# MissionSite top unreached locations

Waco Kirkland Fairview Everetts SNOW HILL, NC Mountair \_ake Lure Creedmoor Lewiston Woodville CENSUS TRACT: 37079950300 Laurinburg Frem Multiply Ellenboro Vanceboro Robersonville REGION: Region 2: Central Coast COUNTY: Greene Seaboa CONGREGATIONAL Rutherfordton Yadkinville Mooresville SITESCAPE: Townscape In partnership with the: Lans Keniy East Spencer Lumberton McLeansville **DENSITY PATTERN: 13** Intercultural Institute West Jefferson Wesley Chapel Cost Edent Misenheime himney Rock Village Bo klinton for Contextual Ministrype Newport Intain View Elon Bridgeton Hightsville Bakersville Cov North Carolina Baptists Caring. Sharing. Daring. Kenan ©Copyright 2011; Intercultural Institute for Contextual Ministry

#### MissionSite (TM) Table of Contents

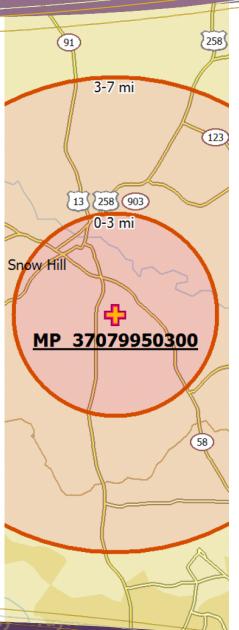
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers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

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#### Site Location Summary

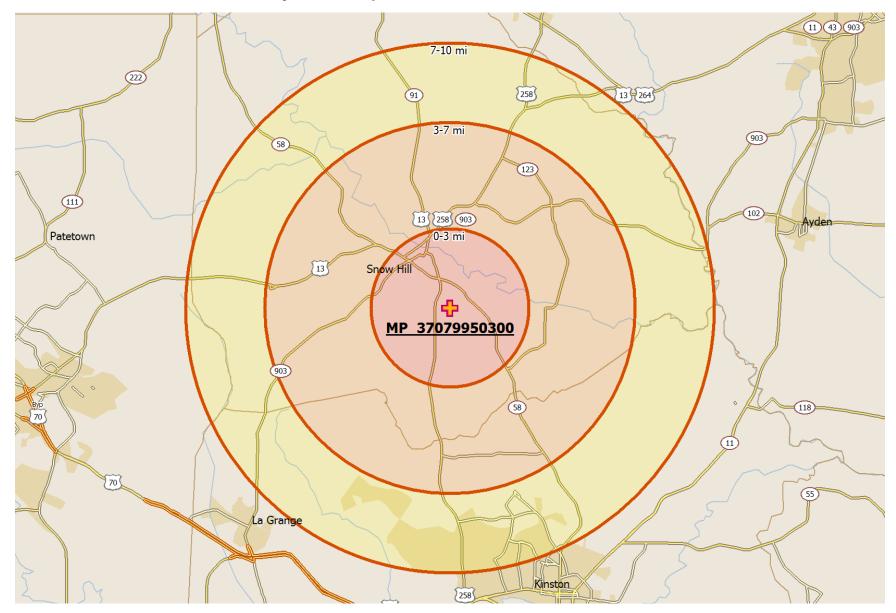
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	3702	Region 2: Central Coast
3	County Location	37079	Greene
4	Zipcode	28580	Greene
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.1	Small Towns
7	Sitescape Subgroup	2.13	Small towns adjacent to a small town
8	Sitescape Density Pattern	13	10000-10000-50000



Kingstown Halifax Ogden Banner Elk Bethania Polkton High Shoals Wingate Autryville Mountain Cosipee Black Creek Lowell Granite Falls Trenton Newton Norlina andleman Bridgeton Whiteville Aberdeen Bald Head Island Saxapahaw Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

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



South Rosemary Crossnore Mar-Mac Como West Canton Hendersonville Vanceboro Jonesville Morgan Pinetops Ramseur Kure Beach Newton Grove Cameron Creedmoor Pinetops Monroe Cerro Gorde Rockfish Spiveys Corner Chocowinity Parmele Duck Newton Jacks for Centertual Ministry Contertual 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	CO DE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	13	Rural commuting: Secondary flow 10% to 30% to a large Urban Cluster
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	0	Percent commuting from non metro to metro areas

Oriental Kannapolis Tobaccoville Wentworth Sylva Wendell Indian Beach Five Points Aurora Stor Piney Green Harrells Cary Fairview Newport Grandfather Mount <u>Intercultural Institute</u> St. Helena Hill Selma Saluda Grantsboro Atlantic Beach Tarboro St. Stephens W <u>Intercultural Institute</u> Mesville Holder (or Confertual Ministry Cherryville Winston-Salem Wrightsville Beach Creedm 5 or Contextual Ministry Cherryville Winston-Salem Soven Lakes Loguet

#### 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	3,354	14,834	29,257
2010 Households	1,219	5,790	11,941
2010 Group Quarters Population	52	648	2,700

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	16	16	25
Language Diversity National Index	25	33	25
Foreign Born Diversity National Index	3	1	11
Ancestry Diversity National Index	12	7	16
Racial Diversity National Index	72	78	58

nite Quarry Godwin Staley Davidson Ossipee Maxton Midway Orrum Farmville Cove City Havesville Griental Ivanhoe Ronda Walnut Creek Kings Mountain Charlotte Miner Beach Hemby Bridge Pine Fremont Toast Littleton Conover Rennert Wallburg Kenly Prospect for Contextual Ministry Copyright 2011, Intercultural Institute for 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	1	True
Low-education County	1	True
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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

Cape Carteret Faith Elm City Kenansville Louisburg Spencer Drexel Rockfish Delway Ogden Generation King Lincolnton Yanceyville Varnamtown Selma Canton Elres Intercultural Institute Arry Bent Creek for Contextual Ministry Roanoke Rapids Trinity Arapahoe Chocowinity Richlard Contextual Ministry Roanoke Rapids Trinity Arapahoe Chocowinity Richlard

## 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	0	0%
Mainstay Communities	Established, Diverse Households	14	1.15%
Working Communities	Blue-collar, Working Families	59	4.84%
Country Communities	Rural, Agri. & Mining Families	127	10.42%
Aspiring Communities	Young Singles / Aspiring-Multihousing	645	52.91%
Urban Communities	High Density, Inner-city Neighborhoods	374	30.68%

ce Wendell Chimney Rock Village Woodlawn Mount Pleasant Havelock Buies Creek Wilson's Mills East A ander Greenevers Boone Grantsboro Marvin Carolina Beach Garner ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Marvin Mount Pleasant Havelock Buies Creek Wilson's Mills East A Bernuda Run Astronomy States will be the second states will be the secon

# 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.

Hildebran Greenville Carrboro Maxton Maggie Valley Fair Bluff River Bend Aurora Favetteville Spring Hount Gilead Whitakers Plain View Bayboro Kirkland Kinston Wilson Intercultural Institute Hillsborough Macclesfield East Laurinburg Moravian Falls Bethania 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?

V London East Laurinburg Lowesville White Plains Dillsboro Forest Oaks Toast Newton Grove Maysville Sparta Pleasant Hill Tabor City Saxapahaw Taylortown Pantego Jone Linercultural Institute Bayshore Cameron Montreat Fallston Elizabethtown Fairview Color for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# 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	4,654	857	18.42%
Unreached %	69.55%	70.31%	101.09
Religious But NOT Evangelical HH	1,703	328	19.25%
Religious But NOT Evangelical %	25.45%	26.88%	105.64
Spiritual But NOT Relig or Evang HH	369	69	18.7%
Spiritual But NOT Relig or Evang %	5.52%	5.66%	102.66
Not Evangelical, Not Interested HH	2,673	476	17.8%
Not Evangelical, Not Interested %	39.94%	39.02%	97.69



t Flat Rock Rutherford College Ramseur Hamilton Carolina Beach Goldston Mount Holly Barker Heights Bolton Kirkland Alamance Neuse Forest Ossipee Saratoga Taylor Charlette Vann Crossroads lat Rock Macon Lake Lure Elm City Wilson Red Springs China Grove Jox Confertual Ministry Faith Trinity Copyright 2011, Intercultural Institute for Contextual Ministry

## **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	2	0	0%
Active BCNC Attenders	179	0	0%
Active Evangelical Households	1,150	204	17.76%
Active Evangelical Percent	17.18%	16.75%	97.51
Inactive Evangelical Households	888	158	17.76%
Inactive Evangelical Percent	13.27%	12.94%	97.51
# New Churches Needed	1	1	45.3%



Cameron Fallston Huntersville Shallotte Ayden Atkinson Canton Intercultural Institute Love Valley Newton Grove Sedalia Stantonsburg Warrenton Calabasi (or Contextual Ministry) ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### 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	Snow Hill First - Snow Hill	3.95 mi	121	Plateauing	16	Sandy Bottom - Kinston	11.36 mi	129	Growing
2	Kinston First - Kinston	7.26 mi	175	Declining	17	New Beginnings - Grifton	12.99 mi	30	Insufficient Data
3	Immanuel - Kinston	7.79 mi	108	Growing	18	Greater Vision Baptist Church	13.06 mi	55	Insufficient Data
4	LaGrange Hispanic	8.24 mi	25	Insufficient Data	19	Community - Goldsboro	13.43 mi	27	Growing
5	Spilman Memorial - Kinston	9.05 mi	125	Declining	20	Calvary - Kinston	13.45 mi	49	Declining
6	First Hispanic - Kinston	9.05 mi	45	Insufficient Data	21	Anointed Vision - Goldsboro	13.83 mi	15	Insufficient Data
7	LaGrange First - La Grange	9.16 mi	51	Plateauing	22	Trinity Missionary - Goldsboro	13.83 mi	196	Growing
8	Davis Grove - Snow Hill	9.79 mi	58	Plateauing	23	Grifton First - Grifton	14.23 mi	55	Declining
9	Kennedy Home - Kinston	9.83 mi	81	Declining	24	Farmville First	14.40 mi	188	Plateauing
10	Glen Raven - Kinston	9.95 mi	60	Declining	25	Hispanic Mission of Farmville	14.40 mi	0	Insufficient Data
11	Grainger - Kinston	10.30 mi	50	Declining	26	New Life - Goldsboro	14.78 mi	85	Plateauing
12	Neuse - Kinston	11.36 mi	159	Plateauing	27	Adamsville - Goldsboro	14.99 mi	376	Declining
13	New Hope - Kinston	11.36 mi	94	Insufficient Data	28	Ayden First - Ayden	15.29 mi	65	Plateauing
14	Rivermont - Kinston	11.36 mi	145	Declining	29	Family Bapt Church - Avden	15.56 mi	0	Plateauing
15	Union - Kinston	11.36 mi	65	Plateauing	30	Winterville - Winterville	16.41 mi	161	Plateauing

Hamilton Altamahaw Kittrell Mountain Home Kelford Maggie Valley Harrells Murphy White Plains Char Surf City Cleveland Kenansville Princeville Eastover Elroy Black Creek Intercultural Institute Pleasant Kure ich Square Morganton Rockwell Cornelius Tar Heel Aulander Raeford For Contextual Ministry Corpyright 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.

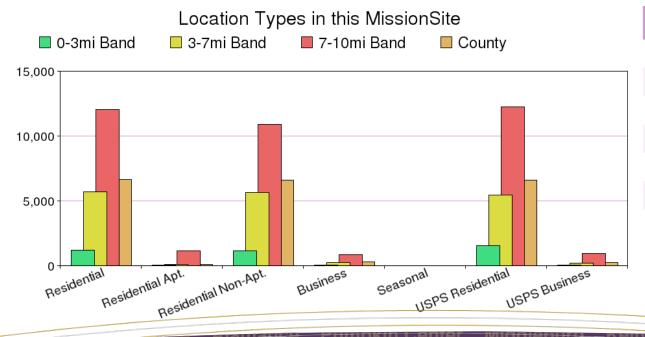
#### Issues for Your Consideration

- 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.



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	15,384	2,511	16.32%
2000 Population	18,974	3,035	16%
2010 Population	20,648	3,354	16.24%

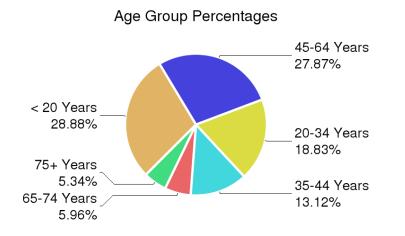


Location Type	0-3mi Band
Residential	1,198
Residential Apt.	31
Residential Non-Apt.	1,167
Business	41
Seasonal	0
USPS Residential	1,535
USPS Business	44

Eden Biltmore Forest Bakersville Elkin Mulberry Morrisville Cooleemee Forest City Boardman Greenville China Grove McAdenville Brunswick Brevard Autryville Fountain Pembroke Wallace Reidsville Piney Green Caswell Beach Hoffman Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

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

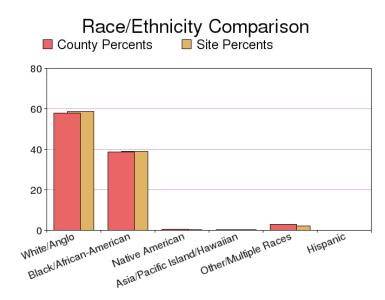


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.66%	7.25%	108.86
4-5 Years	2.57%	2.62%	101.95
6-8 Years	3.58%	3.85%	107.54
9-11 Years	3.56%	4.17%	117.13
12-13 Years	2.38%	3.34%	140.34
14-17 Years	4.9%	5.28%	107.76
18-19 Years	2.46%	2.39%	97.15
0-5 Years	9.24%	9.87%	106.82
6-12 Years	8.34%	9.66%	115.83
13-19 Years	8.54%	9.36%	109.6
< 20 Years	26.12%	28.89%	110.6
20-34 Years	21.44%	18.84%	87.87
35-44 Years	14.27%	13.12%	91.94
45-64 Years	25.69%	27.88%	108.52
65-74 Years	6.89%	5.96%	86.5
75+ Years	5.59%	5.34%	95.53
Median Age	37	38	102.45
Median Age (Male)	35	37	104.56
Median Age (Female)	39	38	96.61

nt Woods Whitakers Aurora Davidson Pollocksville Maxton Ogden Kinston Burlington Cameron Pine Unionville Wesley Chapel Laurinburg Rex Pine Level Zebulon Aber Malburg Jamestown Falco Point Pleasant Garden St. Stephens Cedar Rock Tarboro Weaverville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 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	57.76%	58.56%	101.37
Black, African-American	38.66%	38.97%	100.79
Native American	0.53%	0.15%	27.98
Asian	0.15%	0.33%	211.62
Pacific Island, Hawaiian	0.02%	0%	0
Other/Multiple Races	2.86%	2.03%	70.83
Hispanic	0%	8.2%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	13,918	2,202	

Total Adults over age 25 years.	13,918	2,202	
Less than 9th Grade	12.22%	12.62%	96.81
No High School Diploma	15.68%	16.44%	95.41
High School Graduate	31.05%	28.07%	110.62
Some College, no degree	23.7%	29.43%	80.55
Associate Degree	11.44%	7.86%	145.59
College Degree	3.87%	3.5%	110.75
Graduate/Prof. degree	2.03%	2.09%	97.34

Tesville Swepsonville Pinebluff Morganton Manteo St. James Bayshore Brunswick Black Mountain Herr Warsaw Plain View Clayton Grifton Wade Skippers Corner River Intercultural Institute New London Autryville Fair Bluff Sneads Ferry Carrboro Summerfield 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	13%	9.68%	56.52
\$10,000 to \$19,999	13.94%	17.06%	122.37
\$20,000 to \$29,999	12.45%	11.65%	93.57
\$30,000 to \$49,999	22.61%	20.75%	91.78
\$50,000 to \$59,999	9.25%	9.43%	101.98
\$60,000 to \$69,999	8.97%	10.42%	116.18
\$70,000 to \$79,999	5.8%	5.99%	103.27
\$80,000 to \$89,999	3.33%	1.89%	56.61
\$90,000 to \$99,999	2.38%	1.72%	72.5
\$100,000 to \$124,999	4.66%	8.29%	177.69
\$125,000 to \$149,999	1.9%	1.97%	103.73
\$150,000 to \$199,999	1.15%	0.57%	49.9
\$200,000 to \$249,999	0.21%	0.08%	39.21
\$250,000 or more	0.34%	0.33%	95.46
Median Household	39,096	39,606	101.3
Average Household	47,835	49,967	104.46
Per Capita Household	17,257	18,169	105.28
Family/Non-Family Household			
Income			
Median Family Income	44,305	51,030	115.18
Average Family Income	53,846	58,279	108.23
Median Non-Family Income	22,294	24,144	108.3
Average Non-Family Income	30,784	25,986	84.41

18

The Wade Ingold Red Springs Creswell Ossipee Maysville Kirkland Faith Hamil Stedman Ashley Heights Godwin Cashiers High Shoals Goldsboro Mint Hill Garner Seven Lakes Wingate Badin Hamilton Catawba Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	73.94%	75.8%	102.52
Families with Children	39.13%	40.28%	102.94
Families without Children	34.81%	35.52%	102.05
Non-Family Households			
% Non-Family Households	26.06%	24.2%	92.85
Non-Families with Children	0.36	0.16	45.74
Non-Families without Children	25.71	24.04	93.5
Housing Units			Index
Total Housing Units	7,649	1,348	
Vacant percent	12.52%	9.57%	76.41
Owned percent	60.56%	67.21%	110.99%
Rented Percent	26.92%	23.22%	86.26
Households by Size			Index
Avg household size	2.74	2.71	98.91
Avg family hh size	3.33	3.22	96.7
Avg non-family hh size	1.07	1.10	102.8
Households By Count of Persons			Percent
One	1,521	261	17.16%
Two	1,991	376	18.88%
Three or Four	2,407	464	19.28%
Five+	772	118	15.28%

Andrews Cameron Valdese Saluda Icard Mayodan Mar-Mac Sanford Backin Sawmills Aulander Harshall Mesic Waynesville Kure Beach Vanceboro Winterville Beech Marchin Burlington Lake Norman on Pantego Bridgeton McAdenville Spencer Mountain Asheboro Pine K for Contextual Ministry Trenton W Copyright 2011, Intercultural Institute for Contextual Ministry Belwood Snow Hill La Grange White Plains Sne 19

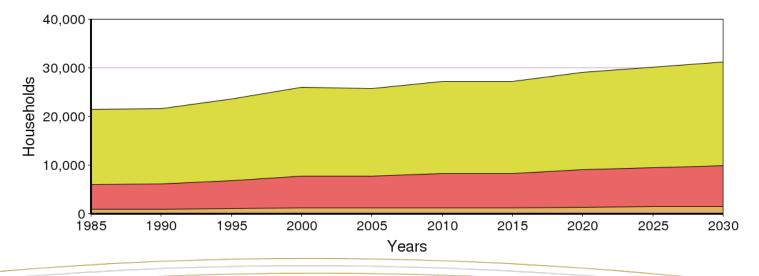
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	15,384	2,511	16.32%
2000 Population	18,974	3,035	16%
2010 Population	20,648	3,354	16.24%
2015 Population	20,596	3,403	16.52%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 📕 0-7mi Ring

ı 🛛 🗌 0-10mi Ring

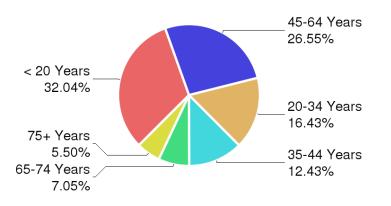


a Piney Green Princeville Haw River Belville Rocky Mount Kinston Archale Weaverville Cedar Point den Indian Trail Lake Park Ingold Littleton Rural Hall Bermuda Run <u>Intercultural Institute</u> China Grove Green Level Waco Fairmont Parmele Barker Ten Mile River Bend Eller Jor Confextual Ministry Chapel Hill Elon Bethania Middleburg Seven Spring20

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

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

Projected Age Group Percentages

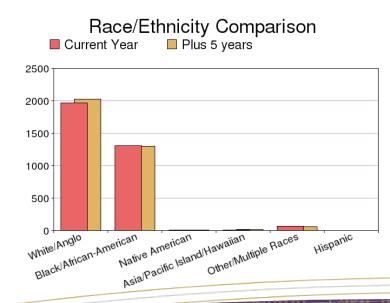


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	7.25%	9.52%	131.31
4-5 Years	2.62%	3.29%	125.57
6-8 Years	3.85%	4.97%	129.09
9-11 Years	4.17%	4.41%	105.76
12-13 Years	3.34%	2.91%	87.13
14-17 Years	5.28%	4.82%	91.29
18-19 Years	2.39%	2.12%	88.7
0-5 Years	9.87%	12.81%	129.79
6-12 Years	9.66%	10.9%	112.84
13-19 Years	9.36%	8.32%	88.89
< 20 Years	28.89%	32.03%	110.87
20-34 Years	18.84%	16.43%	87.21
35-44 Years	13.12%	12.43%	94.74
45-64 Years	27.88%	26.54%	95.19
65-74 Years	5.96%	7.05%	118.29
75+ Years	5.34%	5.5%	103
Median Age	37	37	100.52
Median Age (Male)	35	37	105.87
Median Age (Female)	39	36	90.96

town Montreat Ruth Atkinson Bessemer City Trinity Robbins Castle Have Peachland Connelly Spring Fair Bluff Huntersville Louisburg Spencer Mountain Unionville Kings Green Intercultural Institute Mountain Home Millers Creek St. Stephens Faith Stem Greenevers for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	58.56%	59.45%	101.52
Black, African-American	38.97%	38.26%	98.18
Native American	0.15%	0.15%	98.56
Asian	0.33%	0.38%	116.48
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	2.03%	1.76%	86.96
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,202	2,144	
Less than 9th Grade	12.62%	11.94%	94.58
No High School Diploma	16.44%	14.04%	85.4
High School Graduate	28.07%	26.45%	94.23
Some College, no degree	29.43%	33.16%	112.69
Associate Degree	7.86%	9.75%	124.08
College Degree	3.5%	3.08%	88.03
Graduate/Prof. degree	2.09%	1.59%	75.91

Hillsborough Fair Bluff Skippers Corner Four Oaks Waco Stanfield Walkertown Turkey Kill Devil Hills Casar Weldon Belmont Hudson Colerain Chocowinity Cove City Intercultural Institute Hayesville Cameron Pumpkin Center Fletcher New Bern Buies Creek for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.68%	8.81%	91.05
\$10,000 to \$19,999	17.06%	16.27%	95.33
\$20,000 to \$29,999	11.65%	11.38%	97.68
\$30,000 to \$49,999	20.75%	19.63%	94.59
\$50,000 to \$59,999	9.43%	9.13%	96.83
\$60,000 to \$69,999	10.42%	9.29%	89.22
\$70,000 to \$79,999	5.99%	6.73%	97.68
\$80,000 to \$89,999	1.89%	2.88%	140.14
\$90,000 to \$99,999	1.72%	2%	116.28
\$100,000 to \$249,999	8.29%	9.62%	116.05
\$125,000 to \$149,999	1.97%	2.72%	138.37
\$150,000 to \$199,999	0.57%	0.64%	111.63
\$200,000 to \$249,999	0.08%	0.24%	293.03
\$250,000 or more	0.33%	0.24%	73.26
Median Household	39,606	42,621	107.61
Average Household	49,967	52,933	105.94
Per Capita Household	18,169	19,422	106.9
Family/Non-Family Household			
Income			
Median Family Income	51,030	54,756	107.3
Average Family Income	58,279	61,842	106.11
Median Non-Family Income	24,144	25,971	107.57
Average Non-Family Income	25,986	27,825	107.08

Ayden Rocky Mount Calabash Duck Raynham Four Oaks Westport Hildebran Aulander Mount Holly Cakboro Boonville Winfall Rural Hall Biltmore Forest Wrightsboro For Lincham Newton Grove To Shelby Bonnetsville Ronda Walnut Cove Mar-Mac Orrum Sneads Contextual Ministry Contextual Ministry Falkland 23 Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	75.8%	75.16%	99.16
Families with Children	40.28	39.5	98.07
Families without Children	35.52	35.82	100.83
Non-Family Households			
% Non-Family Households	24.2%	24.84%	102.64
Non-Families with Children	0.16	0.16	102.64
Non-Families without	24.04	24.68	102.68
Children			
Housing Units			
Total Housing Units	1,348	1,378	102.23%
Vacant percent	9.57%	9.43%	98.58
Owned percent	67.21%	67.34%	100.2
Rented Percent	23.22%	23.22%	100.01
Households by Size			
Avg household size	2.71	2.68	98.89%
Avg family hh size	3.22	3.21	99.69%
Avg non-family hh size	1.10	1.08	98.18%
Households By Count of			
Persons			
One	261	270	103.45%
Тwo	376	384	102.13%
Three or Four	464	473	101.94%
Five+	118	122	103.39%

Holly Ridge Sandy Greek West Marion Grandfather Teachey Pinetops Ocracoke Lumber Bridge River ie Valley Belhaven Lowell Cary Shelby Wilson Bostic Raeford Pinevic St Pauls Colerain Black Mo key Catawba Faison Badin Ronda Bonnetsville Hope Mills Tar Heel for Contextual Ministry Contextual Ministry Partego Charlotte Moravian Falls Jefferson Yanceyville Copyright 2011, Intercultural Institute for Contextual Ministry Mulberry Graham Hickory Sandyfield Harmony Mul

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10	BORN IN:	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Foreign Born Pop	0	546	820	Eastern Africa	0	0	0
Northern Europe	0	1	72	Middle Africa	0	0	0
Western Europe	0	5	75	Northern Africa	0	0	8
Southern Europe	0	0	14	Southern Africa	0	0	0
Eastern Europe	0	7	17	Western Africa	0	0	26
Other Europe	0	0	0	Other Africa	0	0	0
Eastern Asia	0	14	23	Oceania	0	0	0
So. Central Asia	0	34	45	Caribbean	0	0	8
SE Asia	0	4	90	Central Amer.	0	466	430
Western Asia	0	2	0	South America	0	6	0
Other Asia	0	0	5	North America	0	7	7
				Born at sea	0	0	0



# Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILE
English only	0	15,502	28,447	Other Indo-Euro	0	4	0
Spanish	0	948	904	Asian/PI languages	0	0	0
Other Indo-Euro	0	139	216	Chinese	0	3	28
language				Japanese	0	19	5
French (incl. Patois,	0	59	148	Korean	0	0	13
Cajun)				Mon-Khmer,	0	0	16
French Creole	0	0	0	Cambodian			
Italian	0	7	0	Miao, Hmong	0	0	10
Portuguese	0	7	6	Thai	0	0	19
German	0	5	22	Laotian	0	2	38
Yiddish	0	0	0	Vietnamese	0	5	25
Other West Germanic	0	0	14	Other Asian	0	0	20
A Scandinavian	0	0	0	Tagalog	0	8	4
Language				Other Pacific Is	0	0	0
Greek	0	0	0	Other languages	0	7	18
Russian	0	0	9	Navajo	0	0	0
Polish	0	6	1	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	0	0	0
Armenian	0	0	0	Arabic	0	7	5
Persian	0	0	0	Hebrew	0	0	0
Gujarathi	0	51	12	African languages	0	0	13
Hindi	0	0	0	Other unspecified	0	0	0
Urdu	0	0	4				

Creek Rex Cullowhee Scotland Neck Granite Quarry Franklin Bonnetsville Archdale Badin Salem Site Taylorsville Coats Light Oak Bessemer City Southern Pines Cerro Intercultural Institute Norman Hayesville Mountain View Barker Heights Bakersville Summer 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
	MILES	MILES	MILES	
Reporting ancestry	0	12,507	22,869	Irish
Arab	0	8	36	Italian
Armenian	0	0	13	Lithuanian
Austrian	0	5	5	Norwegian
British	0	25	79	Polish
Canadian	0	1	0	Portuguese
Croatian	0	0	0	Romanian
Czech	0	6	4	Russian
Czechoslovak	0	2	0	Scandinavian
Danish	0	3	43	Scotch-Irish
Dutch	0	25	67	Scottish
English	0	1,143	2,576	Slovak
European	0	117	169	Subsaharan Afric
Finnish	0	2	5	Swedish
French (not Basque)	0	55	232	Swiss
French Canadian	0	0	16	Ukrainian
German	0	330	534	US/American
Greek	0	3	6	Welsh
Hungarian	0	21	36	West Indian
Iranian	0	0	0	Yugoslavian
				Other

ANCESTRY	0-3	3-7	7-10
	MILES	MILES	MILES
Irish	0	479	887
Italian	0	251	299
Lithuanian	0	2	0
Norwegian	0	19	48
Polish	0	10	50
Portuguese	0	7	0
Romanian	0	0	0
Russian	0	22	24
Scandinavian	0	0	0
Scotch-Irish	0	244	448
Scottish	0	148	329
Slovak	0	1	8
Subsaharan African	0	97	156
Swedish	0	65	43
Swiss	0	13	8
Ukrainian	0	0	16
US/American	0	2,838	4,004
Welsh	0	34	82
West Indian	0	0	4
Yugoslavian	0	0	0
Other	0	6,532	12,643

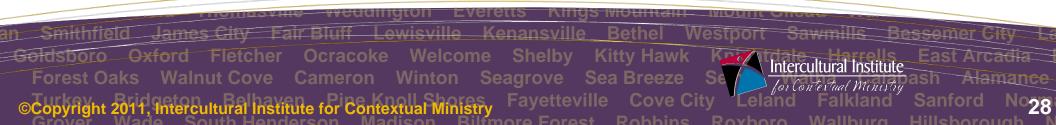
Southport Parkton Hills River Murraysville Salem Boiling Spring Lakes Woodawn Macclesfield Fairvier Carolina Beach Spring Hope Oriental Tarboro Newport Wadesboro Intercultural Institute Id Head Island Maxton Light Oak Elroy Dundarrach Troutman Halifax Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Using the Demographic Indicators

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

#### Issues for Your Consideration

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



# Using the Demographic Indicators

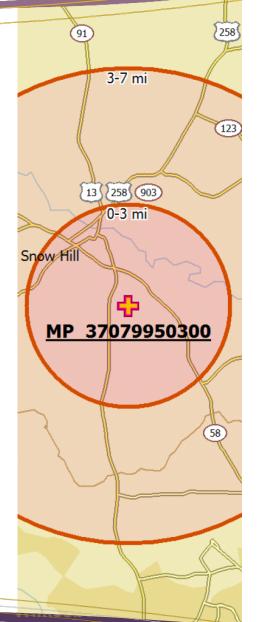
#### Issues for Your Consideration - continued

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



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.



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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,219	100%	858	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	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	2	0.16%	1	0.12%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	2	0.16%	0	0%
Family Convenience	0	0%	1	0.12%
Mid-Market Enterprise	0	0%	0	0%

eville Bowmore Cofield Middlesex Aulander Fallston Northlakes Carolina Beach Summerfield Hightsville Bethlehem Halifax Carolina Shores Princeville Kinston Greenville Intercultural Institute Sylva Morganton Rhodhiss Norlina Banner Elk Bath Alamance Sa for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bethlehem Halifax Carolina Shores Princeville Kinston Greenville Jonesville Robbins Ducl 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	1,219	100%	858	100%
BLUE COLLAR BACKBONE	15	1.23%	9	1.05%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	15	1.23%	9	1.05%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	12	0.98%	8	0.93%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	12	0.98%	8	0.93%
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	44	3.61%	30	3.5%
Steadfast Conservative	44	3.61%	30	3.5%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Hon Holden Beach Haw River Grandfather Grifton Waco Peletier Aberdeen Sharpsburg Mocksville Ba Hightsville Monroe Mars Hill Mount Olive Icard Maiden Granite Quarry Intercultural Institute Flat Rock Robbinsville Altamahaw Fuquay-Varina Love Valley Brice JocContextual 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	1,219	100%	858	100%
REMOTE AMERICA	123	10.09%	73	8.51%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	94	7.71%	55	6.41%
Coal & Crops	29	2.38%	18	2.1%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	645	52.91%	478	55.71%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	645	52.91%	478	55.71%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	4	0.33%	3	0.35%
Aspiring Hispania	4	0.33%	0	0%
Industrious Country Living	0	0%	3	0.35%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%
Small Town Connections	0	0%	0	0%

Summerfield Garland Lexington Bryson City Orrum Powellsville Hindebran Spring Hope Swepson Cultowhee Whiteville Sugar Mountain Erwin Glen Raven Washington Intercultural Institute for Contextual Ministry Dallas Mount Holly Bitmore Forest Waco Marion 33

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,219	100%	858	100%
STRUGGLING SOCIETIES	274	22.48%	186	21.68%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	274	22.48%	186	21.68%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	100	8.2%	70	8.16%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	99	8.12%	69	8.04%
Urban Diversity	0	0%	0	0%
New Generation Activists	1	0.08%	1	0.12%
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%

Pinchurst Morrisville Hooresville Maggie Valley Garysburg King Pine Knoll Shores Sanford Colerain Rutherford College Littleton Jackson Laurel Park Toast Sherrills For Intercultural Institute idebran Lillington Falkland Youngsville Apex Huntersville Harmony Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

Lilesville Goldston Burnsville Pikeville Granite Falls Magnolia Madison Banner Elk Valley Hill Jonesville Waco Beaufort Bowmore Cove City Wesley Chapel Calabash River Mount Airy Graham Wat w Norwood Williamston Wingate Lake Santeetlah Sunset Beach Teacher for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry Batter Function Laurel Park, Pleasant

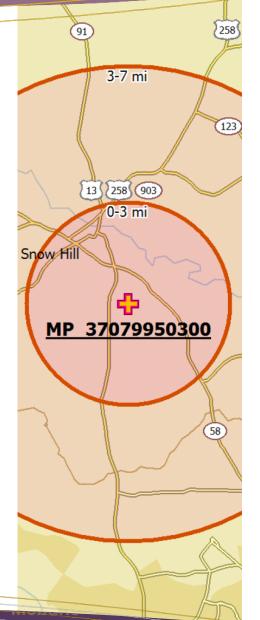
#### **Potential Cultural Bridges**

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).



Beaufort Wentworth Duck West Canton Carrboro Granite Falls Williamston Red Oak Castle Hayne Falls Flot Mountain Newton Weldon Castalia Creswell Northlakes Rockfister Walkertown Alaman Intercultural Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
PC-HH Own	69%	71%	71%	Use Comp. for Digital Camera	Use Comp. for Digital Camera 21%	Use Comp. for Digital Camera 21% 23%
Use Comp. for	46%	49%	50%	Photo Editing	Photo Editing	Photo Editing
Internet/E-mail				Internet Use: Banking	Internet Use: Banking 21%	Internet Use: Banking 21% 22%
Internet Use: E-Mail	38%	41%	42%	PC-Network-HH Has One	PC-Network-HH Has One 18%	PC-Network-HH Has One 18% 18%
Use Comp. for Comp.	34%	35%	35%	Use Comp. for News/Info./Data	Use Comp. for News/Info./Data 16%	Use Comp. for News/Info./Data 16% 16%
Games				Service	Service	Service
Use Comp. for Education	28%	30%	30%	Use Comp. for Personal	Use Comp. for Personal 10%	Use Comp. for Personal 10% 11%
HH Owns DVD Player	26%	26%	26%	Financial Mngmnt	Financial Mngmnt	Financial Mngmnt
Use Comp. for Word	26%	28%	30%	Use Comp. for Filing/DB	Use Comp. for Filing/DB 10%	Use Comp. for Filing/DB 10% 11%
Processing				Mngmnt	Mngmnt	Mngmnt
Use Comp. for Shopping	23%	26%	27%	Internet Use: Research/	Internet Use: Research/ 10%	Internet Use: Research/ 10% 10%
Internet Use: News/	21%	22%	23%	Education	Education	Education
Weather				Use Comp. for Accounting	Use Comp. for Accounting 9%	Use Comp. for Accounting 9% 10%
Use Comp. for Banking	21%	23%	24%	HH Owns Video/Webcam	HH Owns Video/Webcam 9%	HH Owns Video/Webcam 9% 9%
				Internet Use: Shopping: Made	Internet Use: Shopping: Made 9%	Internet Use: Shopping: Made 9% 9%
				A Purchase	A Purchase	A Purchase

Lilesville Lake Lure Macon Keener Bolivia Salemburg Marshville Beaufort Stedman Gorman Huds Powellsville Rolesville Weaverville Holly Ridge Pembroke Trent Wood Satemahaw Burgaw Enfield Stovall Belmont White Lake Valley Hill JAARS Pinebluff Patterson Source Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	66%	66%	66%
Reading Books	50%	50%	51%
Dining Out (Not Fast Food)	46%	48%	49%
Card Games	38%	38%	38%
Cooking for Fun	35%	34%	34%
Board Games	29%	29%	29%
Go To A Beach/Lake	27%	29%	30%
Gardening	25%	27%	27%
Visit Museum	16%	16%	17%
Going To	15%	16%	16%
Bars/Nightclubs/Dancing			

0-3	3-7	7-10
MILES	MILES	MILES
70%	69%	69%
34%	35%	36%
24%	24%	23%
23%	22%	22%
23%	24%	25%
21%	20%	21%
20%	19%	19%
17%	18%	18%
17%	16%	16%
16%	16%	16%
	MILES 70% 34% 24% 23% 23% 23% 21% 20% 17% 17%	MILES MILES   70% 69%   34% 35%   24% 24%   23% 22%   23% 24%   21% 20%   20% 19%   17% 16%

Morrisville Statesville Oakboro Gastonia Faith Tar Heel Seven Lakes Newland Alternahaw Ashley Heigh Rando Belwood South Weldon Franklinton Bermuda Run Bridgeton Richt Garland Broadway New Etowah Greenville Tabor City Spencer Knightdale Randleman Wilmin Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	24.91%	25.02%	25.55%
Live Theater	16.81%	17.06%	18.14%
Rock/Pop Concerts Most	13.88%	13.71%	13.85%
Often			
Live Theater Most Often	13.45%	13.96%	14.76%
Comedy Club	9.57%	9.2%	9.14%
Dance Performance	9.34%	9.17%	9.3%
Movies: Comedy	40.22%	40.64%	40.53%
Movies: Action/Adventure	38.21%	38.63%	38.64%
Movies: Drama	23.64%	23.39%	22.94%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	22.56%	22.15%	21.85%
Movies: Romantic Comedy	20.07%	20.01%	20.34%
Movies: Mystery	18.54%	18.19%	17.78%
College Football Reg.	4.56%	5.1%	5.12%
Season			
NFL Football Reg. Season	4.49%	4.84%	5.18%
College Basketball Reg.	3.65%	3.91%	3.78%
Season			
MLB Baseball Reg. Season	3.46%	4.3%	4.82%
NBA Basketball Reg.	2.95%	2.97%	3.19%
Season			
College Football	1.82%	1.96%	1.84%
Post-Season			



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Walking for Exercise	36.24%	36.7%	37.41%	Volleyball	Volleyball	Volleyball 8.65%	Volleyball 8.65% 8.42%
Swimming	24.62%	26.27%	26.54%	Mountain	Mountain/Road Biking	Mountain/Road Biking 8.14%	Mountain/Road Biking 8.14% 8.93%
Bowling	20.73%	20.53%	20.51%	Softball	Softball	Softball 7.59%	Softball 7.59% 7.44%
Basketball	19.02%	18.23%	17.4%	Camping	Camping Trips	Camping Trips 7.44%	Camping Trips 7.44% 8.99%
Billiards/Pool	16.86%	17.34%	17.05%	Soccer	Soccer	Soccer 7.32%	Soccer 7.32% 6.93%
Jogging/Running	15.7%	15.4%	15.24%	Saltwater	Saltwater Fishing	Saltwater Fishing 6.85%	Saltwater Fishing 6.85% 6.95%
Freshwater Fishing	15.35%	16.04%	15.21%	Tennis	Tennis	Tennis 6.54%	Tennis 6.54% 6.38%
Football	13.93%	13.06%	12.34%	Hunting	Hunting	Hunting 6.27%	Hunting 6.27% 7.19%
Weight Training	13.04%	13.37%	13.87%	Yoga	Yoga	Yoga 6.16%	Yoga 6.16% 6.13%
Baseball	11.52%	11.24%	11.06%	Roller Ska	Roller Skating	Roller Skating 5.86%	Roller Skating 5.86% 5.59%
Aerobics	11.37%	10.85%	10.95%	Backpack	Backpacking/Hiking	Backpacking/Hiking 5.68%	Backpacking/Hiking 5.68% 6.16%
Stationary Cycling	10.18%	10.47%	10.79%	Target Sh	Target Shooting	Target Shooting 5.53%	Target Shooting 5.53% 6.2%
Using Cardio Machine	10.07%	10.54%	11.09%	Ice Skatir	Ice Skating	Ice Skating 5.4%	Ice Skating 5.4% 5.27%
Golf	9.07%	9.76%	10.52%	Power Bo	Power Boating	Power Boating 4.56%	Power Boating 4.56% 5.43%

Iv Ridge Lucama Mooresville Emerald Isle Bunn Morehead City Pink Hill Harmony Matthews Brevard Salemburg Turkey Robersonville Light Oak Maiden Hayesville Erwin Intercultural Institute To Gordo Bermuda Run Grandfather Raleigh Welcome Cashiers Frank Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry White Intercultural Institute for Contextual Ministry White Intercultural Institute for Contextual Ministry Oak Island Stem Bowmore Sea Breeze Morrisville V40

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
Motorcycling	4.49%	4.8%	4.77%
Horseback Riding	4.41%	4.78%	4.58%
Racquetball	4.4%	4.09%	4.23%
Canoeing/Kayaking	4.34%	4.99%	5.12%
Fly Fishing	4.12%	4.22%	4.22%
Hockey	3.96%	3.58%	3.68%
Jet Skiing	3.92%	3.9%	4.07%
Snorkeling	3.77%	3.93%	4.09%
Skateboarding	3.75%	3.53%	3.51%
Water Skiing	3.4%	3.57%	3.66%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Downhill & X-Country Skiing	3.35%	3.46%	3.67%
Snowmobiling	3.04%	3.22%	3.22%
Snowboarding	2.87%	2.93%	3.02%
Sailing	2.76%	2.77%	2.84%
Martial Arts	2.62%	2.53%	2.75%
Archery	2.53%	3.13%	3.24%
Rock Climbing	2.44%	2.49%	2.74%
Rowing	2.35%	2.27%	2.34%
Surfing & Windsurfing	2.34%	2.31%	2.4%
Auto Racing	2.02%	2.08%	2.21%

rson Wrightsville Beach Old Fort Gibsonville Brogden Oak City Walnut Cove Waxhaw Indian Trail Math Sunset Beach Kings Mountain Laurel Park Farmville Pikeville Rolesville <u>Intercultural Institute</u> Royal Pines Stoneville Brices Creek Oak Island Rutherfordton Rowland *for Contestual Ministry* of Stallings ©Copyright 2011, Intercultural Institute for Contextual Ministry Contestual Ministry Flat Boock Tarboro Kingstown Welcome Southport Godwin

#### 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.



Rose Hill Misenheimer Ocracoke Old Fort New London Falkland Boardman Patterson Springs Robe Lansing Valdese Boiling Springs Oxford Belville Fairplains William Intercultural Institute Roxboro Gibsonville Welcome Kenansville Bayshore Wilkesboro No for Contextual Ministry Copyright 2011, 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.

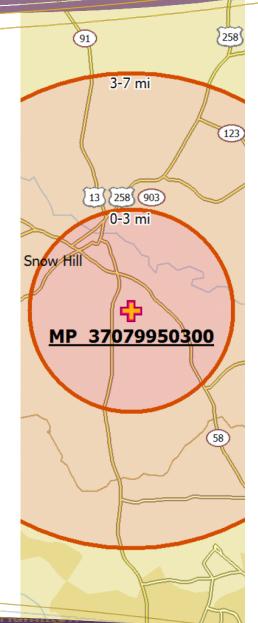
CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



Crossroads Duck Hamlet Morrisville Wagram Gastonia Cricket Elm City Sharpsburg Kill Devil Hills E Sunset Beach St. Stephens Tobaccoville Robbinsville Newport Grover Intercultural Institute Point Biscoe Durham Foxfire Washington Park Jamestown Plain View Jor Contextual Ministry Windsor Wo Scoppright 2011, Intercultural Institute for Contextual Ministry Whitekers Borling Springs Butters Wrightsville Beach St. Jam 43

## **Potential Cultural Barriers:**

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

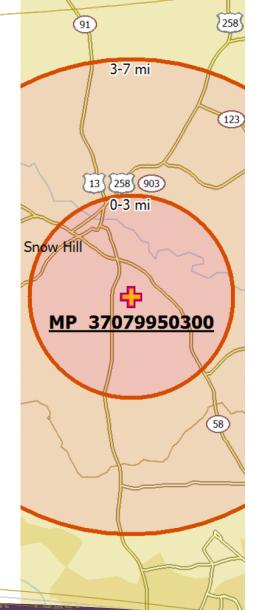
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	54%	54%	53%	Like to Stand Out In A Crowd Marijuana Should Be Legalized	23% 20%	23% 20%	23% 21%
Like Control Over People And Resources	42%	40%	39%	Friends More Important Than My Fam.	18%	19%	21%
Speak My Mind Even If It Upsets People	41%	40%	40%	We Should Strive for Equality for All	18%	18%	18%
Find It Difficult To Say No To My Kids	39%	38%	38%	Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Woman's Place Is In The Home Don't Judge People/Way They	36% 32%	36% 31%	36% 31%	Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Live Life				Only Work Current Job for The	17%	16%	16%
Too Much Sponsorship In Arts/Sports	32%	30%	29%	Money Happy With My Standard Of	12%	12%	12%
Like To Do Unconventional	30%	30%	30%	Living			
Things Prefer To Have Few	27%	27%	29%	On Whole People Get What They Deserve	11%	10%	10%
Possessions As Possible	26%	26%	26%	Little I Can Do To Change My Life	10%	9%	9%
If Won Lottery Would Never Work Again	2070	2070	20%	I Am A Perfectionist	10%	9%	9%
I Am A Workaholic Money Is Best Measure Of	25% 25%	24% 25%	23% 25%	Indulge My Kids With The Little Extras	10%	9%	9%
Success							

Ossipce Cofield James City Belville Conover Grover Biscoe Selma Staley Marietta Trinity Shelby Cross East Flat Rock Vann Crossroads Cramerton Mountain Home Kirker Intercultural Institute urnsville Bowmore Spring Hope Norman Williamston Warrenton Fayet Confectual Ministry Confectual Ministry Sawmill A ©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.



Conever Stovall Atlantic Beach Skippers Corner Knightdale Cedar Point Havelock Buies Creek Hamilter The Connelly Springs Eden Casar Balfour Hookerton Godwin Canton Intercultural Institute Sea Breeze Pinetops River Road Concord Delway Elon Hoffman Van Confectual Ministry © Copyright 2011, Intercultural Institute for Contextual Ministry © Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contextual Ministry Confectual Contextual Contex

## **Potential Cultural Themes:**

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

THEMES	0-3	3-7	7-10	THEME	ES	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
You Should Seize Opportunities In Life	58%	58%	58%	Conside Arts	er Myself Interested In The	22%	21%	22%
Important To Respect Customs	58%	58%	58%		Just Enjoy Life	18%	19%	20%
And Beliefs					en Don't Cry	18%	18%	18%
Prefer Work Part Of Team Than Alone	40%	39%	39%	Try Not Future	To Worry About The	17%	17%	17%
Like To Understand About Nature	38%	38%	38%	Worried By Cars	d About Pollution Caused	17%	16%	17%
Important To Juggle Various Tasks	36%	35%	35%	Enjoy S Fam.	Spending Time With My	14%	14%	13%
Important Feel Respected By My Peers	33%	33%	33%		nportant Part Of Who I Am n Should Be Allowed To	13% 9%	14% 8%	14% 8%
Good At Fixing Things	30%	30%	30%	Express	s Themselves			
Have Keen Sense Of Adventure	28%	28%	28%		ery Alone In The World	6%	6%	6%
Prefer To Have Few Possessions As Possible	27%	27%	29%		ending Most Time With	6%	6%	6%
Provide My Kids With The Little Extras	24%	21%	20%	Would Busines	Like To Set Up Own ss	4%	4%	4%
People Have To Take Me As They Find Me	23%	24%	24%	Decor F	Particular Interest To Me	3%	4%	4%
Looking for New Ideas To Improve Home	22%	21%	21%					

teville Dundarrach Drexel East Bend Bethania Long View Sanford Morehead City Brookford Clinton B Raemon Butner Dunn Walnut Cove Granite Falls Speed Saxapahaw Intercultural Institute embroke Eastover Hildebran Vanceboro Colerain Trinity Sedalia Car Find Confectual Ministry for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Aboskie Elm City Wanchese Jackson Plymouth Kelford

Spring no

#### **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.



91

Snow Hill

3-7 mi

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123

58

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Fast Food/Drive-In	87.89%	87.57%	86.74%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.62%	78.9%	78.52%
Houses-Visit Any			
McDonald's	57.18%	57.4%	56.62%
Burger King	39.65%	39.36%	38.82%
Kentucky Fried Chicken (KFC)	39.31%	37.43%	35.76%
Wendy's	34.6%	33.81%	32.85%
Subway	31.39%	31.91%	31.07%
Applebee's	28.63%	28.66%	27.99%
Pizza Hut	27.45%	26.14%	25.32%
Taco Bell	26.61%	27.51%	26.63%
Arby's	22.39%	22.79%	21.94%
Red Lobster	20.52%	19.72%	19.42%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Popeyes	18.99%	17.06%	15.92%
Domino's Pizza	18.83%	17.94%	17.38%
Olive Garden	18.42%	18.87%	19.14%
Golden Corral	17.82%	16.6%	15.4%
Dairy Queen	17.75%	18.39%	17.81%
Chick-Fil-A	17.66%	16.57%	15.63%
IHOP (International House Of	16.63%	15.66%	15.27%
Pancakes)			
Sonic	15.73%	15.79%	14.91%
TGI Friday's	14.68%	13.91%	13.89%
Cracker Barrel	14.6%	14.81%	13.98%
Ruby Tuesday	13.96%	13.58%	12.69%
Hardee's	13.9%	13.51%	12.65%

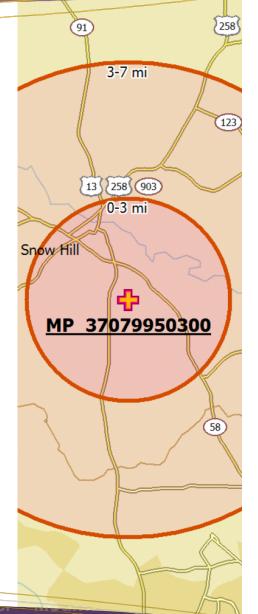
Goldston Lewiston Woodville Haw River Archdale Yanceyville Warrenton Faith Lansing Marion Warse Garner Locust New London Indian Trail Wanchese Waynesville Lowes Intercultural Institute Troy Ivanhoe Alamance Bolivia Farmville Waco Winterville Randleman for Contextual Ministry Cleveland Trinity Troutman Half Moon Elizabethtown 48 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!



Hookerton Denton Simpson Archdale Halifax Wanchese Stonewall Claremont Weldon Indian Trail Kirkland Silver City Dobson White Lake Elroy Macon Morrisville Intercultural Institute Intercultural Institute 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%	42.25%	43.47%
Recycled products	24.3%	25.79%	27.41%
Worked as volunteer (non political)	11.47%	12.59%	13.33%
Engaged in fund raising	11.09%	10.77%	11.05%
Religious club member	8.84%	8.42%	8.37%
Church Board	8.43%	7.58%	7.25%

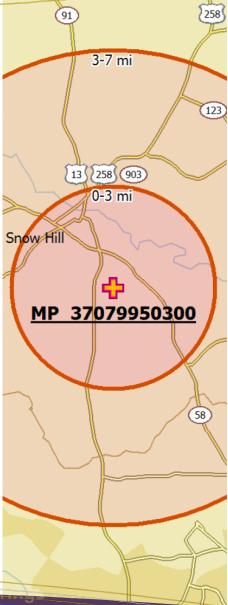
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Union member	5.23%	5.08%	5.08%
Took active part in local civic	4.54%	4.62%	4.82%
issue			
Wrote to editor of mag or	4.27%	4.49%	4.71%
newspaper			
Charitable Organization	4.1%	4.19%	4.46%
Fraternal order member	4.03%	4.1%	4.21%
Addressed a public meeting	3.9%	4.09%	4.23%

ton Stoneville Murfreesboro Godwin East Spencer Flat Rock Butters Rex White Plains East Laurinburg Greenville Tabor City Charlotte Archdale King Plymouth Neuse Forest in Intercultural Institute ner City Southern Shores Faison Beaufort Pinehurst Spencer Tarboro (a) Contextual Ministry Pocopyright 2011, Intercultural 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.



Hope Mills Stem Rockwell Barker Heights Bonnetsville South Weldon Gastonia Hildebran Manteo And Wanchese McLeansville Roper Alamance Cooleemee Salemburg Port Intercultural Institute Holden Beach Whispering Pines Haw River Oak City Garner Lake Norman of Catawba Confectual Ministry South Village Milton Spring Hope Black Creek Corneliu51

## **Potential Print Media Content:**

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	12.93%	13.35%	14.1%
Children's Books	12.68%	12.76%	12.91%
Religious (not Bibles)	10.79%	10.15%	9.92%
Cookbooks	8.15%	8.66%	8.88%
Mystery	6.98%	7.9%	8.49%
Romance	6.51%	6.63%	6.66%
Personal/Business	5.7%	5.79%	6.06%
Self-help			
Biography	5.48%	5.45%	5.83%
Mail order	4.91%	4.74%	4.75%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	65.59%	65.25%	66.23%
Gen. Editorial	55.35%	53.23%	52.51%
Womens	49.57%	47.25%	46.52%
Service	28.6%	30.05%	30.55%
Business/Finance	22.62%	21.14%	21.03%
Music	21.91%	19.48%	18.61%
Mens	19.83%	19.15%	19.22%
Health	14.99%	14.56%	14.22%
Parenthood	14.51%	14.47%	14.39%

Spring Hope Cramerton Hightsville Broadway Southern Pines Stallings Asheville Greenevers Rena Cettand Neck Rowland Williamston Jamestown Castalia Newport Wright In Beach Lasker Cricket Bro Seven Devils Maxton Lake Park Lumberton Kill Devil Hills Kenly Greens Intercultural Institute Join Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry First Provide Prov

## Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3	3-7	7-10
	MILES	MILES	MILES
Gen. News	47.1%	48.38%	49.35%
Classified	30.54%	31.42%	31.17%
Sport	28.45%	28.87%	29.52%
Editorial Page	24.4%	25.44%	26.07%
Business/Finance	22.7%	23.51%	24.71%
Movie Listings & Reviews	22.05%	22.35%	23.03%
Food/Cooking	21.73%	22.15%	22.5%
TV/Radio Listings	21.54%	22.05%	22.29%
Comics	20.81%	22.25%	22.85%
Home/Gardening	18.03%	18.33%	18.73%
Fashion	16.96%	15.91%	16.01%
Travel	16.5%	16.56%	17.25%
Science/Technology	13.9%	14.17%	14.9%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	46.07%	39.4%	36.64%
CHR Contemp Hit Radio	16.44%	16.08%	16.65%
Jazz	15.61%	13.08%	12.09%
Variety	11.4%	10.67%	10.6%
Country	9.68%	12.92%	12.76%
Gospel	9.54%	8.26%	7.42%
Adult Contemporary	8.83%	10.54%	11.47%
All News	8.26%	7.17%	7.3%
Oldies	8.13%	8.83%	9.32%
Religious	6.01%	6%	6.02%
News/Talk	5.04%	6.38%	7.37%
Soft Contemporary	4.86%	5.04%	5.22%
Rock	4.64%	6.22%	6.99%
All Talk	3.24%	3.13%	3.59%
Alternative	3.16%	4.5%	5.3%
Adult Standards	2.9%	2.7%	2.79%
Sports	2.89%	3.01%	3.23%
Hispanic	2.85%	2.94%	3.3%

rn Shores Stovall Cerro Gordo Fayetteville Vandemere Chapel Hill Harrisburg Vander Seven Lakes Swa wille Speed South Henderson Gamewell Cary Casar Kenly Belville Value Intercultural Institute Parkton Cameron Clinton Ruth Richfield Barker Heights Pink Hill Selm For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual M

### 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

20.23%

19.81%

3-7

MILES

25.14%

25.2%

23.73%

22.28%

21.61%

21.83%

22.34%

21.88%

20.49%

22.08%

20.93%

19.63%

7-10

MILES

25.09%

26.94%

23.8%

22.03%

21.57%

21.93%

22.29%

22.37%

19.89%

22.28%

21.55%

19.19%

MULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV	0-3
	MILES	MILES	MILES		MILES
Fox News Channel	61.63%	62.15%	62.03%	TCM (Turner Classic	24.63%
Soapnet	50.42%	50.92%	51.17%	Movies)	
Satellite Dish	48.6%	50.27%	50.93%	Comedy Central	24.09%
Other Video-On-Demand	47.22%	46.82%	45.85%	Hallmark Channel	23.32%
Sci-Fi Channel	35.4%	35.84%	35.78%	Lifetime	22.54%
Subscribe Digital Cable	33.75%	32.59%	32.82%	TV Info From Other	21.85%
MSNBC	33.34%	34.19%	33.79%	The Golf Channel	21.61%
Adult Pay Per View TV	32.73%	33.36%	33.2%	TV Info From Monthly Cable	21.56%
TV Info From Sunday TV	27.78%	28.36%	28.76%	Guide	
Magazine				USA Network	21.27%
Nickelodeon	26.01%	27.15%	26.75%	HGTV (and Garden	20.95%
TV Info From Newspapers	25.71%	26.09%	25.85%	Television)	
Nick At Nite	25.02%	25.5%	24.67%	BET (Black Entertainment TV)	20.45%

loine Mes **Williamston** lavton Institute Intercultural Cleveland Oak Citv Charlotte Casar Ministry ight 2011, Intercultural Institute for Contextual Ministry Rhodhiss Hudson 54

ABC Fam.

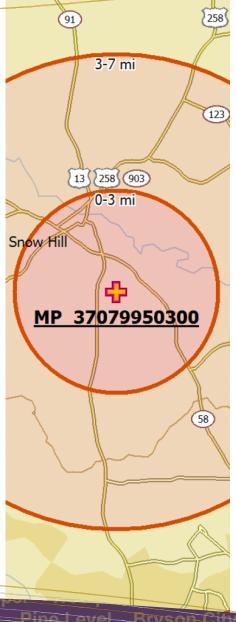
TV Land

#### **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.



d Vass Kenansville Archdale Mount Holly Leggett Granite Falls Lumber Bridge Pine Level Bryson City Tanklin Lillington Kure Beach Ansonville Fayetteville Tobaccoville Lanse Askowyille Glen Alpine Ros Asheboro Broadway Rhodhiss Cape Carteret Brices Creek Pineblur For Contextual 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+)	15.49%	16.17%	16.74%
Medium Users (4-6)	7.42%	8.01%	8.45%
Light Users (1-3)	18.05%	17.98%	18.6%
Quintiles (20%)			
Newspaper I (Heavy)	0.75%	0.93%	0.95%
Newspaper II	1.79%	1.6%	1.57%
Newspaper III	1.97%	1.95%	1.99%
Newspaper IV	0.37%	0.45%	0.43%
Newspaper V (Light)	0.66%	1%	1.21%

0-3	3-7	7-10
MILES	MILES	MILES
21.42%	21.45%	21.06%
9.86%	9.59%	9.39%
10.56%	10.75%	10.65%
14.35%	13.81%	13.41%
1.44%	1.24%	1.17%
8.98%	8.46%	8.39%
5.36%	4.91%	4.77%
5.74%	5.25%	5.05%
17.34%	16.96%	16.99%
24.18%	24.4%	25.27%
17.25%	17.11%	17.19%
9.34%	8.59%	8.5%
10.29%	9.65%	9.18%
25.3%	24.97%	24.83%
5.08%	4.72%	4.71%
	MILES   21.42%   9.86%   10.56%   14.35%   1.44%   8.98%   5.36%   5.74%   17.34%   24.18%   17.25%   9.34%   10.29%   25.3%	MILES MILES   21.42% 21.45%   9.86% 9.59%   10.56% 10.75%   14.35% 13.81%   1.44% 1.24%   8.98% 8.46%   5.36% 4.91%   17.34% 16.96%   24.18% 24.4%   17.25% 17.11%   9.34% 8.59%   10.29% 9.65%   25.3% 24.97%

Fair Bluff Mount Pleasant Tar Heel West Canton La Grange Bent Creek St. Pauls Sneads Ferry Jeffe Dak Island Jamesville Henderson Delway Sugar Mountain Alliance Intercultural Institute Rutherfordton Glen Alpine Wallace Stoneville Black Mountain Panteg for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# 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.

0-3 3-7 7-10 MEDIUM
MILES MILES MILES
o Drive Time Quntiles TV Prime Time Quntiles
s / 20%) 20%)
e Time I & II (Heavy) 2.43% 2.47% 2.63% Prime Time I & II (Heavy)
e Time III (Medium) 1.09% 1.03% 0.98% Prime Time III (Medium)
o IV & V (Light) 2.82% 2.58% 2.69% Prime Time IV & V (Light)
o Media Quntiles (fifths / TV Early/Late Fringe Qunt
) (fifths / 20%)
o I & II (Heavy) 11.94% 11.55% 11.09% Fringe I & II (Heavy)
o III (Medium) 3.57% 3.78% 3.81% Fringe III (Medium)
o IV & V (Light) 4.58% 4.48% 4.19% Fringe IV (Light)
e TV Quntiles (fifths / TV All Day Quntiles (fifths /
) 20%)
e I & II (Heavy) 11.86% 11.79% 11.98% All Day I & II (Heavy)
e III (Medium) 5.08% 4.92% 4.84% All Day III (Medium)
e IV & V (Light) 40.56% 39.24% 38.28% All Day IV (Light)



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.17%	11.43%	11.46%
6:00am - 10:00am	15.59%	15.51%	16.36%
10:00am - 3:00pm	12.59%	11.62%	11.34%
3:00pm - 7:00pm	15.29%	15.61%	15.28%
7:00pm - Midnight	11.55%	12.38%	12.76%
Midnight - 6:00am	8.5%	8.16%	8.01%
Weekend Radio			
Listeners			
Dayparts [summary]	14.21%	14.84%	14.42%
6:00am - 10:00am	2.53%	2.9%	2.99%
10:00am-3:00pm	5.47%	5.1%	5.37%
3:00pm - 7:00pm	6.99%	7.16%	7.26%
7:00pm - Midnight	10.53%	10.61%	10.31%
Midnight - 6:00am	14.31%	14.27%	14.15%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	5.57%	6.26%	6.34%
Saturday: 8:00-11:00pm	9.21%	9.15%	8.62%
Sunday: 7:00-11:00pm	8.71%	9.2%	9.03%
9:00am-1:00pm	25.02%	25.5%	24.67%
9:00am-4:00pm	29.85%	29.95%	28.89%
4:00pm-7:00pm	32.78%	31.96%	31.88%
11:00pm-1:00am	44.69%	45.08%	44.19%
AVG Prime time	5.99%	5.49%	5.2%
Mon-Sun			

Raynham Garysburg Forest Hills Columbus Valdese Maxton River Road Elrod Canton Brunswick He ington Troy Pinehurst Goldston Westport James City Ahoskie Waco Intercultural Institute snore Whitsett Angier Belville Harrisburg Pleasant Hill Norlina Edent for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Carthage Gorman Stanfield Norman Eaith Tar Hee

## 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	тν	<b>TV VIEWERS</b>	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Weekday				We	Weekend	Weekend	Weekend
6-7am	14%	15.18%	15.9%	Sa	Sat: 7-10am	Sat: 7-10am 15.84%	Sat: 7-10am 15.84% 16.32%
7-9am	19.63%	20.31%	20.98%	Sa	Sat: 10am-1pm	Sat: 10am-1pm 9.02%	Sat: 10am-1pm 9.02% 9.18%
9am-12noon	19.18%	19.95%	19.3%	Sa	Sat: 1-4pm	Sat: 1-4pm 24.38%	Sat: 1-4pm 24.38% 24.7%
12noon-4pm	10.67%	10%	9.59%	Sa	Sat: 4-6pm	Sat: 4-6pm 7.63%	Sat: 4-6pm 7.63% 7.38%
4-6pm	49.45%	48.56%	48.84%	Sa	Sat: 6-7pm	Sat: 6-7pm 1.72%	Sat: 6-7pm 1.72% 1.79%
6-7pm	17.63%	17.81%	17.53%	Sa	Sat: 7-8pm	Sat: 7-8pm 1.09%	Sat: 7-8pm 1.09% 1.06%
7-7:30pm	2.06%	1.92%	1.81%	Sa	Sat: 8-11pm	Sat: 8-11pm 9.21%	Sat: 8-11pm 9.21% 9.15%
7:30-8pm	12.67%	12.28%	11.85%	Sa	Sat: 11pm-1am	Sat: 11pm-1am 7.41%	Sat: 11pm-1am 7.41% 6.83%
8-11pm	5.57%	6.26%	6.34%	Sa	Sat: 1am-7pm	Sat: 1am-7pm 21.27%	Sat: 1am-7pm 21.27% 21.88%
11pm-12am	33.34%	34.19%	33.79%	Su	Sun: 7-10am	Sun: 7-10am 2.53%	Sun: 7-10am 2.53% 2.42%
11pm-1am	44.69%	45.08%	44.19%	Su	Sun: 10am-1pm	Sun: 10am-1pm 5.34%	Sun: 10am-1pm 5.34% 5.66%
1-6am	32.25%	31.48%	31.71%	Su	Sun: 1-4pm	Sun: 1-4pm 4.68%	Sun: 1-4pm 4.68% 5.04%
				Su	Sun: 4-7pm	Sun: 4-7pm 10.87%	Sun: 4-7pm 10.87% 11.69%
				Su	Sun: 7-11pm	Sun: 7-11pm 8.71%	Sun: 7-11pm 8.71% 9.2%
				Su	Sun: 11pm-1am	Sun: 11pm-1am 5.34%	Sun: 11pm-1am 5.34% 5.49%
				Su	Sun: 1-7am	Sun: 1-7am 19.71%	Sun: 1-7am 19.71% 20.59%

Dillsboro Brogden Gaston Hayesville Barker Ten Mile Morehead City Unionville Greedmoor Parkton Huntersville Harrellsville Emerald Isle East Rockingham Bayboro Terrestillo Franklinville Bridgeto Belwood Fair Bluff Swannanoa Davidson Buies Creek Granite Falls Vertual Ministry Mount Wallburg Bent Creek Misenheimer Whiteville Askev59 Copyright 2011, Intercultural Institute for Contextual Ministry

# 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.

Altamahaw Canton Vanceboro Lincolnton Belhaven Milton Rex Burgaw Gamewell Wendell River Ocean Isle Beach Mount Airy Bethania Elon Kernersville Topsail Beach Intercultural Institute Falkland Conetoe Waxhaw Saratoga Edenton Wrightsboro Whits Anderer Arapahoe Orrum 60 ©Copyright 2011, Intercultural Institute for Contextual Ministry Bolivia Stokesdale Vandemere Arapahoe Orrum 60

# 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

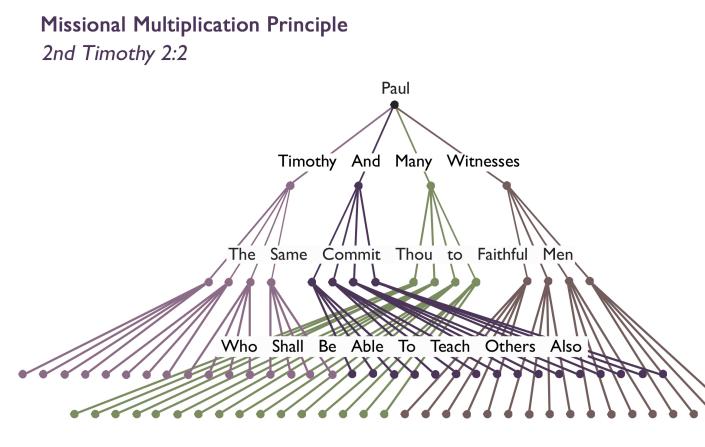
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Linden Suri City Elizabethtown Star Spring Hope Walkertown Sims Kill Devil Hills Polkton Silver City Weaverville Hamlet Woodland Elizabeth City Pine Level Harkers Island Mineral Intercultural Institute Burnsville Pumpkin Center Bent Creek Mineral Springs Orrum Maysv Autoral Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Burnsville Sparta Filterbe Newton Crove Firov Autora Firod Savanahaw Westport Waco Morga

## **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.



Cajah's Mountain Lake Santeotlah Cricket Mount Airy Faison East Flat Rock Southern Pines Clayton Vandemere Maggie Valley Mebane Erwin Red Springs Lilesville Column <u>Intercultural Institute</u> West Marion Winds Falkland Pikeville Cramerton Rhodhiss Kings Grant Franklin Board (*Southertual Institute*) Ten Mile Dobs Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



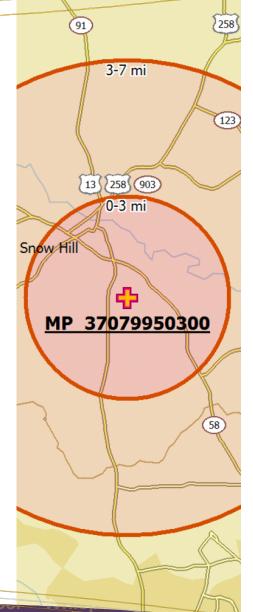


#### Your MissionSite and the Missional Suite

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

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

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



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## Notes and Sources

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



### **APPENDIX: BCNC Churches by Distance**

	СНИРСИ		DICTANCE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Snow Hill First - Snow Hill	509 Kingold Blvd Snow Hill, NC 28580	3.95 mi	121	Plateauing
2	Kinston First - Kinston	2600 Rouse Rd Kinston, NC 28504	7.26 mi	175	Declining
3	Immanuel - Kinston	712 Airport Rd Kinston, NC 28504	7.79 mi	108	Growing
4	LaGrange Hispanic	176 Piney Grove Rd La Grange, NC 28551	8.24 mi	25	Insufficient Data
5	Spilman Memorial - Kinston	601 Madison Ave Kinston, NC 28501	9.05 mi	125	Declining
6	First Hispanic - Kinston	601 Madison Ave Kinston, NC 28501	9.05 mi	45	Insufficient Data
7	LaGrange First - La Grange	201 N Caswell St La Grange, NC 28551	9.16 mi	51	Plateauing
8	Davis Grove - Snow Hill	938 Davis Grove Church Rd Snow Hill, NC 28580	9.79 mi	58	Plateauing
9	Kennedy Home - Kinston	2557 Cedar Dell Ln Kinston, NC 28504	9.83 mi	81	Declining
10	Glen Raven - Kinston	404 Rhem St Kinston, NC 28501	9.95 mi	60	Declining
11	Grainger - Kinston	3201 Middle St Kinston, NC 28501	10.30 mi	50	Declining
12	Neuse - Kinston	2909 W Vernon Ave Kinston, NC 28504	11.36 mi	159	Plateauing
13	New Hope - Kinston	1990 NC Highway 11 S 55 Kinston, NC 28504	11.36 mi	94	Insufficient Data
14	Rivermont - Kinston	2478 US Highway 258 S Kinston, NC 28504	11.36 mi	145	Declining
15	Union - Kinston	6504 NC Highway 55 W Kinston, NC 28504	11.36 mi	65	Plateauing

Surf City Midway Washington Aurora Rockfish Rowland Ivanhoe Cedar Rock Lattimore Welcome Harshall Jonesville Navassa Rhodhiss Aberdeen Teachey Wagram Intercultural Institute Albemarle Landis Wallburg River Road Alliance Clarkton Jackson For Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

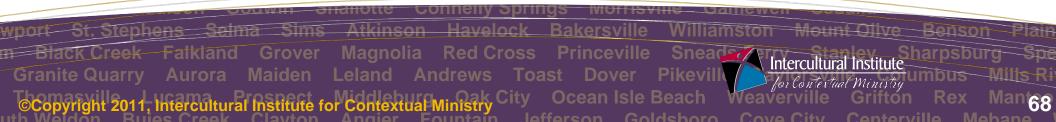
## **APPENDIX: BCNC Churches by Distance - Continued**

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Sandy Bottom - Kinston	4568 NC Highway 55 W Kinston, NC 28504	11.36 mi	129	Growing
17	New Beginnings - Grifton	112 S Pitt St Grifton, NC 28530	12.99 mi	30	Insufficient Data
18	Greater Vision Baptist Church	1440 Highway 70 E Kinston, NC 28501	13.06 mi	55	Insufficient Data
19	Community - Goldsboro	351 Antioch Rd Goldsboro, NC 27534	13.43 mi	27	Growing
20	Calvary - Kinston	2469 NC Highway 11 N Kinston, NC 28501	13.45 mi	49	Declining
21	Anointed Vision - Goldsboro	3006 Central Heights Rd Goldsboro, NC 27534	13.83 mi	15	Insufficient Data
22	Trinity Missionary - Goldsboro	1086 Nc Highway 111 S Goldsboro, NC 27534	13.83 mi	196	Growing
23	Grifton First - Grifton	6776 Patrick St Grifton, NC 28530	14.23 mi	55	Declining
24	Farmville First	3653 E Wilson St Farmville, NC 27828	14.40 mi	188	Plateauing
25	Hispanic Mission of Farmville	3653 E Wilson St Farmville, NC 27828	14.40 mi	0	Insufficient Data
26	New Life - Goldsboro	800 S Harding Dr Goldsboro, NC 27534	14.78 mi	85	Plateauing
27	Adamsville - Goldsboro	1302 N Berkeley Blvd Goldsboro, NC 27534	14.99 mi	376	Declining
28	Ayden First - Ayden	628 E 3rd St Ayden, NC 28513	15.29 mi	65	Plateauing
29	Family Bapt Church - Ayden	901 Nc 102 W Ayden, NC 28513	15.56 mi	0	Plateauing
30	Winterville - Winterville	2593 Church St Winterville, NC 28590	16.41 mi	161	Plateauing

Indian Beach Maggie Valley Gibsonville Rosman Stovall Burgaw Trent Woods Cariboro Kannapolis G DavidSon Laurinburg Dover Rockwell Belhaven Claremont Mebane kin Center Thomasville Valley Hill Harrells Severn Rolesville Boone for Contextual Ministry Contextual Ministry Contextual Ministry Clayton Half Moon Dallas A67

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Crossway	1201 Patetown Rd Goldsboro, NC 27530	17.01 mi	0	Insufficient Data
32	Stantonsburg First - Stantonsburg	313 S Main St Stantonsburg, NC 27883	17.12 mi	125	Plateauing
33	Calvary - Goldsboro	601 US 70 Bypass Goldsboro, NC 27533	17.29 mi	32	Plateauing
34	Madison Avenue	1703 E Laurel St Goldsboro, NC 27530	17.43 mi	120	Declining
35	Seven Springs - Seven Springs	5924 NC Highway 55 E Seven Springs, NC 28578	17.65 mi	73	Declining
36	Northview - Goldsboro	600 Patetown Rd Goldsboro, NC 27530	17.82 mi	33	Plateauing
37	Pineview - Goldsboro	3357 US Highway 117 N Goldsboro, NC 27530	18.04 mi	39	Declining
38	Goldsboro First - Goldsboro	125 S John St Goldsboro, NC 27530	18.64 mi	309	Plateauing
39	Fort Barnwell - Dover	9335 NC Highway 55 W Dover, NC 28526	18.73 mi	69	Declining
40	Dover Missionary - Dover	PO Box 158 Dover, NC 28526	18.73 mi	0	Insufficient Data
41	Deep Run First - Deep Run	3611 Nc Highway 11 S Deep Run, NC 28525	18.82 mi	178	Plateauing
42	Discovery Church - Winterville	874 Corbett St Winterville, NC 28590	19.05 mi	146	Insufficient Data
43	Pikeville First	207 Big Daddy's Road Pikeville, NC 27863	19.17 mi	36	Growing
44	Emmaus - Dudley	714 Emmaus Church Road Dudley, NC 28333	19.24 mi	116	Plateauing
45	Fountain - Fountain	6662 É Wilson St Fountain, NC 27829	19.44 mi	44	Growing





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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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