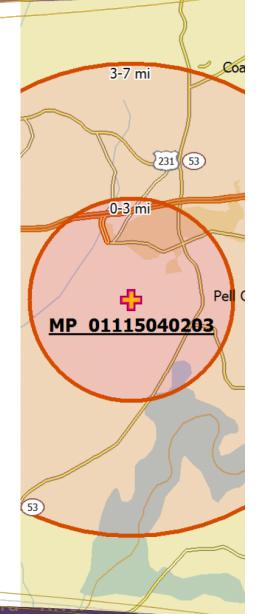
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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%				

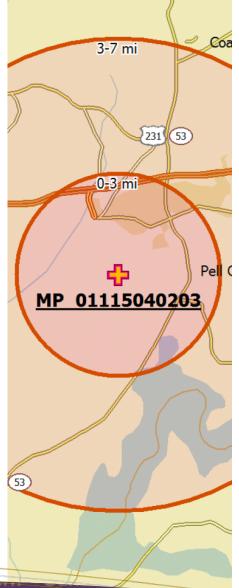
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merville Wedowee Yellow Bluff Citronelle Oak Hill Anderson Bridgeport Newbern Sias Higuley Court And Andreas A

#### **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:**

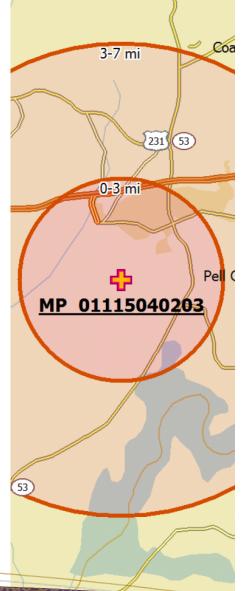
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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%

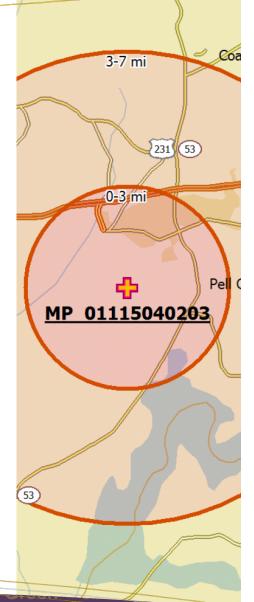


#### **Potential Shared Projects**

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%

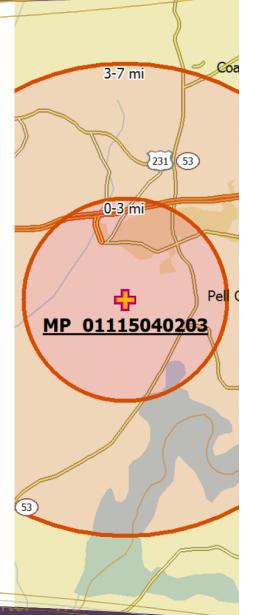
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	5.71%	5.65%	5.34%
Union member	5.51%	5.66%	5.52%
Charitable Organization	5.46%	5.29%	5.11%
Church Board	5.42%	5.97%	6.19%
Took active part in local civic issue	5.03%	4.79%	4.66%
Addressed a public meeting	4.87%	4.93%	4.8%

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

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### Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	55.49%	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%
<b>Business/Finance</b>	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.



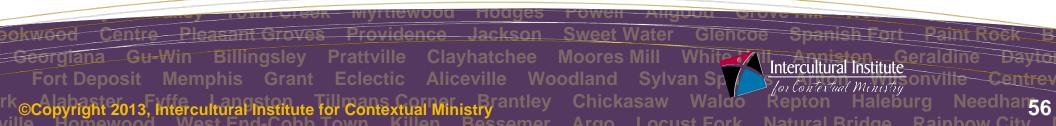
Yellow Bluff Phil Campbell Butler Elkmont Belk Goodwater Elmore St. Florian Smoke Rise Waldo tar Altoona Irondale Woodville Sweet Water Eclectic Ashland Double Intercultural Institute Moulton Tillmans Corner Carbon Hill Maytown Creola Argo Oakman Pacopyright 2013, Intercultural Institute for Contextual 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	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	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%

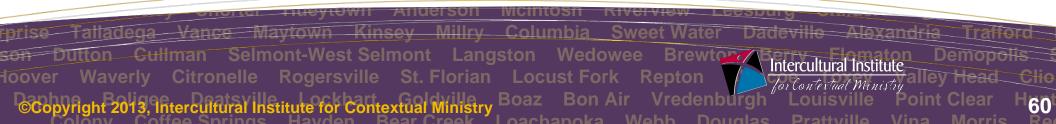
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# Using the Cultural Bridges, Barriers and Themes

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

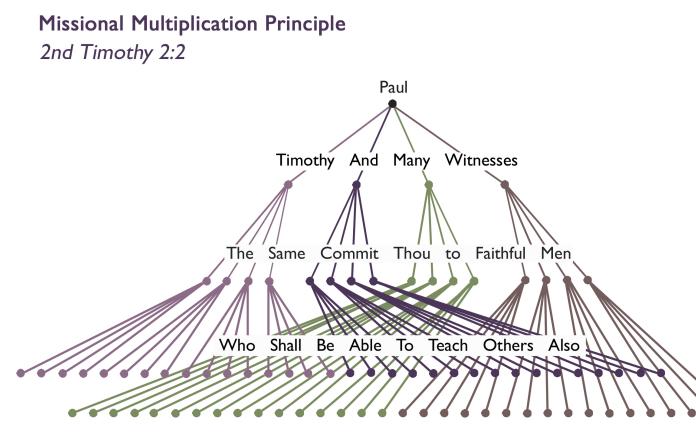
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

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## **Biblical Missional Multiplication**

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

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



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## **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.



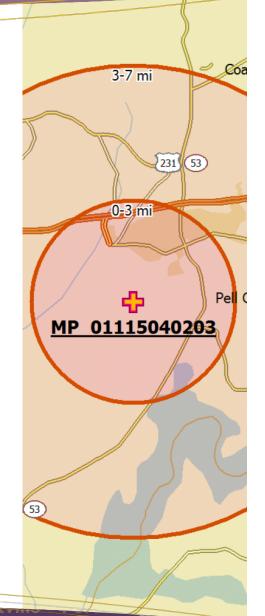


#### Your MissionSite and the Missional Suite

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

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## APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	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	<b>IICM CGR</b>
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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