# MissionSite top unreached locations

# Eastover Thomasville Grandfather Rose Hill Mount Airy Siler

 City Rando Cameron Hudson Seaboard Pleasant C

 Multiply Cathage Sylva Boiling Spring R

 Congregational

 Ston Atamahay In partnership with the:

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ain View

CENSUS TRACT: 37127010400 REGION: Region 2: Central Coast COUNTY: Nash SITESCAPE: Townscape DENSITY PATTERN: K

North Carolina Baptists Caring. Sharing: Daring.

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#### MissionSite (TM) Table of Contents

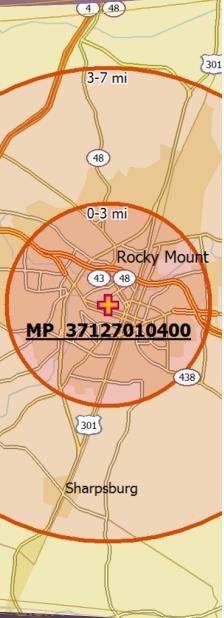
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#### Site Location Summary

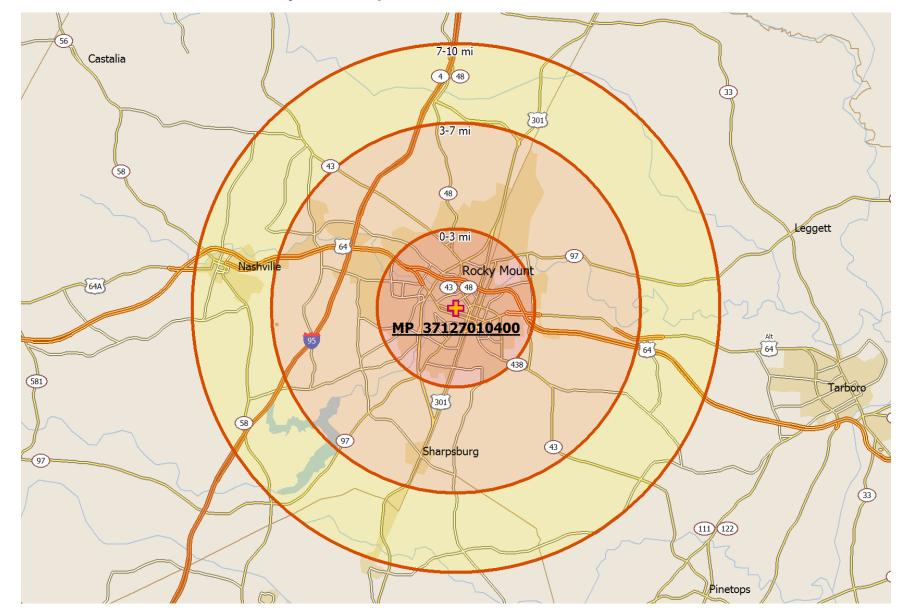
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37127	Nash
4	Zipcode	27804	Nash
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	К	50000-50000-50000



AARS East Flat Rock Myrtle Grove Woodfin Wadesboro Bolivia Lewisville Hillsborough Sunset Beach Seagrove Maiden Maysville Prospect Knightdale Webster Mineral Mineral McFarlan Cedar Point Enfield Flat Rock Spring Lake Orrum Dillsboro Roper Roxobel Go Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Hawk Frencht, Steden Barker Ten Mile Midway Swann

#### Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	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	13	City: Small: Territory inside an urbanized area and inside a principal city with
	Codes		population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting	1	Metropolitan area core: primary flow within an urbanized area
	Value		
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Kannapolis Gaston Goldston Spruce Pine Hobgood Icard Stokesdale Cricket Nortina Burnsville G Franklinten thtown Five Points Glen Alpine Andrews Jacksonville Skippers Corner For Confectual Ministry Confectual Ministry Carolina Beach Vanceboro Patterson Springs Beec 5

#### 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	38,014	35,678	18,646
2010 Households	15,801	14,119	7,314
2010 Group Quarters Population	643	1,199	424

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	43	30	21
Language Diversity National Index	17	33	11
Foreign Born Diversity National Index	48	50	30
Ancestry Diversity National Index	9	22	17
Racial Diversity National Index	58	60	58

lorwood Surf City Burnsville Snow Hill Watha Polkville Ranlo Wadesboro Ronda Kings Grant Earl H Hillers Creek Washington Newland Sea Breeze Forest City Chocowinity Intercultural Institute okin Center Lumberton Swansboro Bethel Graham Aurora Elm City State Toto Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry Contextual Ministry Contextual Ministry

#### Site Location Summary - County Environment

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

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

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

Tabor City Oak Island Mount Olive Bridgeton East Flat Rock Webster Faikland Ein City Chadbourn Ro Tabor City Oak Island Mount Olive Bridgeton East Flat Rock Webster Faikland Ein City Chadbourn Ro Intercultural Institute Mouth Wentworth Lake Lure Sharpsburg Nashville Spring Lake Whisp Faikland Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

#### Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,895	11.99%
Mainstay Communities	Established, Diverse Households	940	5.95%
Working Communities	Blue-collar, Working Families	1,615	10.22%
Country Communities	Rural, Agri. & Mining Families	283	1.79%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,621	16.59%
Urban Communities	High Density, Inner-city Neighborhoods	8,447	53.46%

Beach Tryon Walnut Cove Entield Lake Waccamaw Spencer Swannanoa East Bend Mount Airy Bakers There Lincolnton Oak Island Jacksonville Green Level Holly Ridge Mura Lintercultural Institute Winfall Madison Stonewall Burlington Biscoe Buies Creek Dillsboro ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry

# Using the Site Location Summary

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

#### Issues for Your Consideration

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

Lattimore Hamlet Nags Head Pineville Bryson City Bent Creek Gatesville Welcome Polkton Ruth Lattimore Hamlet Nags Head Pineville Bryson City Bent Creek Gatesville Welcome Polkton Ruth Lattimore Hamlet Nags Head Pineville Bryson City Bent Creek Gatesville Welcome Polkton Ruth Dobson Cedar Point Ramseur Wilmington Matthews Lexington Lake For Contextual Ministry Contextual Ministry Seven Lakes Santeetlah Teachey Siler City Kinston Seven Lakes Se

# 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?

Point Lewisville Brices Creek Roanoke Rapids Wendell Castle Hayne Red Cross White Oak Duck Grow Gordo Lumber Bridge Seven Springs Keener Macclesfield Wadesboro Intercultural Institute Sutters Nashville Raynham McFarlan Topsail Beach Linden Atlantic Beach Jor Contextual Ministry 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	25,554	11,110	43.47%
Unreached %	68.19%	70.31%	103.1
Religious But NOT Evangelical HH	7,711	4,183	54.25%
Religious But NOT Evangelical %	20.58%	26.48%	128.66
Spiritual But NOT Relig or Evang HH	3,159	889	28.14%
Spiritual But NOT Relig or Evang %	8.43%	5.63%	66.74
Not Evangelical, Not Interested HH	14,930	6,281	42.07%
Not Evangelical, Not Interested %	39.84%	39.75%	99.77



ar Rock Gibson Halifax Locust Franklinville Whitsett Black Mountain Aberdeen Elk Park Kernersville McLeansville Icard Ivanhoe Waynesville Four Oaks Castalia Rapid Intercultural Institute Ve City Harrisburg Ellenboro Silver Lake Roxboro Winterville Forest Oa Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry 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	56	12	21.43%
Active BCNC Attenders	7,568	3,559	47.03%
Active Evangelical Households	5,605	2,206	39.36%
Active Evangelical Percent	14.96%	13.96%	93.35
Inactive Evangelical Households	6,314	2,485	39.36%
Inactive Evangelical Percent	16.85%	15.73%	93.35
# New Churches Needed	0	0	0%





#### Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Rocky Mount First - Rocky Mount	0.56 mi	900	Plateauing	16	Grace International Christian Fellowship	3.83 mi	0	Insufficient Data
2	Word Tabernacle - Rocky Mount	1.40 mi	0	Insufficient Data	17	Dortches - Rocky Mount	3.83 mi	133	Plateauing
3	Greater Joy Baptist Church	1.47 mi	0	Insufficient Data	18	Servant's Heart - Rocky Mount	3.83 mi	100	Insufficient Data
4	Church of God's Glory - Rocky Mount	1.65 mi	5	Insufficient Data	19	Northside Community - Rocky Mount	3.83 mi	310	Growing
5	Arlington - Rocky Mount	2.07 mi	320	Declining	20	Avalon - Rocky Mount	3.97 mi	50	Plateauing
6	Calvary - Rocky Mount	2.19 mi	269	Plateauing	21	West Mount - Rocky Mount	3.98 mi	74	Insufficient Data
7	Faith Baptist Fellowship	2.20 mi	55	Insufficient Data	22	Oakdale - Rocky Mount	4.16 mi	230	Plateauing
8	Oak View - Rocky Mount	2.30 mi	144	Growing	23	West Edgecombe	4.37 mi	223	Insufficient Data
9	Parkwood - Rocky Mount	2.31 mi	317	Declining	24	Union Missionary - Rocky Mount	4.60 mi	230	Plateauing
10	Southside - Rocky Mount	2.31 mi	99	Declining	25	Sharpsburg Missionary - Sharpsburg	5.77 mi	110	Growing
11	Englewood - Rocky Mount	2.48 mi	1,373	Plateauing	26	Memorial - Rocky Mount	6.00 mi	35	Insufficient Data
12	Edgemont - Rocky Mount	2.55 mi	77	Plateauing	27	Oak Level - Rocky Mount	6.20 mi	50	Plateauing
13	Sunset Avenue - Rocky Mount	3.09 mi	380	Insufficient Data	28	Battleboro - Battleboro	7.41 mi	29	Declining
14	Benvenue - Rocky Mount	3.16 mi	100	Declining	29	Stoney Creek Cowboy Church	7.97 mi	0	Insufficient Data
15	Proctors Chapel - Rocky Mount	3.26 mi	172	Plateauing	30	Mount Hermon - Rocky Mount	8.42 mi	65	Declining

Aurora Lowesville Como Hamilton Ahoskie Murfreesboro Wilkesboro Mebane Rockfish Earl Lan Edenton Wentworth Burlington Spencer Boiling Spring Lakes Robbing Intercultural Institute Is Ferry Millers Creek Bladenboro Wesley Chapel Morganton Parkton Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Powellsville Biltmore Forest Weaverville Wilmington

### 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

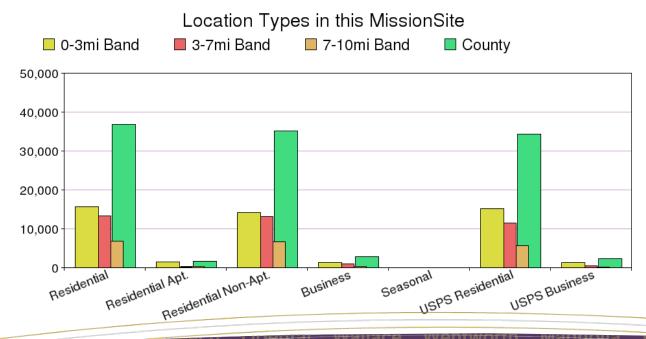
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	76,677	43,353	56.54%
2000 Population	87,420	41,997	48.04%
2010 Population	95,524	38,014	39.8%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	29,041	16,941	58.33%
2000 Households	33,644	16,271	48.36%
2010 Households	37,473	15,801	42.17%

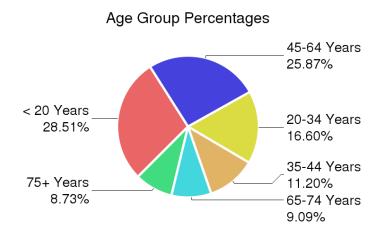


Location Type	0-3mi Band
Residential	15,675
Residential Apt.	1,547
Residential Non-Apt.	14,128
Business	1,335
Seasonal	0
USPS Residential	15,134
USPS Business	1,377

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

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

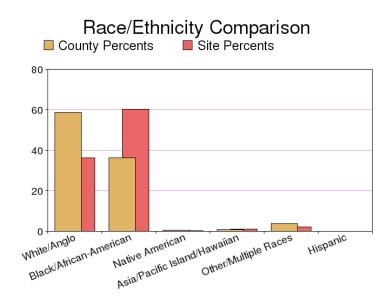


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	5.58%	104.49
4-5 Years	2.66%	2.78%	104.51
6-8 Years	3.97%	4.49%	113.1
9-11 Years	3.99%	4.5%	112.78
12-13 Years	2.67%	2.95%	110.49
14-17 Years	5.44%	5.51%	101.29
18-19 Years	2.74%	2.69%	98.18
0-5 Years	8%	8.36%	104.5
6-12 Years	9.3%	10.47%	112.58
13-19 Years	9.51%	9.68%	101.79
< 20 Years	26.81%	28.51%	106.34
20-34 Years	17.33%	16.6%	95.79
35-44 Years	12.16%	11.2%	92.11
45-64 Years	27.67%	25.87%	93.49
65-74 Years	8.52%	9.09%	106.69
75+ Years	7.5%	8.73%	116.4
Median Age	40	42	104.17
Median Age (Male)	38	39	102.13
Median Age (Female)	42	44	105.21

North Topsail Beach Ogden Forest City Wentworth Moravian Falls Eden Sandyfield Welcome Indian Ber Washington Park Milton Jackson Vass Tar Heel Greenville Granite For Intercultural Institute Leland Henderson Bath Pleasant Hill Taylorsville Dillsboro Zebulon For for Contextual Ministry 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	58.61%	36.32%	61.97
Black, African-American	36.15%	60.14%	166.34
Native American	0.57%	0.38%	66.18
Asian	0.82%	0.96%	117.42
Pacific Island, Hawaiian	0.03%	0.01%	38.07
Other/Multiple Races	3.81%	2.19%	57.46
Hispanic	0%	2.41%	0
Education of Adults (25 yrs+)			

Total Adults over age 25 years.	63,966	24,840	
Less than 9th Grade	5.95%	6.61%	89.89
No High School Diploma	10.7%	13.8%	77.56
High School Graduate	35.82%	34.66%	103.36
Some College, no degree	19.37%	18.11%	106.93
Associate Degree	9.07%	8.09%	112.13
College Degree	12.83%	12.43%	103.28
Graduate/Prof. degree	6.26%	6.3%	99.29

Mountain View River Road Mint Hill Cofield Mar-Mac McLeansville Liberty Pantego Rennert Kinston Weldon Erwin Pinetops Colerain Washington Park Morganton West ferson North Topsail Beach oresville East Spencer King Belville Selma Creswell Winton Whisperi 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	10.16%	15.76%	170.44
\$10,000 to \$19,999	12.39%	16.89%	136.3
\$20,000 to \$29,999	9.57%	12.44%	129.98
\$30,000 to \$49,999	22.94%	21.43%	93.43
\$50,000 to \$59,999	9.4%	7.26%	77.26
\$60,000 to \$69,999	6.59%	5.26%	79.79
\$70,000 to \$79,999	5.99%	4.51%	75.29
\$80,000 to \$89,999	4.97%	3.46%	69.47
\$90,000 to \$99,999	3.3%	2.09%	63.22
\$100,000 to \$124,999	6.08%	4.98%	81.86
\$125,000 to \$149,999	3.91%	2.63%	67.18
\$150,000 to \$199,999	2.37%	1.73%	73.26
\$200,000 to \$249,999	0.64%	0.33%	51.82
\$250,000 or more	1.69%	1.22%	72.42
Median Household	45,426	36,646	80.67
Average Household	61,295	55,320	90.25
Per Capita Household	24,558	23,038	93.81
Family/Non-Family Household			
Income			
Median Family Income	55,785	48,957	87.76
Average Family Income	72,414	66,885	92.36
Median Non-Family Income	30,496	24,250	79.52
Average Non-Family Income	39,898	35,129	88.05

nville Rose Hill Salisbury Swannanoa St. Helena Louisburg Speed Columbus Peachland Aberdeen Est pe Carteret Cofield Old Fort Casar Harkers Island Fairmont Rutherford Intercultural Institute eland Biltmore Forest Brookford Barker Ten Mile Ogden Robersonville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Biltmore Hemby Bridge Winfall Belmor Bandytic

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	65.8%	62.36%	94.76
Families with Children	31.05%	32.16%	103.6
Families without Children	34.76%	30.19%	86.87
Non-Family Households			
% Non-Family Households	34.2%	37.64%	110.06
Non-Families with Children	0.77	0.74	96.01
Non-Families without Children	33.42	36.9	110.39
Housing Units			Index
Total Housing Units	42,102	18,065	
Vacant percent	10.99%	12.54%	114.04
Owned percent	57.02%	40.82%	71.59%
Rented Percent	31.98%	46.64%	145.83
Households by Size			Index
Avg household size	2.49	2.37	95.18
Avg family hh size	3.19	3.09	96.87
Avg non-family hh size	1.14	1.16	101.75
Households By Count of Persons			Percent
One	11,215	5,295	47.21%
Two	11,144	4,796	43.04%
Three or Four	11,689	4,450	38.07%
Five+	3,425	1,260	36.79%

Conway Kirkland Boiling Spring Lakes Bear Grass Taylorsville Maysville Stovall Parkton Clemmons F ake Laurel Park Mooresboro Wadesboro Franklinton Valdese Carthage Intercultural Institute Canton Rockingham Bailey Morrisville Hookerton Wilmington Teacing Contextual Ministry Jaio Contextual Ministry Chadbourn Sharpsburg Pantego Edenton Statesville Cartanaboo Franklinton Sharpsburg Pantego Edenton Statesville

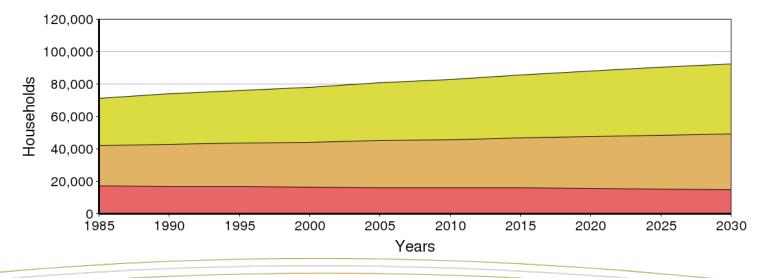
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	76,677	43,353	56.54%
2000 Population	87,420	41,997	48.04%
2010 Population	95,524	38,014	39.8%
2015 Population	99,427	37,570	37.79%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 0-7mi Ring

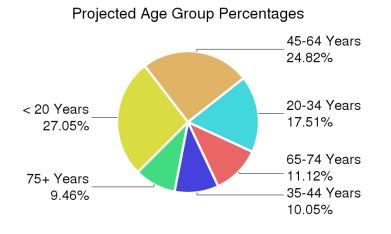
📃 0-10mi Ring



Landis Raynham Eiroy Biltmore Forest Mount Olive Badin Stony Point Weaverville Eirod St. Jame Landis Raynham Eiroy Biltmore Forest Mount Olive Badin Stony Point Weaverville Eirod St. Jame Landis Raynham Wade Silver City Wilke Randleman Woodland Carolina Beach Valley Hill Beulaville Harrisboon Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Winterville Carland Sherrills Ford Catawba Grabam

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

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

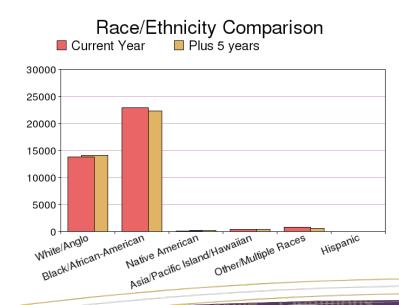


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.58%	5.33%	95.52
4-5 Years	2.78%	2.61%	93.88
6-8 Years	4.49%	4.14%	92.2
9-11 Years	4.5%	4.27%	94.89
12-13 Years	2.95%	2.94%	99.66
14-17 Years	5.51%	5.26%	95.46
18-19 Years	2.69%	2.51%	93.31
0-5 Years	8.36%	7.94%	94.98
6-12 Years	10.47%	9.88%	94.36
13-19 Years	9.68%	9.24%	95.45
< 20 Years	28.51%	27.06%	94.91
20-34 Years	16.6%	17.51%	105.48
35-44 Years	11.2%	10.05%	89.73
45-64 Years	25.87%	24.82%	95.94
65-74 Years	9.09%	11.12%	122.33
75+ Years	8.73%	9.46%	108.36
Median Age	40	43	106.37
Median Age (Male)	38	40	105.53
Median Age (Female)	42	45	107.19

Murphy Norman Elkin Castle Hayne Proctorville Powellsville Macclestield Spivers Corner Casar Ther Cramerton Aberdeen Boiling Springs Seagrove Belwood Davidson <u>Intercultural Institute</u> City Sandyfield Archdale Sylva Taylortown Old Fort Goldsboro Bonne Toric Confectual Ministry Confectual 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	36.32%	37.62%	103.58
Black, African-American	60.14%	59.23%	98.5
Native American	0.38%	0.42%	112.5
Asian	0.96%	1.1%	114.52
Pacific Island, Hawaiian	0.01%	0.02%	141.65
Other/Multiple Races	2.19%	1.61%	73.37
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	24,840	24,985	
Less than 9th Grade	6.61%	4.98%	75.34
No High School Diploma	13.8%	11.77%	85.29
High School Graduate	34.66%	35.51%	102.47
Some College, no degree	18.11%	18.6%	102.71
Associate Degree	8.09%	9.55%	118.13
College Degree	12.43%	12.76%	102.7
Graduate/Prof. degree	6.3%	6.82%	108.12

heimer Rutherfordton New Bern Robbinsville Neuse Forest Rural Hall Candor Garner Piney Green Gra Jackson Maxton Love Valley JAARS Dillsboro Charlotte Landis Brogden Milton China Grove Ocean Isle Beach Stonewall Southern Stone for Contextual Ministry 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	15.76%	15.02%	95.29
\$10,000 to \$19,999	16.89%	16.5%	97.7
\$20,000 to \$29,999	12.44%	11.76%	94.55
\$30,000 to \$49,999	21.43%	21.03%	98.14
\$50,000 to \$59,999	7.26%	7.17%	98.72
\$60,000 to \$69,999	5.26%	5.48%	104.15
\$70,000 to \$79,999	4.51%	4.74%	102.05
\$80,000 to \$89,999	3.46%	3.64%	102.69
\$90,000 to \$99,999	2.09%	2.28%	109.03
\$100,000 to \$249,999	4.98%	5.64%	113.28
\$125,000 to \$149,999	2.63%	3.07%	116.8
\$150,000 to \$199,999	1.73%	1.87%	107.6
\$200,000 to \$249,999	0.33%	0.34%	103.79
\$250,000 or more	1.22%	1.37%	111.85
Median Household	36,646	38,614	105.37
Average Household	55,320	58,074	104.98
Per Capita Household	23,038	24,491	106.31
Family/Non-Family Household			
Income			
Median Family Income	48,957	52,316	106.86
Average Family Income	66,885	71,808	107.36
Median Non-Family Income	24,250	25,605	105.59
Average Non-Family Income	35,129	36,596	104.18

and Hays Ingold Sherrills Ford Matthews Neuse Forest White Plains Shelby Murphy Sunset Beach Ha Milton Hertford Icard Newton Grove Spring Hope King Everetts Intercultural Institute field Grantsboro Northwest Zebulon Red Oak Hillsborough Hemby Brid for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Canton Norwood Glen Alpine Hendersonville Henders23

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	62.36%	60.01%	96.23
Families with Children	32.16	29.96	93.16
Families without Children	30.19	27.86	92.28
Non-Family Households			
% Non-Family Households	37.64%	39.99%	106.26
Non-Families with Children	0.74	0.83	106.26
Non-Families without	36.9	39.16	106.13
Children			
Housing Units			
Total Housing Units	18,065	18,024	99.77%
Vacant percent	12.54%	12.28%	97.97
Owned percent	40.82%	41.22%	100.98
Rented Percent	46.64%	46.5%	99.69
Households by Size			
Avg household size	2.37	2.33	98.31%
Avg family hh size	3.09	3.15	101.94%
Avg non-family hh size	1.16	1.12	96.55%
Households By Count of			
Persons			
One	5,295	5,700	107.65%
Тwo	4,796	4,551	94.89%
Three or Four	4,450	4,321	97.1%
Five+	1,260	1,237	98.17%

Middlesex Sedalia Topsail Beach McFarlan Cramerton Vass Raeford Pilot Mountain Seaboard Wilse Foross Yadkinville Maxton Myrtle Grove Casar Coats Franklin Lewis Intercultural Institute Garner Kingstown Fletcher West Canton Pembroke Pikeville Walkert for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2012, Intercultural Institute for Contextual Ministry Copyright 2014, Intercultural Institute for Contextual Ministry Copyright 2014,

# **Ethnographic Summary**

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

BORN IN:	0-3	3-7	7-10		BORN IN:	BORN IN: 0-3	BORN IN: 0-3 3-7
	MILES	MILES	MILES			MILES	MILES MILES
Foreign Born Pop	459	1,001	117		Eastern Africa	Eastern Africa 1	Eastern Africa 1 9
Northern Europe	1	46	1	ſ	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	44	78	4	No	rthern Africa	rthern Africa 1	rthern Africa 1 5
Southern Europe	12	38	3	South	nern Africa	nern Africa 1	nern Africa 1 6
Eastern Europe	2	21	2	Weste	rn Africa	rn Africa 8	rn Africa 8 12
Other Europe	0	0	0	Other At	frica	frica 0	frica 0 0
Eastern Asia	27	94	13	Oceania		1	1 9
So. Central Asia	41	52	2	Caribbean		16	16 42
SE Asia	58	35	0	Central Ame	er.	er. 181	er. 181 379
Western Asia	28	66	19	South Ameri	ca	ica 14	ica 14 70
Other Asia	17	6	3	North Americ	a	ca 6	ca 6 33
				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 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	34,893	30,196	14,377	Other Indo-Euro	17	14	0
Spanish	823	1,201	248	Asian/PI languages	0	0	0
Other Indo-Euro	311	367	93	Chinese	15	95	1
language	••••			Japanese	36	28	0
French (incl. Patois,	177	169	48	Korean	0	7	0
Cajun)				Mon-Khmer,	8	0	0
French Creole	0	0	0	Cambodian			
Italian	10	45	19	Miao, Hmong	0	0	0
Portuguese	0	0	0	Thai	0	22	0
German	44	63	19	Laotian	0	0	0
Yiddish	0	5	0	Vietnamese	23	0	0
Other West Germanic	21	17	0	Other Asian	0	0	0
A Scandinavian	0	3	0	Tagalog	9	25	1
Language				Other Pacific Is	0	0	0
Greek	6	33	0	Other languages	163	200	84
Russian	0	0	0	Navajo	0	0	0
Polish	0	4	7	Other Native N.	17	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	0	0	0	Hungarian	5	0	7
Armenian	0	0	0	Arabic	121	169	75
Persian	0	0	0	Hebrew	1	10	0
Gujarathi	0	0	0	African languages	19	21	2
Hindi	35	0	0	Other unspecified	0	0	0
Urdu	0	4	0				

iston Woodville Washington Park Biscoe Glen Raven Siler City Delway Bridgeton Seven Lakes Goldsberg High Shoals Brunswick Cleveland Swannanoa Whispering Pines Hert Intercultural Institute Carteret Salet Mars Hill Woodland St. James Richlands Fayetteville Grandfather Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# **Ancestry Summary**

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	30,221	25,285	11,122	Irish	Irish 638	Irish 638 1,034
Arab	131	251	81	Italian	Italian 193	Italian 193 588
Armenian	1	5	0	Lithuanian	Lithuanian 0	Lithuanian 0 9
Austrian	0	11	0	Norwegian	Norwegian 38	Norwegian 38 93
British	146	127	52	Polish	Polish 77	Polish 77 128
Canadian	43	41	8	Portuguese	Portuguese 5	Portuguese 5 17
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	9	2	6	Russian	Russian 0	Russian 0 21
Czechoslovak	0	0	0	Scandinavian	Scandinavian 6	Scandinavian 6 20
Danish	6	6	8	Scotch-Irish	Scotch-Irish 533	Scotch-Irish 533 401
Dutch	21	99	76	Scottish	Scottish 155	Scottish 155 396
English	2,418	3,216	1,286	Slovak	Slovak 0	Slovak 0 42
European	176	243	89	Subsaharan African	Subsaharan African 353	Subsaharan African 353 162
Finnish	0	0	0	Swedish	Swedish 54	Swedish 54 74
French (not Basque)	172	187	74	Swiss	Swiss 0	Swiss 0 5
French Canadian	35	48	20	Ukrainian	Ukrainian 0	Ukrainian 0 2
German	557	1,067	433	US/American	US/American 3,600	US/American 3,600 4,533
Greek	11	37	15	Welsh	Welsh 41	Welsh 41 128
Hungarian	31	27	0	West Indian	West Indian 15	West Indian 15 61
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 20,755	Other 20,755 12,206

Le Highlands Cedar Point Spring Lake Conway Carolina Beach Half Moon Murphy Wilson North Wilkes Red Springs Warrenton Love Valley Rutherfordton Salem Garner Spring Pine Bethel Cofield Butters Varnamtown Huntersville Rhodhiss Silver Lake Fairmont Harrisburg for Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry High Point Maysville Kappapolis Orden Trent Wood

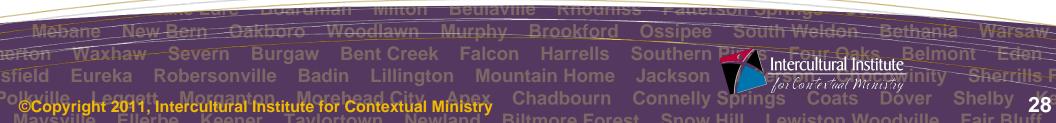
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### Using the Demographic Indicators

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

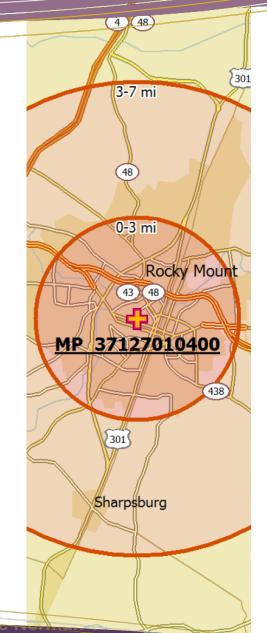
#### Issues for Your Consideration - continued

- 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?

Asheville New London Spencer Rocky Mount Altamahaw Hookerton Sins Rose Hill Leggett Kinston this Heights Salemburg Lewisville Troy Wendell Forest Hills Matthews Topsail Beach Elk Park H Murraysville Gibson Kannapolis Mar-Mac Tabor City Clayton Whitse for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Carolina Beach Craham Polkton Youngsville North Wilkesboro Butters

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.



r Point Albemarle Southern Shores Garland Cornelius Cullowhee Greensboro Wilson's Mills Love Valley The Duck Mulberry Dillsboro Elrod Roper Eden Varnamtown States intercultural Institute Raleigh Bent Creek Lake Junaluska Stanfield Grandfather Conetoe Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry C

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	15,801	100%	11,155	100%
AFFLUENT SUBURBIA	658	4.16%	459	4.11%
America's Wealthiest	27	0.17%	22	0.2%
Dream Weavers	173	1.09%	124	1.11%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	170	1.08%	114	1.02%
Small Town Success	280	1.77%	194	1.74%
New Suburbia Fam.	8	0.05%	5	0.04%
UPSCALE AMERICA	1,237	7.83%	837	7.5%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	16	0.1%	13	0.12%
Urban Commuter Fam.	1,165	7.37%	782	7.01%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	56	0.35%	42	0.38%
SM TWN SUCCESS	374	2.37%	290	2.6%
Successful Urban Sprawl	37	0.23%	42	0.38%
2nd City Homebodies	245	1.55%	26	0.23%
Prime Middle America	0	0%	160	1.43%
Urban Optimists	40	0.25%	0	0%
Family Convenience	52	0.33%	26	0.23%
Mid-Market Enterprise	0	0%	36	0.32%

Newton Grove Badin Enfield Rockwell Westport Salisbury Garysburg Warsaw Brookford Morehead Gr Gibsonville Pleasant Hill Pikeville Franklin Stem Orrum Peachland Crown Brook Chadbourn Go Askewville Pine Knoll Shores Wanchese Vann Crossroads Hot Sprin Gover Micro Milton Lake Junaluska Ruther 31 Copyright 2011, Intercultural Institute for Contextual Ministry South Henderson Shannon Pinetons Stokesdale Bergu

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	15,801	100%	11,155	100%
BLUE COLLAR BACKBONE	324	2.05%	217	1.95%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	34	0.22%	21	0.19%
Lower Income Essentials	41	0.26%	28	0.25%
Small Town Endeavors	249	1.58%	168	1.51%
AMER. DIVERSITY	566	3.58%	406	3.64%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	47	0.3%	30	0.27%
Professional Urbanites	261	1.65%	189	1.69%
Urban Advancement	111	0.7%	75	0.67%
Amer. Great Outdoors	43	0.27%	28	0.25%
Mature America	104	0.66%	84	0.75%
METRO FRINGE	1,291	8.17%	889	7.97%
Steadfast Conservative	1,104	6.99%	757	6.79%
Moderate Conventionalists	22	0.14%	15	0.13%
Southern Blues	58	0.37%	41	0.37%
Urban Grit	30	0.19%	22	0.2%
Grass-Roots Living	77	0.49%	54	0.48%

er High Point <u>Staley Sneads Ferry Kirkland Cerro Gordo Proctorville</u> Lake Junaluska St. Helena Lunis Parmele McFarlan Boiling Spring Lakes Warrenton Hamilton Souther <u>Intercultural Institute</u> Bayboro Mors Oakboro Cashiers Milton Bunn Castalia Clinton Seven Lakes Rost <u>Intercultural Institute</u> Indiesex Wrigh ©Copyright 2011, Intercultural Institute for Contextual Ministry Freen Eden Bermuda Run Spruce Pine Hays Ramse 32

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 & F	Percent
Total	15,801	100%	11,155	100%
REMOTE AMERICA	10	0.06%	6	0.05%
Hardy Rural Fam.	8	0.05%	5	0.04%
Rural Southern Living	0	0%	0	0%
Coal & Crops	2	0.01%	1	0.01%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,621	16.59%	1,940	17.39%
Young Cosmopolitans	34	0.22%	27	0.24%
Minority Metro Communities	2,417	15.3%	1,790	16.05%
Stable Careers	170	1.08%	123	1.1%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	273	1.73%	172	1.54%
Aspiring Hispania	83	0.53%	0	0%
Industrious Country Living	0	0%	56	0.5%
America's Farmland	190	1.2%	0	0%
Comfy Country Living	0	0%	116	1.04%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

Mooresville Harrellsville Northlakes Williamston Belwood Seven Springs Bear Grass Gastonia Bonnel Cameron Woodfin Peletier Grandfather Kure Beach Raleigh Locustor Intercultural Institute m City Rutherfordton Wagram Watha Kannapolis Stonewall Norwood For Confectual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry talia Jackson Wilson Half Moon Morven Bald Head 133 Bullston Five Points Tar Head Beidsville Buth Burtham Orden Jonesville Woodlawn High Shoals Roseb

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 & Perce	nt
Total	15,801	100%	11,155	100%
STRUGGLING SOCIETIES	4,351	27.54%	2,950	26.45%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	4,351	27.54%	2,950	26.45%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	4,096	25.92%	2,989	26.8%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	2,046	12.95%	1,431	12.83%
Urban Diversity	0	0%	0	0%
New Generation Activists	33	0.21%	22	0.2%
Getting By	2,017	12.77%	1,536	13.77%
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%

Sandy Creek Wilson Halifax Marietta Jonesville Kitty Hawk Rosman Valley Hill Landis Wentworth Va Level Rocky Mount River Road Peachland Hildebran Warsaw Manteo Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stony Point Holden Beach Mountain Home Proctory III

# 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?

oville Fuguay-Varina Burnsville Boonville Drexel Star Pittsboro Stem Macclesfield Mount Pleasant Ed Faith Nags Head Bethania Biscoe East Rockingham Maxton Kernersville Nesville Navassa Jackson seboro Apex Bethel Yanceyville White Oak Emerald Isle Ocracoke Ward Intercultural Institute Dallas Oakbore for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Reidsville Valley Hill Copover Statesville Rural Hall

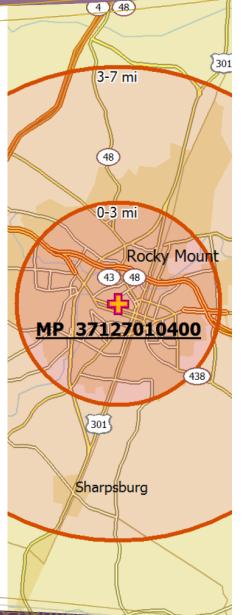
#### **Potential Cultural Bridges**

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).



toe Grover White Oak Castle Hayne Jacksonville Bermuda Run Sanford Forest Oaks Randleman Lawin Teek Concord Fair Bluff Five Points Taylorsville Manteo Grandfather Intercultural Institute Micro Rich Squark Ikes Garysburg Cashiers Walstonburg Mayodan Rocky Mount Bogue Joi Confectual Ministry Flat Rock Try Copyright 2011, Intercultural Institute for Contextual Ministry Momeyer Royal Pines Wadesboro West Marion G36

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	66%	71%	72%
Use Comp. for Internet/E-mail	46%	51%	52%
Internet Use: E-Mail	39%	44%	44%
Use Comp. for Comp. Games	33%	36%	36%
Use Comp. for Education	29%	30%	30%
Use Comp. for Word Processing	27%	32%	33%
HH Owns DVD Player	26%	27%	27%
Use Comp. for Shopping	26%	29%	30%
Use Comp. for Digital Camera	24%	27%	27%
Photo Editing			
Use Comp. for Banking	23%	27%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	22%	24%	24%
Internet Use: Banking	21%	23%	23%
Use Comp. for News/Info./Data	17%	19%	20%
Service			
PC-Network-HH Has One	15%	17%	17%
Use Comp. for Filing/DB Mngmnt	11%	12%	12%
Internet Use: Shopping: Gathered	11%	11%	11%
Info. for Shopping			
Use Comp. for Personal Financial	11%	12%	12%
Mngmnt			
Use Comp. for Accounting	10%	12%	12%
Internet Use: Read Magazines/	10%	10%	10%
Newspapers			
Internet Use: Research/ Education	10%	11%	11%



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Listening To Music	67%	68%	68%
Reading Books	50%	52%	52%
Dining Out (Not Fast Food)	47%	51%	52%
Card Games	37%	39%	40%
Cooking for Fun	33%	34%	35%
Go To A Beach/Lake	29%	32%	32%
Board Games	27%	30%	30%
Gardening	25%	28%	29%
Visit Museum	17%	18%	19%
Going To	17%	17%	17%
Bars/Nightclubs/Dancing			

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	66%	67%	68%
Gen./Fam. Practitioner	33%	36%	37%
Dentist	23%	25%	25%
Backache	22%	22%	22%
Hypertension/High Blood	21%	21%	21%
Pressure			
None Of These	19%	19%	19%
Eye Dr.	19%	20%	20%
High Cholesterol	17%	18%	18%
Acid Reflux Disease (GERD)	15%	15%	15%
Any Arthritis	14%	15%	15%



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	25.85%	26.9%	26.7%
Live Theater	19.02%	20.12%	20.03%
Live Theater Most Often	14.73%	15.97%	16.02%
Rock/Pop Concerts Most	14.07%	14.57%	14.44%
Often			
Dance Performance	11.08%	10.23%	9.9%
Comedy Club	10.71%	10.46%	10.24%
Movies: Comedy	41.86%	41.23%	40.86%
Movies: Action/Adventure	40.27%	39.53%	39.13%
Movies: Drama	25.57%	23.56%	22.86%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	22.07%	21.82%	21.56%
Movies: Mystery	21.51%	19.28%	18.66%
Movies: Romantic Comedy	21.19%	20.91%	20.73%
MLB Baseball Reg. Season	5.39%	6.29%	6.25%
NFL Football Reg. Season	5.26%	6.06%	6.02%
College Football Reg.	5.09%	5.9%	5.87%
Season			
College Basketball Reg.	3.69%	4.19%	4.14%
Season			
NBA Basketball Reg.	3.2%	3.43%	3.37%
Season			
Auto Racing Events	2.13%	2.53%	2.53%



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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	36.24%	38.14%	38.35%	Mountain/Road Biking	Mountain/Road Biking 9.29%	Mountain/Road Biking 9.29% 10.29%
Swimming	24.13%	27.64%	28.18%	Volleyball	Volleyball 8.33%	Volleyball 8.33% 8.48%
Bowling	19.08%	20.6%	20.96%	Camping Trips	Camping Trips 7.89%	Camping Trips 7.89% 10.11%
Basketball	16.95%	16.85%	16.91%	Softball	Softball 7.14%	Softball 7.14% 7.72%
Billiards/Pool	16.83%	17.55%	17.59%	Yoga	Yoga 6.59%	Yoga 6.59% 6.64%
Jogging/Running	16.35%	15.8%	15.7%	Backpacking/Hiking	Backpacking/Hiking 6.4%	Backpacking/Hiking 6.4% 7.58%
Weight Training	13.78%	14.76%	14.78%	Tennis	Tennis 6.24%	Tennis 6.24% 6.79%
Freshwater Fishing	12.64%	15.01%	15.69%	Soccer	Soccer 6.01%	Soccer 6.01% 6.79%
Football	12.1%	11.97%	11.96%	Roller Skating	Roller Skating 6.01%	Roller Skating 6.01% 5.96%
Aerobics	11.02%	11.01%	10.94%	Saltwater Fishing	Saltwater Fishing 5.9%	Saltwater Fishing 5.9% 6.83%
Stationary Cycling	10.9%	11.3%	11.26%	Ice Skating	Ice Skating 5.8%	Ice Skating 5.8% 5.5%
Using Cardio Machine	10.77%	12.01%	12.06%	Target Shooting	Target Shooting 5.6%	Target Shooting5.6%6.84%
Baseball	10.74%	11.43%	11.51%	Power Boating	Power Boating 5.36%	Power Boating 5.36% 6.12%
Golf	9.74%	11.41%	11.62%	Hunting	Hunting 5.08%	Hunting 5.08% 6.62%

r Beulaville Boardman Elon Mars Hill Asheboro Whitakers Staley Mount Airy Silver Lake Jamestown Aurora Mocksville Red Oak Troy Altamahaw Washington Park Sever Intercultural Institute Brevard Barker Heights Edenton Ocean Isle Beach Colerain Banner For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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	
Snorkeling	4.54%	4.43%	4.38%	
Canoeing/Kayaking	4.48%	5.19%	5.4%	
Jet Skiing	4.26%	4.36%	4.32%	
Motorcycling	4.26%	5.21%	5.36%	
Fly Fishing	4.05%	4.18%	4.24%	
Racquetball	3.9%	4.17%	4.22%	
Horseback Riding	3.68%	4.65%	4.88%	
Downhill & X-Country	3.59%	3.82%	3.9%	
Skiing				
Skateboarding	3.59%	3.54%	3.55%	
Hockey	3.47%	3.68%	3.7%	

0-3	3-7	7-10
MILES	MILES	MILES
3.31%	3.25%	3.23%
3.28%	3.73%	3.83%
3.27%	3.44%	3.49%
3.1%	3.51%	3.71%
3.09%	3.15%	3.15%
2.9%	2.99%	3.01%
2.85%	2.97%	2.95%
2.75%	2.64%	2.6%
2.75%	2.66%	2.69%
2.22%	2.54%	2.57%
	MILES         3.31%         3.28%         3.27%         3.1%         3.09%         2.9%         2.85%         2.75%         2.75%	MILES3.31%3.25%3.28%3.73%3.27%3.44%3.1%3.51%3.09%3.15%2.9%2.99%2.85%2.97%2.75%2.64%2.75%2.66%

St. James <u>Mebane Ivanhoe Maiden Mint Hill St. Helena</u> Trinity Lake Lure Ramseur Chadbourn Finder Carolina Beach Kure Beach Cedar Rock McFarlan Trenton Linden Book Contextual Ministry O Brogden G Copyright 2011, Intercultural Institute for Contextual Ministry Alamance Siler City Marietta Faith Rockingham 41 Creek Madison Swansborg Seaboard Bethania Manteo Forest Hills Wendell Calypso Wilson King Pi

#### 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.

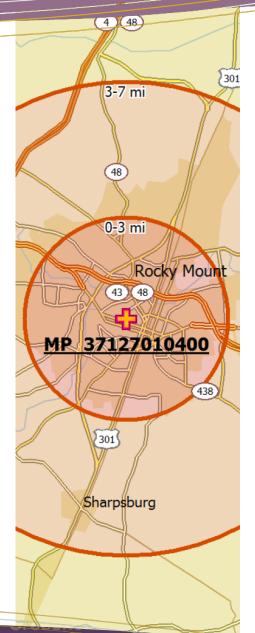
#### **BIBLICAL BARRIERS**

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.



ite Quarry Angier Hamlet Holden Beach Spring Hope Matthews Weldon Parmele Plymouth King Stem Rocky Mount Five Points Earl Cherryville Cove City Kelford Red Cross Intercultural Institute Mountain Kenansville Grover Kinston Valley Hill Wilson's Mills Sawmill Intercultural Institute ay shore Vann 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.

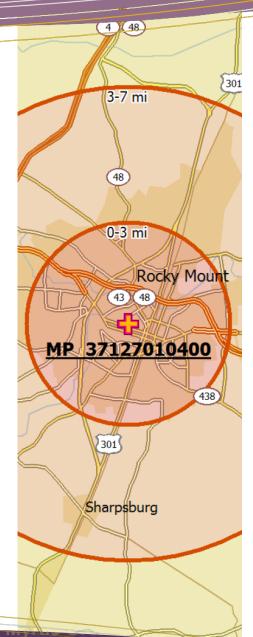
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **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.



ndsor Angler <u>Garysburg Stanfield Ellenboro Gamewell</u> <u>Claremont</u> Sparta Pleasant Hill Smithfield State Raynham Bald Head Island Cricket Summerfield Como St. Stephens ry Gorman High Shoals Midway Plain View Creedmoor West Marion Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Barriers:**

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

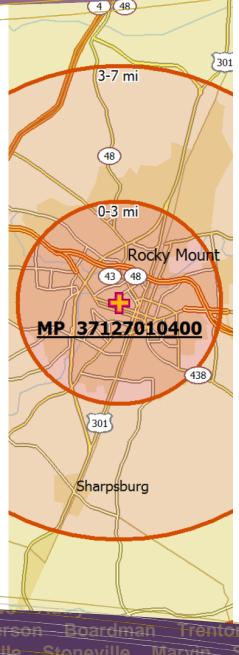
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	54%	52%	52%	Like to Stand Out In A Crowd Friends More Important Than	23% 21%	22% 22%	22% 22%
Speak My Mind Even If It Upsets People	40%	39%	38%	My Fam. Marijuana Should Be Legalized	20%	20%	20%
Like Control Over People And Resources	38%	37%	37%	We Should Strive for Equality for All	20 <i>%</i> 19%	16%	16%
Find It Difficult To Say No To My Kids	35%	37%	37%	Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Woman's Place Is In The Home	33%	34%	34%	Rarely Sit Down to a Meal	17%	17%	17%
Don't Judge People/Way They Live Life	32%	30%	30%	Together At Home Only Work Current Job for The	15%	15%	15%
Too Much Sponsorship In Arts/Sports	30%	28%	27%	Money Happy With My Standard Of	13%	13%	12%
Prefer To Have Few Possessions As Possible	28%	30%	30%	Living Very Happy With My Life As It Is	12%	10%	9%
Like To Do Unconventional Things	26%	28%	29%	On Whole People Get What They Deserve	11%	11%	11%
I Am A Workaholic	25%	23%	22%	I Am A Perfectionist	11%	9%	9%
If Won Lottery Would Never Work Again	25%	26%	26%	Little I Can Do To Change My Life	9%	9%	9%
Money Is Best Measure Of Success	23%	24%	25%				

dman Cajah's Mountain Balfour Murraysville Henderson Como River Bend Franklinville St. James Rura Helcome Smithfield Brevard Peachland Sneads Ferry Lake Norman of Intercultural Institute Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Cultural Themes**

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

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



Harrens Powellsville Dilisboro Tar Heel Cherryville Calypso Clayton Jefferson Boardman Trenton and Casar Carolina Beach Hot Springs Maiden White Oak Dallas McFarlan Unionville Bethel Tarboro Marshall Butner Hobgood Stem To Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Cultural Themes:**

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILE:
You Should Seize Opportunities In Life	57%	57%	57%	Looking for New Ideas To Improve Home	20%	19%	19%
Important To Respect Customs	55%	58%	59%	Like To Just Enjoy Life	19%	20%	20%
And Beliefs				Try Not To Worry About The	18%	16%	16%
Like To Understand About Nature	39%	39%	38%	Future Real Men Don't Cry	17%	17%	17%
Prefer Work Part Of Team Than Alone	37%	37%	37%	Worried About Pollution Caused By Cars	17%	18%	18%
Important To Juggle Various Tasks	34%	33%	33%	Is An Important Part Of Who I Am Enjoy Spending Time With My	15% 14%	15% 13%	15% 13%
Important Feel Respected By My Peers	34%	33%	33%	Fam. Children Should Be Allowed To	8%	7%	7%
Good At Fixing Things	31%	30%	29%	Express Themselves			
Have Keen Sense Of Adventure	29%	28%	28%	Feel Very Alone In The World	7%	6%	6%
Prefer To Have Few Possessions As Possible	28%	30%	30%	Like Spending Most Time With Fam.	6%	5%	6%
Consider Myself Interested In The Arts	23%	21%	21%	Would Like To Set Up Own Business	5%	4%	4%
People Have To Take Me As They Find Me	23%	23%	23%	Decor Particular Interest To Me	4%	4%	4%
Provide My Kids With The Little Extras	21%	18%	18%				

Selma Kannapolis China Grove Kill Devil Hills Spring Lake Powellsville Green Level Statesville Shel Cheville Hamilton East Spencer Dobbins Heights Sandy Creek Boardman, Cherryville Pinetops Macclest Mount Holly Canton Fairview Raynham Hickory Whitsett New Ber Confectual Ministry Grandfather Chapel Hill Mooresboro Yadkinville Sov46 Copyright 2011, Intercultural Institute for Contextual Ministry Grandfather Chapel Hill Mooresboro Yadkinville Sov46

#### **Potential Shared Places**

West Jefferson

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Ocracoke

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.

Weaverville

301 3-7 mi 0-3 mi Rocky Mount 43 (48) MP 37127010400 438 301 Sharpsburg Intercultural Institute Lake Park for Contextual Ministry Proctorville

4 (48)

## **Potential Shared Places:**

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

PLACE	0-3	3-7	7-10	PLACE
	MILES	MILES	MILES	
Fast Food/Drive-In	85.62%	86.08%	86.21%	Red Lobster
Restaurant-Visit Any				Dairy Queen
Fam. Restaurants/Steak	74.73%	78.52%	79.06%	Domino's Pizza
Houses-Visit Any				Popeyes
McDonald's	55.32%	56.23%	56.4%	IHOP (Internation
Burger King	39.59%	39.13%	39.08%	Pancakes)
Kentucky Fried Chicken (KFC)	36.06%	33.78%	33.58%	TGI Friday's
Wendy's	31.61%	31.91%	31.99%	Golden Corral
Subway	30.22%	30.89%	30.94%	Chick-Fil-A
Taco Bell	26.44%	27.64%	27.55%	Outback Steakho
Applebee's	26.24%	28.4%	28.55%	Sonic
Pizza Hut	24.13%	23.83%	23.92%	Dunkin' Donuts
Arby's	21.02%	22.22%	22.37%	Church's Fried C
Olive Garden	19.3%	20.12%	20.01%	

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Red Lobster	19.21%	18.76%	18.69%
Dairy Queen	17.17%	17.3%	17.38%
Domino's Pizza	17.02%	16.22%	16.04%
Popeyes	16.93%	14.47%	13.99%
IHOP (International House Of	15.85%	15.67%	15.44%
Pancakes)			
TGI Friday's	14.9%	14.27%	14.01%
Golden Corral	14.57%	14.28%	14.28%
Chick-Fil-A	14.23%	15.57%	15.53%
Outback Steakhouse	14.11%	14.67%	14.57%
Sonic	13.89%	14.75%	14.7%
Dunkin' Donuts	13.66%	12.53%	12.32%
Church's Fried Chicken	12.67%	10.58%	10.19%

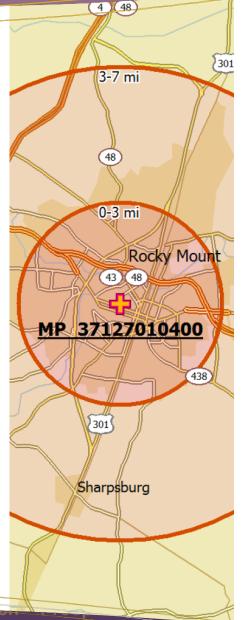


#### **Potential Shared Projects**

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!



And reveal of the Second Contextual Ministry Pumpkin Center Holly Springs Gibson Danbury Bur49

## **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	40.44%	43.52%	44.16%
Recycled products	24.35%	28.1%	28.67%
Worked as volunteer (non political)	12.61%	14.01%	14.26%
Engaged in fund raising	10.18%	10.85%	11.11%
Religious club member	7.58%	7.93%	8.09%
Church Board	5.97%	6.15%	6.36%

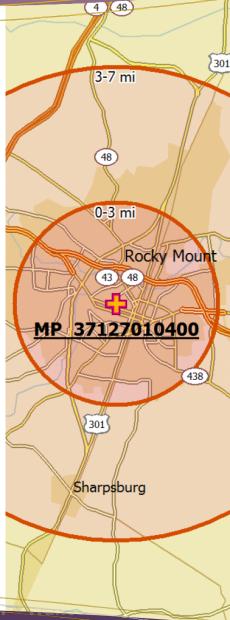
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Took active part in local civic issue	4.88%	4.97%	4.99%
Wrote to editor of mag or newspaper	4.73%	4.99%	5.04%
Wrote to elected offcl about publ bus	4.54%	5.14%	5.22%
Charitable Organization	4.16%	4.64%	4.75%
Union member	4.05%	4.68%	4.92%
Fraternal order member	3.95%	4.29%	4.4%

htdale Kill Devil Hills Saratoga Red Cross Peletier Silver City Snow Hill Severn Momeyer Rose Hill Ga Cust Maxton Tryon Fletcher Fremont Marshall Rocky Mount Stovall Contextual Ministry Copyright 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.



Rosemary Northwest Bladenboro Marietta Lake Norman of Catawba Avery Creek Oxford Bayshore Cleve Forest Hills Rockingham Southern Shores Elrod Earl Flat Rock Brown Intercultural Institute on Rutherford College Grifton Hickory Bailey Franklinville Lake Junalu of Contextual Ministry Contextual Ministry Askewville Fallston Barker Heights High Shoals Turk 51

## **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	13.4%	14.8%	14.95%
Children's Books	12.36%	12.8%	12.93%
Religious (not Bibles)	9.44%	9.74%	9.82%
Cookbooks	8.99%	9.32%	9.35%
Mystery	8.98%	9.8%	9.78%
Romance	6.89%	7.09%	7.1%
Personal/Business	5.71%	6.1%	6.22%
Self-help			
Biography	5.7%	6.03%	6.08%
History	5.38%	5.94%	5.92%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.44%	67.14%	67.19%
Gen. Editorial	52.19%	50.79%	50.56%
Womens	45.68%	44.95%	44.96%
Service	30.38%	31.86%	31.99%
<b>Business/Finance</b>	19.55%	19.48%	19.57%
Music	19.27%	16.94%	16.72%
Mens	18.83%	18.72%	18.64%
Parenthood	15.36%	14.44%	14.25%
Sports	14.54%	14.5%	14.4%

Sheads Ferry Sandy Creek Hot Springs Gorman Welcome Ogden Boone Bermuda Run Asheville Horth Topsail Beach Mint Hill Newton Grove Sparta Swepsonville New Intercultural Institute The Level Windsor Ellerbe Cedar Point James City Shelby Icard Gody for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## 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	47.52%	50.56%	51.02%
Classified	32.73%	32.73%	32.73%
Sport	29.09%	30.38%	30.52%
Editorial Page	24.66%	27.1%	27.4%
Business/Finance	23.89%	25.83%	26.02%
Movie Listings & Reviews	23.12%	23.82%	23.88%
Comics	23.1%	24.21%	24.29%
Food/Cooking	21.95%	23.25%	23.36%
TV/Radio Listings	21.88%	22.85%	22.85%
Home/Gardening	17.39%	19.04%	19.4%
Travel	15.98%	17.69%	17.89%
Fashion	15.55%	15.55%	15.65%
Science/Technology	13.41%	14.85%	15.19%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	38.97%	32.08%	31.25%
CHR Contemp Hit Radio	16.65%	17.04%	17.06%
Adult Contemporary	12.22%	13.24%	13.27%
Country	11.24%	14.74%	15.28%
Jazz	9.84%	9.33%	9.45%
Oldies	9.6%	9.79%	9.83%
Variety	9.46%	9.43%	9.52%
Gospel	7.59%	6.47%	6.34%
News/Talk	7.13%	8.38%	8.56%
Rock	6.87%	8.29%	8.46%
All News	5.88%	6.28%	6.48%
Alternative	5.85%	6.37%	6.36%
Soft Contemporary	5.24%	5.77%	5.78%
Classic Rock	5.2%	6.34%	6.48%
Religious	4.98%	5.72%	5.93%
All Talk	3.26%	3.7%	3.76%
Sports	3.01%	3.29%	3.36%
Classical	2.56%	2.89%	2.95%

Bethel Delway Polkville Beech Mountain Millers Creek Carolina Shores St. Stephens Walkertown R Elizabethtown Pineville Black Mountain Neuse Forest Surf City Gibson Intercultural Institute Belmont Huntersville Red Cross Hildebran Como Seaboard Marshall it Copyright 2011, Intercultural Institute for Contextual Ministry Mars Hill Sylva Rutherford College Staley Salem Bu53 Copyright 2014, Intercultural Institute for Contextual Ministry

### **Potential Multimedia Content:**

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

				-	-			
MULTIMEDIA: TV	0-3	3-7	7-10			MULTIMEDIA: TV	MULTIMEDIA: TV 0-3	MULTIMEDIA: TV 0-3 3-7
	MILES	MILES	MILES				MILES	MILES MILES
Fox News Channel	58.8%	61.43%	61.85%			BET (Black Entertainment	BET (Black Entertainment 23.96%	BET (Black Entertainment 23.96% 23.38%
Soapnet	49.37%	50.55%	50.59%			TV)	TV)	TV)
Other Video-On-Demand	48.33%	45.12%	44.51%			TCM (Turner Classic	TCM (Turner Classic 23.85%	TCM (Turner Classic 23.85% 24.56%
Satellite Dish	48.06%	51.06%	51.46%			Movies)	Movies)	Movies)
Subscribe Digital Cable	32.96%	32.38%	32.43%			ESPN2	ESPN2 23.63%	ESPN2 23.63% 23.05%
Sci-Fi Channel	32.45%	34.44%	34.9%			Nick At Nite	Nick At Nite 23.39%	Nick At Nite 23.39% 24.21%
MSNBC	32.3%	32.93%	33.02%			Hallmark Channel	Hallmark Channel 23.04%	Hallmark Channel 23.04% 24.25%
Adult Pay Per View TV	31.12%	32.29%	32.62%			TV Info From Monthly Cable	TV Info From Monthly Cable 22.92%	TV Info From Monthly Cable 22.92% 23.36%
Comedy Central	27.63%	28.69%	28.37%			Guide	Guide	Guide
TV Info From Sunday TV	26.38%	28.22%	28.42%			ABC Fam.	ABC Fam. 22.69%	ABC Fam. 22.69% 22.84%
Magazine						TV Info From Other	TV Info From Other 21.39%	TV Info From Other 21.39% 21.74%
Nickelodeon	25.5%	26.96%	27.18%			USA Network	USA Network 21.22%	USA Network 21.22% 22.76%
TV Info From Newspapers	25.21%	26.1%	26.19%			The Golf Channel	The Golf Channel 21.2%	The Golf Channel         21.2%         22.28%
						Lifetime	Lifetime 20.87%	Lifetime 20.87% 21.32%



Adult Swim

22.53%

22.34%

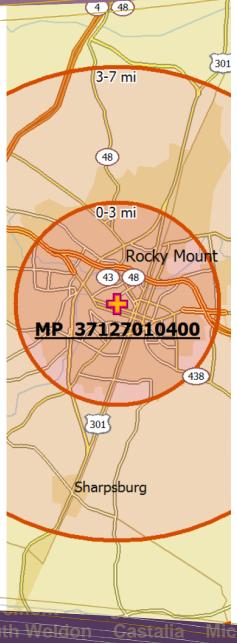
19.64%

#### **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.



ford Vann Crossroads Royal Pines Nashville Kelly Orrum Marvin Selma South Heldon Castalia Micro Herlina Manteo Bath Cornelius Davidson Balfour Fair Bluff Elkin Mon Skippers Corner Burn Claremont Kitty Hawk Speed Silver Lake Crossnore Long View Ham Confectual Ministry Stoval White 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+)	16.04%	17.29%	17.46%
Medium Users (4-6)	8.4%	9.01%	9.08%
Light Users (1-3)	18.23%	19.4%	19.57%
Quintiles (20%)			
Newspaper I (Heavy)	1.23%	1.11%	1.06%
Newspaper II	1.81%	1.85%	1.81%
Newspaper III	2.1%	2.15%	2.2%
Newspaper IV	0.43%	0.45%	0.44%
Newspaper V (Light)	1.01%	0.92%	0.92%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.99%	21.43%	21.24%
Magazines II	10.21%	9.92%	9.83%
Magazines III	10.88%	10.68%	10.67%
Magazines IV	13.81%	13.29%	13.13%
Magazines V (Light)	0.86%	0.9%	0.92%
Outdoor I (Heavy)	8.97%	8.07%	7.91%
Outdoor II	5.15%	4.28%	4.13%
Outdoor III	5.76%	5.01%	4.86%
Outdoor IV	16.47%	16.46%	16.56%
Outdoor V (Light)	24.87%	24.84%	24.79%
Yellow Pages I	15.91%	15.86%	15.92%
(Heavy)			
Yellow Pages II	8.16%	7.55%	7.52%
Yellow Pages III	10.55%	8.61%	8.25%
Yellow Pages IV	23.61%	23.24%	23.28%
Yellow Pages V (Light)	5.29%	4.5%	4.35%
Ū.			



# Potential Multimedia Usage

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

MEDIUM	0-3	3-7	7-10	ME	DIUM	0-3	3-7	7-10
	MILES	MILES	MILES			MILES	MILES	MILES
Radio Drive Time Quntiles				TV	Prime Time Quntiles (fifths /	_		
(fifths / 20%)				20%	%)			
Drive Time I & II (Heavy)	2.91%	2.97%	3.02%	Prir	me Time I & II (Heavy)	3.81%	3.92%	4.01%
Drive Time III (Medium)	0.97%	0.91%	0.93%	Prir	me Time III (Medium)	1.26%	1.5%	1.52%
Radio IV & V (Light)	3.06%	2.91%	2.89%	Prir	me Time IV & V (Light)	12.13%	10.67%	10.269
Radio Media Quntiles (fifths /				TV	Early/Late Fringe Quntiles			
20%)				(fift	hs / 20%)			
Radio I & II (Heavy)	11.88%	11.1%	10.88%	Frir	nge I & II (Heavy)	38.07%	39.01%	39.369
Radio III (Medium)	3.91%	4.25%	4.31%	Frir	nge III (Medium)	53.53%	53.03%	53.369
Radio IV & V (Light)	4.48%	4.24%	4.17%	Frir	nge IV (Light)	54.55%	55.14%	55.499
Cable TV Quntiles (fifths /				TV	All Day Quntiles (fifths /			
20%)				20%	%)			
Cable I & II (Heavy)	11.5%	12.48%	12.55%	All	Day I & II (Heavy)	17.27%	15.98%	15.759
Cable III (Medium)	5.72%	5.19%	5.02%	All	Day III (Medium)	24.71%	24.11%	24.199
Cable IV & V (Light)	39.23%	37.09%	36.6%	All	Day IV (Light)	20.98%	18.35%	17.93



# 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]	11.1%	11.73%	11.77%
6:00am - 10:00am	16.27%	16.13%	16.04%
10:00am - 3:00pm	15.59%	12.53%	11.81%
3:00pm - 7:00pm	18.15%	16.6%	16.09%
7:00pm - Midnight	12.51%	12.75%	12.62%
Midnight - 6:00am	9.93%	8.24%	7.85%
Weekend Radio			
Listeners			
Dayparts [summary]	15.76%	15.52%	15.29%
6:00am - 10:00am	3.26%	3.35%	3.32%
10:00am-3:00pm	5.96%	5.88%	5.81%
3:00pm - 7:00pm	10.06%	8.82%	8.42%
7:00pm - Midnight	11.06%	10.63%	10.39%
Midnight - 6:00am	16.13%	14.55%	13.99%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	6.8%	7.33%	7.31%
Saturday: 8:00-11:00pm	8.67%	8.82%	8.83%
Sunday: 7:00-11:00pm	9.58%	9.76%	9.59%
9:00am-1:00pm	23.39%	24.21%	24.34%
9:00am-4:00pm	27.36%	28.28%	28.47%
4:00pm-7:00pm	29.78%	30.43%	30.5%
11:00pm-1:00am	42.4%	42.5%	42.44%
AVG Prime time	5.82%	4.91%	4.73%
Mon-Sun			

Jamesville Charlotte Como Winston-Salem Cherryville Weddington Hudson Skippers Corner Newton ton Conetoe Cary Roseboro Icard Ranlo White Lake East Laurinburg Intercultural Institute onton Madison Westport Falkland Mulberry Edenton Concord St. Hele For Confectual Ministry Hocopyright 2011, Intercultural Institute for Contextual Ministry Hocopyright 2011, Intercultural Institute for Contextual Ministry and Steven Brevard McEarlan Stapley, Havelock, Garysburg

## Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	17.59%	16.89%	16.47%	Sat: 7-10am	Sat: 7-10am 17.23%	Sat: 7-10am 17.23% 17.77%
7-9am	23.63%	23.05%	22.68%	Sat: 10am-1pm	Sat: 10am-1pm 9.88%	Sat: 10am-1pm 9.88% 9.33%
9am-12noon	16.03%	18.17%	18.64%	Sat: 1-4pm	Sat: 1-4pm 23.73%	Sat: 1-4pm 23.73% 24.52%
12noon-4pm	11.33%	10.11%	9.83%	Sat: 4-6pm	Sat: 4-6pm 7.81%	Sat: 4-6pm 7.81% 7.55%
4-6pm	47.22%	48.78%	48.77%	Sat: 6-7pm	Sat: 6-7pm 1.53%	Sat: 6-7pm 1.53% 1.66%
6-7pm	16.88%	17.46%	17.71%	Sat: 7-8pm	Sat: 7-8pm 1.03%	Sat: 7-8pm 1.03% 1.01%
7-7:30pm	1.58%	1.69%	1.72%	Sat: 8-11pm	Sat: 8-11pm 8.67%	Sat: 8-11pm 8.67% 8.82%
7:30-8pm	11.11%	11.15%	11.25%	Sat: 11pm-1am	Sat: 11pm-1am 6.79%	Sat: 11pm-1am 6.79% 6.43%
8-11pm	6.8%	7.33%	7.31%	Sat: 1am-7pm	Sat: 1am-7pm 21.22%	Sat: 1am-7pm 21.22% 22.76%
11pm-12am	32.3%	32.93%	33.02%	Sun: 7-10am	Sun: 7-10am 2.17%	Sun: 7-10am 2.17% 2.23%
11pm-1am	42.4%	42.5%	42.44%	Sun: 10am-1pm	Sun: 10am-1pm 5.19%	Sun: 10am-1pm 5.19% 5.94%
1-6am	32.31%	32.25%	31.9%	Sun: 1-4pm	Sun: 1-4pm 4.76%	Sun: 1-4pm 4.76% 5.56%
				Sun: 4-7pm	Sun: 4-7pm 11.94%	Sun: 4-7pm 11.94% 12.63%
				Sun: 7-11pm	Sun: 7-11pm 9.58%	Sun: 7-11pm 9.58% 9.76%
				Sun: 11pm-1am	Sun: 11pm-1am 5.84%	Sun: 11pm-1am 5.84% 5.68%
				Sun: 1-7am	Sun: 1-7am 19.81%	Sun: 1-7am 19.81% 21.07%

East Arcadia Hightsville Cedar Rock Broadway Grifton Brogden Cricket Raynham Jamesville Alliance Connelly Springs Oakboro Morganton Madison Chocowinity McLeansville Intercultural Institute Points Winston-Salem Pinebluff Norlina Kure Beach Atlantic Beach Lak for Contextual Ministry 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.

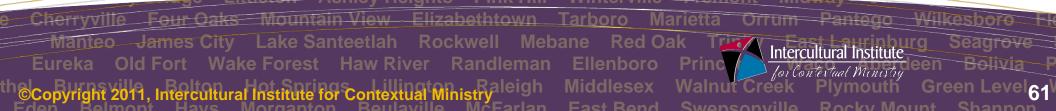


# Using the Shared Places, Projects, Media Content and Usage

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

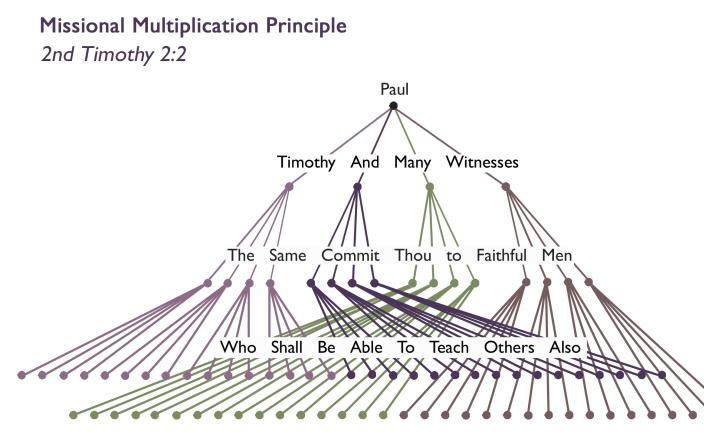
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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



## **Biblical Missional Multiplication**

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

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



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## **Establishing Redemptive Relationships**

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

#### **Communication Steps**

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



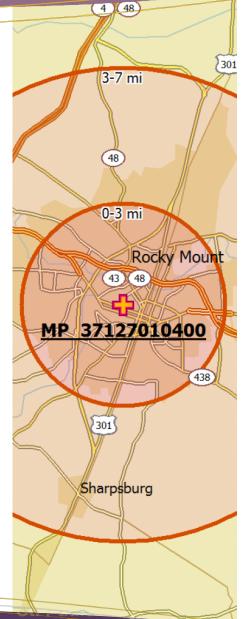


#### Your MissionSite and the Missional Suite

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

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

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



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### Notes and Sources

- 1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.
- 2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.
- 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.

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Rocky Mount First - Rocky Mount	200 S Church St Rocky Mount, NC 27804	0.56 mi	900	Plateauing
2	Word Tabernacle - Rocky Mount	820 Nashville Rd Rocky Mount, NC 27803	1.40 mi	0	Insufficient Data
3	Greater Joy Baptist Church	322 Anderson St Rocky Mount, NC 27803	1.47 mi	0	Insufficient Data
4	Church of God's Glory - Rocky Mount	415 Forest Hill Ave Rocky Mount, NC 27804	1.65 mi	5	Insufficient Data
5	Arlington - Rocky Mount	1500 Bethlehem Rd Rocky Mount, NC 27803	2.07 mi	320	Declining
6	Calvary - Rocky Mount	505 S Englewood Dr Rocky Mount, NC 27804	2.19 mi	269	Plateauing
7	Faith Baptist Fellowship	1313 Avondale Rd Rocky Mount, NC 27803	2.20 mi	55	Insufficient Data
8	Oak View - Rocky Mount	2412 Arlington St Rocky Mount, NC 27801	2.30 mi	144	Growing
9	Parkwood - Rocky Mount	1731 Hunter Hill Rd Rocky Mount, NC 27804	2.31 mi	317	Declining
10	Southside - Rocky Mount	2616 S Church St Rocky Mount, NC 27803	2.31 mi	99	Declining
11	Englewood - Rocky Mount	1350 S Winstead Ave Rocky Mount, NC 27803	2.48 mi	1,373	Plateauing
12	Edgemont - Rocky Mount	1622 West Mount Dr Rocky Mount, NC 27803	2.55 mi	77	Plateauing
13	Sunset Avenue - Rocky Mount	3732 Sunset Ave Rocky Mount, NC 27804	3.09 mi	380	Insufficient Data
14	Benvenue - Rocky Mount	2464 Benvenue Rd Rocky Mount, NC 27804	3.16 mi	100	Declining
15	Proctors Chapel - Rocky Mount	2917 Old Wilson Rd Rocky Mount, NC 27801	3.26 mi	172	Plateauing

Fallston River Road West Jefferson Grandfather McAdenville Midland Ogden Lenoir Autryville Re toke Keener Magnolia Rutherford College Centerville Ocean Isle Beach Intercultural Institute Wendell Gamewell Kenly Peletier Mount Gilead Cedar Point Pumpki for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Company Hickory Powellsville Seven Springs Middleb

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

	CHURCH	ADDRESS	DISTANC E	WRSHP AVG	IICM CGR
16	Grace International Christian Fellowship	1660 Beaver Pond Dr Rocky Mount, NC 27804	3.83 mi	0	Insufficient Data
17	Dortches - Rocky Mount	4776 Dortches Blvd Rocky Mount, NC 27804	3.83 mi	133	Plateauing
18	Servant's Heart - Rocky Mount	Northern Nash Senior High School Rocky Mount, NC 27804	3.83 mi	100	Insufficient Data
19	Northside Community - Rocky Mount	1660 Beaver Pond Dr Rocky Mount, NC 27804	3.83 mi	310	Growing
20	Avalon - Rocky Mount	3237 Old Battleboro Rd Rocky Mount, NC 27801	3.97 mi	50	Plateauing
21	West Mount - Rocky Mount	8487 W Mount Dr Rocky Mount, NC 27803	3.98 mi	74	Insufficient Data
22	Oakdale - Rocky Mount	13037 US 64 ALT West Hwy Rocky Mount, NC 27801	4.16 mi	230	Plateauing
23	West Edgecombe	13821 NC Highway 43 N Rocky Mount, NC 27801	4.37 mi	223	Insufficient Data
24	Union Missionary - Rocky Mount	9853 E NC Highway 97 Rocky Mount, NC 27803	4.60 mi	230	Plateauing
25	Sharpsburg Missionary - Sharpsburg	3920 Hathaway Blvd Sharpsburg, NC 27878	5.77 mi	110	Growing
26	Memorial - Rocky Mount	5399 Old Wilson Rd Rocky Mount, NC 27801	6.00 mi	35	Insufficient Data
27	Oak Level - Rocky Mount	3598 Oak Level Rd Rocky Mount, NC 27804	6.20 mi	50	Plateauing
28	Battleboro - Battleboro	408 E Battleboro Ave Battleboro, NC 27809	7.41 mi	29	Declining
29	Stoney Creek Cowboy Church	1920 Red Oak Rd Nashville, NC 27856	7.97 mi	0	Insufficient Data
30	Mount Hermon - Rocky Mount	5556 Bend Of The River Rd Rocky Mount, NC 27803	8.42 mi	65	Declining

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

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Red Oak - Red Oak	5515 Red Oak Rd	8.54 mi	240	Plateauing
	Neu Oak - Neu Oak	Red Oak, NC 27868	0.54 mi	240	Tiateauling
32	Nashville - Nashville	512 E Washington St Nashville, NC 27856	8.79 mi	175	Plateauing
33	Elm Grove - Nashville	2365 Old Bailey Hwy Nashville, NC 27856	9.54 mi	89	Declining
34	Aenon - Elm City	7503 Town Creek Rd Elm City, NC 27822	9.75 mi	21	Declining
35	Elm City Missionary - Elm City	206 Wilson St Elm City, NC 27822	9.95 mi	0	Insufficient Data
36	Living Stone Baptist Church	115 C West Nashville Dr. Nashville, NC 27856	11.07 mi	0	Insufficient Data
37	Pleasant Grove - Nashville	4848 Pleasant Grove Church Rd Nashville, NC 27856	11.07 mi	67	Plateauing
38	Rock Creek - Nashville	1238 Rock Creek Dr Nashville, NC 27856	11.07 mi	124	Growing
39	Corinth - Nashville	2883 N NC HIGHWAY 58 Nashville, NC 27856	11.07 mi	200	Plateauing
40	Hickory - Whitakers	12702 NC Highway 48 Whitakers, NC 27891	11.08 mi	41	Declining
41	Fellowship - Nashville	3851 Old County Home Rd Nashville, NC 27856	11.26 mi	0	Insufficient Data
42	Salem - Whitakers	4502 Swift Creek School Rd Whitakers, NC 27891	12.01 mi	73	Plateauing
43	Whitakers - Whitakers	105 West Pittman St Whitakers, NC 27891	12.17 mi	6	Declining
44	Pleasant Hope - Elm City	5018 Rosebud Church Rd Elm City, NC 27822	12.21 mi	69	Growing
45	Ebenezer - Whitakers	615 Ebenezer Rd Whitakers, NC 27891	12.30 mi	0	Insufficient Data

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 Bryson City
 Zebulon
 Cashiers
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 Aulander
 Raynham
 Bowmore
 Centerville
 River Be

 Elk Park
 Pine Knoll Shores
 Tarboro
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