# MissionSite top unreached locations

Shallotte South Rosemany Har NC Bridge Dillsboro Wrightshoro Nags Bunn Green Level Ocracoke Boiling Springs Rhodhiss Pantego NewpCENSUS TRACT: 37147001800 Goldston Multiply Archdale Five Points Newton Grove Springs Beech N Y Archdale Five Points Newton Grove REGION: Region 2: Central Coast Moravian Falls Red Springs Sherrills COUNTY: Pitt Prings JAARS Banne REPRODUCTION Severn Chapel Hill Robbinsville Cedar Rock Pineville Taylorsville Old Fort Bessenter City Lenoir Belhaven Youngsville St SITESCAPE: Townscape homasville Shannon Rut DENSITY PATTERN: I3/lulberry Intercultural Institute Navassa St. James F Snead Idese for Contextual Ministry apel Jacksonville Lake Peachland Cerro Gordo Swebsonville North Carolina Baptists Caring. Sharing. Daring. Calypso Alt@Copyright 2011 Intercultural Institute for Contextual Ministryaville

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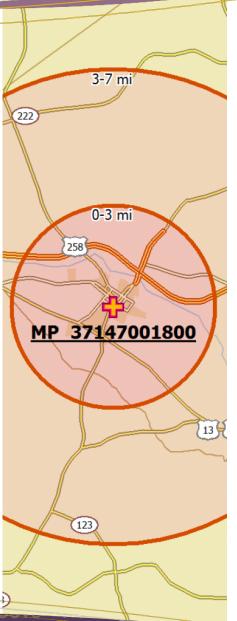
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#### Site Location Summary

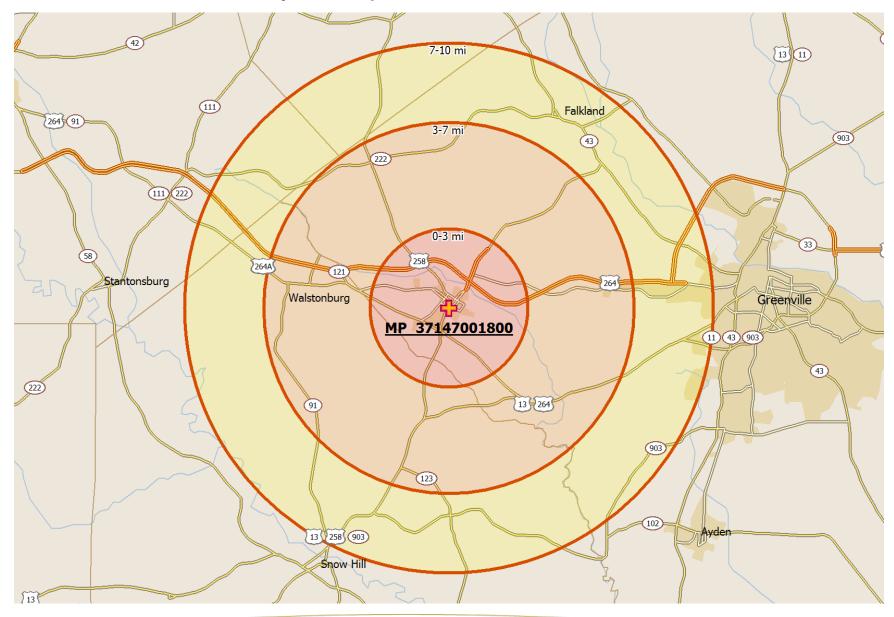
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

|   | Location Typography       | CODE  | LOCATION                              |
|---|---------------------------|-------|---------------------------------------|
| 1 | Region                    | 3702  | Region 2: Central Coast               |
| 3 | County Location           | 37147 | Pitt                                  |
| 4 | Zipcode                   | 27828 | Pitt                                  |
| 5 | Sitescape Category        | 2     | Townscape                             |
| 6 | Sitescape Group           | 2.1   | Small Towns                           |
| 7 | Sitescape Subgroup        | 2.14  | Small towns adjacent to a medium town |
| 8 | Sitescape Density Pattern | 13    | 10000-50000-50000                     |



Bryson City Troutman McLeansville Saratoga Pinehurst Bonnetsville Patterson Springs Elroy Littlete Calabash Faith Garner Kings Mountain Wallburg Raeford Greensbook Intercultural Institute Atkinson Long View Ivanhoe Boonville Whispering Pines Newton Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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



Mar-Mac Bridgeton Badin Castle Hayne Bayboro Stony Point Maxton Parmele Saxapahaw Harker Seven Lakes Lansing Simpson Belville Sims Severn East Laurinburg Intercultural Institute Lizabeth City Indian Trail Oxford Kenansville Conover Princeton James Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### Site Location Summary - Urbanicity

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

|   | RURAL / URBAN                         | COD<br>E | 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<br>Continuum            | 3        | County in metro area of fewer than 250,000 population   |
| 4 | NCHS Rural Urban<br>Codes             | 4        | Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population   |
| 5 | NCES Urban<br>Centric Locale<br>Codes | 41       | Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster. |
| 6 | IICM RUCA Values<br>Index             | 91       | Metropolitan high commuting: No additional code   |
| 7 | ERS RUCA<br>Commuting Value           | 2        | Metropolitan area high commuting: primary flow 30% or more to a urbanized area  |
| 8 | Percent Commuting to Metro            | 0        | Percent commuting from non metro to metro areas   |

Fletcher Seagrove Polkville Cary Fairplains Hertford Sunset Beach Kenansville Forest Oaks Dund Louisburg Mar-Mac Half Moon Lake Junaluska Hayesville Falkland Intercultural Institute Interville Taylorsville Williamston Midland Stony Point Sylva Wrightsv Mightsv Magnolia Leggett Eureka M5 ©Copyright 2011, Intercultural Institute for Contextual Ministry Matthews Wilkesboro Magnolia Leggett Eureka M5

## 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                | 6,594     | 8,732     | 24,569     |
| 2010 Households                | 2,783     | 3,155     | 9,554      |
| 2010 Group Quarters Population | 64        | 301       | 1,825      |

| BAND COMPOSITION                      | 0-3 MILES | 3-7 MILES | 7-10 MILES |
|---------------------------------------|-----------|-----------|------------|
| Population Density National Index     | 19        | 17        | 24         |
| Language Diversity National Index     | 26        | 29        | 32         |
| Foreign Born Diversity National Index | 7         | 5         | 12         |
| Ancestry Diversity National Index     | 16        | 15        | 12         |
| Racial Diversity National Index       | 73        | 68        | 77         |

Vanceboro Farmville Lexington Bogue Bladenboro Elon McLeansville Faison Mineral Springs Harrisb Hobgood St. Stephens Oak Ridge Marion Rhodhiss Sandyfield Wader Intercultural Institute Tryon Bethania Coats South Henderson Bolivia Richlands Sparta Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Stanley White Oak Mount Holly Boone Contextual Ministry

## Site Location Summary - County Environment

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

| COUNTY ENVIRONMENT            | CODE | INDICATORS |
|-------------------------------|------|------------|
| Housing Stress County         | 1    | True       |
| Low-education County          | 0    | False      |
| Low-employment County         | 0    | False      |
| Persistent Poverty County     | 1    | True       |
| 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            | 0    | False      |
| Federal/State government-dependent county indicator | 0    | False      |
| Services-dependent county indicator                 | 0    | False      |
| Nonspecialized-dependent county indicator           | 1    | True       |

River Road Sea Breeze Tar Heel South Weldon Chadbourn Oak City Icard Lenoir Eden Bessemer Glead Holly Ridge Calypso Badin Leland New Bern Vann Crossro (Intercultural Institute) Cross Spring Lake Harrisburg Rex Siler City Weldon Lake Park Try (Soutextual Ministry) Copyright 2011, Intercultural Institute for Contextual Ministry

## Site Location Summary - Social Environment

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

| SOCIAL ENVIRONMENT   | 0-3 MI BAND                            | HHLDS | PERCENT |
|----------------------|--|-------|---------|
| Upscale Communities  | Affluent, White-collar Families        | 5     | 0.18%   |
| Mainstay Communities | Established, Diverse Households        | 177   | 6.36%   |
| Working Communities  | Blue-collar, Working Families          | 39    | 1.4%    |
| Country Communities  | Rural, Agri. & Mining Families         | 12    | 0.43%   |
| Aspiring Communities | Young Singles / Aspiring-Multihousing  | 1,555 | 55.87%  |
| Urban Communities    | High Density, Inner-city Neighborhoods | 995   | 35.75%  |

ver Clayton Speed Hount Pleasant Halifax Cashiers Indian Beach High Shoals Andrews Codwin Sale East Flat Rock Mayodan Morehead City Cerro Gordo Lowesville Camero Hobgood Stovall Watha Intercultural Institute of Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Shelby Lattimore Marvin Boque Warrenton Spring Ho

# 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.

wba Elroy Siler City Henderson West Canton Havesville Shelby Edenton Plymouth Mulberry Stokesd Stantonsburg Kure Beach Falcon Banner Elk Randleman Tar Heel ean Isle Beach Pinebluff Castle Hayne Fair Bluff Gorman Laurel Park VicCopyright 2011, Intercultural Institute for Contextual Ministry Notestations Albemarle Havelock Grover Camewell

# Using the Site Location Summary

#### Issues for Your Consideration - continued

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



# Spirituality Indicators Overview - Evangelscape

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

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

| EVANGELSCAPE: SPIRITUALITY          | COUNTY | 0-3 MILE BAND | % INDEX |
|-------------------------------------|--------|---------------|---------|
| Unreached Households                | 48,150 | 1,981         | 4.11%   |
| Unreached %                         | 71.09% | 71.18%        | 100.12  |
| Religious But NOT Evangelical HH    | 14,205 | 776           | 5.46%   |
| Religious But NOT Evangelical %     | 20.97% | 27.87%        | 132.89  |
| Spiritual But NOT Relig or Evang HH | 7,013  | 124           | 1.77%   |
| Spiritual But NOT Relig or Evang %  | 10.35% | 4.47%         | 43.15   |
| Not Evangelical, Not Interested HH  | 27,384 | 1,130         | 4.13%   |
| Not Evangelical, Not Interested %   | 40.43% | 40.59%        | 100.4   |



ony Winterville Buies Creek Lake Norman of Catawba Peachland Keener Foxfire Half Moon Oxford Bos Erwin Hot Springs Biltmore Forest Orrum Elkin Siler City Raemon Antercultural Institute oga Pine Knoll Shores Walstonburg Jacksonville Sandyfield Elizabethto for Confectual Ministry Confectual Ministry Spring Hope Shannon Sheads Ferry Williamston 111 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            | 23     | 2      | 8.7%    |
| Active BCNC Attenders           | 2,217  | 188    | 8.48%   |
| Active Evangelical Households   | 8,594  | 352    | 4.1%    |
| Active Evangelical Percent      | 12.69% | 12.65% | 99.7    |
| Inactive Evangelical Households | 10,987 | 450    | 4.1%    |
| Inactive Evangelical Percent    | 16.22% | 16.17% | 99.7    |
| # New Churches Needed           | 11     | 0      | 0%      |



M Whitsett Davidson Lake Norman of Catawba Madison Woodland Fuquay-Varina Dobbins Heights Nava Stovall Midway Benson Woodfin Ranlo Spencer Mountain Biltmore Intercultural Institute Drexel Highlands Green Level Burnsville Columbus Bogue Ahoskie for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

### Spirituality Indicators - 30 Closest BCNC Churches

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

|    | CHURCHES                          | DIST.    | WRSHP<br>AVG | IICM<br>CGR          |        | CHURCHES                             | DIST.    | WRSHP<br>AVG | IICM<br>CGR          |
|----|-----------------------------------|----------|--------------|----------------------|--------|--------------------------------------|----------|--------------|----------------------|
| 1  | Farmville First                   | 0.25 mi  | 188          | Plateauing           | <br>16 | Stantonsburg First -<br>Stantonsburg | 13.32 mi | 125          | Plateauing           |
| 2  | Hispanic Mission of<br>Farmville  | 0.25 mi  | 0            | Insufficient<br>Data | 17     | Ayden First - Ayden                  | 13.35 mi | 65           | Plateauing           |
| 3  | Fountain - Fountain               | 5.98 mi  | 44           | Growing              | 18     | The Memorial -<br>Greenville         | 13.45 mi | 342          | Plateauing           |
| 4  | Webbs Chapel -<br>Macclesfield    | 10.69 mi | 84           | Declining            | 19     | Hispanic Mission of<br>Greenville    | 13.45 mi | 45           | Plateauing           |
| 5  | Village Church at<br>Greenville   | 10.85 mi | 0            | Insufficient<br>Data | 20     | Pinetops - Pinetops                  | 13.89 mi | 141          | Plateauing           |
| 6  | Eagles - Macclesfield             | 10.95 mi | 57           | Declining            | 21     | Ignite Church                        | 14.14 mi | 0            | Insufficient<br>Data |
| 7  | Arlington Blvd -<br>Greenville    | 11.02 mi | 73           | Plateauing           | 22     | Davis Grove - Snow<br>Hill           | 14.31 mi | 58           | Plateauing           |
| 8  | Winterville -<br>Winterville      | 11.06 mi | 161          | Plateauing           | 23     | Family Bapt Church -<br>Ayden        | 15.23 mi | 0            | Plateauing           |
| 9  | Snow Hill First -<br>Snow Hill    | 11.47 mi | 121          | Plateauing           | 24     | Pleasant Hope - Elm<br>City          | 17.42 mi | 69           | Growing              |
| 10 | Integrity Baptist<br>Church       | 12.37 mi | 0            | Insufficient<br>Data | 25     | New Beginnings -<br>Grifton          | 17.87 mi | 30           | Insufficient<br>Data |
| 11 | Whole Life Christian<br>Center    | 12.53 mi | 0            | Insufficient<br>Data | 26     | Mildred Missionary -<br>Tarboro      | 18.16 mi | 81           | Plateauing           |
| 12 | Discovery Church -<br>Winterville | 12.80 mi | 146          | Insufficient<br>Data | 27     | Aenon - Elm City                     | 18.36 mi | 21           | Declining            |
| 13 | Oakmont - Greenville              | 12.84 mi | 618          | Plateauing           | 28     | Grifton First - Grifton              | 18.66 mi | 55           | Declining            |
| 14 | Immanuel -<br>Greenville          | 12.88 mi | 169          | Declining            | 29     | Wilson First - Wilson                | 18.67 mi | 296          | Declining            |
| 15 | Korean Mission -<br>Greenville    | 12.88 mi | 32           | Insufficient<br>Data | 30     | Primera Mision<br>Bautista - Wilson  | 18.67 mi | 0            | Insufficient<br>Data |

Patterson Springs Balfour Grandfather Enochville Cooleemee Wendell Belmont Connelly Springs Tarboro Halifax Spindale Brevard Ruth King Raynham Glen Alpund Intercultural Institute Grove Kelford Earl Swansboro Orrum Murraysville Greensboro St. Jon Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

## Using the Spirituality Indicators

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

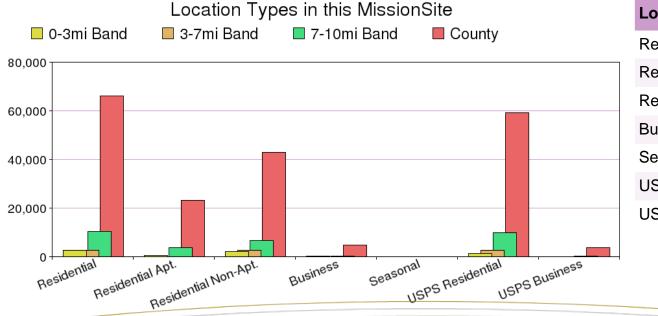
#### Issues for Your Consideration

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



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

| DEMOSCAPE COUNTY BAND % OF CO       |
|-------------------------------------|
| 1990 Population 107,924 6,404 5.93% |
| 2000 Population 133,798 6,341 4.74% |
| 2010 Population 162,509 6,594 4.06% |

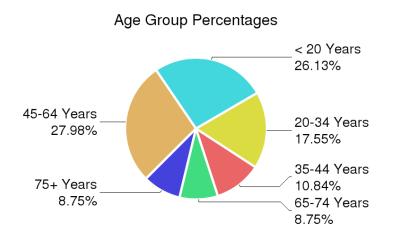


| Location Type        | 0-3mi Band |
|----------------------|------------|
| Residential          | 2,627      |
| Residential Apt.     | 412        |
| Residential Non-Apt. | 2,215      |
| Business             | 182        |
| Seasonal             | 0          |
| USPS Residential     | 1,227      |
| USPS Business        | 85         |

Whispering Pines Robbinsville Moravian Falls New London Oak Ridge Long View Plymouth Kelly R Let sville Godwin Roseboro Eastover Milton Garner Belmont Parmele Intercultural Institute onesville Royal Pines East Spencer Ocean Isle Beach Ruth Jamestown Socopyright 2011, Intercultural Institute for Contextual Ministry Socopyright 2011, Intercultural Institute for Contextual Ministry

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

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

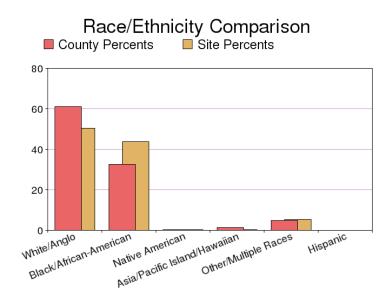


| 2010 POP. ESTIMATES | COUNTY | BAND   | INDEX  |
|---------------------|--------|--------|--------|
| 0-3 Years           | 5.58%  | 5.47%  | 98.03  |
| 4-5 Years           | 2.71%  | 2.5%   | 92.25  |
| 6-8 Years           | 4.01%  | 3.99%  | 99.5   |
| 9-11 Years          | 3.79%  | 4.02%  | 106.07 |
| 12-13 Years         | 2.42%  | 2.94%  | 121.49 |
| 14-17 Years         | 5.83%  | 4.96%  | 85.08  |
| 18-19 Years         | 3.06%  | 2.24%  | 73.2   |
| 0-5 Years           | 8.28%  | 7.98%  | 96.38  |
| 6-12 Years          | 9%     | 9.46%  | 105.11 |
| 13-19 Years         | 10.1%  | 8.69%  | 86.04  |
| < 20 Years          | 27.38% | 26.13% | 95.43  |
| 20-34 Years         | 27.64% | 17.55% | 63.49  |
| 35-44 Years         | 11.81% | 10.84% | 91.79  |
| 45-64 Years         | 22.39% | 27.98% | 124.97 |
| 65-74 Years         | 5.96%  | 8.75%  | 146.81 |
| 75+ Years           | 4.81%  | 8.75%  | 181.91 |
| Median Age          | 31     | 38     | 125.35 |
| Median Age (Male)   | 30     | 37     | 123.57 |
| Median Age (Female) | 32     | 40     | 126.88 |

Columbia Franklinton Saxapahaw Burlington Sandy Creek Graham Green Level Ansonville Hope Mills Goden Ashley Heights Pollocksville Tryon Smithfield Hertford Super Intercultural Institute Stokesdale High Shoals Spring Hope Proctorville Charlotte Pineblu For Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Millers Creek New London Centerville Fairplains Grift 16 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                    | 61.01% | 50.47% | 82.73  |
| Black, African-American         | 32.59% | 43.8%  | 134.37 |
| Native American                 | 0.37%  | 0.21%  | 57.89  |
| Asian                           | 1.21%  | 0.27%  | 22.5   |
| Pacific Island, Hawaiian        | 0.08%  | 0.03%  | 38.21  |
| Other/Multiple Races            | 4.74%  | 5.22%  | 110.03 |
| Hispanic                        | 0%     | 5.88%  | 0      |
|                                 |        |        |        |
| Education of Adults (25 yrs+)   |        |        |        |
| Total Adults over age 25 years. | 98,484 | 4,500  |        |
| Less than 9th Grade             | 4.49%  | 6.56%  | 68.46  |

| Total Adults over age 25 years. | 98,484 | 4,500  |        |
|---------------------------------|--------|--------|--------|
| Less than 9th Grade             | 4.49%  | 6.56%  | 68.46  |
| No High School Diploma          | 8.44%  | 11.78% | 71.69  |
| High School Graduate            | 27.68% | 32.29% | 85.72  |
| Some College, no degree         | 20.88% | 21.44% | 97.36  |
| Associate Degree                | 9.22%  | 7.98%  | 115.61 |
| College Degree                  | 18.44% | 13.71% | 134.51 |
| Graduate/Prof. degree           | 10.84% | 6.24%  | 173.66 |

Wille Oakbore <u>Richlands Moravian Falls Pinetops Mooresboro</u> Wake Forest Waxhaw Lake Santeetian F Hount Pleasant Boiling Spring Lakes Keener Atlantic Beach Belville Store <u>Intercultural Institute</u> Westport Raynham Carolina Beach River Road Clemmons Milton Rae Copyright 2011, Intercultural Institute for Contextual Ministry Sherrills Ford Rockingham Carthage Ossipee Fait Roanoke Banids Kingstown Colerain Status and Sherrills Ford Rockingham Carthage Ossipee Fait Roanoke Banids Kingstown Colerain Status and Sherring Hope Kitty Hawk Trenton Louisburg Magnolia

A current year demographic summary of family and non-family households for the site location appears on the right.

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

| 2010 HOUSEHOLD              | COUNTY | BAND   | INDEX  |
|-----------------------------|--------|--------|--------|
| ESTIMATES                   |        |        |        |
| Household Income            |        |        |        |
| < \$10,000                  | 13.7%  | 15.45% | 130.32 |
| \$10,000 to \$19,999        | 16.73% | 17.21% | 102.86 |
| \$20,000 to \$29,999        | 10.37% | 10.92% | 105.3  |
| \$30,000 to \$49,999        | 20.77% | 21.63% | 104.16 |
| \$50,000 to \$59,999        | 7.79%  | 8.23%  | 105.63 |
| \$60,000 to \$69,999        | 5.94%  | 4.02%  | 67.7   |
| \$70,000 to \$79,999        | 5.1%   | 4.38%  | 85.99  |
| \$80,000 to \$89,999        | 4.2%   | 4.2%   | 100.12 |
| \$90,000 to \$99,999        | 2.91%  | 2.73%  | 93.79  |
| \$100,000 to \$124,999      | 6.2%   | 4.31%  | 69.55  |
| \$125,000 to \$149,999      | 2.35%  | 2.59%  | 110    |
| \$150,000 to \$199,999      | 2.41%  | 2.41%  | 100.1  |
| \$200,000 to \$249,999      | 0.64%  | 0.72%  | 112.67 |
| \$250,000 or more           | 0.89%  | 1.19%  | 132.97 |
| Median Household            | 38,363 | 36,900 | 96.19  |
| Average Household           | 53,558 | 54,600 | 101.95 |
| Per Capita Household        | 23,118 | 23,044 | 99.68  |
| Family/Non-Family Household |        |        |        |
| Income                      |        |        |        |
| Median Family Income        | 53,068 | 51,099 | 96.29  |
| Average Family Income       | 69,422 | 66,769 | 96.18  |
| Median Non-Family Income    | 21,674 | 18,171 | 83.84  |
| Average Non-Family Income   | 31,649 | 27,025 | 85.39  |

18

ke Lure Fairmont Staley Maiden Lawndale Snow Hill Raeford Morrisville Pilo d Vander Jackson Highlands Atlantic Beach Glen Alpine Gatesville Star Pilo Pleasant Garden Hays Stonewall Bessemer City Mayodan Ossipee Newton Grove, Walstonburg Concord Madison Copyright 2011, Intercultural Institute for Contextual Ministry Decouge Tarboro Autroville Broaden La Grange Waynesville Colerain Kings M

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            | 58%    | 65.15% | 112.32  |
| Families with Children         | 31.39% | 33.38% | 106.34  |
| Families without Children      | 26.61% | 31.76% | 119.36  |
| Non-Family Households          |        |        |         |
| % Non-Family Households        | 42%    | 34.85% | 82.99   |
| Non-Families with Children     | 0.11   | 0.07   | 64.9    |
| Non-Families without Children  | 41.89  | 34.78  | 83.04   |
| Housing Units                  |        |        | Index   |
| Total Housing Units            | 76,961 | 3,135  |         |
| Vacant percent                 | 11.99% | 11.23% | 93.61   |
| Owned percent                  | 48.84% | 52.92% | 108.35% |
| Rented Percent                 | 39.17% | 35.85% | 91.54   |
| Households by Size             |        |        | Index   |
| Avg household size             | 2.30   | 2.35   | 102.17  |
| Avg family hh size             | 3.05   | 3.01   | 98.69   |
| Avg non-family hh size         | 1.28   | 1.10   | 85.94   |
| Households By Count of Persons |        |        | Percent |
| One                            | 21,457 | 892    | 4.16%   |
| Two                            | 22,879 | 897    | 3.92%   |
| Three or Four                  | 19,035 | 798    | 4.19%   |
| Five+                          | 4,359  | 196    | 4.5%    |
|                                |        |        |         |

Meravian Falls Bonnetsville Vass Summerfield Elon Harrellsville Beimont Leland Greenevers Sims Lincolnton Old Fort Butters White Plains Falkland Enochville McFarlan Intercultural Institute on Edenton Erwin Walstonburg Spring Lake Micro Foxfire South Weld For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Franklinton Ellerbe River Bend Peletier, Hope Mills

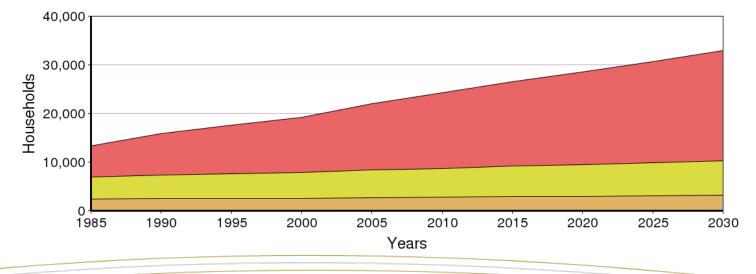
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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 | 107,924 | 6,404 | 5.93%   |
| 2000 Population | 133,798 | 6,341 | 4.74%   |
| 2010 Population | 162,509 | 6,594 | 4.06%   |
| 2015 Population | 179,766 | 6,888 | 3.83%   |

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

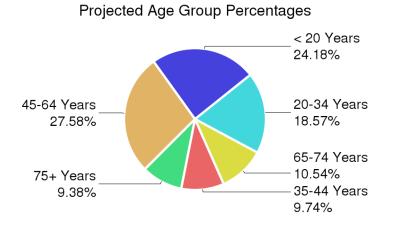
g 🛛 📕 0-10mi Ring



son Alliance Cefield Bostic Statesville Creedmoor Goldston Dillsboro Black Mountain Mount Pleasant Hy Hawk Franklinton Faison Lake Norman of Catawba La Grange Wather Intercultural Institute Morehead City Boonville Matthews Greensboro Mocksville Seaboard for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Cavton Halifax Boiling Spring Lakes Raemon Vander

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.

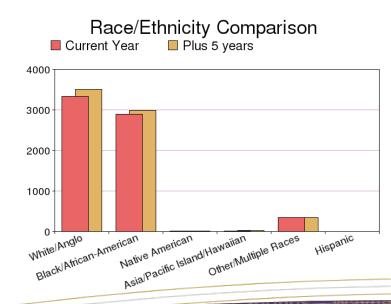


| CURRENT VS. PROJECTED | CURRENT | PLUS 5 YEARS | INDEX  |
|-----------------------|---------|--------------|--------|
| 0-3 Years             | 5.47%   | 5.28%        | 96.53  |
| 4-5 Years             | 2.5%    | 2.41%        | 96.4   |
| 6-8 Years             | 3.99%   | 3.96%        | 99.25  |
| 9-11 Years            | 4.02%   | 4.12%        | 102.49 |
| 12-13 Years           | 2.94%   | 2.87%        | 97.62  |
| 14-17 Years           | 4.96%   | 4.04%        | 81.45  |
| 18-19 Years           | 2.24%   | 1.5%         | 66.96  |
| 0-5 Years             | 7.98%   | 7.69%        | 96.37  |
| 6-12 Years            | 9.46%   | 9.49%        | 100.32 |
| 13-19 Years           | 8.69%   | 7%           | 80.55  |
| < 20 Years            | 26.13%  | 24.18%       | 92.54  |
| 20-34 Years           | 17.55%  | 18.57%       | 105.81 |
| 35-44 Years           | 10.84%  | 9.74%        | 89.85  |
| 45-64 Years           | 27.98%  | 27.58%       | 98.57  |
| 65-74 Years           | 8.75%   | 10.54%       | 120.46 |
| 75+ Years             | 8.75%   | 9.38%        | 107.2  |
| Median Age            | 31      | 40           | 129.59 |
| Median Age (Male)     | 30      | 38           | 128.29 |
| Median Age (Female)   | 32      | 41           | 129.26 |

River Marion <u>Conover Tabor City Mooresboro</u> Stoneville Wilmington Flat Rock East Arcadia Lake Notified Bethel Rosman Lake Waccamaw Burnsville Ramseur Thomasville <u>Intercultural Institute</u> Pumpkin Center Welcome Pleasant Hill Cherryville Ansonville Ogden for Contextual Ministry Vieto Contextual Ministry Moorebead City Forest Hills Murphy Minnesott Be 21

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

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



| CURRENT | PLUS 5 YRS   | INDEX  |
|---------|--|--|
|         |  |  |
| 50.47%  | 50.84%   | 100.74   |
| 43.8%   | 43.44%   | 99.18  |
| 0.21%   | 0.25%  | 116.25   |
| 0.27%   | 0.35%  | 127.64   |
| 0.03%   | 0.04%  | 143.6  |
| 5.22%   | 5.08%  | 97.4   |
| 0%      | 0%   | 0  |
|         |  |  |
|         |  |  |
| 4,500   | 5,001  |  |
| 6.56%   | 5.14%  | 78.39  |
| 11.78%  | 9.76%  | 82.85  |
| 32.29%  | 33.83%   | 104.78   |
| 21.44%  | 21.62%   | 100.8  |
| 7.98%   | 8.74%  | 109.53   |
| 13.71%  | 14.2%  | 103.54   |
| 6.24%   | 6.72%  | 107.59   |
|         | 50.47%<br>43.8%<br>0.21%<br>0.27%<br>0.03%<br>5.22%<br>0%<br>4,500<br>6.56%<br>11.78%<br>32.29%<br>21.44%<br>7.98%<br>13.71% | 50.47% 50.84%   43.8% 43.44%   0.21% 0.25%   0.27% 0.35%   0.03% 0.04%   5.22% 5.08%   0% 0%   4,500 5,001   6.56% 5.14%   11.78% 9.76%   32.29% 33.83%   21.44% 21.62%   13.71% 14.2% |

Vinston-Salem Macclestield Momeyer Gastonia Weaverville Trenton Jamestown Pikeville Youngsville G Himourg Sherrills Ford Taylortown Southport Dundarrach Love Valley Pice Intercultural Institute ton Smithfield Columbus Parmele Atkinson Fairview Alliance Morehe for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Kittrell Madison Holly Ridge Teachey Rolesville 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 |        |
|-----------------------------|---------|--------------|--------|
|                             | CORRENT | FLUS J TEARS | INDEX  |
| Household Income            |         |              |        |
| < \$10,000                  | 15.45%  | 14.27%       | 92.33  |
| \$10,000 to \$19,999        | 17.21%  | 17.51%       | 101.75 |
| \$20,000 to \$29,999        | 10.92%  | 10.02%       | 91.7   |
| \$30,000 to \$49,999        | 21.63%  | 21.21%       | 98.05  |
| \$50,000 to \$59,999        | 8.23%   | 8.43%        | 102.43 |
| \$60,000 to \$69,999        | 4.02%   | 3.66%        | 90.98  |
| \$70,000 to \$79,999        | 4.38%   | 4.42%        | 95.34  |
| \$80,000 to \$89,999        | 4.2%    | 4.77%        | 104.35 |
| \$90,000 to \$99,999        | 2.73%   | 2.9%         | 106.25 |
| \$100,000 to \$249,999      | 4.31%   | 5.01%        | 116.16 |
| \$125,000 to \$149,999      | 2.59%   | 3.04%        | 117.49 |
| \$150,000 to \$199,999      | 2.41%   | 2.63%        | 109.04 |
| \$200,000 to \$249,999      | 0.72%   | 0.86%        | 120.16 |
| \$250,000 or more           | 1.19%   | 1.11%        | 93.22  |
| Median Household            | 36,900  | 39,866       | 108.04 |
| Average Household           | 54,600  | 58,071       | 106.36 |
| Per Capita Household        | 23,044  | 24,407       | 105.91 |
|                             |         |              |        |
| Family/Non-Family Household |         |              |        |
| Income                      |         |              |        |
| Median Family Income        | 51,099  | 53,202       | 104.12 |
| Average Family Income       | 66,769  | 71,172       | 106.59 |
| Median Non-Family Income    | 18,171  | 20,171       | 111.01 |
| Average Non-Family Income   | 27,025  | 30,949       | 114.52 |

mele East Bend Hobgood Hookerton East Arcadia Troutman Goldston Northwest Brookford Spencer R selle Elizabeth City East Laurinburg Caswell Beach Valley Hill Randleman Shaven Piney Green Bent Ca Candor Varnamtown Icard Kinston Eureka Kelford Fairplains Wright Confectual Ministry of Copyright 2011, Intercultural Institute for Contextual Ministry field Severn Lillington Hertford Middlesex Patters 23 Candor Varnamtown Science Story Patters 23

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        | 65.15%  | 63.45%       | 97.4    |
| Families with Children     | 33.38   | 32.88        | 98.51   |
| Families without Children  | 31.76   | 31.36        | 98.74   |
| Non-Family Households      |         |              |         |
| % Non-Family Households    | 34.85%  | 36.55%       | 104.85  |
| Non-Families with Children | 0.07    | 0            | 104.85  |
| Non-Families without       | 34.78   | 36.55        | 105.07  |
| Children                   |         |              |         |
|                            |         |              |         |
| Housing Units              |         |              |         |
| Total Housing Units        | 3,135   | 3,263        | 104.08% |
| Vacant percent             | 11.23%  | 11.28%       | 100.44  |
| Owned percent              | 52.92%  | 53.14%       | 100.42  |
| Rented Percent             | 35.85%  | 35.58%       | 99.24   |
|                            |         |              |         |
| Households by Size         |         |              |         |
| Avg household size         | 2.35    | 2.36         | 100.43% |
| Avg family hh size         | 3.01    | 3.11         | 103.32% |
| Avg non-family hh size     | 1.10    | 1.06         | 96.36%  |
|                            |         |              |         |
| Households By Count of     |         |              |         |
| Persons                    |         |              |         |
| One                        | 892     | 975          | 109.3%  |
| Two                        | 897     | 874          | 97.44%  |
| Three or Four              | 798     | 824          | 103.26% |
| Five+                      | 196     | 222          | 113.27% |

Nashville Severn Winterville Falkland Banner Elk Leggett Sneads Ferry Lucama Favetteville Sea Br Hocksville Dobbins Heights Yanceyville Swepsonville Elon Indian Trail Intercultural Institute Hobgood Mount Gilead Ahoskie St. Helena Laurel Park Princeton W for Confectual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Science Contextual Ministry Confectual Ministry Science Contextual Ministry

# **Ethnographic Summary**

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

| BORN IN:         | 0-3   | 3-7   | 7-10  |               | BORN IN:  | BORN IN: 0-3 | BORN IN: 0-3 3-7 |
|------------------|-------|-------|-------|---------------|-----------|--------------|------------------|
|                  | MILES | MILES | MILES |               |           | MILES        | MILES MILES      |
| Foreign Born Pop | 0     | 658   | 640   | Easte         | rn Africa | rn Africa 0  | rn Africa 0 0    |
| Northern Europe  | 0     | 26    | 32    | Middle        | e Africa  | e Africa 0   | e Africa 0 0     |
| Western Europe   | 0     | 7     | 8     | Northern /    | Africa    | Africa 0     | Africa 0 0       |
| Southern Europe  | 0     | 12    | 14    | Southern A    | frica     | frica 0      | frica 0 2        |
| Eastern Europe   | 0     | 0     | 6     | Western Afr   | ica       | ica 0        | ica 0 8          |
| Other Europe     | 0     | 0     | 0     | Other Africa  |           | 0            | 0 0              |
| Eastern Asia     | 0     | 21    | 5     | Oceania       |           | 0            | 0 0              |
| So. Central Asia | 0     | 11    | 24    | Caribbean     |           | 0            | 0 20             |
| SE Asia          | 0     | 2     | 20    | Central Amer. |           | 0            | 0 530            |
| Western Asia     | 0     | 3     | 6     | South America |           | 0            | 0 1              |
| Other Asia       | 0     | 0     | 8     | North America |           | 0            | 0 15             |
|                  |       |       |       | Born at sea   |           | 0            | 0 0              |

Castonia Bald Head Island Lattimore Kitty Hawk Hildebran Macclesfield Cleveland Creedmoor Ceda Toast Elrod Fairfield Harbour Snow Hill Havelock Erwin High Shoals Intercultural Institute Wilmington Falkland Wilson St. Stephens Davidson Mooresville Province Intercultural Institute Scaboard Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Language Summary

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

| SPOKEN AT HOME        | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES | SPOKEN AT HOME     | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|-----------------------|--------------|--------------|---------------|--------------------|--------------|--------------|---------------|
| English only          | 0            | 13,226       | 16,477        | Other Indo-Euro    | 0            | 0            | 15            |
| Spanish               | 0            | 742          | 769           | Asian/PI languages | 0            | 0            | 0             |
| Other Indo-Euro       | 0            | 89           | 223           | Chinese            | 0            | 0            | 7             |
| language              | C C          |              |               | Japanese           | 0            | 1            | 0             |
| French (incl. Patois, | 0            | 37           | 62            | Korean             | 0            | 17           | 4             |
| Cajun)                |              |              |               | Mon-Khmer,         | 0            | 0            | 0             |
| French Creole         | 0            | 0            | 0             | Cambodian          |              |              |               |
| Italian               | 0            | 0            | 0             | Miao, Hmong        | 0            | 0            | 0             |
| Portuguese            | 0            | 8            | 12            | Thai               | 0            | 0            | 0             |
| German                | 0            | 36           | 34            | Laotian            | 0            | 0            | 0             |
| Yiddish               | 0            | 4            | 4             | Vietnamese         | 0            | 0            | 32            |
| Other West Germanic   | 0            | 0            | 8             | Other Asian        | 0            | 0            | 5             |
| A Scandinavian        | 0            | 3            | 2             | Tagalog            | 0            | 0            | 5             |
| Language              |              |              |               | Other Pacific Is   | 0            | 0            | 13            |
| Greek                 | 0            | 0            | 31            | Other languages    | 0            | 23           | 34            |
| Russian               | 0            | 0            | 12            | Navajo             | 0            | 0            | 0             |
| Polish                | 0            | 1            | 0             | Other Native N.    | 0            | 0            | 0             |
| Serbo-Croatian        | 0            | 0            | 0             | American           |              |              |               |
| Other Slavic Language | 0            | 0            | 0             | Hungarian          | 0            | 0            | 0             |
| Armenian              | 0            | 0            | 0             | Arabic             | 0            | 23           | 19            |
| Persian               | 0            | 0            | 6             | Hebrew             | 0            | 0            | 0             |
| Gujarathi             | 0            | 0            | 23            | African languages  | 0            | 0            | 15            |
| Hindi                 | 0            | 0            | 14            | Other unspecified  | 0            | 0            | 0             |
| Urdu                  | 0            | 0            | 00            |                    |              |              |               |

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Crossfore St. James Ashley Heights Valdese Bowmore Elrod Kernersville Rex Piney Green Char Cameron Tryon Carolina Shores Ruth Yadkinville Banner Elk Raefor Intercultural Institute Tysburg Bolton East Arcadia Marshville Morrisville Parkton Fremont for Confectual Ministry Coopyright 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  | 0     | 10,440 | 13,623 | Irish              | Irish 0              | Irish 0 433              |
| Arab                | 0     | 28     | 35     | Italian            | Italian 0            | Italian 0 149            |
| Armenian            | 0     | 3      | 0      | Lithuanian         | Lithuanian 0         | Lithuanian 0 1           |
| Austrian            | 0     | 1      | 5      | Norwegian          | Norwegian 0          | Norwegian 0 17           |
| British             | 0     | 23     | 38     | Polish             | Polish 0             | Polish 0 59              |
| Canadian            | 0     | 7      | 33     | Portuguese         | Portuguese 0         | Portuguese 0 6           |
| Croatian            | 0     | 0      | 3      | Romanian           | Romanian 0           | Romanian 0 0             |
| Czech               | 0     | 0      | 5      | Russian            | Russian 0            | Russian 0 2              |
| Czechoslovak        | 0     | 1      | 13     | Scandinavian       | Scandinavian 0       | Scandinavian 0 2         |
| Danish              | 0     | 11     | 4      | Scotch-Irish       | Scotch-Irish 0       | Scotch-Irish 0 216       |
| Dutch               | 0     | 21     | 57     | Scottish           | Scottish 0           | Scottish 0 117           |
| English             | 0     | 1,134  | 1,032  | Slovak             | Slovak 0             | Slovak 0 0               |
| European            | 0     | 145    | 178    | Subsaharan African | Subsaharan African 0 | Subsaharan African 0 241 |
| Finnish             | 0     | 0      | 0      | Swedish            | Swedish 0            | Swedish 0 22             |
| French (not Basque) | 0     | 51     | 76     | Swiss              | Swiss 0              | Swiss 0 7                |
| French Canadian     | 0     | 7      | 35     | Ukrainian          | Ukrainian 0          | Ukrainian 0 0            |
| German              | 0     | 373    | 574    | US/American        | US/American 0        | US/American 0 1,653      |
| Greek               | 0     | 0      | 29     | Welsh              | Welsh 0              | Welsh 0 40               |
| Hungarian           | 0     | 14     | 18     | West Indian        | West Indian 0        | West Indian 0 7          |
| Iranian             | 0     | 0      | 0      | Yugoslavian        | Yugoslavian 0        | Yugoslavian 0 0          |
|                     |       |        |        | Other              | Other 0              | Other 0 5,648            |

ton Smithfield Salem New Bern Wilmington Roseboro Butner Fremont Banner Elk Bonnetsville Kelk Gedington Mount Airy Winston-Salem Midway Kings Grant Hightsville Intercultural Institute Jackson Conover Vanceboro Knightdale Drexel Gaston Mooresboro Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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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

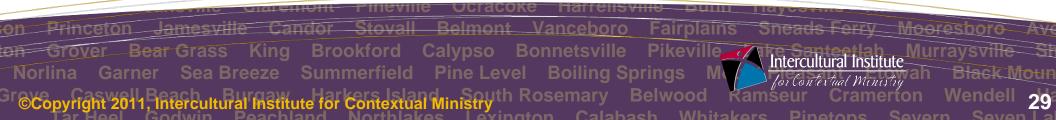
- 1. The Demoscape information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, 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?

Columbus Grover Fairview Granite Falls Simpson Cape Carteret Stoneville Pikeville South Weldon Bog ar Grass Stovall Jamesville McFarlan White Plains Oxford Ocean Isle Bog Intercultural Institute Misenheimer Bolivia Mocksville Gorman Lansing Henderson Bent Cree For Contextual Ministry Contextual Institute for Contextual Ministry

# Using the Demographic Indicators

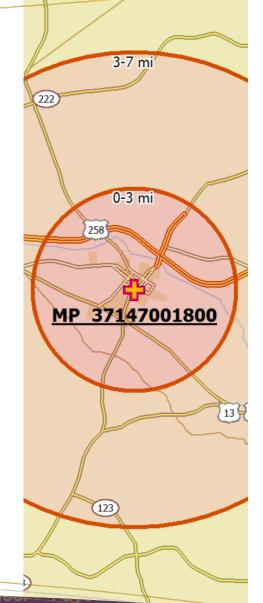
#### Issues for Your Consideration - continued

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



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

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



Richlands Cerro Gordo Beaufort Wanchese Wingate Harrellsville Forest Hills Kirkland Belwood C Swansboro Stoneville Cleveland Butters Pollocksville Belhaven <u>Intercultural Institute</u> Lucama Sarato Franklin Hot Springs Bethania La Grange Conway Chimney Rock Vill *Intercultural Institute* ese Macclesfiel ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds            | 0-3 HH & Percent |       | Unreached HH & Percent |      |
|------------------------------|------------------|-------|------------------------|------|
| Total                        | 2,783            | 100%  | 1,981                  | 100% |
| AFFLUENT SUBURBIA            | 5                | 0.18% | 4                      | 0.2% |
| America's Wealthiest         | 5                | 0.18% | 4                      | 0.2% |
| Dream Weavers                | 0                | 0%    | 0                      | 0%   |
| White Collar Suburbia        | 0                | 0%    | 0                      | 0%   |
| Upscale Suburbia             | 0                | 0%    | 0                      | 0%   |
| Enterprising Couples         | 0                | 0%    | 0                      | 0%   |
| Small Town Success           | 0                | 0%    | 0                      | 0%   |
| New Suburbia Fam.            | 0                | 0%    | 0                      | 0%   |
| UPSCALE AMERICA              | 0                | 0%    | 0                      | 0%   |
| Status Conscious Consumers   | 0                | 0%    | 0                      | 0%   |
| Affluent Urban Professionals | 0                | 0%    | 0                      | 0%   |
| Urban Commuter Fam.          | 0                | 0%    | 0                      | 0%   |
| Solid Suburban Mix           | 0                | 0%    | 0                      | 0%   |
| 2nd Generation Success       | 0                | 0%    | 0                      | 0%   |
| Successful Urban Sprawl      | 0                | 0%    | 0                      | 0%   |
| SM TWN SUCCESS               | 0                | 0%    | 0                      | 0%   |
| Successful Urban Sprawl      | 0                | 0%    | 0                      | 0%   |
| 2nd City Homebodies          | 0                | 0%    | 0                      | 0%   |
| Prime Middle America         | 0                | 0%    | 0                      | 0%   |
| Urban Optimists              | 0                | 0%    | 0                      | 0%   |
| Family Convenience           | 0                | 0%    | 0                      | 0%   |
| Mid-Market Enterprise        | 0                | 0%    | 0                      | 0%   |

ee Southern Shores Sliver City Peletier Lewiston Woodville Roxboro Halifax Bowmore Mebane Cartha Biscoe Cary Elizabeth City Robbins Stovall Grifton Lowesville Bryson Intercultural Institute ander Kirkland Grover Seven Lakes Rosman Belwood Pineville Sum for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds         | 0-3 HH & Percent |       | Unreached HH & Percent |       |
|---------------------------|------------------|-------|------------------------|-------|
| Total                     | 2,783            | 100%  | 1,981                  | 100%  |
| BLUE COLLAR BACKBONE      | 0                | 0%    | 0                      | 0%    |
| Nuevo Hispanic Fam.       | 0                | 0%    | 0                      | 0%    |
| Working Rural Suburbia    | 0                | 0%    | 0                      | 0%    |
| Lower Income Essentials   | 0                | 0%    | 0                      | 0%    |
| Small Town Endeavors      | 0                | 0%    | 0                      | 0%    |
| AMER. DIVERSITY           | 177              | 6.36% | 114                    | 5.75% |
| Ethnic Urban Mix          | 0                | 0%    | 0                      | 0%    |
| Urban Blues               | 177              | 6.36% | 114                    | 5.75% |
| Professional Urbanites    | 0                | 0%    | 0                      | 0%    |
| Urban Advancement         | 0                | 0%    | 0                      | 0%    |
| Amer. Great Outdoors      | 0                | 0%    | 0                      | 0%    |
| Mature America            | 0                | 0%    | 0                      | 0%    |
| METRO FRINGE              | 39               | 1.4%  | 27                     | 1.36% |
| Steadfast Conservative    | 35               | 1.26% | 24                     | 1.21% |
| Moderate Conventionalists | 0                | 0%    | 0                      | 0%    |
| Southern Blues            | 0                | 0%    | 0                      | 0%    |
| Urban Grit                | 0                | 0%    | 0                      | 0%    |
| Grass-Roots Living        | 4                | 0.14% | 3                      | 0.15% |

Nashville Coats Orrum Cajah's Mountain Hope Mills Snow Hill Lake Santeetlah Winfall Thomasville Canton Rocky Mount Spring Hope Mount Pleasant Sims Varnamtown Rockfish Bunn Holly Ridge Colerain Bath Forest Hills Prospect Joc Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds          | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|----------------------------|------------------|--------|------------------------|--------|
| Total                      | 2,783            | 100%   | 1,981                  | 100%   |
| REMOTE AMERICA             | 12               | 0.43%  | 7                      | 0.35%  |
| Hardy Rural Fam.           | 8                | 0.29%  | 5                      | 0.25%  |
| Rural Southern Living      | 0                | 0%     | 0                      | 0%     |
| Coal & Crops               | 4                | 0.14%  | 2                      | 0.1%   |
| Native America             | 0                | 0%     | 0                      | 0%     |
| ASPIRING CONTEMP'S         | 1,555            | 55.87% | 1,152                  | 58.15% |
| Young Cosmopolitans        | 0                | 0%     | 0                      | 0%     |
| Minority Metro Communities | 1,555            | 55.87% | 1,152                  | 58.15% |
| Stable Careers             | 0                | 0%     | 0                      | 0%     |
| Aspiring Hispania          | 0                | 0%     | 0                      | 0%     |
| RURAL VILLAGES & FARMS     | 0                | 0%     | 0                      | 0%     |
| Aspiring Hispania          | 0                | 0%     | 0                      | 0%     |
| Industrious Country Living | 0                | 0%     | 0                      | 0%     |
| America's Farmland         | 0                | 0%     | 0                      | 0%     |
| Comfy Country Living       | 0                | 0%     | 0                      | 0%     |
| Small Town Connections     | 0                | 0%     | 0                      | 0%     |
| Hinterland Fam.            | 0                | 0%     | 0                      | 0%     |
|                            |                  |        |                        |        |

Cape Carteret Lowell Conway Gastonia Rowland Lake Norman of Catawba Mar Mac Oxford Love Valle Matthews Pumpkin Center Kingstown Boardman Rutherford College Mar Mac Oxford Love Valle isville Unionville Dover McAdenville Goldsboro Pikeville Connelly Spr Confertual Institute for Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

| 2010 MOSAIC HHIds        | 0-3 HH & Percent |        | Unreached HH & Percent |        |
|--------------------------|------------------|--------|------------------------|--------|
| Total                    | 2,783            | 100%   | 1,981                  | 100%   |
| STRUGGLING SOCIETIES     | 873              | 31.37% | 592                    | 29.88% |
| Rugged Southern Style    | 0                | 0%     | 0                      | 0%     |
| Latino Nuevo             | 0                | 0%     | 0                      | 0%     |
| Struggling city Centers  | 873              | 31.37% | 592                    | 29.88% |
| College Town Communities | 0                | 0%     | 0                      | 0%     |
| New Beginnings           | 0                | 0%     | 0                      | 0%     |
| URBAN ESSENCE            | 122              | 4.38%  | 85                     | 4.29%  |
| Unattached Multicultures | 0                | 0%     | 0                      | 0%     |
| Academic Necessities     | 0                | 0%     | 0                      | 0%     |
| Af. Amer. Neighborhoods  | 122              | 4.38%  | 85                     | 4.29%  |
| Urban Diversity          | 0                | 0%     | 0                      | 0%     |
| New Generation Activists | 0                | 0%     | 0                      | 0%     |
| Getting By               | 0                | 0%     | 0                      | 0%     |
| VARYING LIFESTYLES       | 0                | 0%     | 0                      | 0%     |
| Military Family Life     | 0                | 0%     | 0                      | 0%     |
| Major University Towns   | 0                | 0%     | 0                      | 0%     |
| Gray Perspectives        | 0                | 0%     | 0                      | 0%     |
|                          |                  |        |                        |        |

Stonewall Cape Carteret Franklinville Forest Oaks Brogden Durham Lake Lure Bolivia Wallburg Proc onts Elkin Grover Woodlawn Misenheimer Halifax Norman Rosman Intercultural Institute enville Mount Olive Morrisville Prospect Elrod Maxton Brunswick Plan (Struct Ministry of Lattimore Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# Identifying Focus Groups in this Location

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

#### Issues for Your Consideration

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

e Roxobel Castalia Long View Calypso Danbury Rex Hot Springs Davidson Ingold Pinebluft Kenans is Hickory Taylorsville Kingstown Garland Newton Pinetops McFarlan Intercultural Institute Ilsville Weldon Oriental Kinston Holden Beach Lake Norman of Catawba (South Weldon) in Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

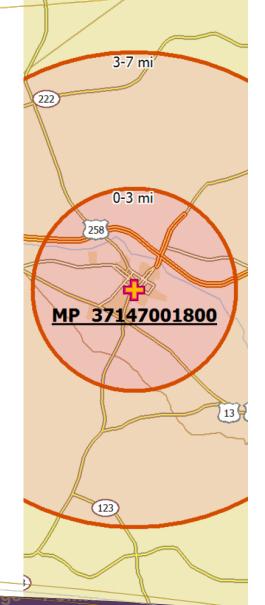
#### **Potential Cultural Bridges**

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).



Weldon Moravian Falls Fletcher Elk Park Sparta Crossnore Vanceboro Burnsville Rennert Trinity ( Hemby Bridge Leland Roper Sanford Boone Duck Littleton West Maria Intercultural Institute Alliance Biscoe Whitsett Candor Icard Bald Head Island Forest City Intercultural Institute ton Maysville Copyright 2011, Intercultural Institute for Contextual Ministry Cherryville Tar Heel Cove City Prospect Hope Mills 36

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

| BRIDGES                 | 0-3   | 3-7   | 7-10  |
|-------------------------|-------|-------|-------|
|                         | MILES | MILES | MILES |
| PC-HH Own               | 68%   | 68%   | 69%   |
| Use Comp. for           | 44%   | 46%   | 49%   |
| Internet/E-mail         |       |       |       |
| Internet Use: E-Mail    | 37%   | 38%   | 41%   |
| Use Comp. for Comp.     | 33%   | 34%   | 34%   |
| Games                   |       |       |       |
| Use Comp. for Education | 28%   | 28%   | 29%   |
| HH Owns DVD Player      | 25%   | 25%   | 25%   |
| Use Comp. for Word      | 23%   | 25%   | 28%   |
| Processing              |       |       |       |
| Use Comp. for Shopping  | 22%   | 24%   | 27%   |
| Internet Use: News/     | 20%   | 21%   | 23%   |
| Weather                 |       |       |       |
| Use Comp. for Banking   | 19%   | 21%   | 24%   |
|                         |       |       |       |

Conetoe Wilkesboro Icard Rex Leland Weaverville Elrod Rose Hill Norwood Linden Ramseur B sburg Arapahoe Keener Winton Asheville Chapel Hill Garland Bethleberg Intercultural Institute Four Oaks Elroy Casar Bermuda Run Altamahaw Marshville Fair for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Listening To Music         | 65%   | 65%   | 66%   |
| Reading Books              | 50%   | 49%   | 52%   |
| Dining Out (Not Fast Food) | 43%   | 45%   | 49%   |
| Card Games                 | 37%   | 37%   | 37%   |
| Cooking for Fun            | 33%   | 33%   | 34%   |
| Board Games                | 27%   | 27%   | 28%   |
| Go To A Beach/Lake         | 26%   | 27%   | 30%   |
| Gardening                  | 24%   | 25%   | 26%   |
| Visit Museum               | 16%   | 16%   | 18%   |
| Going To                   | 15%   | 15%   | 18%   |
| Bars/Nightclubs/Dancing    |       |       |       |

| BRIDGES                    | 0-3   | 3-7   | 7-10  |
|----------------------------|-------|-------|-------|
|                            | MILES | MILES | MILES |
| Any Ailment                | 69%   | 69%   | 67%   |
| Gen./Fam. Practitioner     | 32%   | 33%   | 34%   |
| Hypertension/High Blood    | 24%   | 24%   | 22%   |
| Pressure                   |       |       |       |
| Backache                   | 24%   | 23%   | 22%   |
| Dentist                    | 23%   | 23%   | 24%   |
| Eye Dr.                    | 21%   | 20%   | 20%   |
| High Cholesterol           | 20%   | 19%   | 18%   |
| None Of These              | 18%   | 18%   | 19%   |
| Acid Reflux Disease (GERD) | 17%   | 16%   | 15%   |
| Any Arthritis              | 16%   | 16%   | 15%   |
|                            |       |       |       |

dalia Bolton Misenheimer Trenton Brevard Saxapahaw Crossnore Princeville Reidsville Harrells Hays Horganton Cleveland Parkton East Spencer Wilson East Arcadia Dreve Cleven Bunn Barker Height Butner Sherrills Ford Polkville Dillsboro Webster Boonville Navas for Contextual Ministry A Copyright 2011, Intercultural Institute for Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry

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

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Concert                  | 24.11% | 23.95% | 25.71% |
| Live Theater             | 16.7%  | 16.61% | 18.68% |
| Rock/Pop Concerts Most   | 13.68% | 13.44% | 14.07% |
| Often                    |        |        |        |
| Live Theater Most Often  | 13.33% | 13.32% | 15.16% |
| Dance Performance        | 9.88%  | 9.6%   | 9.74%  |
| Comedy Club              | 9.54%  | 9.58%  | 9.94%  |
| Movies: Comedy           | 40.49% | 40.23% | 40.54% |
| Movies: Action/Adventure | 38.45% | 38.05% | 37.76% |
| Movies: Drama            | 24.32% | 23.47% | 23.08% |

| BRIDGES                  | 0-3    | 3-7    | 7-10   |
|--------------------------|--------|--------|--------|
|                          | MILES  | MILES  | MILES  |
| Movies: Fam.             | 23.35% | 22.71% | 21.41% |
| Movies: Romantic Comedy  | 20.16% | 19.87% | 20.9%  |
| Movies: Mystery          | 18.87% | 18.35% | 17.84% |
| College Football Reg.    | 4.36%  | 4.43%  | 4.97%  |
| Season                   |        |        |        |
| NFL Football Reg. Season | 4.29%  | 4.47%  | 5%     |
| College Basketball Reg.  | 3.51%  | 3.52%  | 3.83%  |
| Season                   |        |        |        |
| NBA Basketball Reg.      | 3.15%  | 3.08%  | 3.23%  |
| Season                   |        |        |        |
| MLB Baseball Reg. Season | 2.86%  | 3.4%   | 5.02%  |
| Tennis Matches           | 1.84%  | 1.65%  | 1.44%  |



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 | 36.68% | 36.65% | 37.8%  | Golf          | Golf 8.61%                 | Golf 8.61% 8.89%                 |
| Swimming             | 22.62% | 23.74% | 26.47% | Mountain/Ro   | Mountain/Road Biking 7.83% | Mountain/Road Biking 7.83% 8.24% |
| Basketball           | 19.76% | 18.87% | 17.56% | Soccer        | Soccer 7.64%               | Soccer 7.64% 7.34%               |
| Bowling              | 19.61% | 19.71% | 20.05% | Softball      | Softball 7.56%             | Softball 7.56% 7.65%             |
| Jogging/Running      | 16.33% | 15.87% | 15.89% | Tennis        | Tennis 6.78%               | Tennis 6.78% 6.68%               |
| Billiards/Pool       | 16.24% | 16.49% | 17.32% | Yoga          | Yoga 6.51%                 | Yoga 6.51% 6.42%                 |
| Football             | 14.1%  | 13.45% | 12.51% | Saltwater Fis | Saltwater Fishing 6.4%     | Saltwater Fishing 6.4% 6.53%     |
| Weight Training      | 13.03% | 13.03% | 13.93% | Roller Skatin | Roller Skating 6.21%       | Roller Skating6.21%6.04%         |
| Freshwater Fishing   | 12.6%  | 13.71% | 13.85% | Ice Skating   | Ice Skating 6.13%          | Ice Skating 6.13% 5.92%          |
| Aerobics             | 12.02% | 11.37% | 10.97% | Camping Trip  | Camping Trips 5.69%        | Camping Trips 5.69% 7.56%        |
| Baseball             | 11.08% | 11.25% | 11.3%  | Backpacking   | Backpacking/Hiking 5.33%   | Backpacking/Hiking 5.33% 5.84%   |
| Stationary Cycling   | 10.2%  | 10.29% | 10.8%  | Hunting       | Hunting 5.23%              | Hunting 5.23% 6.04%              |
| Using Cardio Machine | 9.91%  | 10.04% | 11.44% | Canoeing/Ka   | Canoeing/Kayaking 4.37%    | Canoeing/Kayaking 4.37% 4.7%     |
| Volleyball           | 8.81%  | 8.85%  | 8.31%  | Power Boatin  | Power Boating 4.32%        | Power Boating 4.32% 4.74%        |
|                      |        |        |        |               |                            |                                  |

Fair Bluff Four Oaks Nags Head Mar-Mac Ahoskie Conover China Grove Hillsborough Bald Head Island aleigh Hoffman Duck Chimney Rock Village Middlesex Lenoir Hildebrand Intercultural Institute onnetsville Saxapahaw Roxobel Elk Park Ranlo Bridgeton Casar Oak for Contextual Ministry Proctorville ©Copyright 2011, Intercultural Institute for Contextual Ministry Hope Franklinton Wentworth Burgaw Lumber Bridg40

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 |
| Racquetball          | 4.28% | 4.25% | 4.07% |
| Snorkeling           | 4.28% | 4.23% | 4.19% |
| Hockey               | 4.27% | 4.1%  | 3.67% |
| Target Shooting      | 4.24% | 5.19% | 5.87% |
| Jet Skiing           | 4.11% | 4.12% | 3.92% |
| Skateboarding        | 4.08% | 3.9%  | 3.43% |
| Motorcycling         | 3.97% | 4.33% | 4.64% |
| Fly Fishing          | 3.96% | 4.06% | 3.87% |
| Horseback Riding     | 3.96% | 4.28% | 4.67% |
| Downhill & X-Country | 3.64% | 3.65% | 3.8%  |
| Skiing               |       |       |       |

| BRIDGES               | 0-3   | 3-7   | 7-10  |
|-----------------------|-------|-------|-------|
|                       | MILES | MILES | MILES |
| Water Skiing          | 3.37% | 3.48% | 3.46% |
| Snowmobiling          | 3.28% | 3.36% | 3.12% |
| Snowboarding          | 3.25% | 3.19% | 3.19% |
| Sailing               | 2.93% | 2.84% | 2.81% |
| Martial Arts          | 2.91% | 2.86% | 3%    |
| Surfing & Windsurfing | 2.61% | 2.54% | 2.33% |
| Rock Climbing         | 2.46% | 2.62% | 3.07% |
| Rowing                | 2.35% | 2.38% | 2.43% |
| Archery               | 2.22% | 2.62% | 3.02% |
| Auto Racing           | 2%    | 2.21% | 2.37% |

rolina Shores Smithfield Seven Springs Spiveys Corner Mars Hill Varnamtown Middleburg Washington B Forest Oaks Ansonville Dallas Princeton Aulander Garysburg Polled Stille Wilkesboro Tabor City Jackson Mount Olive Mesic Carolina Beach Haw River Whispering Pine for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Decopyright 2011, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 1)

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

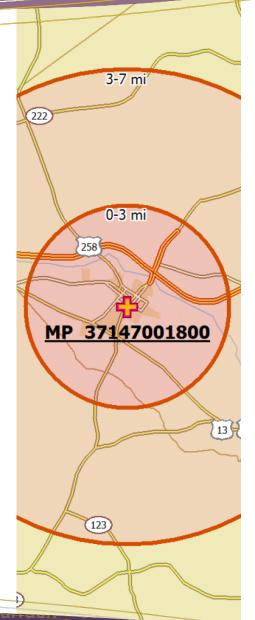
#### **BIBLICAL BARRIERS**

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

#### ECCLESIAL BARRIERS

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

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



view Castalia Rhodhiss Nags Head Montreat Sparta Ogden Vander Archdale Hertford Tarboro War High Point New London Conover Chapel Hill Washington Kernersville Intercultural Institute Walkertown Ingold Cashiers Cerro Gordo Godwin Saluda Rose Hill for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

#### Potential Cultural Barriers -- Introduction (part 2)

#### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

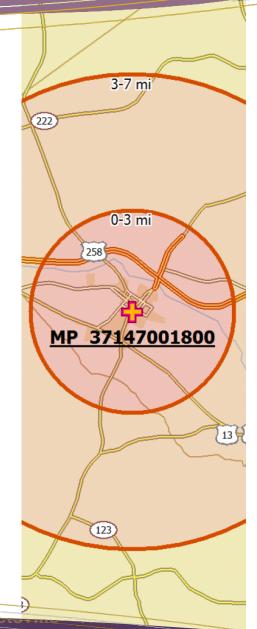
#### CULTURAL BARRIERS OF ACCEPTANCE

#### **Christian Subculture**

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



Gorde Knightdale Salisbury Everetts Parmele Como Belwood Sylva Lucama Raeford Seven Springs Ronda Sparta Chapel Hill Cedar Rock Leggett Cape Carteret Bladen Intercultural Institute Ranlo Mars Hill Grover Sawmills Norlina Pleasant Hill Gastonia Carteret Hays Norwood Peletier Walla 43 ©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<br>MILES | 3-7<br>MILES | 7-10<br>MILES | BARRIERS  | 0-3<br>MILES | 3-7<br>MILES | 7-10<br>MILES |
|---|--------------|--------------|---------------|---|--------------|--------------|---------------|
| Important Continue Learning<br>New Things               | 56%          | 55%          | 53%           | Like to Stand Out In A Crowd<br>Marijuana Should Be Legalized | 23%<br>21%   | 23%<br>21%   | 22%<br>21%    |
| Like Control Over People And<br>Resources               | 43%          | 42%          | 39%           | We Should Strive for Equality for All                         | 19%          | 19%          | 18%           |
| Speak My Mind Even If It Upsets People                  | 43%          | 42%          | 39%           | Friends More Important Than<br>My Fam.                        | 18%          | 19%          | 22%           |
| Find It Difficult To Say No To My Kids                  | 38%          | 38%          | 37%           | Like To Pursue<br>Challenge/Novelty/Change                    | 18%          | 18%          | 19%           |
| Woman's Place Is In The Home<br>Too Much Sponsorship In | 36%<br>34%   | 36%<br>32%   | 35%<br>29%    | Rarely Sit Down to a Meal<br>Together At Home                 | 18%          | 18%          | 16%           |
| Arts/Sports<br>Don't Judge People/Way They              | 32%          | 32%          | 32%           | Only Work Current Job for The<br>Money                        | 17%          | 17%          | 16%           |
| Live Life<br>Like To Do Unconventional                  | 29%          | 30%          | 28%           | Happy With My Standard Of Living                              | 12%          | 12%          | 14%           |
| Things<br>Prefer To Have Few                            | 27%          | 28%          | 30%           | On Whole People Get What<br>They Deserve                      | 11%          | 11%          | 11%           |
| Possessions As Possible<br>I Am A Workaholic            | 27%          | 26%          | 24%           | Little I Can Do To Change My<br>Life                          | 10%          | 10%          | 9%            |
| If Won Lottery Would Never<br>Work Again                | 27%          | 26%          | 27%           | I Am A Perfectionist  | 10%<br>10%   | 10%<br>10%   | 10%<br>9%     |
| Money Is Best Measure Of<br>Success                     | 25%          | 25%          | 25%           | More Important Do Duty Than<br>Enjoy Life                     | 1070         | 1070         | 370           |

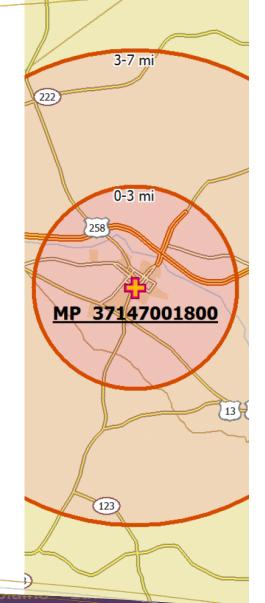
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st Arcadia Lake Lure Pover Cape Carteret Misenheimer Clyde Pikeville Fairmont Reseboro Casar Jan Ass Everetts Bridgeton Myrtle Grove Norwood Yadkinville Royal Pier Intercultural Institute ames Lawndale St. Pauls Rocky Mount Red Oak Pinetops Eastover Al for Contextual Ministry Corpyright 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.



Pineville Blowing Rock West Canton Lowell Southern Shores Pilot Mountain Fountain Bolton Tar Heel Gibsonville Parkton Ingold Cullowhee Roxboro Madison Autry Intercultural Institute Marvin Taylorsville Morrisville Valley Hill Orrum Calypso Micro For for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual 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   | 3-7   | 7-10  | THEMES  | 0-3       | 3-7       | 7-10      |
|---|-------|-------|-------|---|-----------|-----------|-----------|
|   | MILES | MILES | MILES |   | MILES     | MILES     | MILE      |
| You Should Seize Opportunities<br>In Life     | 59%   | 58%   | 58%   | Consider Myself Interested In The Arts                            | 23%       | 23%       | 21%       |
| Important To Respect Customs                  | 56%   | 56%   | 57%   | Like To Just Enjoy Life   | 18%       | 19%       | 21%       |
| And Beliefs                                   |       |       |       | Real Men Don't Cry  | 18%       | 18%       | 18%       |
| Prefer Work Part Of Team Than Alone           | 41%   | 40%   | 38%   | Try Not To Worry About The<br>Future                              | 18%       | 18%       | 17%       |
| Like To Understand About<br>Nature            | 38%   | 38%   | 38%   | Worried About Pollution Caused<br>By Cars                         | 16%       | 16%       | 18%       |
| Important To Juggle Various<br>Tasks          | 37%   | 36%   | 35%   | Enjoy Spending Time With My Fam.                                  | 15%       | 15%       | 13%       |
| Important Feel Respected By My<br>Peers       | 33%   | 33%   | 34%   | Is An Important Part Of Who I Am<br>Children Should Be Allowed To | 12%<br>9% | 13%<br>9% | 14%<br>8% |
| Good At Fixing Things                         | 32%   | 31%   | 31%   | Express Themselves  | 570       | 570       | 070       |
| Have Keen Sense Of Adventure                  | 29%   | 29%   | 28%   | Feel Very Alone In The World                                      | 6%        | 6%        | 6%        |
| Prefer To Have Few<br>Possessions As Possible | 27%   | 28%   | 30%   | Like Spending Most Time With Fam.                                 | 6%        | 6%        | 6%        |
| Provide My Kids With The Little<br>Extras     | 25%   | 24%   | 20%   | Would Like To Set Up Own<br>Business                              | 4%        | 5%        | 4%        |
| People Have To Take Me As<br>They Find Me     | 24%   | 23%   | 23%   | Decor Particular Interest To Me                                   | 3%        | 3%        | 4%        |
| Looking for New Ideas To<br>Improve Home      | 23%   | 23%   | 20%   |   |           |           |           |

Franklinton Eden Vandemere Lowesville Hamilton Black Mountain Boardman Old Fort Middleburg E Dallas Randleman Shelby Bowmore New Bern Manteo Half Moon New Intercultural Institute Jefferson Henderson Weldon Stony Point Fairview Gatesville Gamewe for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

#### **Potential Shared Places**

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges the gospel with them the missional strategy is ineffective. A key component of missions is "hanging out" with lost people in order to build relationships and to allow the Holy Spirit to use us in moving them toward the claims of the gospel. This section provides some ideas of where to hang out -- where to meet people in the lifestyle segment you are attempting to reach.

Butters Richfield Sandyfield North Wilkesboro Dover Flat Rock Wilmington Havelock Vann Crossroad Aringate Pleasant Garden Dallas Pineville Askewville Lattimore Fore Intercultural Institute Mayodan Tabor City Youngsville Fallston Lowesville Roanoke Rapids Copyright 2011, Intercultural Institute for Contextual Ministry

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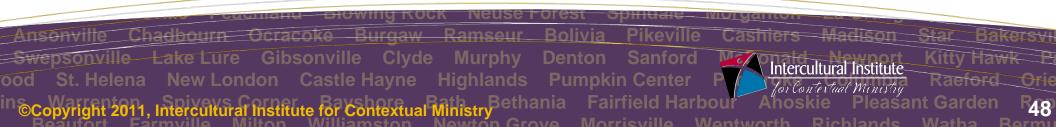
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### **Potential Shared Places:**

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

| PLACE                        | 0-3    | 3-7    | 7-10   |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Fast Food/Drive-In           | 88.59% | 88.35% | 86.09% |
| Restaurant-Visit Any         |        |        |        |
| Fam. Restaurants/Steak       | 77.87% | 78.03% | 77.03% |
| Houses-Visit Any             |        |        |        |
| McDonald's                   | 56.97% | 57.17% | 55.78% |
| Kentucky Fried Chicken (KFC) | 40.95% | 39.33% | 34.53% |
| Burger King                  | 39.87% | 39.86% | 38.45% |
| Wendy's                      | 34.94% | 34.39% | 32.18% |
| Subway                       | 31.79% | 31.72% | 30.59% |
| Pizza Hut                    | 27.79% | 27.38% | 24.54% |
| Applebee's                   | 27.12% | 27.41% | 27.02% |
| Taco Bell                    | 26.77% | 27.1%  | 26.67% |
| Arby's                       | 21.78% | 21.95% | 20.34% |
| Red Lobster                  | 21.15% | 20.51% | 18.49% |

| PLACE                        | 0-3    | 3-7    | 7-10   |
|------------------------------|--------|--------|--------|
|                              | MILES  | MILES  | MILES  |
| Popeyes                      | 21.03% | 19.41% | 16.29% |
| Domino's Pizza               | 20.39% | 19.45% | 17.64% |
| Golden Corral                | 18.51% | 17.71% | 15.02% |
| Dairy Queen                  | 17.89% | 18.13% | 16.61% |
| Olive Garden                 | 17.55% | 17.86% | 18.17% |
| Chick-Fil-A                  | 17.41% | 16.68% | 15.04% |
| IHOP (International House Of | 17.23% | 16.53% | 15.76% |
| Pancakes)                    |        |        |        |
| Church's Fried Chicken       | 15.62% | 14.42% | 11.82% |
| Sonic                        | 15.33% | 15.55% | 14.35% |
| TGI Friday's                 | 14.93% | 14.09% | 13.54% |
| Hardee's                     | 13.63% | 13.54% | 11.2%  |
| Ruby Tuesday                 | 13.59% | 13.02% | 11.68% |

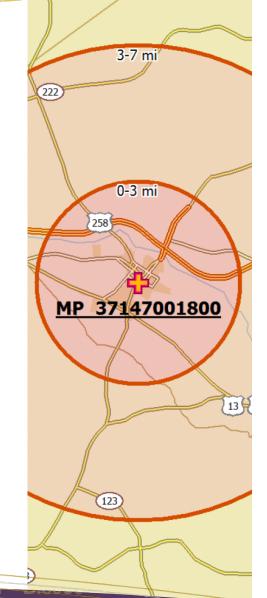


#### **Potential Shared Projects**

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!



teville Falcon Winfall North Topsail Beach Gamewell Whispering Pines Glen Raven Atlantic Beach Star Ashley Heights Bayshore Southern Shores Wanchese Rockfish Louis Intercultural Institute Salemburg Lawndale Shelby Ellenboro Bostic Clyde Stallings Wal Gontextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Shared Projects**

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

| PROJECTS                            | 0-3    | 3-7    | 7-10   |
|-------------------------------------|--------|--------|--------|
|                                     | MILES  | MILES  | MILES  |
| Voted in fed/state/local election   | 40.9%  | 41.52% | 41.9%  |
| Recycled products                   | 23.32% | 24.3%  | 26.97% |
| Worked as volunteer (non political) | 10.89% | 11.44% | 12.73% |
| Engaged in fund raising             | 10.63% | 10.63% | 11.03% |
| Religious club member               | 8.85%  | 8.55%  | 8.13%  |
| Church Board                        | 8.61%  | 7.95%  | 6.7%   |

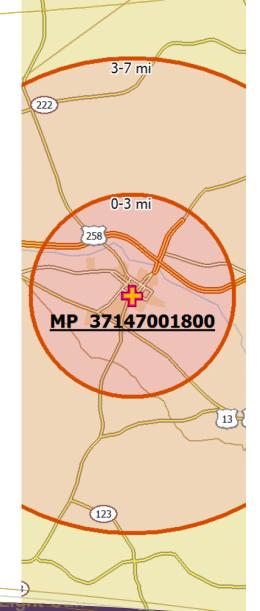
| PROJECTS                        | 0-3   | 3-7   | 7-10  |
|---------------------------------|-------|-------|-------|
|                                 | MILES | MILES | MILES |
| Union member                    | 5.03% | 4.95% | 4.78% |
| Took active part in local civic | 4.57% | 4.6%  | 4.78% |
| issue                           |       |       |       |
| Wrote to editor of mag or       | 4.13% | 4.36% | 4.78% |
| newspaper                       |       |       |       |
| Fraternal order member          | 3.76% | 3.86% | 3.99% |
| Charitable Organization         | 3.72% | 3.88% | 4.41% |
| Addressed a public meeting      | 3.7%  | 3.71% | 3.96% |

Consistence Columbus Seven Lakes New London Knightdale Newton Grove Brevard White Oak Whiteville Have Sparta Lake Lure Harmony Morehead City Sandyfield Godwin Whiteville Intercultural Institute Intercultural Institute Confectual Ministry Confectual Ministr

#### **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.



Hamlet Surf City Haw River Charlotte Stoneville Spring Lake Kittrell Falcon Checowinity Garner Stonewall Five Points King Sylva Morrisville Robbins Tabor City Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## **Potential Print Media Content:**

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

| BOOKS                  | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Children's Books       | 12.72% | 12.53% | 12.78% |
| Novel                  | 12.52% | 12.78% | 14.39% |
| Religious (not Bibles) | 10.58% | 10.32% | 9.67%  |
| Cookbooks              | 7.97%  | 8.17%  | 8.71%  |
| Romance                | 6.05%  | 6.13%  | 6.55%  |
| Mystery                | 6.05%  | 6.72%  | 8.5%   |
| Personal/Business      | 5.75%  | 5.62%  | 5.98%  |
| Self-help              |        |        |        |
| Biography              | 5.38%  | 5.4%   | 5.91%  |
| Mail order             | 4.74%  | 4.73%  | 4.82%  |

| MAGAZINES               | 0-3    | 3-7    | 7-10   |
|-------------------------|--------|--------|--------|
|                         | MILES  | MILES  | MILES  |
| Newspaper Distributed   | 65.7%  | 65.71% | 66%    |
| Gen. Editorial          | 56.71% | 54.92% | 52.1%  |
| Womens                  | 50.74% | 49.08% | 46.31% |
| Service                 | 27.61% | 28.64% | 29.95% |
| <b>Business/Finance</b> | 23.81% | 22.12% | 20.5%  |
| Music                   | 23.17% | 21.47% | 19.07% |
| Mens                    | 20.66% | 20.3%  | 20.14% |
| Parenthood              | 15.41% | 15.22% | 14.51% |
| Health                  | 14.78% | 14.44% | 13.84% |

Keener Liberty Bessemer City Lake Norman of Catawba Norman Pineville Apex Pikeville Troy Ca Elm City Swansboro St. Stephens Greenevers Orrum Newland Hamil Intercultural Institute Toast Granite Falls Momeyer Old Fort Vass Kenansville Kenly Hig Contextual 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                | 45.29% | 46.38% | 48.36% |
| Classified               | 28.95% | 30.11% | 31.02% |
| Sport                    | 27.37% | 28%    | 29.05% |
| Editorial Page           | 22.69% | 23.68% | 24.87% |
| Business/Finance         | 22.07% | 22.47% | 24.2%  |
| Movie Listings & Reviews | 21.8%  | 21.94% | 23.23% |
| TV/Radio Listings        | 21.17% | 21.35% | 21.47% |
| Food/Cooking             | 20.55% | 20.91% | 21.4%  |
| Comics                   | 19.56% | 20.69% | 22.22% |
| Home/Gardening           | 17.09% | 17.48% | 17.91% |
| Fashion                  | 17.03% | 16.39% | 16%    |
| Travel                   | 15.97% | 15.95% | 16.57% |
| Science/Technology       | 13.57% | 13.71% | 14.36% |

| RADIO                 | 0-3    | 3-7    | 7-10   |
|-----------------------|--------|--------|--------|
|                       | MILES  | MILES  | MILES  |
| Urban Contemporary    | 50.63% | 45.38% | 36.88% |
| Jazz                  | 17.28% | 15.09% | 11.43% |
| CHR Contemp Hit Radio | 16.67% | 16.76% | 17.91% |
| Variety               | 12.49% | 11.61% | 11.01% |
| Gospel                | 9.92%  | 8.96%  | 7.13%  |
| All News              | 8.61%  | 7.78%  | 7.66%  |
| Oldies                | 8.04%  | 8.52%  | 9.25%  |
| Adult Contemporary    | 7.72%  | 9.23%  | 11.77% |
| Country               | 6.31%  | 9.21%  | 11.37% |
| Religious             | 5.81%  | 5.75%  | 5.72%  |
| News/Talk             | 4.89%  | 5.49%  | 7.25%  |
| Soft Contemporary     | 4.75%  | 4.81%  | 5.36%  |
| Hispanic              | 4.3%   | 4.05%  | 3.83%  |
| Rock                  | 3.88%  | 5.14%  | 7.22%  |
| All Talk              | 3.17%  | 3.21%  | 3.85%  |
| Alternative           | 3.16%  | 3.9%   | 5.71%  |
| Sports                | 3%     | 2.91%  | 3.28%  |
| Adult Standards       | 2.88%  | 2.77%  | 2.55%  |

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### **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   | ļ | MULTIMEDIA: TV             |
|-------------------------|--------|--------|--------|---|----------------------------|
|                         | MILES  | MILES  | MILES  |   |                            |
| Fox News Channel        | 61.82% | 61.93% | 61.06% | - | TCM (Turner Classic        |
| Soapnet                 | 50.73% | 50.31% | 50.41% | l | Movies)                    |
| Other Video-On-Demand   | 49.89% | 49.1%  | 44.58% | ł | Hallmark Channel           |
| Satellite Dish          | 48%    | 48.7%  | 48.06% | l | Lifetime                   |
| Sci-Fi Channel          | 35.71% | 35.82% | 34.97% | ( | Comedy Central             |
| MSNBC                   | 34.15% | 34.11% | 33.3%  | - | The Golf Channel           |
| Adult Pay Per View TV   | 33.76% | 33.36% | 30.38% |   | TV Info From Other         |
| Subscribe Digital Cable | 33.72% | 32.81% | 30.94% | l | HGTV (and Garden           |
| TV Info From Sunday TV  | 27.3%  | 27.26% | 27.83% | - | Television)                |
| Magazine                |        |        |        |   | TV Info From Monthly Cable |
| TV Info From Newspapers | 25.57% | 25.47% | 25.57% | ( | Guide                      |
| Nickelodeon             | 25.47% | 26.28% | 26.7%  | I | BET (Black Entertainment   |
| Nick At Nite            | 25.45% | 25.18% | 24.5%  | - | TV)                        |
|                         |        |        |        | ŗ | USA Network                |

| MULTIMEDIA: TV             | 0-3    | 3-7    | 7-10   |
|----------------------------|--------|--------|--------|
|                            | MILES  | MILES  | MILES  |
| TCM (Turner Classic        | 25.3%  | 24.97% | 24.44% |
| Movies)                    |        |        |        |
| Hallmark Channel           | 23.84% | 23.72% | 23.22% |
| Lifetime                   | 23.66% | 23.29% | 21.76% |
| Comedy Central             | 23.35% | 23.61% | 26.31% |
| The Golf Channel           | 22.18% | 21.86% | 21.24% |
| TV Info From Other         | 21.58% | 21.26% | 21.3%  |
| HGTV (and Garden           | 21.55% | 20.81% | 19.15% |
| Television)                |        |        |        |
| TV Info From Monthly Cable | 21.21% | 21.59% | 22.16% |
| Guide                      |        |        |        |
| BET (Black Entertainment   | 21.16% | 21.51% | 22.36% |
| TV)                        |        |        |        |
| USA Network                | 21.06% | 21.31% | 22.03% |
| ABC Fam.                   | 20.75% | 20.69% | 22.41% |
| TV Land                    | 20.31% | 19.59% | 18.79% |
|                            |        |        |        |

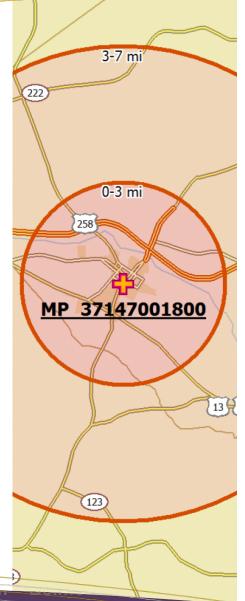
and Cofield Fallston Orrum Elizabeth City Whispering Pines Summerfield Cashiers Spindale Drexel L ex Falson Greensboro Glen Raven Fairmont Nashville Pollocksville Provide Report Granite Quarry Varrenton Asheboro Spring Lake Lake Santeetlah Rockfish Cullowhee For Confectual Ministry ©Copyright 2017, Intercultural Institute for Contextual Ministry South Rosemary Midland Piney Green Apsonville Bear Grass Whit

#### **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.



CFarlan Murfreesboro Sparta Fayetteville Stantonsburg Hays Kingstown La Grange Windsor Ingold Feek Edenton Kenly Boardman Salisbury Black Mountain Emerald Is <u>Intercultural Institute</u> Yadkinville Lowell Weaverville Cerro Gordo Calypso Vander Anso for Confectual Ministry Confectual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Print Media Usage:

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

| MEDIUM              | 0-3    | 3-7    | 7-10   |
|---------------------|--------|--------|--------|
|                     | MILES  | MILES  | MILES  |
| Book Readers        |        |        |        |
| Heavy Users (7+)    | 14.8%  | 15.2%  | 16.87% |
| Medium Users (4-6)  | 7.34%  | 7.63%  | 8.62%  |
| Light Users (1-3)   | 17.59% | 17.92% | 18.76% |
| Quintiles (20%)     |        |        |        |
| Newspaper I (Heavy) | 0.72%  | 0.88%  | 1.18%  |
| Newspaper II        | 1.55%  | 1.58%  | 1.61%  |
| Newspaper III       | 1.86%  | 1.9%   | 2.03%  |
| Newspaper IV        | 0.39%  | 0.47%  | 0.46%  |
| Newspaper V (Light) | 0.69%  | 0.74%  | 0.79%  |

| MEDIUM                 | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Quintiles (20%)        |        |        |        |
| Magazines I (Heavy)    | 21.27% | 21.36% | 21.87% |
| Magazines II           | 9.7%   | 9.73%  | 9.77%  |
| Magazines III          | 10.29% | 10.44% | 11.02% |
| Magazines IV           | 14.33% | 14.17% | 13.59% |
| Magazines V (Light)    | 1.48%  | 1.31%  | 1.13%  |
| Outdoor I (Heavy)      | 10.05% | 9.69%  | 9.25%  |
| Outdoor II             | 6.08%  | 5.62%  | 4.85%  |
| Outdoor III            | 5.98%  | 5.75%  | 5.33%  |
| Outdoor IV             | 17.02% | 16.91% | 16.51% |
| Outdoor V (Light)      | 24.16% | 24.33% | 23.65% |
| Yellow Pages I         | 17.01% | 16.89% | 16.12% |
| (Heavy)                |        |        |        |
| Yellow Pages II        | 9.59%  | 9%     | 8.59%  |
| Yellow Pages III       | 11.54% | 10.78% | 9.8%   |
| Yellow Pages IV        | 25.93% | 25.7%  | 25.02% |
| Yellow Pages V (Light) | 5.45%  | 5.33%  | 4.99%  |

II Moravian Falls Sawmills Grifton Jamestown Hot Springs Spruce Pine Jackson Spencer Mountain Sta Fairfield Harbour Huntersville Flat Rock Belmont Warrenton Bermuda Por Intercultural Institute ARS Kings Grant Como Avery Creek Claremont South Rosemary Seagron Gorfertial Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

## Potential Multimedia Usage

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

| MEDIUM 0-3 3-7 7-10 M   | IEDIUM                        |
|---|-------------------------------|
| MILES MILES MILES   |                               |
| Radio Drive Time Quntiles TV                                      | Prime Time Quntiles (fifths / |
| (fifths / 20%) 20%)   |                               |
| Drive Time I & II (Heavy) 2.11% 2.35% 2.98% Prime Tim             | ne I & II (Hea∨y)             |
| Drive Time III (Medium) 1.22% 1.2% 1.15% Prime Time III           | l (Medium)                    |
| Radio IV & V (Light)   2.66%   2.66%   2.76%   Prime Time IV &    | V (Light)                     |
| Radio Media Quntiles (fifths / TV Early/Late Frin                 | ge Quntiles                   |
| 20%) (fifths / 20%)   |                               |
| Radio I & II (Heavy) 12.07% 11.93% 11.58% Fringe I & II (Heavy)   |                               |
| Radio III (Medium)3.23%3.55%4%Fringe III (Medium)                 |                               |
| Radio IV & V (Light)   4.81%   4.59%   4.32%   Fringe IV (Light)  |                               |
| Cable TV Quntiles (fifths / TV All Day Quntiles (fifth            | hs /                          |
| 20%) 20%)   |                               |
| Cable I & II (Heavy) 12.08% 12.06% 12.03% All Day I & II (Heavy)  |                               |
|   |                               |
| Cable III (Medium)   5.36%   5.25%   5.32%   All Day III (Medium) |                               |



# 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] | 10.66% | 10.69% | 10.58% |
| 6:00am - 10:00am   | 15.55% | 15.12% | 15.65% |
| 10:00am - 3:00pm   | 13.82% | 12.8%  | 11.8%  |
| 3:00pm - 7:00pm    | 16.71% | 16.28% | 16.07% |
| 7:00pm - Midnight  | 11.67% | 11.48% | 11.9%  |
| Midnight - 6:00am  | 9.53%  | 8.9%   | 7.8%   |
| Weekend Radio      |        |        |        |
| Listeners          |        |        |        |
| Dayparts [summary] | 14.34% | 14.19% | 14.12% |
| 6:00am - 10:00am   | 2.02%  | 2.12%  | 2.92%  |
| 10:00am-3:00pm     | 5.49%  | 5.22%  | 5.71%  |
| 3:00pm - 7:00pm    | 7.11%  | 7.07%  | 7.15%  |
| 7:00pm - Midnight  | 10.73% | 10.42% | 10.35% |
| Midnight - 6:00am  | 14.8%  | 14.06% | 13.13% |

| USAGE                  | 0-3    | 3-7    | 7-10   |
|------------------------|--------|--------|--------|
|                        | MILES  | MILES  | MILES  |
| Prime Time TV Viewers  |        |        |        |
| 8:00-11:00pm           | 5.26%  | 5.76%  | 6.91%  |
| Saturday: 8:00-11:00pm | 8.46%  | 8.29%  | 8.7%   |
| Sunday: 7:00-11:00pm   | 8.84%  | 9.02%  | 9.05%  |
| 9:00am-1:00pm          | 25.45% | 25.18% | 24.5%  |
| 9:00am-4:00pm          | 30.07% | 29.56% | 28.43% |
| 4:00pm-7:00pm          | 33.84% | 32.81% | 31.01% |
| 11:00pm-1:00am         | 46.34% | 45.63% | 43.43% |
| AVG Prime time         | 6.64%  | 6.1%   | 5.08%  |
| Mon-Sun                |        |        |        |

North Topsail Beach Holly Springs Gatesville Woodlawn Hillsborough Belmont Connelly Springs Fayetter Finer Bent Creek Light Oak Varnamtown Kenly Northlakes Danbury Coats Myrtle Grove Taylortown Morven Banner Elk Watha Kingstown Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Comparison Carthage Enochville New Bern Southern Shor 58 Comparison Carthage Enochville New Bern Southern Southern Shor 58 Comparison Carthage Enochville New Bern Southern So

## 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   | <b>TV VIEWERS</b> | TV VIEWERS 0-3      | TV VIEWERS 0-3 3-7         |
|------------|--------|--------|--------|------|-------------------|---------------------|----------------------------|
|            | MILES  | MILES  | MILES  |      |                   | MILES               | MILES MILES                |
| Weekday    |        |        |        | Wee  | Weekend           | Weekend             | Weekend                    |
| 6-7am      | 14.57% | 14.8%  | 15.94% | Sat: | Sat: 7-10am       | Sat: 7-10am 15.26%  | Sat: 7-10am 15.26% 15.51%  |
| 7-9am      | 19.15% | 19.5%  | 21.08% | Sat: | Sat: 10am-1pm     | Sat: 10am-1pm 8.9%  | Sat: 10am-1pm 8.9% 8.73%   |
| 9am-12noon | 19.34% | 19.15% | 19.09% | Sat: | Sat: 1-4pm        | Sat: 1-4pm 24.54%   | Sat: 1-4pm 24.54% 24.39%   |
| 12noon-4pm | 10.73% | 10.41% | 9.34%  | Sat: | Sat: 4-6pm        | Sat: 4-6pm 7.62%    | Sat: 4-6pm 7.62% 7.45%     |
| 4-6pm      | 50.7%  | 49.59% | 47.73% | Sat: | Sat: 6-7pm        | Sat: 6-7pm 1.62%    | Sat: 6-7pm 1.62% 1.62%     |
| 6-7pm      | 17.17% | 17.53% | 16.67% | Sat: | Sat: 7-8pm        | Sat: 7-8pm 1.04%    | Sat: 7-8pm 1.04% 1.07%     |
| 7-7:30pm   | 2.23%  | 2.06%  | 1.88%  | Sat: | Sat: 8-11pm       | Sat: 8-11pm 8.46%   | Sat: 8-11pm 8.46% 8.29%    |
| 7:30-8pm   | 13.01% | 12.85% | 11.4%  | Sat: | Sat: 11pm-1am     | Sat: 11pm-1am 7.36% | Sat: 11pm-1am 7.36% 6.99%  |
| 8-11pm     | 5.26%  | 5.76%  | 6.91%  | Sat: | Sat: 1am-7pm      | Sat: 1am-7pm 21.06% | Sat: 1am-7pm 21.06% 21.31% |
| 11pm-12am  | 34.15% | 34.11% | 33.3%  | Sun  | Sun: 7-10am       | Sun: 7-10am 2.62%   | Sun: 7-10am 2.62% 2.52%    |
| 11pm-1am   | 46.34% | 45.63% | 43.43% | Sun  | Sun: 10am-1pm     | Sun: 10am-1pm 4.79% | Sun: 10am-1pm 4.79% 5.11%  |
| 1-6am      | 33.39% | 32.88% | 32.12% | Sun  | Sun: 1-4pm        | Sun: 1-4pm 4.15%    | Sun: 1-4pm 4.15% 4.36%     |
|            |        |        |        | Sun  | Sun: 4-7pm        | Sun: 4-7pm 10.42%   | Sun: 4-7pm 10.42% 10.89%   |
|            |        |        |        | Sun  | Sun: 7-11pm       | Sun: 7-11pm 8.84%   | Sun: 7-11pm 8.84% 9.02%    |
|            |        |        |        | Sun  | Sun: 11pm-1am     | Sun: 11pm-1am 5.37% | Sun: 11pm-1am 5.37% 5.31%  |
|            |        |        |        | Sun  | Sun: 1-7am        | Sun: 1-7am 19.26%   | Sun: 1-7am 19.26% 19.47%   |

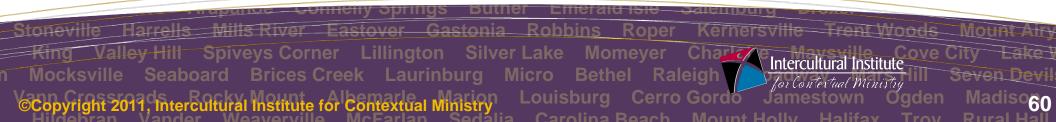
St. Stephens Hebgood Laurinburg Moravian Falls Rockfish Black Mountain Murraysville Apex Maysville Roxboro Liberty Bayshore Reidsville Vandemere Morrisville East Flat Appendix Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

# 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

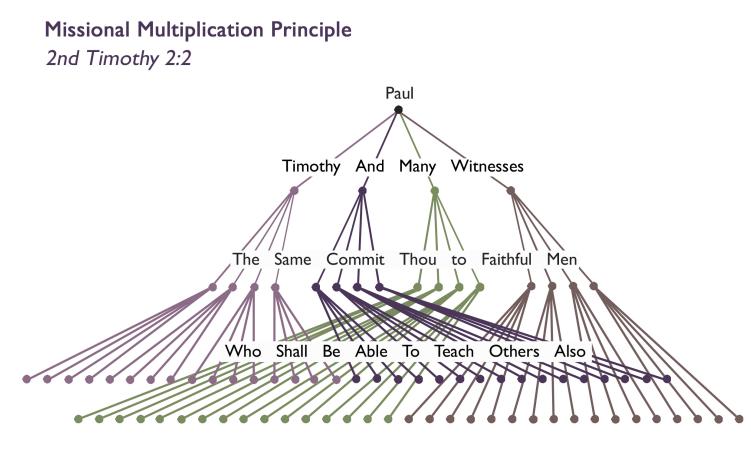
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Lexington Mineral Springs Smithfield Watha Whiteville Waynesville Lake Lure Clayton Rosman Holf Lewisville Godwin Wilson Indian Trail Bear Grass Saluda Rex Ruther Intercultural Institute Sneads Ferry Burnsville Lillington Salem East Arcadia Seven Devils Confectual Ministry Carolina Shores Goldsboro Durham Pittsboro Harr 61 Franklinton Winston-Salem Maysville Lilesville Hoffma

## **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.





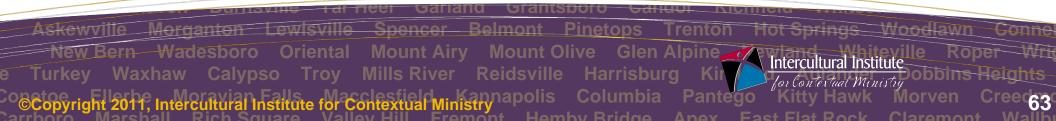
## **Establishing Redemptive Relationships**

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.



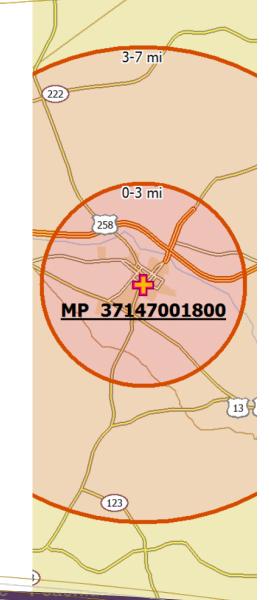


#### Your MissionSite and the Missional Suite

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



View Kings Mountain Pink Hill Unionville Stonewall Altamahaw Peletier Greenville Oak Ridge Sylva ( an Windsor Burgaw Holly Springs Sawmills Gorman Seven Springs Fair Antercultural Institute stover Welcome Morrisville Wilmington Clyde Landis Holly Ridge Flat for Contextual Ministry Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Butther Atkinson Nashville Carrboro Rutherford College Bailey Four

### Notes and Sources

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

Magnolia Everetts Mount Holly Canton St. James Harrisburg Franklin Rosman Montreat Indian Trail Dobbins Heights Norman Winton Mount Olive Vass Old Fort Warred, Sunset Beach Black Greek Aulander Pinetops White Plains Holly Ridge Lumber Bridge Barker Height Confectual Ministry Bethania Fairview Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Vallage Lumionville Shelby Buth Vandemere Wanchese Keepe

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

|    | CHURCH                            | ADDRESS  | DISTANCE | WRSHP AVG | IICM CGR          |
|----|-----------------------------------|--|----------|-----------|-------------------|
| 1  | Farmville First                   | 3653 E Wilson St<br>Farmville, NC 27828        | 0.25 mi  | 188       | Plateauing        |
| 2  | Hispanic Mission of Farmville     | 3653 E Wilson St<br>Farmville, NC 27828        | 0.25 mi  | 0         | Insufficient Data |
| 3  | Fountain - Fountain               | 6662 E Wilson St<br>Fountain, NC 27829         | 5.98 mi  | 44        | Growing           |
| 4  | Webbs Chapel - Macclesfield       | 2771 Webbs Chapel Rd<br>Macclesfield, NC 27852 | 10.69 mi | 84        | Declining         |
| 5  | Village Church at Greenville      | 606 Country Club Dr<br>Greenville, NC 27834    | 10.85 mi | 0         | Insufficient Data |
| 6  | Eagles - Macclesfield             | 226 NC Highway 124 W<br>Macclesfield, NC 27852 | 10.95 mi | 57        | Declining         |
| 7  | Arlington Blvd - Greenville       | 1007 W Arlington Blvd<br>Greenville, NC 27834  | 11.02 mi | 73        | Plateauing        |
| 8  | Winterville - Winterville         | 2593 Church St<br>Winterville, NC 28590        | 11.06 mi | 161       | Plateauing        |
| 9  | Snow Hill First - Snow Hill       | 509 Kingold Blvd<br>Snow Hill, NC 28580        | 11.47 mi | 121       | Plateauing        |
| 10 | Integrity Baptist Church          | 511 East 10th St<br>Greenville, NC 27858       | 12.37 mi | 0         | Insufficient Data |
| 11 | Whole Life Christian Center       | 2350 Beaver Creek Rd<br>Greenville, NC 27834   | 12.53 mi | 0         | Insufficient Data |
| 12 | Discovery Church -<br>Winterville | 874 Corbett St<br>Winterville, NC 28590        | 12.80 mi | 146       | Insufficient Data |
| 13 | Oakmont - Greenville              | 1100 Red Banks Rd<br>Greenville, NC 27858      | 12.84 mi | 618       | Plateauing        |
| 14 | Immanuel - Greenville             | 1101 S Elm St<br>Greenville, NC 27858          | 12.88 mi | 169       | Declining         |
| 15 | Korean Mission - Greenville       | 1101 S Elm St<br>Greenville, NC 27858          | 12.88 mi | 32        | Insufficient Data |

vodan Harrellsville McAdenville Lowell Cofield Williamston Roseboro East Rockingham Polkton Silver Cooleemee Parmele East Spencer Sunset Beach East Arcadia Beach <u>Intercultural Institute</u> tman Scotland Neck Kings Mountain Enochville Belhaven Linden Hayes for Contextual Ministry d Copyright 2011, Intercultural Institute for Contextual Ministry

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

|    | CHURCH                               | ADDRESS  | DISTANCE | WRSHP AVG | IICM CGR          |
|----|--------------------------------------|--|----------|-----------|-------------------|
| 16 | Stantonsburg First -<br>Stantonsburg | 313 S Main St<br>Stantonsburg, NC 27883          | 13.32 mi | 125       | Plateauing        |
| 17 | Ayden First - Ayden                  | 628 E 3rd St<br>Ayden, NC 28513                  | 13.35 mi | 65        | Plateauing        |
| 18 | The Memorial - Greenville            | 1510 Greenville Blvd SE<br>Greenville, NC 27858  | 13.45 mi | 342       | Plateauing        |
| 19 | Hispanic Mission of Greenville       | 1510 Greenville Blvd SE<br>Greenville, NC 27858  | 13.45 mi | 45        | Plateauing        |
| 20 | Pinetops - Pinetops                  | 710 W Hamlet St<br>Pinetops, NC 27864            | 13.89 mi | 141       | Plateauing        |
| 21 | Ignite Church                        | 204 John Ave<br>Greenville, NC 27858             | 14.14 mi | 0         | Insufficient Data |
| 22 | Davis Grove - Snow Hill              | 938 Davis Grove Church Rd<br>Snow Hill, NC 28580 | 14.31 mi | 58        | Plateauing        |
| 23 | Family Bapt Church - Ayden           | 901 Nc 102 W<br>Ayden, NC 28513                  | 15.23 mi | 0         | Plateauing        |
| 24 | Pleasant Hope - Elm City             | 5018 Rosebud Church Rd<br>Elm City, NC 27822     | 17.42 mi | 69        | Growing           |
| 25 | New Beginnings - Grifton             | 112 S Pitt St<br>Grifton, NC 28530               | 17.87 mi | 30        | Insufficient Data |
| 26 | Mildred Missionary - Tarboro         | 139 Ellis Rd<br>Tarboro, NC 27886                | 18.16 mi | 81        | Plateauing        |
| 27 | Aenon - Elm City                     | 7503 Town Creek Rd<br>Elm City, NC 27822         | 18.36 mi | 21        | Declining         |
| 28 | Grifton First - Grifton              | 6776 Patrick St<br>Grifton, NC 28530             | 18.66 mi | 55        | Declining         |
| 29 | Wilson First - Wilson                | 311 Nash St W<br>Wilson, NC 27893                | 18.67 mi | 296       | Declining         |
| 30 | Primera Mision Bautista -<br>Wilson  | 311 Nash St W<br>Wilson, NC 27893                | 18.67 mi | 0         | Insufficient Data |

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

|    | CHURCH                            | ADDRESS                                       | DISTANCE | WRSHP AVG | IICM CGR          |
|----|-----------------------------------|---|----------|-----------|-------------------|
| 31 | Bethel - Bethel                   | 7473 Main St                                  | 18.77 mi | 96        | Declining         |
|    |                                   | Bethel, NC 27812                              |          |           | Ũ                 |
| 32 | Stokes - Stokes                   | 2729 NC Highway 903 N<br>Stokes, NC 27884     | 19.58 mi | 26        | Declining         |
| 33 | Light of the World - Wilson       | 414 Pender St E<br>Wilson, NC 27893           | 19.73 mi | 20        | Declining         |
| 34 | Grainger - Kinston                | 3201 Middle St<br>Kinston, NC 28501           | 19.79 mi | 50        | Declining         |
| 35 | Community - Goldsboro             | 351 Antioch Rd<br>Goldsboro, NC 27534         | 19.96 mi | 27        | Growing           |
| 36 | Elm City Missionary - Elm<br>City | 206 Wilson St<br>Elm City, NC 27822           | 20.02 mi | 0         | Insufficient Data |
| 37 | Immanuel - Kinston                | 712 Airport Rd<br>Kinston, NC 28504           | 20.51 mi | 108       | Growing           |
| 38 | Glory - Wilson                    | 502 Jordan St SW<br>Wilson, NC 27893          | 20.61 mi | 279       | Declining         |
| 39 | Pactolus - Greenville             | 5980 US Highway 264 E<br>Greenville, NC 27834 | 20.65 mi | 79        | Plateauing        |
| 40 | Wilson Community - Wilson         | 701 Tarboro St SW<br>Wilson, NC 27893         | 20.67 mi | 191       | Insufficient Data |
| 41 | Kinston First - Kinston           | 2600 Rouse Rd<br>Kinston, NC 28504            | 20.75 mi | 175       | Declining         |
| 42 | Pinkney - Fremont                 | 3157 NC Highway 581 N<br>Fremont, NC 27830    | 21.02 mi | 68        | Plateauing        |
| 43 | Hispanic Mission - Tarboro        | 605 Main Street<br>Tarboro, NC 27886          | 21.07 mi | 30        | Growing           |
| 44 | Tarboro First - Tarboro           | 605 N Main St<br>Tarboro, NC 27886            | 21.07 mi | 140       | Plateauing        |
| 45 | Grace - Wilson                    | 202 Kincaid Ave N<br>Wilson, NC 27893         | 21.16 mi | 113       | Plateauing        |

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