MissionSite top unreached locations

Brices Creek Belwood Lewisville WHITTIER, NC

Dunn

come Lattimore Westport Taylortown **CENSUS TRACT: 37099950100** Multiplysboro Gastonia Morrisville Fair Bluff stonia Morrisville Fair Bluff REGION: Region 10: Southwest Elizabethtown Benson Saw COUNTY: Jackson Ston Lenoir CONGREGATIONAL Vallev Hill Highlands LexingtoSITESCAPE: Townscape irview le Hayne In partnership with the: Sugar Mountain HigDENSITY PATTERN: Kiburg Intercultural Institute Star Kenly Butters for Contextual Ministry Dobson Biltmore Fores Cofield Mante Canton Ucracoke North Carolina Baptists Caring. Sharing. Daring. Eastove ©Copyright 2011, Intercultural Institute for Contextual Ministry ven Lilesville

ollege Mars Trent Woods Zebulon **Roval Pines** Devils orwood

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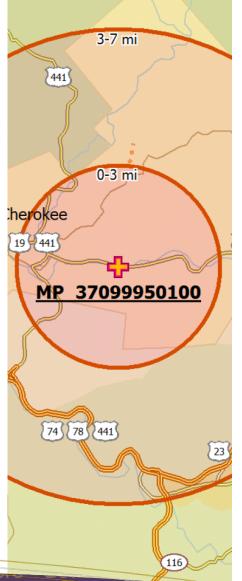
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Site Location Summary

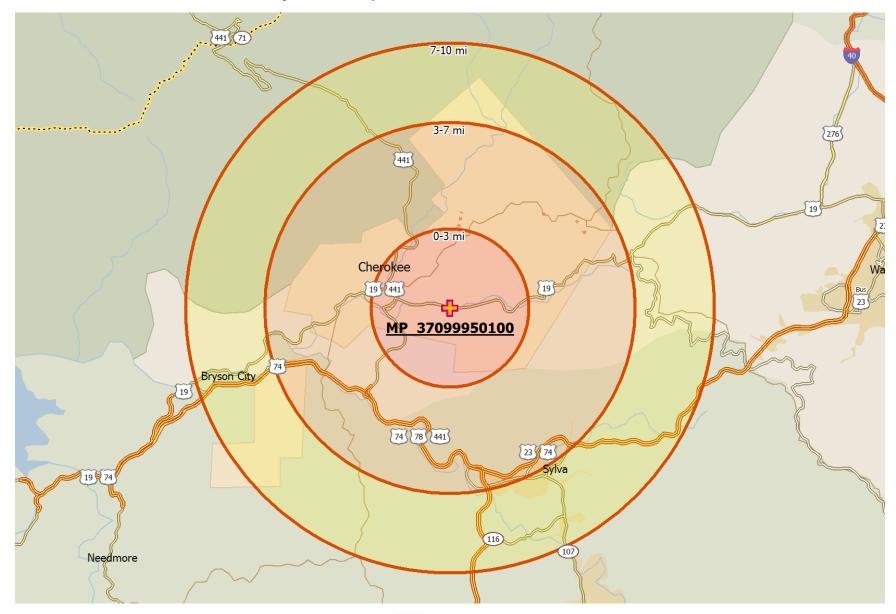
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	37010	Region 10: Southwest
3	County Location	37099	Jackson
4	Zipcode	28789	Jackson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
8	Sitescape Density Pattern	К	10000-50000-10000



Ikton Fairview Sandy Creek Ocean Isle Beach Hayesville Mars Hill Tobaccoville Trinity Milton Clayton Carolina Beach Newland Catawba Kitty Hawk West Canton Wagram Sur Intercultural Institute orman of Catawba Atlantic Beach Maxton Cornelius Danbury Dobson Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



Brunswick Red Oak Brices Creek Pantego Ossipee Dobson Forest Oaks Raemon Red Springs Hender Frexel Sea Breeze Bonnetsville Nashville Vander Flat Rock North Topson Intercultural Institute Wendell Lasker Stantonsburg Hemby Bridge Kittrell Ogden James for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized
	Locale Codes		area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	6	Percent commuting from non metro to metro areas

Washington Grantsberg Rowland Stonewall Valley Hill Marion Archdale Rutherford College Troutman Bath Earl Long View Wadesboro Elizabeth City Beaufort Rutherford Anterville Brices Creek Robe s Heights Richfield East Bend Staley Fountain Momeyer Midway Win Confectual Ministry Confectual Ministry Copyright 2011, 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	5,599	10,399	13,634
2010 Households	2,435	4,518	6,224
2010 Group Quarters Population	0	131	226

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	14	17	15
Language Diversity National Index	78	41	13
Foreign Born Diversity National Index	28	56	80
Ancestry Diversity National Index	9	29	89
Racial Diversity National Index	49	56	21

Carthage McFarlan Sunset Beach Ingold Northlakes Seaboard Ellenboro Lattimore Harretisville Le Smithield Granite Falls Hudson Eureka Dundarrach Raleigh Carrborn Intercultural Institute Intercultural Institute of Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

merton Sims Harrisburg Keener Crossnore Sugar Mountain Misenheimer Cary Oak City Cooleemee H Seur Manteo Rennert Highlands Conetoe Harkers Island King Elon Intercultural Institute Salisbury Rhodhiss Turkey Bostic Littleton Millers Creek High Poin Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1	0.04%
Mainstay Communities	Established, Diverse Households	19	0.78%
Working Communities	Blue-collar, Working Families	324	13.31%
Country Communities	Rural, Agri. & Mining Families	1,934	79.43%
Aspiring Communities	Young Singles / Aspiring-Multihousing	13	0.53%
Urban Communities	High Density, Inner-city Neighborhoods	144	5.91%



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.

Mount Airy Ogden Coats Trinity Codwin Holden Beach Speed Barker Heights Rowland Newport San Creedmoor Connelly Springs Polkton Lake Norman of Catawba Rocky More Half Moon Sunset Beach Af Cape Carteret Andrews Leland Autryville Pantego Sawmills Clyde for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	10,164	1,353	13.31%
Unreached %	64.81%	55.56%	85.73
Religious But NOT Evangelical HH	1,807	159	8.81%
Religious But NOT Evangelical %	11.52%	6.53%	56.72
Spiritual But NOT Relig or Evang HH	2,216	276	12.43%
Spiritual But NOT Relig or Evang %	14.13%	11.32%	80.08
Not Evangelical, Not Interested HH	6,142	918	14.95%
Not Evangelical, Not Interested %	39.16%	37.71%	96.3



Navassa Westport Trenton Atkinson Lexington Drexel Brevard Canton Newland Bakersville Lake Biver City Buies Creek Plymouth Southern Pines Windsor Biscoe Intercultural Institute Cashiers Matthews Huntersville Elk Park Myrtle Grove Saxapahaw For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Burlington Toast Elm City Eastover Bockfish

Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of BCNC 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 BCNC Churches	50	5	10%
Active BCNC Attenders	2,969	93	3.13%
Active Evangelical Households	2,076	407	19.61%
Active Evangelical Percent	13.24%	16.72%	126.29
Inactive Evangelical Households	3,443	675	19.61%
Inactive Evangelical Percent	21.95%	27.72%	126.29
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

The table below lists the 30 closest BCNC 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	Hyatt's Chapel - Whittier	1.74 mi	23	Plateauing	16	Life Fellowship Baptist Church	6.55 mi	0	Insufficient Data
2	Whittier Missionary - Whittier	2.45 mi	0	Plateauing	17	First Baptist of Bryson City - NC	6.57 mi	188	Insufficient Data
3	Beacon of Hope - Whittier	2.45 mi	0	Insufficient Data	18	Wilkesdale - Sylva	8.05 mi	21	Declining
4	Shoal Creek - Whittie	2.45 mi	70	Insufficient Data	19	Lighthouse - Sylva	8.07 mi	216	Insufficient Data
5	Wilmot - Whittier	2.81 mi	0	Insufficient Data	20	Old Savannah - Sylva	8.25 mi	161	Plateauing
6	Ela - Bryson City	3.82 mi	0	Insufficient Data	21	Mount Carmel - Bryson City	8.43 mi	80	Insufficient Data
7			20	Insufficient Data	22	Greens Creek - Sylva	8.47 mi	35	Plateauing
8	Holly Springs - Bryson City		118	Insufficient Data	23	Long Branch Missionary - Sylva	8.48 mi	44	Plateauing
9	Cherokee - Cherokee	5.66 mi	90	Insufficient Data	24	Mount Pleasant - Sylv	8.48 mi	40	Growing
10	Tow String - Cherokee	5.66 mi	0	Insufficient Data	25	Grace Community Church	8.48 mi	0	Insufficient Data
11	Acquoni - Cherokee	5.66 mi	0	Insufficient Data	26	Scotts Creek - Sylva	8.48 mi	157	Declining
12	Rockdale - Whittier	5.95 mi	41	Declining	27	East Sylva - Sylva	8.48 mi	213	Plateauing
13	Deep Creek Msnry - Bryson City	6.27 mi	147	Declining	28	New Savannah - Sylva	8.48 mi	34	Declining
14	Locust Field - Sylva	6.42 mi	50	Plateauing	29	Liberty - Syl	8.48 mi	85	Insufficient Data
15	Jarrett Memorial - Dillsboro	6.53 mi	34	Plateauing	30	Sylva First - Sylva	8.69 mi	190	Declining

nons Fairview <u>Kitty Hawk Red Springs Aulander Beulaville</u> Stokesdale Rocky Mount Clarkton Midland Ins Heights Polkton Stovall Whiteville Atlantic Beach Saratoga Lasker <u>Intercultural Institute</u> boro Indian B Macon Bayshore Sea Breeze Candor Monroe Summerfield Catawba ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

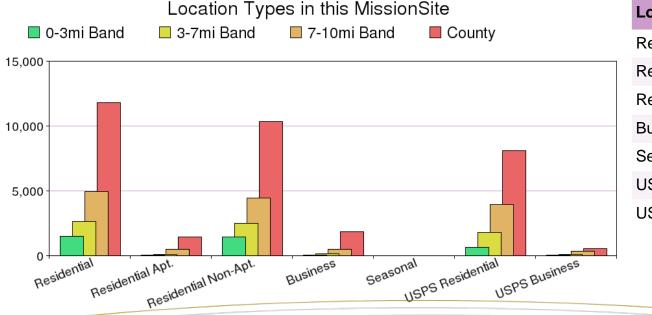
Issues for Your Consideration

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

Carolina Beach Skippers Comer Kure Beach Silver Lake Huntersville Turkey Saluda Durham Raleigh Fountain Stem Duck Cedar Rock Monroe Plain View Tryon Charlotte Intercultural Institute Alliance Bladenboro Beech Mountain Rutherfordton Middlesex Emerald for Contextual Ministry Cecopyright 2011, Intercultural Institute for Contextual Ministry Cecopyright 2011, 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
1990 Population	26,846	4,014	14.95%
2000 Population	33,121	5,110	15.43%
2010 Population	37,115	5,599	15.09%

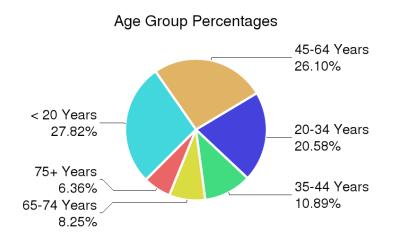


0-3mi Band **Location Type** Residential 1,482 36 Residential Apt. Residential Non-Apt. 1,446 **Business** 71 Seasonal 0 **USPS** Residential 657 **USPS** Business 35

Laurel Park Emerald Isle Norlina Pleasant Hill Red Oak Lowesville Hays Jonesville Royal Pines Drexel Roseboro Dobbins Heights James City Flat Rock Greenevers Cedar Chinercultural Institute four Swansboro Eastover Carolina Shores Robbins Wilson Southport Confectual Ministry Recopyright 2011, Intercultural Institute for Contextual Ministry Convertion Contextual Ministry Stapley Harrells Indian Trail Coats Washington Park

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.

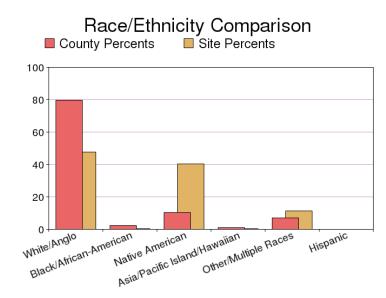


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.2%	6.77%	130.19
4-5 Years	2.27%	3.04%	133.92
6-8 Years	3.26%	4.63%	142.02
9-11 Years	3.02%	4.36%	144.37
12-13 Years	1.94%	2.86%	147.42
14-17 Years	5.26%	4.41%	83.84
18-19 Years	2.87%	1.77%	61.67
0-5 Years	7.47%	9.81%	131.33
6-12 Years	7.25%	10.45%	144.14
13-19 Years	9.1%	7.57%	83.19
< 20 Years	23.82%	27.83%	116.83
20-34 Years	25.05%	20.59%	82.2
35-44 Years	10.11%	10.89%	107.72
45-64 Years	24.79%	26.11%	105.32
65-74 Years	9.55%	8.25%	86.39
75+ Years	6.69%	6.36%	95.07
Median Age	36	39	107.35
Median Age (Male)	34	38	111.13
Median Age (Female)	38	40	105.31

Seven Lakes Plain View Locust Stem Bath Gibson Pilot Mountain East Spencer Winterville Elizabet Salisbury King Mount Gilead Lenoir Fayetteville Lewisville Montreat Intercultural Institute Broadway Wrightsboro Pine Knoll Shores Welcome White Lake Aurora for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	79.76%	47.51%	59.56
Black, African-American	2.21%	0.5%	22.61
Native American	10.17%	40.44%	397.77
Asian	0.85%	0.16%	18.82
Pacific Island, Hawaiian	0.02%	0.02%	94.7
Other/Multiple Races	6.99%	11.39%	163.04
Hispanic	0%	4.22%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	23,931	3,691	
Less than 9th Grade	5.08%	6.29%	80.84
No High School Diploma	9.44%	15.04%	62.81
High School Graduate	31.25%	34.52%	90.53
Some College, no degree	20.04%	22.32%	89.77
Associate Degree	9.78%	9.05%	108.06
College Degree	15.52%	8.97%	173.01
Graduate/Prof. degree	8.89%	3.82%	232.77

th Wilkesboro Walnut Creek La Grange Stokesdale Pollocksville Fuquay-Varina Love Valley Monroe Cole Square Sandyfield Pembroke Icard Oak City Cedar Rock Watha Ahos Ange Intercultural Institute oro Biltmore Forest Long View Bayboro Belmont Connelly Springs How for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

A current year demographic summary of 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	15.23%	12.94%	79.19
\$10,000 to \$19,999	12.49%	13.76%	110.14
\$20,000 to \$29,999	11.91%	12.69%	106.54
\$30,000 to \$49,999	20.19%	23.08%	114.33
\$50,000 to \$59,999	9.73%	11.05%	113.53
\$60,000 to \$69,999	8.87%	7.27%	81.96
\$70,000 to \$79,999	5.67%	5.01%	88.29
\$80,000 to \$89,999	3.61%	3.29%	91.03
\$90,000 to \$99,999	2.43%	2.59%	106.5
\$100,000 to \$124,999	4.5%	3.66%	81.19
\$125,000 to \$149,999	1.56%	2.18%	139.9
\$150,000 to \$199,999	2.82%	1.6%	56.83
\$200,000 to \$249,999	0.57%	0.29%	50.66
\$250,000 or more	0.43%	0.57%	134.58
Median Household	39,670	38,785	97.77
Average Household	52,481	47,578	90.66
Per Capita Household	23,611	20,692	87.64
Family/Non-Family Household			
Income			
Median Family Income	51,995	44,981	86.51
Average Family Income	66,304	58,519	88.26
Median Non-Family Income	19,160	18,694	97.57
Average Non-Family Income	30,951	27,111	87.59

18

Hill Reidsville Raeferd New Bern Lowell Chimney Rock Village Southport Duck HARS Carthage dison Fairfield Harbour Gatesville Saxapahaw Mocksville Bent Creek Intercultural Institute Cajah's Mountain Hookerton Kitty Hawk Cofield Mount Gilead Colerain Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	60.9%	68.79%	112.95
Families with Children	20.8%	31.29%	150.45
Families without Children	40.1%	37.49%	93.5
Non-Family Households			
% Non-Family Households	39.1%	31.21%	79.83
Non-Families with Children	0	0.25	0
Non-Families without Children	39.1	30.97	79.2
Housing Units			Index
Total Housing Units	24,765	3,299	
Vacant percent	36.67%	26.19%	71.41
Owned percent	41.31%	52.35%	126.72%
Rented Percent	22.01%	21.46%	97.48
Households by Size			Index
Avg household size	2.18	2.30	105.5
Avg family hh size	2.84	2.81	98.94
Avg non-family hh size	1.16	1.17	100.86
Households By Count of Persons			Percent
One	4,821	640	13.28%
Тwo	6,178	964	15.6%
Three or Four	3,988	687	17.23%
Five+	696	143	20.55%

a Fairview Anserville Taylortown Marshall Seaboard Candor Manteo New Bern Webster Lansing River Contextual Ministry Saluda Herth Sharpsburg Fair Bluff Boiling Springs Creedmoor Hildebran Shelby For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stapley Wilmington Weddington Prospect Clyde Po

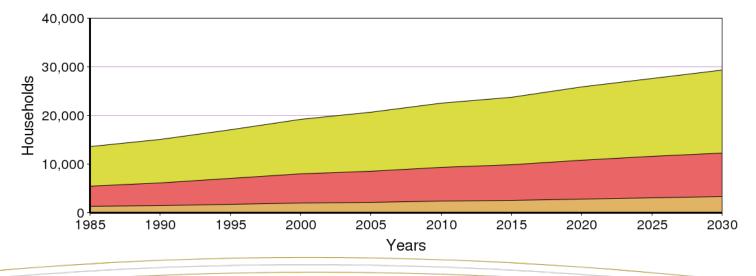
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile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

EMOSCAPE	COUNTY	RING	% OF CO
990 Population	26,846	4,014	14.95%
000 Population	33,121	5,110	15.43%
010 Population	37,115	5,599	15.09%
015 Population	38,261	5,805	15.17%
·	,		

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

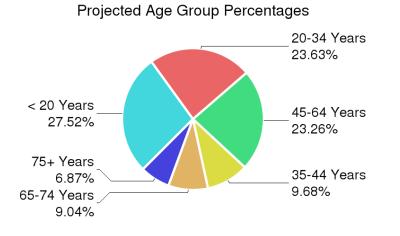
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ro Pantego Yadkinville South Rosemary Goldsboro Bonnetsville Elizabetmown Spring Lake Lowesville Atkinson Southern Pines Cerro Gordo Huntersville Gorman Oakboro Intercultural Institute Asheville Boardman McLeansville Wrightsville Beach Ossipee Kerry for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

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

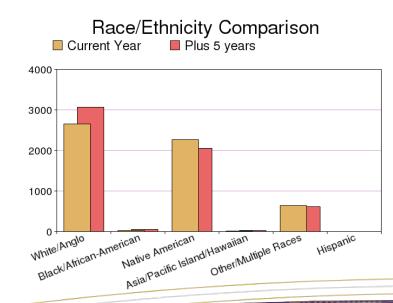


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.77%	6.98%	103.1
4-5 Years	3.04%	3.26%	107.24
6-8 Years	4.63%	4.94%	106.7
9-11 Years	4.36%	4.51%	103.44
12-13 Years	2.86%	2.84%	99.3
14-17 Years	4.41%	3.69%	83.67
18-19 Years	1.77%	1.31%	74.01
0-5 Years	9.81%	10.23%	104.28
6-12 Years	10.45%	10.92%	104.5
13-19 Years	7.57%	6.37%	84.15
< 20 Years	27.83%	27.52%	98.89
20-34 Years	20.59%	23.63%	114.76
35-44 Years	10.89%	9.68%	88.89
45-64 Years	26.11%	23.26%	89.08
65-74 Years	8.25%	9.04%	109.58
75+ Years	6.36%	6.87%	108.02
Median Age	36	36	99.09
Median Age (Male)	34	35	103.93
Median Age (Female)	38	38	98.78

sville Swepsonville Emerald Isle Lake Waccamaw Cherryville Lincolnton Matthews Parmele Marshville Le Lure James City Millers Creek Spencer Mountain Cedar Rock Williams in <u>Intercultural Institute</u> nceyville Raleigh Havelock Ocean Isle Beach Hot Springs Belmont Lan for Contextual Ministry ³⁰Copyright 2011, Intercultural Institute for Contextual Ministry Construct Asheville Fletcher Stonewall Kernersville Black 21

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	47.51%	52.85%	111.25
Black, African-American	0.5%	0.91%	182.57
Native American	40.44%	35.26%	87.21
Asian	0.16%	0.33%	203.62
Pacific Island, Hawaiian	0.02%	0.03%	192.9
Other/Multiple Races	11.39%	10.63%	93.28
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,691	3,927	
Less than 9th Grade	6.29%	5.58%	88.72
No High School Diploma	15.04%	13.7%	91.11
High School Graduate	34.52%	36.44%	105.57
Some College, no degree	22.32%	21.75%	97.41
Associate Degree	9.05%	9.93%	109.75
College Degree	8.97%	9.27%	103.36

3.82%

3.34%

87.32

wille Greenevers Skippers Corner Biscoe West Marion Rex Weldon Robbinsville Troy Cape Carteret Cameron Maxton Barker Ten Mile Cary Fairplains West Jefferson Intercultural Institute dwin Saratoga Maysville Seagrove Royal Pines Rockwell Fallston Var Joi Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Graduate/Prof. degree

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	12.94%	12.9%	99.73
\$10,000 to \$19,999	13.76%	12.86%	93.5
\$20,000 to \$29,999	12.69%	11.16%	87.93
\$30,000 to \$49,999	23.08%	22.47%	97.36
\$50,000 to \$59,999	11.05%	11.55%	104.51
\$60,000 to \$69,999	7.27%	8.06%	110.87
\$70,000 to \$79,999	5.01%	5.08%	94.34
\$80,000 to \$89,999	3.29%	3.76%	101.42
\$90,000 to \$99,999	2.59%	2.6%	100.33
\$100,000 to \$249,999	3.66%	4.11%	112.36
\$125,000 to \$149,999	2.18%	2.6%	119.26
\$150,000 to \$199,999	1.6%	2.01%	125.79
\$200,000 to \$249,999	0.29%	0.27%	94.34
\$250,000 or more	0.57%	0.54%	94.34
Median Household	38,785	40,777	105.14
Average Household	47,578	50,111	105.32
Per Capita Household	20,692	22,280	107.67
Family/Non-Family Household			
Income			
Median Family Income	44,981	47,788	106.24
Average Family Income	58,519	62,709	107.16
Median Non-Family Income	18,694	21,059	112.65
Average Non-Family Income	27,111	28,541	105.27

Delway Cameron Roseboro Godwin Pikeville High Point Richlands Swannanoa Pumpkin Center Fuqua Report Beulaville King Bakersville Newport Cornelius Grandfather Carter Intercultural Institute Macclesfield Parmele Weddington Alliance Lincolnton Sedalia Silve Contextual Ministry Gov Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Development 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Pilot Mountain Mar-Mac Oak Ridge Beautort Banlo

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	68.79%	67.34%	97.89
Families with Children	31.29	29.02	92.73
Families without Children	37.49	37.81	100.85
Non-Family Households			
% Non-Family Households	31.21%	32.66%	104.65
Non-Families with Children	0.25	0.19	104.65
Non-Families without	30.97	32.47	104.85
Children			
Housing Units			
Total Housing Units	3,299	3,507	106.3%
Vacant percent	26.19%	26.4%	100.82
Owned percent	52.35%	52.07%	99.46
Rented Percent	21.46%	21.5%	100.18
Households by Size			
Avg household size	2.30	2.25	97.83%
Avg family hh size	2.81	2.80	99.64%
Avg non-family hh size	1.17	1.11	94.87%
Households By Count of Persons			
One	640	711	111.09%
Two	964	1,033	107.16%
Three or Four	687	707	102.91%
Five+	143	128	89.51%

ton Whitakers Hendersonville Fountain Toast Archdale Wilmington Long to Indian Trail Dover Ivanhoe Walnut Creek Gamewell Proctorville Brodie Is River Kenansville Kittrell Lake Norman of Catawba Raemon Marion Morion In Crossroads, Fair Bluff, Ashley Heights, Chimney Rock Village Lilesville Robb Westport Red Cross Trinity Wesley Chapel Swepsonville Walkertown Kenly

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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	38	275	126	Eastern Africa	Eastern Africa 0	Eastern Africa 0 0
Northern Europe	0	15	16	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	4	26	15	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	2	1	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	3	29	21	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	0	2	6	Oceania	Oceania 0	Oceania 0 2
So. Central Asia	5	23	9	Caribbean	Caribbean 1	Caribbean 1 4
SE Asia	20	76	9	Central Amer.	Central Amer. 0	Central Amer. 0 70
Western Asia	0	0	5	South America	South America 2	South America 2 9
Other Asia	0	0	0	North America	North America 3	North America 3 17
				Born at sea	Born at sea 0	Born at sea 0 0

ite Oak Lowesville Cressnore Faith Ellenboro High Point Ramseur Marshville Proctorville Norlina Top Southern Shores Rennert Skippers Corner Murfreesboro Unionville Well Pine Knoll Shores Cullowhee d Kelly Greensboro Fairview Beulaville Flat Rock Boiling Spring Lakes for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	3,396	10,174	12,100	Other Indo-Euro	15	15	0
Spanish	27	240	177	Asian/PI languages	0	0	0
Other Indo-Euro	36	128	66	Chinese	0	2	2
language				Japanese	0	0	0
French (incl. Patois,	4	39	17	Korean	0	20	8
Cajun)				Mon-Khmer,	0	5	0
French Creole	0	0	0	Cambodian			
Italian	0	1	3	Miao, Hmong	0	33	0
Portuguese	0	0	0	Thai	0	8	0
German	5	57	30	Laotian	0	55	0
Yiddish	0	0	0	Vietnamese	0	10	0
Other West Germanic	0	0	0	Other Asian	0	0	0
A Scandinavian	0	0	0	Tagalog	0	5	0
Language				Other Pacific Is	0	0	5
Greek	0	0	3	Other languages	183	547	200
Russian	0	5	12	Navajo	7	27	0
Polish	0	1	1	Other Native N.	172	504	181
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	5
Armenian	0	0	0	Arabic	0	0	5
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	4	16	0
Hindi	0	0	0	Other unspecified	0	0	9
Urdu	0	0	0				

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Randleman Trenton Hadesboro Indian Beach Fremont Lewisville Swepsonville Bownore Stovall Mar-Huntersville Four Oaks Laurinburg Cedar Rock Mount Pleasant Mare Intercultural Institute ers Columbia Wrightsville Beach Stoneville Barker Heights Castle Hayne For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10		ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Reporting ancestry	3,056	7,974	9,111		Irish	Irish 128	Irish 128 688
Arab	0	9	31		Italian	Italian 19	Italian 19 106
Armenian	0	0	0		Lithuanian	Lithuanian 2	Lithuanian 2 15
Austrian	1	4	8		Norwegian	Norwegian 7	Norwegian 7 33
British	11	22	36		Polish	Polish 9	Polish 9 41
Canadian	0	4	7		Portuguese	Portuguese 3	Portuguese 3 6
Croatian	0	0	0		Romanian	Romanian 0	Romanian 0 0
Czech	0	9	15		Russian	Russian 6	Russian 6 23
Czechoslovak	0	7	3		Scandinavian	Scandinavian 0	Scandinavian 0 4
Danish	5	8	7		Scotch-Irish	Scotch-Irish 85	Scotch-Irish 85 520
Dutch	10	88	148		Scottish	Scottish 45	Scottish 45 177
English	127	694	1,255		Slovak	Slovak 2	Slovak 2 1
European	1	27	81		Subsaharan African	Subsaharan African 0	Subsaharan African 0 7
Finnish	2	5	8		Swedish	Swedish 6	Swedish 6 33
French (not Basque)	27	115	133		Swiss	Swiss 0	Swiss 0 14
French Canadian	6	29	34		Ukrainian	Ukrainian 0	Ukrainian 0 4
German	115	573	881		US/American	US/American 380	US/American 380 1,394
Greek	2	13	18		Welsh	Welsh 3	Welsh 3 9
Hungarian	3	14	11		West Indian	West Indian 3	West Indian 3 2
Iranian	0	0	0		Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
					Other	Other 2,048	Other 2,048 3,275

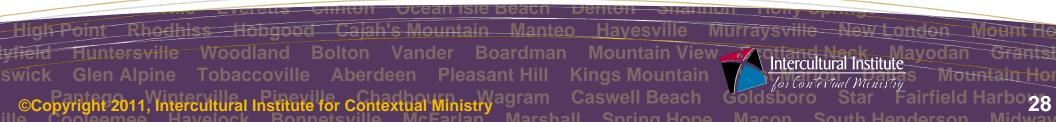
Belivia Taylortown Youngsville Spiveys Corner Mount Gilead St. James Kings Grant Old Fort Sanfo Fisville Ivanhoe Monroe Micro Proctorville Fairfield Harbour Waxhaw Intercultural Institute Vass Glen Raven Alliance Roxboro Lake Norman of Catawba Jackson Intercultural Institute Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Minis

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

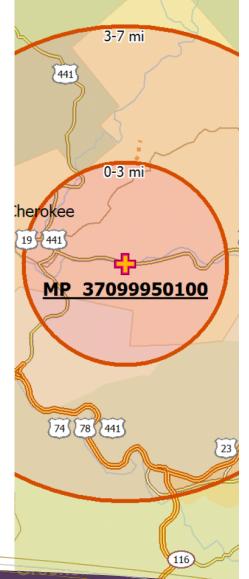
Issues for Your Consideration - continued

- 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?

Boonville Mount Olive Coats Winterville Rockfish Black Creek Fayetteville Belmont Dillsboro Harris Hevard Lumberton Milton Valdese Boardman Pinebluff Flat Rock Harris Intercultural Institute Vass Marion Unionville Stokesdale JAARS Indian Trail Lillington Volcontextual Ministry ^t Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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.



st Jefferson Harrelisville Fairview Mar-Mac Marshville Sherrills Ford Stonewall Brunswick Newport Flei Maggie Valley Rhodhiss Norman Sunset Beach Drexel Rich Squares Intercultural Institute Morrisville Swepsonville East Laurinburg Creedmoor Everetts Jackson (a) Confextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,435	100%	1,354	100%
AFFLUENT SUBURBIA	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1	0.04%	1	0.07%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1	0.04%	1	0.07%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	17	0.7%	11	0.81%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	17	0.7%	0	0%
Family Convenience	0	0%	11	0.81%
Mid-Market Enterprise	0	0%	0	0%

Eureka Barker Ten Mile Fairview Fairview Alliance Valdese Mount Airy Robbinsville Kirkland Caswell Hores Walnut Cove Hookerton Clarkton Cape Carteret Faith White Provide Intercultural Institute Troutman Webster Franklinville Navassa Spring Hope Vanceboro Copyright 2017, Intercultural Institute for Contextual Ministry Burn Tabor City Elizabethtown Greensboro Murfreesb 31

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,435	100%	1,354	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	2	0.08%	1	0.07%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	2	0.08%	1	0.07%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	324	13.31%	223	16.47%
Steadfast Conservative	248	10.18%	170	12.56%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	76	3.12%	53	3.91%

oxobel Atkinson Beech Mountain Ocean Isle Beach St. Stephens Biscoe Highlands Kelly Roxboro Boll Thightdale Swannanoa Calypso China Grove Hope Mills Grover Danbury Pinehurst Crossnore Maiden Mount Pleasant Red Cross Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,435	100%	1,354	100%
REMOTE AMERICA	1,933	79.38%	1,023	75.55%
Hardy Rural Fam.	627	25.75%	382	28.21%
Rural Southern Living	51	2.09%	30	2.22%
Coal & Crops	10	0.41%	6	0.44%
Native America	1,245	51.13%	605	44.68%
ASPIRING CONTEMP'S	13	0.53%	10	0.74%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	13	0.53%	10	0.74%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	1	0.04%	1	0.07%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	1	0.04%	0	0%
Small Town Connections	0	0%	1	0.07%
Hinterland Fam.	0	0%	0	0%

hitsett Fair Bluff West Jefferson Hamilton Norlina Rosman Mulberry Centerville Scotland Neck Holine Fenansville Rowland Woodland North Topsail Beach Flat Rock New Loren Intercultural Institute ildebran Beulaville Enochville Robbins Clarkton Mills River Elkin Ma for Contextual Ministry Fletcher Old Copyright 2011, Intercultural Institute for Contextual Ministry Salemburg Raynham Tarboro Kelford Fairmont Pol

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	2,435	100%	1,354	100%
STRUGGLING SOCIETIES	144	5.91%	84	6.2%
Rugged Southern Style	144	5.91%	84	6.2%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	0	0%	0	0%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
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%

ittsboro Pine Level Lucama Columbus Stedman Lake Santeetlah Drexel Statesville Pinetops Elkin Bi Fair Bluff Murfreesboro Plymouth McAdenville Conetoe Tabor City Intercultural Institute reek Elizabethtown Sylva White Oak Maxton Murraysville Reidsville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Badin Speads Ferry Bolton Macclestield Oak Bidge

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

Odden

- 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?

Wilson Hays Red Cross

35

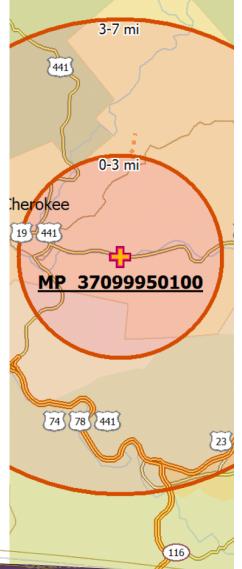
Potential Cultural Bridges

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).



Nashville Fuquay-Varina Columbia Stallings Swansboro Pinetops Robbins Magnolia Fairfield Harbe Lucama Webster Taylorsville Rockfish Green Level Morehead City Intercultural Institute Elroy Carthage Pine Level Valdese Cary Waco Seagrove Bayshor (Sufertial Ministry) Archdale Copyright 2011, Intercultural Institute for Contextual Ministry Princeville Enfield Locust Monroe Raemon Bosti 36

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

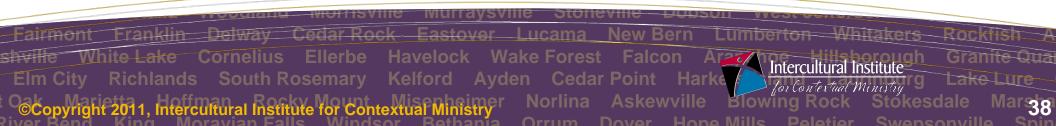
BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
PC-HH Own	68%	70%	71%	Use Comp. for Banking	Use Comp. for Banking 20%	Use Comp. for Banking 20% 22%
Use Comp. for Internet/E-mail	59%	59%	58%	Use Comp. for Digital Camera Photo Editing		
HH Owns DVD Player	41%	38%	34%	Internet Use: Banking	Internet Use: Banking 14%	Internet Use: Banking 14% 16%
Use Comp. for Comp.	35%	36%	38%	Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 14%	Use Comp. for News/Info./Data 14% 16%
Games				Service	Service	Service
Use Comp. for Word	31%	33%	33%	HH Owns Video/Webcam	HH Owns Video/Webcam 11%	HH Owns Video/Webcam 11% 11%
Processing				Internet Use: News/ Weather	Internet Use: News/ Weather 9%	Internet Use: News/ Weather 9% 13%
Use Comp. for Accounting	30%	26%	20%	Internet Use: Play/ Download	Internet Use: Play/ Download 7%	Internet Use: Play/ Download 7% 8%
PC-Network-HH Has One	29%	25%	20%	Online Games	Online Games	Online Games
Internet Use: E-Mail	27%	32%	36%	Internet Use: Shopping: Gathered	Internet Use: Shopping: Gathered 7%	Internet Use: Shopping: Gathered 7% 8%
Use Comp. for Shopping	26%	28%	29%	Info. for Shopping	Info. for Shopping	Info. for Shopping
Use Comp. for Education	23%	24%	26%	Use Comp. for Personal Financial	Use Comp. for Personal Financial 7%	Use Comp. for Personal Financial 7% 9%
				Mngmnt	Mngmnt	Mngmnt
				Use Comp. for	Use Comp. for 7%	Use Comp. for 7% 7%
				Graphics/Presentation	Graphics/Presentation	Graphics/Presentation

alisbury Troutman Faith Nags Head Stem Henderson Rennert Hoffman Sparta Fayetteville Albemarle Aurora Micro Pinetops Half Moon Oak City Belville Arapahoe Severe Mingate Siler City Elk Park Franklin China Grove Orrum Shannon Roanoke Rapids Hot Springs Model for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

0-3	3-7	7-10
MILES	MILES	MILES
65%	65%	65%
58%	57%	55%
42%	45%	49%
38%	39%	41%
35%	35%	35%
35%	34%	34%
33%	34%	35%
32%	32%	32%
21%	20%	18%
21%	19%	16%
	MILES 65% 58% 42% 38% 35% 35% 35% 33% 32% 21%	MILES MILES 65% 65% 58% 57% 42% 45% 38% 39% 35% 35% 35% 34% 32% 32% 21% 20%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	60%	62%	65%
Gen./Fam. Practitioner	35%	36%	38%
Hypertension/High Blood	27%	25%	24%
Pressure			
High Cholesterol	26%	24%	22%
Dentist	21%	22%	24%
Overweight (30 Pounds Or	20%	19%	17%
More)			
None Of These	17%	18%	18%
Any Arthritis	17%	17%	17%
Backache	16%	18%	20%
Insomnia/Sleep Disorder	15%	14%	12%



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.

MILES

21.19%

19.89%

3-7

MILES

19.15%

19.7%

4.51%

4.04%

4.15%

3.1%

2.09%

2.54%

17.61%

7-10

MILES

15.96%

17.5%

15.35%

4.83%

4.43%

4.84%

3.18%

1.81%

2.95%

BRIDGES	0-3	3-7	7-10	
	MILES	MILES	MILES	
Live Theater	20.29%	19.57%	18.21%	
Live Theater Most Often	18.32%	17.49%	16.09%	
Concert	16.76%	18.76%	20.67%	
Dance Performance	12.75%	11.56%	9.78%	
Dance Performance Most	10.54%	9.33%	7.69%	
Often				
Rock/Pop Concerts Most	8.64%	9.53%	10.44%	
Often				
Movies: Comedy	38.3%	37.82%	37.02%	
Movies: Action/Adventure	33.77%	34.84%	35.23%	
Movies: Fam.	26.05%	24.5%	22.37%	

		Ganton (mpson L	illington E	izabeth Gity -	- Emeran				
Saratoga					ore Godwin					Legg
no Everetts	Beulaville	Patterson	Springs V	Vaco King	Cornelius	Hamleto	Intercultur	Rich Sau	uare Sur	iset B
Burlington	Vass Way	ynesville	Tabor City	Goldston	Wilmington	Red C	Intercultur	tual Ministry	n Benso	on B
Burlington Burlington Copyright 20	umber Bride	Institute		nstr,Webste	r Brunswick	k Stony	Point N	euse Fore	st Elon	39
Davidson L	ake Park R	ald Head Is	land White	aville Snow	Hill Mount	Holly V	Nilson H	avelock	Edenton	May

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

BRIDGES 0-3 3-7 7-10 BRIDGES 0-3	3-7
MILES MILES MILES MILES	MILE
Swimming 30.27% 31.19% 31.88% Tennis 9.35%	8.41%
Walking for Exercise30.23%32.83%35.07%Power Boating9.33%	9.93%
Freshwater Fishing24.81%24.29%22.81%Racquetball8.99%	7.72%
Bowling 20.05% 20.43% 20.61% Canoeing/Kayaking 8.9%	9.41%
Billiards/Pool 16.82% 17.4% 18.11% Jogging/Running 7.62%	9.12%
Camping Trips 13.55% 15.21% 16.39% Horseback Riding 6.7%	6.99%
Mountain/Road Biking 12.33% 12.58% 12.42% Using Cardio Machine 6.45%	7.9%
Basketball 12.32% 12.8% 13.36% Backpacking/Hiking 6.16%	7.27%
Golf 12.31% 12.55% 12.81% Saltwater Fishing 5.67%	6.38%
Target Shooting 11.56% 11.57% 11.74% Baseball 5.57%	6.75%
Weight Training 11.37% 11.89% 12.57% Softball 5.42%	6.21%
Martial Arts 11.28% 9.4% 7.36% Aerobics 4.91%	5.86%
Stationary Cycling 10.97% 11.18% 11.35% Roller Skating 4.49%	4.79%
Hunting 10.12% 11.57% 12.83% Football 4.45%	5.34%

Peachland Havelock Cricket Nashville Simpson Dillsboro Castalia Bethania Sandyfield Shallotte Elmont Williamston Wentworth Richfield Trent Woods Huntersville North Intercultural Institute Ct Newport Cameron Pembroke Star Liberty Kingstown Waxhaw Ed Confectual Ministry Bules Creek F Confectual Ministry Confectual Ministry Confectual Ministry Bules Creek F Confectual Institute for Contextual Ministry Confectual Ministry Conf

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
Volleyball	4.42%	5.43%	6.82%
Motorcycling	4.36%	5.02%	5.8%
Water Skiing	4.34%	4.71%	4.89%
Ice Skating	4.34%	4.66%	5.06%
Fly Fishing	4.04%	4.41%	4.87%
Yoga	3.91%	4.56%	5.23%
Soccer	3.78%	4.42%	5.29%
Jet Skiing	3.69%	3.99%	4.36%
Archery	3.63%	4.17%	5.01%
Downhill & X-Country Skiing	3.52%	3.89%	4.31%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Sailing	3.26%	3.53%	3.85%
Snowmobiling	3.21%	3.56%	4.09%
Rowing	3.11%	3.09%	3.07%
Auto Racing	3.07%	3.48%	3.88%
Snorkeling	2.7%	3.26%	4%
Skateboarding	2.48%	2.71%	3.04%
Rock Climbing	2.24%	2.64%	3.17%
Snowboarding	2.21%	2.53%	3.02%
Hockey	2.15%	2.5%	3.07%
Surfing & Windsurfing	2.13%	2.34%	2.72%

Acreen Kinston Faith Speed Spencer Mountain Forest Hills Maysville Princeton Five Points Swannands Renda Garysburg Asheboro White Oak Wallace Mesic Stedman Dung <u>Intercultural Institute</u> Lake Junaluska Hamlet Cullowhee Denton Granite Falls Belhaven Boiling Spring Lakes Field Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

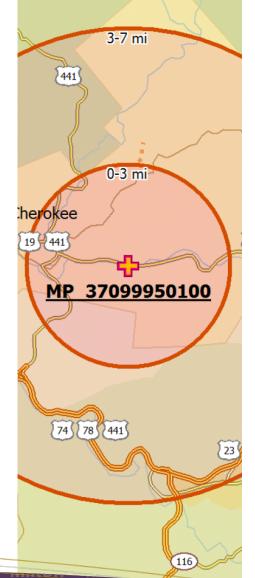
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Granite Falls Lincolnton Oxford Lenoir Spring Lake Dillsboro Balfour Harrells Seaboard Taylortown alem Ocracoke Morven Sharpsburg Prospect Kenansville Wanchese Intercultural Institute ner Lexington Macclesfield Greensboro Wilkesboro Kings Grant Game Intercultural Institute for Contextual Ministry Copyright 2011, 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.

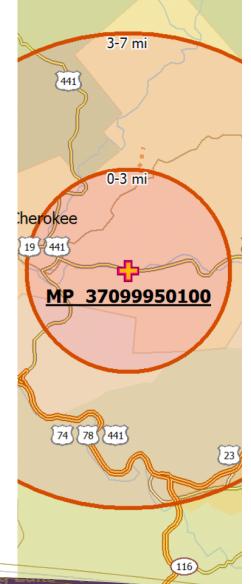
CULTURAL BARRIERS OF ACCEPTANCE

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.



beth City Centerville Fallston Indian Beach Franklinton Elizabethtown Calabash High Point Sims King Andrews Jamestown Falcon Pink Hill Halifax Newton Grove Canton Intercultural Institute Maysville Stovall Fletcher Richlands Lake Park Mar-Mac Rex St. Paul Intercultural Institute Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BA
Important Continue Learning New Things	53%	52%	51%	Pre Pos
Find It Difficult To Say No To My Kids	38%	37%	36%	Ma Like
Like To Pursue Challenge/Novelty/Change	36%	31%	27%	Thi Hap
Speak My Mind Even If It Upsets People	29%	30%	32%	Livi Rar
Don't Judge People/Way They Live Life	28%	28%	28%	Tog I Ar
If Won Lottery Would Never Work Again	27%	26%	25%	Onl Mo
Like Control Over People And Resources	27%	28%	30%	We All
Money Is Best Measure Of Success	27%	27%	27%	On The
Friends More Important Than My Fam.	26%	26%	25%	l Ar Car
Like to Stand Out In A Crowd	26%	24%	23%	Ver
Too Much Sponsorship In Arts/Sports	24%	24%	23%	
Woman's Place Is In The Home	24%	27%	29%	

BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES
Prefer To Have Few	24%	26%	28%
Possessions As Possible			
Marijuana Should Be Legalized	22%	21%	20%
Like To Do Unconventional Things	22%	24%	26%
Happy With My Standard Of Living	19%	17%	15%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
I Am A Workaholic	18%	17%	16%
Only Work Current Job for The Money	16%	16%	15%
We Should Strive for Equality for All	14%	13%	13%
On Whole People Get What They Deserve	11%	11%	11%
I Am A Perfectionist	10%	8%	7%
Can't Bear Untidiness	7%	6%	5%
Very Happy With My Life As It Is	6%	6%	6%

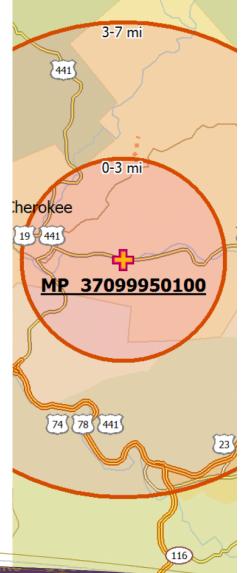
ΛΛ

nestown Boiling Springs Boiling Spring Lakes Vandemere Webster Williamston Kenans ase Forest Maysville River Bend Clarkton Jackson Macon Morven Laurel Par s Lansing Black Mountain Sylva New Bern Richfield Chocowinity for Contestual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



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Potential Cultural Themes:

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

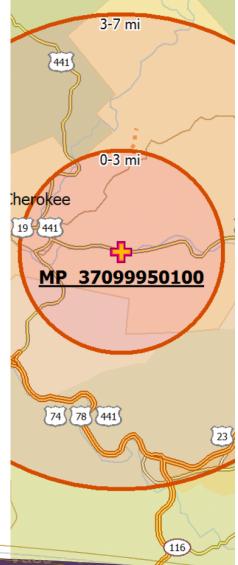
THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	53%	55%	55%	Try Not To Worry About The Future	15%	14%	14%
You Should Seize Opportunities In Life	53%	53%	54%	Consider Myself Interested In The Arts	12%	14%	17%
Important Feel Respected By My Peers	41%	40%	38%	Provide My Kids With The Little Extras	11%	11%	12%
Good At Fixing Things	38%	36%	33%	Children Should Be Allowed To	11%	10%	9%
Prefer Work Part Of Team Than Alone	38%	37%	35%	Express Themselves Is An Important Part Of Who I Am	10%	12%	14%
Have Keen Sense Of Adventure	34%	31%	29%	Real Men Don't Cry	10%	11%	13%
Important To Juggle Various Tasks	30%	30%	31%	Enjoy Spending Time With My Fam.	8%	9%	10%
Prefer To Have Few Possessions As Possible	24%	26%	28%	Worried About Pollution Caused By Cars	8%	10%	12%
Like To Understand About	23%	26%	30%	Decor Particular Interest To Me	4%	5%	5%
Nature				Like Spending Most Time With	3%	3%	4%
Like To Just Enjoy Life	23%	23%	22%	Fam.			
Looking for New Ideas To	21%	20%	18%	Feel Very Alone In The World	3%	3%	5%
Improve Home				Would Like To Set Up Own	1%	2%	2%
People Have To Take Me As They Find Me	18%	19%	20%	Business			

Greensporo roast ennem ivani

Chadbourn Simpson Concord Rennert New London Kenly Lawnd And Stone Lee Marietta Had Son Woodlawn Zebulon South Rosemary Belhaven Weddington Falcon Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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.



Andrews Sedalia Parmele Sharpsburg Knightdale Saluda Weddington Stony Point Eureka River Bei ake Park Cape Carteret Waco Seven Springs Dobbins Heights Reidsville <u>Intercultural Institute</u> Garland Win snore Kenansville Haw River Smithfield Columbus Faison East Flat Roy *Intercultural Institute* Patterson Sprin ^{le} Copyright 2011, Intercultural Institute for Contextual Ministry Activity Patterson Sprin Parterson Sprin Patterson Sprin Patterson

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		PLACE	0-3	0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Fast Food/Drive-In	86.42%	86.34%	86.44%	•	Wendy's	20.21%	20.21% 22.04%
Restaurant-Visit Any					Denny's	18.33%	18.33% 16.74%
Fam. Restaurants/Steak	76.96%	78.28%	79.71%		Golden Corral	17.2%	17.2% 15.34%
Houses-Visit Any					Pizza Hut	17.08%	17.08% 18.25%
McDonald's	56.47%	56.66%	56.98%		Domino's Pizza	15.84%	15.84% 14.96%
Arby's	34.63%	32%	28.85%		Cracker Barrel	15.51%	15.51% 15.44%
Kentucky Fried Chicken (KFC)	34.59%	32.82%	32.02%		Bob Evans	14.54%	14.54% 12.94%
Applebee's	29.82%	29.07%	28.98%		Outback Steakhouse	14.29%	14.29% 14.23%
Sonic	28.95%	25.37%	21.09%		Krispy Kreme	14.23%	14.23% 12.25%
Burger King	28.74%	30.98%	34.22%		Dunkin' Donuts	13.9%	13.9% 13.02%
Subway	26.28%	27.69%	29.02%		Black Angus	13.85%	13.85% 10.95%
A and W	24.72%	20.93%	16.28%		Restaurant		
Taco Bell	22.68%	23.94%	26.26%		Olive Garden	13.77%	13.77% 14.82%
Dairy Queen	21.21%	21.02%	20.88%				

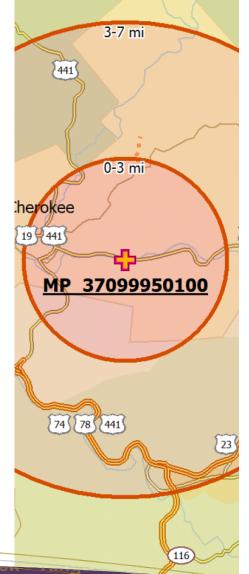
ew Franklin Magnolia Fairplains Eastover Harkers Island Jamestown High Point Norwood Oxford War eka Hot Springs Chimney Rock Village Stonewall Wesley Chapel Altamatic Breaden Five Points Colera Peachland Jamesville Coats Midway Lasker Granite Quarry Clayton Jor Contestual Institute ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Projects

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

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

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



Peachland Catawha Eden Marvin Hayesville Blowing Rock Gaston Cape Carterel Grantsboro Fore Taylorsville McDonald Castalia Vass East Arcadia Glen Alpine Red Intercultural Institute Powellsville Holly Ridge Mooresboro North Wilkesboro Winton Brid for Contextual Ministry Copyright 2011, 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	42.01%	43.21%	44.02%
Recycled products	28.61%	30.23%	31.19%
Worked as volunteer (non political)	14.4%	15.24%	15.69%
Engaged in fund raising	8.89%	9.36%	9.8%
Religious club member	7.4%	7.42%	7.44%
Church Board	7.16%	6.6%	5.93%

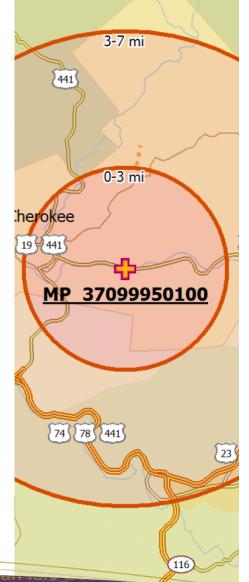
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to elected offcl about publ bus	6.69%	6.54%	6.15%
Union member	6.16%	6.03%	5.73%
Visited an elected official	5.88%	5.28%	4.42%
Wrote to editor of mag or newspaper	5.79%	5.83%	5.71%
Veterans club member	5.58%	5.29%	4.96%
Took active part in local civic issue	5.32%	5.3%	5.19%

Vanchese Colerain St. Stephens Ellenboro Varnamtown Harrisburg Royal Pines Sanford Selma Wrights deen Bermuda Run Dobson Ocracoke Barker Ten Mile Maxton Princeville Indian Beach Silver Lake Bog nnapolis Andrews Statesville Boone Como Danbury Hickory New Lor for Contextual Institute for Contextual Institute for Contextual Ministry Copyright 2011, 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.



Angler Cherryville Chimney Rock Village Kings Grant Windsor East in Topsail Reach Catawba Robbinsville Stanley Spiveys Corner Louisburg Pinetops Wilson's Mills Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, 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	16.49%	16.59%	16.25%
Mystery	10.47%	10.9%	11.04%
Children's Books	10.31%	10.84%	11.17%
Cookbooks	9.09%	9.39%	9.57%
Romance	7.53%	7.41%	7.2%
Religious (not Bibles)	7.27%	7.63%	8%
History	5.82%	6.05%	6.09%
Supermarket	5.55%	5.53%	5.36%
Biography	5.38%	5.62%	5.72%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	49.21%	53.1%	57.66%
Gen. Editorial	48.6%	47.59%	46.13%
Womens	34.18%	35.28%	36.66%
Service	33.65%	34.19%	34.03%
Fishing/Hunting	21.89%	20.57%	18.66%
Mens	15.78%	16.02%	16.47%
Automotive	14.08%	14.1%	14.21%
Sports	12.55%	12.75%	12.98%
Health	12.45%	12.55%	12.42%

Gorman Ramseur Bethel Weddington Piney Green Garner Magnolia Cofield South Henderson Green Surf City Ellerbe Green Level Wade Castle Hayne Turkey Fuquay-Varies Intercultural Institute Montreat Pine Knoll Shores Mills River Randleman Troutman Kenansville for Contextual Ministry Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Saluda White Oak Denton Rocky Mount Wake Forest Roxbo

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	55.05%	55.75%	55.74%
Classified	37.68%	37.59%	37.41%
Sport	36.98%	35.81%	34.25%
Editorial Page	32.78%	32.96%	32.75%
Comics	29.05%	29.22%	29.22%
Food/Cooking	24.67%	25.03%	24.89%
Business/Finance	23.83%	24.9%	25.27%
Home/Gardening	20.9%	21.15%	20.84%
Movie Listings & Reviews	20.75%	21.77%	22.51%
TV/Radio Listings	20.66%	21.7%	22.48%
Science/Technology	16.1%	16.59%	16.5%
Travel	14.58%	15.57%	16.17%
Fashion	12%	12.16%	12.15%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Country	42.89%	39.51%	35.03%
Adult Contemporary	22.03%	21.2%	19.75%
Oldies	16.85%	15.48%	13.76%
CHR Contemp Hit Radio	14.41%	14.87%	15.95%
Rock	12.55%	12.63%	12.82%
Variety	10.06%	9.23%	8.31%
Classic Rock	9.25%	9.78%	10.26%
News/Talk	8.42%	9.17%	9.41%
Adult Standards	5.64%	4.95%	4.04%
Religious	5.23%	5.42%	5.47%
Alternative	4.31%	5.44%	6.32%
Urban Contemporary	2.38%	3.35%	5.53%
Soft Contemporary	1.67%	2.5%	3.41%
Gospel	1.6%	1.61%	1.7%
All News	1.55%	1.98%	2.26%
Sports	1.44%	1.88%	2.21%
Public	1.38%	1.67%	2.01%
Classical	1.38%	1.77%	2.06%

Forest Hills Ramseur Davidson Rutherfordton Bessemer City Askewville Fayetteville Polkville Creste Pine Bryson City Fairfield Harbour Marion Welcome Autryville Elizabet Intercultural Institute ccoville Kernersville Newton Grove Millers Creek Ingold Valdese Smith for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Confectua

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	56.57%	58.54%	60.54%
Soapnet	50.35%	50.06%	50.04%
Other Video-On-Demand	44.98%	44.84%	43.24%
Satellite Dish	41.89%	44.95%	47.45%
Sci-Fi Channel	40.78%	40.15%	39.01%
MSNBC	39.4%	37.97%	36.23%
Adult Pay Per View TV	34.27%	34.45%	33.52%
TV Info From Other	30.53%	27.81%	24.47%
Nick At Nite	30.28%	29.54%	28.27%
Subscribe Digital Cable	27.77%	27.77%	26.93%
USA Network	27.68%	26.8%	25.52%
TV Info From Sunday TV	26.48%	26.42%	26.56%
Magazine			

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Lifetime	25.78%	24.4%	22.58%
Nickelodeon	25.09%	26.15%	27.45%
TV Info From Newspapers	24.66%	24.98%	25.4%
The Golf Channel	22.2%	22.27%	21.77%
Adult Swim	21.96%	23.54%	24.83%
BET (Black Entertainment TV)	21.64%	22.92%	23.61%
TCM (Turner Classic Movies)	20.77%	21.16%	21.58%
TV Info From Monthly Cable	20.48%	21.08%	21.55%
Guide			
TV Info From Local Cable	20.46%	17.87%	14.51%
Listings Channel			
The Science Channel	20.23%	18.84%	17.28%
TBS Superstation	19.38%	15.36%	10.67%
Hallmark Channel	17.44%	18.54%	19.49%

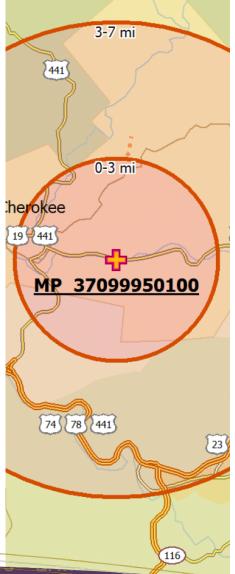


Communication Media Usage

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.



elius Silver City Thomasville Orrum Bethel Youngsville Andrews Bladenboro Myrtle Grove Wadesboro tournam Spring Lake Clayton Gaston Five Points Cleveland Cullowhee Intercultural Institute namtown Macclesfield Walnut Cove Wentworth Clyde Boonville Sawm for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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+)	17.31%	17.91%	18.17%
Medium Users (4-6)	9.56%	9.87%	9.98%
Light Users (1-3)	16.25%	17.27%	18.48%
Quintiles (20%)			
Newspaper I (Heavy)	0.58%	0.77%	1.1%
Newspaper II	1.31%	1.24%	1.2%
Newspaper III	3.03%	2.88%	2.87%
Newspaper IV	0.67%	0.61%	0.54%
Newspaper V (Light)	0.43%	0.61%	0.98%

0-3	3-7	7-10
MILES	MILES	MILES
13.14%	14.34%	16.44%
7.54%	7.56%	8.06%
6.68%	7.13%	8.43%
5.75%	7.01%	8.8%
0.03%	0.06%	0.15%
3.01%	3.77%	4.64%
1.83%	1.91%	2.18%
2.17%	2.28%	2.5%
10.55%	12.29%	14.14%
13.78%	16.69%	19.95%
14.66%	14.72%	14.97%
6.43%	5.82%	5.21%
10.85%	9.17%	7.14%
23.36%	23.55%	24.24%
2.46%	2.46%	2.55%
	MILES 13.14% 7.54% 6.68% 5.75% 0.03% 3.01% 1.83% 2.17% 10.55% 13.78% 14.66%	MILES MILES 13.14% 14.34% 7.54% 7.56% 6.68% 7.13% 5.75% 7.01% 0.03% 0.06% 3.01% 3.77% 1.83% 1.91% 2.17% 2.28% 10.55% 12.29% 13.78% 16.69% 14.66% 14.72% 0.85% 9.17% 23.36% 23.55%

PrinceVille Cerro Gordo Jacksonville Rex St. Stephens River Road Perro Misenheimer Sandyfield Carolina Beach Lenoir Charlotte Southport Oak Island Crossnore Morris Confectual Ministry Co

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)	3.97%	3.76%	3.59%	Prime Time I & II (Heavy)	2.66%	2.87%	3.38
Drive Time III (Medium)	0.95%	0.99%	0.93%	Prime Time III (Medium)	3.64%	3.42%	3.17
Radio IV & V (Light)	0.91%	1.26%	1.78%	Prime Time IV & V (Light)	3.82%	4.6%	6.59
Radio Media Quntiles (fifths /				TV Early/Late Fringe Quntiles			
20%)				(fifths / 20%)			
Radio I & II (Heavy)	3.68%	4.64%	6.28%	Fringe I & II (Heavy)	31.99%	33.85%	35.6
Radio III (Medium)	2.75%	3.21%	3.96%	Fringe III (Medium)	55.17%	55.09%	55.4
Radio IV & V (Light)	2.24%	2.43%	2.66%	Fringe IV (Light)	49.92%	51.95%	54.9
Cable TV Quntiles (fifths /				TV All Day Quntiles (fifths /			
20%)				20%)			
Cable I & II (Heavy)	16.95%	15.52%	13.96%	All Day I & II (Heavy)	16.33%	15.35%	14.3
Cable III (Medium)	9.36%	7.95%	6.17%	All Day III (Medium)	13.16%	15.67%	18.3
Cable IV & V (Light)	39.4%	38.22%	35.97%	All Day IV (Light)	14.76%	13.92%	12.7

d Beonville Linden Albemarie Morehead City East Arcadia Rose Hill Asheville Harrisburg Casar Canter Sepre Tarboro Stokesdale Mount Olive Fallston Hertford Clyde Lenger Intercultural Institute uquay-Varina Creswell Kernersville Varnamtown Piney Green LincoInton Intercultural Institute for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Scotland Neck Gibson Have Simpson Oakboro Castle

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]	8.37%	9.65%	10.43%
6:00am - 10:00am	8.86%	10.37%	11.93%
10:00am - 3:00pm	2.33%	3.2%	4.31%
3:00pm - 7:00pm	7.74%	9.56%	11.5%
7:00pm - Midnight	9.72%	10.85%	11%
Midnight - 6:00am	4.77%	4.92%	4.98%
Weekend Radio			
Listeners			
Dayparts [summary]	8.29%	9.88%	11.79%
6:00am - 10:00am	8.85%	7.62%	5.83%
10:00am-3:00pm	5.88%	5.55%	5.04%
3:00pm - 7:00pm	3.62%	4.35%	5.07%
7:00pm - Midnight	5.81%	6.33%	6.73%
Midnight - 6:00am	7.7%	8.6%	9.47%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.03%	6.34%	6.53%
Saturday: 8:00-11:00pm	12.63%	11.47%	10.03%
Sunday: 7:00-11:00pm	5.92%	6.6%	7.28%
9:00am-1:00pm	30.28%	29.54%	28.27%
9:00am-4:00pm	32.36%	32.14%	31.37%
4:00pm-7:00pm	21.36%	22.9%	24.56%
11:00pm-1:00am	46.57%	45.19%	43.62%
AVG Prime time Mon-Sun	1.27%	1.54%	1.69%

Crossroads Marshville Sylva Swepsonville Snow Hill Raemon Black Mountain Roxboro Winterville Nor Calabash Faith Cramerton Ansonville Norman Speed Edenton Solution Intercultural Institute Intercultural Institute Seagrove Ho Socopyright 2011, Intercultural Institute for Contextual Ministry Socopyright 2011, Intercultural Institute for Contextual Ministry Socopyright 2011, Intercultural Institute for Contextual Ministry

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	9.56%	11.27%	12.91%	Sat: 7-10am	Sat: 7-10am 10.3%	Sat: 7-10am 10.3% 11.75%
7-9am	16.93%	17.98%	18.6%	Sat: 10am-1pm	Sat: 10am-1pm 4.96%	Sat: 10am-1pm 4.96% 5.53%
9am-12noon	28.82%	27.47%	25.35%	Sat: 1-4pm	Sat: 1-4pm 27.49%	Sat: 1-4pm 27.49% 26.14%
12noon-4pm	3.54%	4.67%	6.02%	Sat: 4-6pm	Sat: 4-6pm 11.78%	Sat: 4-6pm 11.78% 10.39%
4-6pm	30.59%	32.93%	35.54%	Sat: 6-7pm	Sat: 6-7pm 0.86%	Sat: 6-7pm 0.86% 1.09%
6-7pm	21.4%	21.24%	21.14%	Sat: 7-8pm	Sat: 7-8pm 0.55%	Sat: 7-8pm 0.55% 0.71%
7-7:30pm	1.16%	1.26%	1.19%	Sat: 8-11pm	Sat: 8-11pm 12.63%	Sat: 8-11pm 12.63% 11.47%
7:30-8pm	5.38%	6.89%	9%	Sat: 11pm-1am	Sat: 11pm-1am 9.14%	Sat: 11pm-1am 9.14% 7.93%
8-11pm	6.03%	6.34%	6.53%	Sat: 1am-7pm	Sat: 1am-7pm 27.68%	Sat: 1am-7pm 27.68% 26.8%
11pm-12am	39.4%	37.97%	36.23%	Sun: 7-10am	Sun: 7-10am 2.14%	Sun: 7-10am 2.14% 2.02%
11pm-1am	46.57%	45.19%	43.62%	Sun: 10am-1pn	Sun: 10am-1pm 5.01%	Sun: 10am-1pm 5.01% 5.21%
1-6am	28.55%	29.01%	29.36%	Sun: 1-4pm	Sun: 1-4pm 3.4%	Sun: 1-4pm 3.4% 3.85%
				Sun: 4-7pm	Sun: 4-7pm 7.29%	Sun: 4-7pm 7.29% 8.24%
				Sun: 7-11pm	Sun: 7-11pm 5.92%	Sun: 7-11pm 5.92% 6.6%
				Sun: 11pm-1an	Sun: 11pm-1am 2.68%	Sun: 11pm-1am 2.68% 3%
				Sun: 1-7am	Sun: 1-7am 12.14%	Sun: 1-7am 12.14% 13.7%

A Hills Brookford Pilot Mountain Caswell Beach Beulaville Elrod Hamlet Waynesville Edenton Siler a Hurst Tryon East Flat Rock Elkin Hamilton Dallas Mebane Fair Bluff Intercultural Institute to Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Context

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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

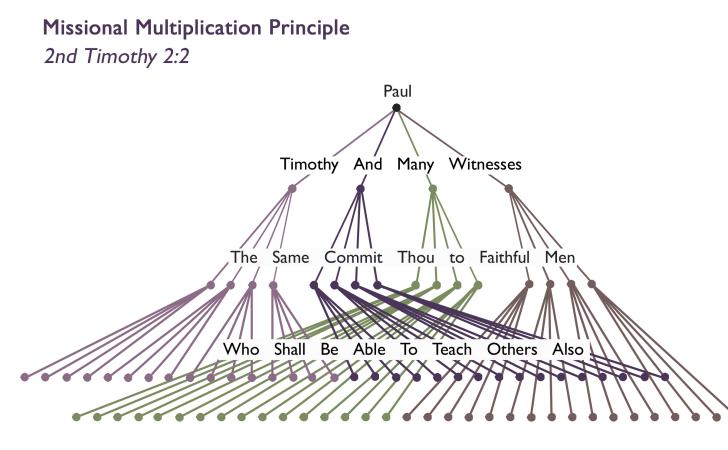
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Yanceyville Grifton Autander Waynesville Windsor Northwest Enochville Grover Grantsboro Cullow Fairfield Harbour Franklinton Goldston Harrisburg Cramerton Holly Intercultural Institute Intercultural Institute Ingold Lexington Weaverville Rocky Mour Intercultural Institute incy Green Car Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



The Arapahoe Mount Holly Conway Magnolia Southport Flat Rock Robbins Nags Head Long View Late Horty Ossipee Wingate Waxhaw Belville Gamewell North Wilkesboro (Intercultural Institute Andfather Banner Elk Warrenton Royal Pines Kure Beach Columbia Rev (Soute studie) Winistry P Copyright 2011, Intercultural Institute for Contextual Ministry

Establishing Redemptive Relationships

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

Communication Steps

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



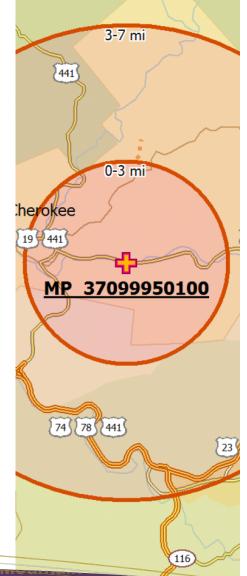


Your MissionSite and the Missional Suite

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

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

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



Butters Wanchese Macon Marshall West Canton Granite Falls Rockfish Spruce Pine East Flat Rock R Concord South Rosemary Northlakes Troutman Elkin Harmony Giber Intercultural Institute Robbins Ogden Bessemer City Pine Knoll Shores Columbus Raleigh Joi Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Notes and Sources

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



APPENDIX: BCNC Churches by Distance

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE		IICM CGR
1	Hyatt's Chapel - Whittier	2166 Camp Creek Road Whittier, NC 28789	1.74 mi	23	Plateauing
2	Whittier Missionary - Whittier	C/O Nations Creek Rd Whittier, NC 28789	2.45 mi	0	Plateauing
3	Beacon of Hope - Whittier	PO Box 352 Whittier, NC 28789	2.45 mi	0	Insufficient Data
4	Shoal Creek - Whittie	184 Shoal Creek Church Loop Whittier, NC 28789	2.45 mi	70	Insufficient Data
5	Wilmot - Whittier	2029 Thomas Valley Rd Whittier, NC 28789	2.81 mi	0	Insufficient Data
6	Ela - Bryson City	4450 Ela Rd Bryson City, NC 28713	3.82 mi	0	Insufficient Data
7	Dicks Creek - Whittier	1630 Dicks Creek Rd Whittier, NC 28789	4.88 mi	20	Insufficient Data
8	Holly Springs - Bryson City	77 Holly Springs Church Rd Bryson City, NC 28713	5.50 mi	118	Insufficient Data
9	Cherokee - Cherokee	812 Tsaligi Rd Cherokee, NC 28719	5.66 mi	90	Insufficient Data
10	Tow String - Cherokee	105 Towstring Rd Cherokee, NC 28719	5.66 mi	0	Insufficient Data
11	Acquoni - Cherokee	722 Acquoni Rd Cherokee, NC 28719	5.66 mi	0	Insufficient Data
12	Rockdale - Whittier	2 Rockdale Rd Whittier, NC 28789	5.95 mi	41	Declining
13	Deep Creek Msnry - Bryson City	151 Deep Creek Church Rd Bryson City, NC 28713	6.27 mi	147	Declining
14	Locust Field - Sylva	326 Macktown Gap Rd Sylva, NC 28779	6.42 mi	50	Plateauing
15	Jarrett Memorial - Dillsboro	18 Church St Dillsboro, NC 28725	6.53 mi	34	Plateauing

arg Southport Bolivia Speed Chapel Hill Fearrington Casar Princeville Salemburg Mendell Kenansville our Oaks Fairmont Raeford Roseboro Como Mars Hill Gorman Wallburg Intercultural Institute ilesville Dover Smithfield Thomasville Ronda Pollocksville Walnut Cree for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Life Fellowship Baptist Church	125 Ramseur St Bryson City, NC 28713	6.55 mi	0	Insufficient Data
17	First Baptist of Bryson City - NC	37 Church Ave Bryson City, NC 28713	6.57 mi	188	Insufficient Data
18	Wilkesdale - Sylva	64 Wilkesdale St Sylva, NC 28779	8.05 mi	21	Declining
19	Lighthouse - Sylva	2577 Hwy 441 S Sylva, NC 28779	8.07 mi	216	Insufficient Data
20	Old Savannah - Sylva	138 Sutton Branch Rd Sylva, NC 28779	8.25 mi	161	Plateauing
21	Mount Carmel - Bryson City	27 Robinson Gap Rd Bryson City, NC 28713	8.43 mi	80	Insufficient Data
22	Greens Creek - Sylva	1683 Greens Creek Rd Sylva, NC 28779	8.47 mi	35	Plateauing
23	Long Branch Missionary - Sylva	540 Long Branch Church Rd Sylva, NC 28779	8.48 mi	44	Plateauing
24	Mount Pleasant - Sylv	1767 Mt Pleasant Church Rd Sylva, NC 28779	8.48 mi	40	Growing
25	Grace Community Church	2807 US 74E Sylva, NC 28779	8.48 mi	0	Insufficient Data
26	Scotts Creek - Sylva	97 Steeple Rd Sylva, NC 28779	8.48 mi	157	Declining
27	East Sylva - Sylva	61 Faith Ave Sylva, NC 28779	8.48 mi	213	Plateauing
28	New Savannah - Sylva	7219 US 441 South Sylva, NC 28779	8.48 mi	34	Declining
29	Liberty - Syl	551 Scotts Creek Rd Sylva, NC 28779	8.48 mi	85	Insufficient Data
30	Sylva First - Sylva	669 W Main St Sylva, NC 28779	8.69 mi	190	Declining

King Garysburg Wesley Chapel Pinetops Carolina Shores Oak Ridge Pollocksville Bakersville Faith C eve City Morganton Eden Atkinson Turkey Casar Washington Granite And Intercultural Institute Crossnore Weddington Maysville Prospect Myrtle Grove Elrod Buy Tox Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Webster - Webster	1955 Webster Rd	8.90 mi	137	Growing
		Webster, NC 28788			J. J
32	Jackson Line - Bryson City	1495 Robinson Gap Rd Bryson City, NC 28713	9.07 mi	0	Growing
33	Alarka Missionary - Bryson City	3386 Alarka Rd Bryson City, NC 28713	9.11 mi	0	Insufficient Data
34	Faith - Sylva	714 Webster Rd Sylva, NC 28779	9.24 mi	48	Plateauing
35	Calvary - Sylva	724 Calvary Church Rd Sylva, NC 28779	9.25 mi	73	Growing
36	New Hope - Sylva	470 Old Settlement Rd Sylva, NC 28779	9.48 mi	196	Declining
37	Little Savannah - Sylva	2390 Little Savannah Rd Sylva, NC 28779	9.54 mi	72	Growing
38	Lovedale - Sylva	160 Lovedale Rd Sylva, NC 28779	9.60 mi	74	Growing
39	Midway - Bryson City	757 Round Hill Rd Bryson City, NC 28713	9.61 mi	0	Insufficient Data
40	Buff Creek - Sylva	1274 Mineral Springs Dr Sylva, NC 28779	9.68 mi	73	Declining
41	Deitz Memorial - Sylva	761 E Fork Rd Sylva, NC 28779	9.89 mi	0	Insufficient Data
42	East Fork - Sylv	19 Woodrow Deitz Rd Sylva, NC 28779	10.15 mi	53	Plateauing
43	Roundhill - Bryson City	1751 Round Hill Rd Bryson City, NC 28713	10.17 mi	0	Insufficient Data
44	Cold Springs - Bryson City	Cold Springs Rd Bryson City, NC 28713	10.49 mi	85	Insufficient Data
45	Ochre Hill - Sylva	14 Norman Dr Sylva, NC 28779	10.69 mi	95	Declining





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

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