MissionSite top unreached locations

Spiveys Corper Elve Points Red Oak South Weldon Bikeville, NC

narpsburg Forest Hills Lansing Mineral Springs Jan CENSUS TRACT: 37191000100 East Multiply East Rockingham Wilkesboro REGION: Region 2: Central Coast COUNTY: Wayne Dillsb SITESCAPE: Townscape In partnership with the: Kelly Fountain White Oak DENSITY PATTERN: 11 Intercultural Institute City Varnamtown Claremont Le Bridge for Contextual Ministrynt Ranlo Glen Alpine Kitty Hawk Buies Creek nton Scotland North Carolina Baptists Caring. Sharing. Daring. Creedin nney Rock Village Bis ea©Copyright 2011, Intercultural Institute for Contextual Ministry/teville

MissionSite (TM) Table of Contents

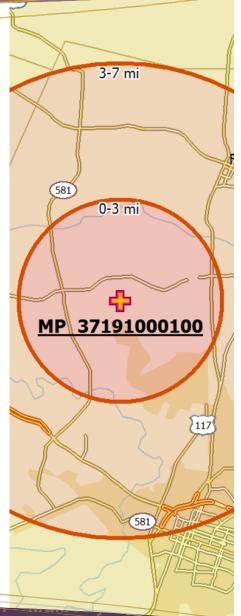
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Site Location Summary

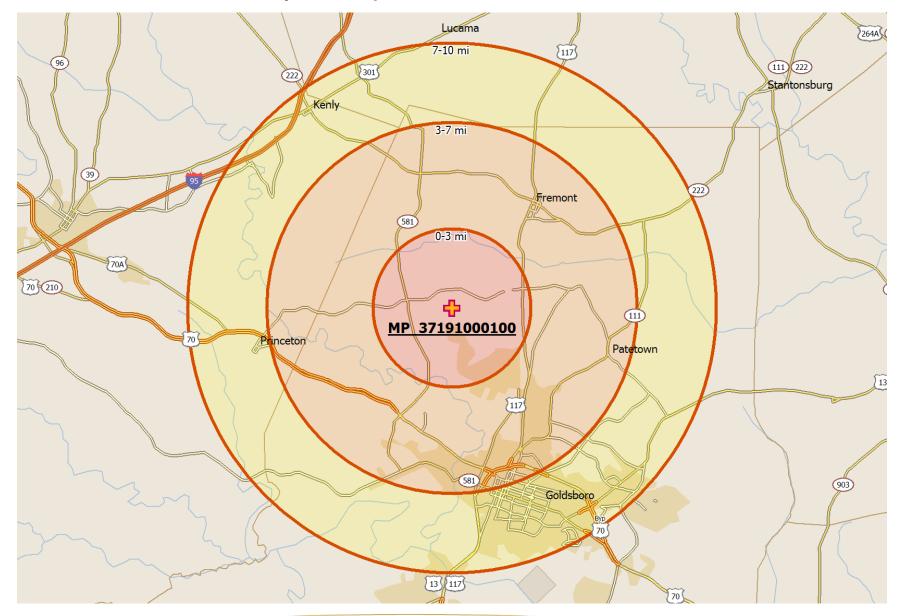
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been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

	Location Typography	CODE	LOCATION
1	Region	3702	Region 2: Central Coast
3	County Location	37191	Wayne
4	Zipcode	27863	Wayne
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	l1	10000-50000-50000



Millers Creek Oakboro Winfall Mountain Home Elizabethtown Parkton Spindale Lake Junaluska Asher The Varina Granite Quarry Sugar Mountain Stanley Ellenboro Benson <u>Intercultural Institute</u> Gatesville Laurel Park Monroe Altamahaw Bayboro Ansonville Newtor <u>Intercultural Institute</u> To Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Map of the Site Location



arboro Morehead City Clinton Richfield Creswell Jacksonville Trenton Columbus Orrum Erwin Waco Skewville Hemby Bridge Elizabeth City Troy Indian Trail Cameron Enorgy Intercultural Institute ints Hudson Light Oak Bowmore Delway Peletier Bald Head Island Government (or Contestual 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	EXPLANATION
		Ε	
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA 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

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Prospect Hadreburg Whitakers Wagram White Plains Lilesville Taylortown Rennert Pilot Mountan Farrield Harbour Calabash Columbia Sneads Ferry Red Springs Daller Intercultural Institute Pittsboro China Grove Rutherfordton Murfreesboro Garland Surf City for Contextual Institute Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Band Composition

Below is a summary of the composition of the three bands around the center of the census tract. Values for the total population, and various types of group quarters in each band are provided below. In addition to current population estimates, each band has been compared to all of the other census tract bands around the country. Population density, language diversity, foreign born diversity, ancestry diversity and racial (broad census categories) diversity have all been indexed across the country with a "0" value representing the least value and 100 representing the most in each category. For an explanation of these indices please see the Sitescape article at MissionalCyclopedia.org.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	6,754	24,656	46,716
2010 Households	2,697	9,640	18,910
2010 Group Quarters Population	20	1,230	1,972

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	26	36
Language Diversity National Index	27	25	24
Foreign Born Diversity National Index	30	34	83
Ancestry Diversity National Index	59	25	13
Racial Diversity National Index	30	52	69

West Canton Spruce Pine Lumberton Locust Salemburg Aulander Topsai Beach Faith Drexel Mine Lewisville Cofield Lawndale Southport Brogden China Grove Lake Intercultural Institute Asheville East Arcadia Chadbourn Chocowinity Morven Keener for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - County Environment

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

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

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

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Light Oak City Health Holly Millers Creek Reidsville Locust Carolina Beach James City Cajah's Mount Light Oak Spencer Lasker Beulaville Murfreesboro Falkland Lake <u>Intercultural Institute</u> Bethel Morven East Rockingham East Bend Holly Springs East Arcad () Intercultural Institute () Contextual 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	140	5.19%
Mainstay Communities	Established, Diverse Households	1,653	61.29%
Working Communities	Blue-collar, Working Families	218	8.08%
Country Communities	Rural, Agri. & Mining Families	464	17.2%
Aspiring Communities	Young Singles / Aspiring-Multihousing	179	6.64%
Urban Communities	High Density, Inner-city Neighborhoods	43	1.59%

herryville Jefferson Winton Mount Holly Mineral Springs Boardman Four Oaks Silver City Troy Harkers Banner Elk Columbus New London Ingold Bostic Wilson Smithfield Intercultural Institute East Bend Castle Hayne Spindale Blowing Rock Pleasant Hill Carol Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Site Location Summary

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

Issues for Your Consideration

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

Danbury Sea Breeze Kenansville Kannapolis Ashley Heights Hertford Bent Creek Bladenboro Elk P Cape Carteret Southern Pines Grover Raeford Cornelius Pinebluff Wert First Bladenboro Elk P Cape Carteret Southern Pines Grover Raeford Cornelius Pinebluff Wert Intercultural Institute Castover Light Oak Warsaw Chapel Hill Calypso Ogden Eden Reidsville For Contextual Ministry Morganton D Copyright 2011, Intercultural Institute for Contextual Ministry Carrboro Walstonburg Waynesville Spow Hill Davidson

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	30,911	1,755	5.68%
Unreached %	67.95%	65.08%	95.79
Religious But NOT Evangelical HH	9,146	362	3.96%
Religious But NOT Evangelical %	20.1%	13.43%	66.81
Spiritual But NOT Relig or Evang HH	4,056	351	8.65%
Spiritual But NOT Relig or Evang %	8.92%	13.01%	145.91
Not Evangelical, Not Interested HH	17,985	1,042	5.79%
Not Evangelical, Not Interested %	39.53%	38.64%	97.74



Jamesville Butner Bonnetsville Sandy Creek Micro Hamlet Mountain View Garysburg Bayboro Shelk Breeze Cape Carteret Turkey Webster Rutherford College Vanceboro Intercultural Institute Greensboro Kirkland Black Mountain Claremont Benson Fallston South Rosemary Maiden Rutherfordton Cartha 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	25	2	8%
Active BCNC Attenders	2,274	36	1.58%
Active Evangelical Households	7,315	472	6.46%
Active Evangelical Percent	16.08%	17.51%	108.93
Inactive Evangelical Households	7,268	469	6.46%
Inactive Evangelical Percent	15.98%	17.40%	108.93
# New Churches Needed	0	0	0%





Spirituality Indicators - 30 Closest BCNC Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR			CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Gateway Community Church	1.63 mi	0	Insufficient Data		16	New Life - Goldsboro	8.36 mi	85	Plateauing
2	Pikeville First	2.03 mi	36	Growing		17	Adamsville - Goldsboro	8.81 mi	376	Declining
3	Pineview - Goldsboro	4.10 mi	39	Declining		18	Rosewood First - Goldsboro	8.90 mi	279	Plateauing
4	Mision Bau Monte Nelson - Eureka	4.50 mi	0	Insufficient Data		19	Kenly - Kenly	9.23 mi	214	Growing
5	Mount Nelson - Fremont	4.50 mi	77	Growing	:	20	Hispanic Mission-Kenly - Kenly	9.57 mi	36	Growing
6	Fremont Missionary - Fremont	4.52 mi	48	Plateauing	:	21	Parrish Memorial - Selma	10.06 mi	57	Plateauing
7	Pinkney - Fremont	5.57 mi	68	Plateauing	:	22	Anointed Vision - Goldsboro	10.17 mi	15	Insufficient Data
8	Northview - Goldsboro	5.69 mi	33	Plateauing	:	23	Trinity Missionary - Goldsboro	10.17 mi	196	Growing
9	Crossway	5.75 mi	0	Insufficient Data	:	24	Love Memorial - Goldsboro	10.41 mi	134	Plateauing
10	Goldsboro Korean - Goldsboro	6.05 mi	0	Insufficient Data	:	25	Horeb International Community of Goldsbo	10.41 mi	78	Plateauing
11	Community - Goldsboro	7.37 mi	27	Growing	:	26	Micro First - Micro	11.72 mi	60	Plateauing
12	Goldsboro First - Goldsboro	7.39 mi	309	Plateauing	:	27	Hephzibah - Princeton	11.84 mi	122	Plateauing
13	Calvary - Goldsboro	7.98 mi	32	Plateauing	:	28	Davis Grove - Snow Hill	12.11 mi	58	Plateauing
14	Princeton - Princeton	8.29 mi	191	Growing	:	29	Pine Level - Pine Level	13.10 mi	89	Plateauing
15	Madison Avenue	8.36 mi	120	Declining	;	30	Carters Chapel - Selma	13.30 mi	60	Declining

sville Arapahoe Rolesville Lake Norman of Catawba Belville Gamewell West Marion Denton Stantonsburg Rockwell Dobson East Flat Rock Asheboro Brices Creek Ocracoke Source Intercultural Institute Pumpkin Center Hemby Bridge White Lake Robersonville Delway Hig Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Using the Spirituality Indicators

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

Issues for Your Consideration

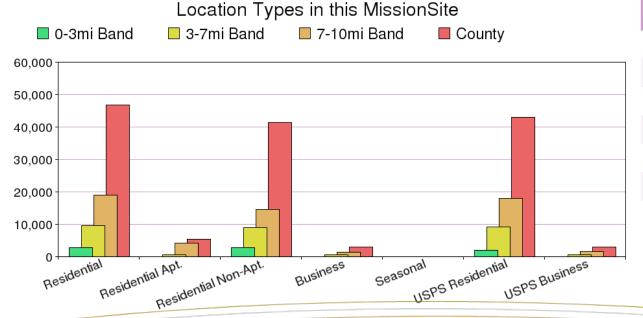
- 1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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



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	104,666	3,667	3.5%
2000 Population	113,329	5,689	5.02%
2010 Population	114,065	6,754	5.92%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	36,889	1,344	3.64%
2000 Households	42,612	2,154	5.05%
2010 Households	45,494	2,697	5.93%

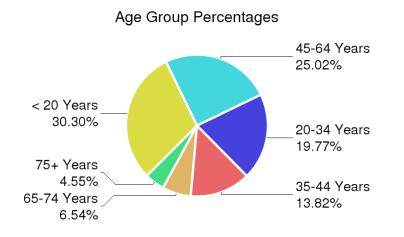


Location Type	0-3mi Band
Residential	2,776
Residential Apt.	0
Residential Non-Apt.	2,776
Business	27
Seasonal	0
USPS Residential	2,024
USPS Business	20

Indian Beach <u>Stokesdale Gamewell Rose Hill Newton Oakboro</u> Aulander Vandemere Rowland Union Topsail Beach Warrenton Fairview Spring Hope Hot Springs Polkville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

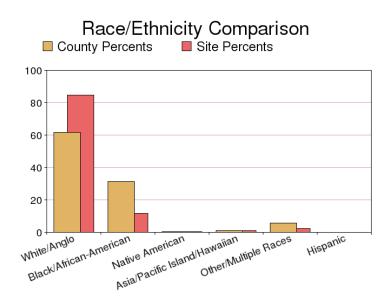


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.62%	8.14%	122.96
4-5 Years	3.03%	3.45%	113.86
6-8 Years	4.41%	4.69%	106.35
9-11 Years	4.15%	4.32%	104.1
12-13 Years	2.66%	2.81%	105.64
14-17 Years	5.24%	4.72%	90.08
18-19 Years	2.58%	2.18%	84.5
0-5 Years	9.66%	11.59%	119.98
6-12 Years	9.9%	10.45%	105.56
13-19 Years	9.14%	8.28%	90.59
< 20 Years	28.7%	30.32%	105.64
20-34 Years	20.25%	19.78%	97.68
35-44 Years	12.11%	13.83%	114.2
45-64 Years	25.37%	25.04%	98.7
65-74 Years	7.54%	6.54%	86.74
75+ Years	6.04%	4.55%	75.33
Median Age	36	36	100.67
Median Age (Male)	34	36	105.96
Median Age (Female)	38	36	96.4

Hill Wrightsbore Weaverville Maggie Valley Dover Cornelius Lake Norman of Catawba Macclesfield Leng Norman Casar Chimney Rock Village South Henderson Light Oak Holly Intercultural Institute Toast Stallings Goldsboro Marvin North Topsail Beach Midland Wer for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	61.74%	84.79%	137.34
Black, African-American	31.17%	11.59%	37.19
Native American	0.43%	0.43%	100.78
Asian	0.83%	0.83%	99.87
Pacific Island, Hawaiian	0.08%	0.04%	56.93
Other/Multiple Races	5.76%	2.31%	40.12
Hispanic	0%	3.35%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	73,271	4,407	
Less than 9th Grade	6.89%	3.22%	213.82
No High School Diploma	11.42%	8.03%	142.18
High School Graduate	33.02%	29.95%	110.24

Total Adults over age 25 years.	73,271	4,407	
Less than 9th Grade	6.89%	3.22%	213.82
No High School Diploma	11.42%	8.03%	142.18
High School Graduate	33.02%	29.95%	110.24
Some College, no degree	23.55%	24.19%	97.37
Associate Degree	9.27%	13.66%	67.86
College Degree	10.42%	12.96%	80.44
Graduate/Prof. degree	5.43%	7.99%	67.94

ese St. Pauls <u>Lilesville</u> Norlina <u>Skippers Corner</u> Valdese <u>Silver Lake</u> Stonewall Franklinville Watha Eliille Candor Mayodan Kernersville Polkton Burgaw Hoffman Cooleemer <u>Lubre Kill Devil Hills</u> North To ler Elk Rhodhiss Williamston Vander Polkville Murfreesboro Elroy Linge Gentextual Ministry Contextual Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry City Chimney Rock Village Glen Raven Siler City Pele 7

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	11.52%	4.82%	44.3
\$10,000 to \$19,999	13.41%	9.31%	69.4
\$20,000 to \$29,999	12.21%	9.64%	78.95
\$30,000 to \$49,999	22.83%	22.65%	99.24
\$50,000 to \$59,999	8.5%	8.68%	102.07
\$60,000 to \$69,999	8.39%	12.57%	149.77
\$70,000 to \$79,999	6%	8.31%	138.36
\$80,000 to \$89,999	4.29%	5.56%	129.69
\$90,000 to \$99,999	2.74%	3.6%	131.21
\$100,000 to \$124,999	5.66%	9.42%	166.46
\$125,000 to \$149,999	2.13%	2.74%	129.09
\$150,000 to \$199,999	1.44%	2.52%	174.86
\$200,000 to \$249,999	0.3%	0.19%	62.48
\$250,000 or more	0.58%	0.04%	6.39
Median Household	40,973	53,853	131.44
Average Household	52,579	61,650	117.25
Per Capita Household	21,633	24,623	113.82
Family/Non-Family Household			
Income			
Median Family Income	49,627	61,744	124.42
Average Family Income	61,774	70,182	113.61
Median Non-Family Income	23,619	30,534	129.28
Average Non-Family Income	31,988	35,722	111.67

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Moodlawn South Rosemary Blowing Rock China Grove Shallotte Asheville Raemon Lewisville Stanton umber Bridge Liberty Bald Head Island Belmont St. Stephens Askewville Intercultural Institute Greenevers Lake Waccamaw Badin Valdese Yanceyville Mount Olive Berger Confectual Ministry McCopyright 2011, Intercultural Institute for Contextual Ministry Concord Spow Hill Middlesex Richfield Hamil

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	69.13%	75.27%	108.88
Families with Children	36.34%	38.64%	106.33
Families without Children	32.79%	36.63%	111.71
Non-Family Households			
% Non-Family Households	30.87%	24.73%	80.11
Non-Families with Children	0.22	0.11	50.61
Non-Families without Children	30.65	24.62	80.33
Housing Units			Index
Total Housing Units	51,836	2,946	
Vacant percent	12.23%	8.45%	69.08
Owned percent	57.14%	75.76%	132.6%
Rented Percent	30.63%	15.78%	51.54
Households by Size			Index
Avg household size	2.42	2.50	103.31
Avg family hh size	3.00	2.97	99
Avg non-family hh size	1.11	1.06	95.5
Households By Count of Persons			Percent
One	12,331	585	4.74%
Two	15,434	950	6.16%
Three or Four	14,524	996	6.86%
Five+	3,205	166	5.18%

Butters Hebgood Wilkesboro Sherrills Ford Bethlehem Bowmore Southern Pines Beech Mountain Robersonville Fuquay-Varina West Marion Burnsville Garland North Astron Edenton Candor St Greenville Staley Rural Hall Leland Pollocksville Stedman Seven for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

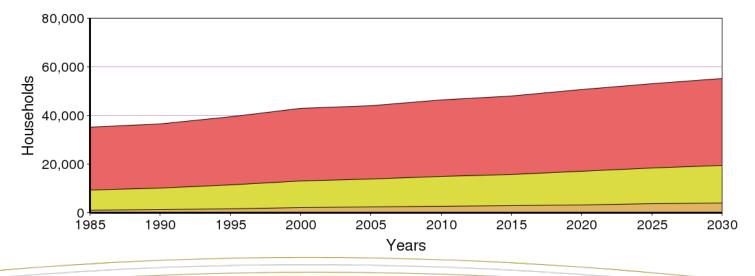
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	104,666	3,667	3.5%
2000 Population	113,329	5,689	5.02%
2010 Population	114,065	6,754	5.92%
2015 Population	115,328	7,294	6.32%

Household Change from 1985 to 2030

🔲 0-3mi Ring 🛛 🔲 0-7mi Ring

g 🛛 📕 0-10mi Ring

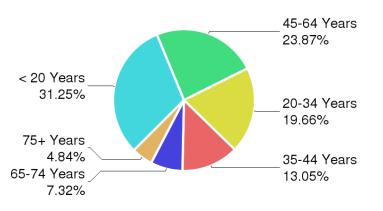


Elroy Tar Heel Fair Bluff Huntersville Skippers Corner Whiteville Cajah's Mountain Burnsville Chapel Garner Lake Santeetlah Broadway Davidson Surf City Milton Cooler Puies Creek Boone Bogu Ellenboro Albemarle Harrells Stem Holly Springs Ahoskie St. Stephen Confertual Ministry Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual

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

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

Projected Age Group Percentages

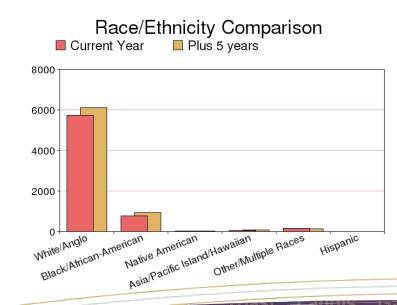


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	8.14%	8.66%	106.39
4-5 Years	3.45%	3.62%	104.93
6-8 Years	4.69%	4.98%	106.18
9-11 Years	4.32%	4.36%	100.93
12-13 Years	2.81%	2.71%	96.44
14-17 Years	4.72%	4.73%	100.21
18-19 Years	2.18%	2.19%	100.46
0-5 Years	11.59%	12.28%	105.95
6-12 Years	10.45%	10.69%	102.3
13-19 Years	8.28%	8.28%	100
< 20 Years	30.32%	31.25%	103.07
20-34 Years	19.78%	19.66%	99.39
35-44 Years	13.83%	13.05%	94.36
45-64 Years	25.04%	23.87%	95.33
65-74 Years	6.54%	7.32%	111.93
75+ Years	4.55%	4.84%	106.37
Median Age	36	36	99.8
Median Age (Male)	34	36	105.46
Median Age (Female)	38	37	97.59

Vanceboro Magnolia Gamewell Flat Rock Dallas Swepsonville Rutherfordton Rocklish Garland Beime Sanford Pink Hill Bryson City Mount Gilead Monroe Youngsville New Wingate Cricket Cedar King Peachland Red Cross Rich Square Lasker Misenheimer Spectro Confectual Ministry Confectual Ministry Maysville Maysville

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

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



CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	84.79%	83.89%	98.93
Black, African-American	11.59%	12.91%	111.4
Native American	0.43%	0.47%	108.56
Asian	0.83%	0.92%	110.79
Pacific Island, Hawaiian	0.04%	0.08%	185.19
Other/Multiple Races	2.31%	1.71%	74.2
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	4,407	4,722	
Less than 9th Grade	3.22%	2.88%	89.39
No High School Diploma	8.03%	7.01%	87.27
High School Graduate	29.95%	29.9%	99.83
Some College, no degree	24.19%	24.74%	102.26
Associate Degree	13.66%	14.55%	106.51
College Degree	12.96%	12.75%	98.4
Graduate/Prof. degree	7.99%	8.17%	102.34

ndon Belmont Wanchese Bald Head Island Elroy Caswell Beach Ronda Cedar Point Huntersville Colera shall Elizabeth City Autryville Havelock Mulberry Oak Island Rockinghar <u>Intercultural Institute</u> Sandyfield Point us Hightsville Lowesville Holden Beach Archdale Franklin Indian Trail for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	4.82%	4.74%	98.29
\$10,000 to \$19,999	9.31%	8.6%	92.36
\$20,000 to \$29,999	9.64%	8.66%	89.86
\$30,000 to \$49,999	22.65%	21.05%	92.91
\$50,000 to \$59,999	8.68%	8.63%	99.46
\$60,000 to \$69,999	12.57%	12.96%	103.12
\$70,000 to \$79,999	8.31%	8.76%	99.01
\$80,000 to \$89,999	5.56%	5.79%	99.18
\$90,000 to \$99,999	3.6%	3.49%	96.91
\$100,000 to \$249,999	9.42%	10.93%	116.06
\$125,000 to \$149,999	2.74%	3.08%	112.24
\$150,000 to \$199,999	2.52%	2.88%	114.09
\$200,000 to \$249,999	0.19%	0.17%	91.27
\$250,000 or more	0.04%	0%	0
Median Household	53,853	56,891	105.64
Average Household	61,650	65,434	106.14
Per Capita Household	24,623	26,515	107.68
Family/Non-Family Household			
Income			
Median Family Income	61,744	64,964	105.22
Average Family Income	70,182	74,798	106.58
Median Non-Family Income	30,534	32,223	105.53
Average Non-Family Income	35,722	38,686	108.3

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	75.27%	74.11%	98.46
Families with Children	38.64	37.56	97.23
Families without Children	36.63	38.85	106.05
Non-Family Households			
% Non-Family Households	24.73%	25.89%	104.68
Non-Families with Children	0.11	0.07	104.68
Non-Families without	24.62	25.82	104.88
Children			
Housing Units			
Total Housing Units	2,946	3,230	109.64%
Vacant percent	8.45%	8.51%	100.73
Owned percent	75.76%	75.76%	99.99
Rented Percent	15.78%	15.73%	99.64
Households by Size			
Avg household size	2.50	2.46	98.4%
Avg family hh size	2.97	2.96	99.66%
Avg non-family hh size	1.06	1.04	98.11%
Households By Count of			
Persons			
One	585	675	115.38%
Two	950	1,029	108.32%
Three or Four	996	1,072	107.63%
Five+	166	178	107.23%

White Oak Orrum Everetts Ellenboro Greensboro Norman Rowland Walkertown Cashiers Bryson City Garner Wilmington Butters Whispering Pines Carrboro Lumberton Intercultural Institute Mayodan Robbinsville Hemby Bridge Goldston Rhodhiss St. Helena for Contextual Ministry elle Copyright 2011, Intercultural Institute for Contextual Ministry de Copyright 2011, Intercultural Institute for 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	219	458	1,002	Eastern Africa	Eastern Africa 0	Eastern Africa 0 6
Northern Europe	58	47	74	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	6	46	80	Northern Africa	Northern Africa 0	Northern Africa 0 0
Southern Europe	0	4	10	Southern Africa	Southern Africa 0	Southern Africa 0 0
Eastern Europe	0	13	23	Western Africa	Western Africa 0	Western Africa 0 0
Other Europe	0	0	0	Other Africa	Other Africa 0	Other Africa 0 0
Eastern Asia	5	17	120	Oceania	Oceania 0	Oceania 0 0
So. Central Asia	21	75	86	Caribbean	Caribbean 4	Caribbean 4 13
SE Asia	9	15	156	Central Amer.	Central Amer. 103	Central Amer. 103 201
Western Asia	6	0	36	South America	South America 0	South America 0 4
Other Asia	7	0	33	North America	North America 0	North America 0 17
				Born at sea	Born at sea 0	Born at sea 0 0



Language Summary

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

SPOKEN AT HOME	0-3	3-7	7-10	SPOKEN AT HOME	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
English only	6,281	18,548	43,940	Other Indo-Euro	0	7	19
Spanish	236	713	1,088	Asian/PI languages	0	0	0
Other Indo-Euro	53	269	683	Chinese	0	4	92
language				Japanese	0	20	50
French (incl. Patois,	11	109	252	Korean	12	2	53
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	10	Cambodian			
Italian	0	4	17	Miao, Hmong	0	0	0
Portuguese	9	17	6	Thai	4	25	31
German	17	57	218	Laotian	0	0	0
Yiddish	0	6	2	Vietnamese	0	1	38
Other West Germanic	0	2	1	Other Asian	21	31	43
A Scandinavian	16	6	1	Tagalog	5	0	79
Language				Other Pacific Is	0	14	8
Greek	0	0	15	Other languages	29	36	105
Russian	0	0	5	Navajo	0	0	0
Polish	0	19	6	Other Native N.	0	0	0
Serbo-Croatian	0	0	12	American			
Other Slavic Language	0	4	2	Hungarian	0	0	0
Armenian	0	0	0	Arabic	29	0	83
Persian	0	0	5	Hebrew	0	15	8
Gujarathi	0	0	72	African languages	0	21	14
Hindi	0	6	14	Other unspecified	0	0	0
Urdu	0	4	17		-	-	-

na Rolesville washington Park Taukinville Jailles

Spivers Corner Catawba Mount Holly Love Valley Castle Hayne Beaufort Jefferson Nethwest Linden Network Network

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	5,521	15,253	38,144	Irish	Irish 327	Irish 327 720
Arab	41	25	155	Italian	Italian 178	Italian 178 235
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 6
Austrian	0	0	7	Norwegian	Norwegian 8	Norwegian 8 29
British	27	61	105	Polish	Polish 101	Polish 101 84
Canadian	0	15	59	Portuguese	Portuguese 0	Portuguese 0 4
Croatian	0	0	0	Romanian	Romanian 3	Romanian 3 11
Czech	19	13	14	Russian	Russian 0	Russian 0 0
Czechoslovak	27	9	21	Scandinavian	Scandinavian 0	Scandinavian 0 0
Danish	9	3	15	Scotch-Irish	Scotch-Irish 160	Scotch-Irish 160 307
Dutch	44	47	189	Scottish	Scottish 86	Scottish 86 199
English	705	1,634	3,302	Slovak	Slovak 0	Slovak 0 18
European	71	204	341	Subsaharan African	Subsaharan African 10	Subsaharan African 10 98
Finnish	28	27	14	Swedish	Swedish 18	Swedish 18 19
French (not Basque)	76	106	395	Swiss	Swiss 0	Swiss 0 2
French Canadian	17	76	150	Ukrainian	Ukrainian 18	Ukrainian 18 17
German	316	665	1,961	US/American	US/American 1,991	US/American 1,991 4,669
Greek	0	2	19	Welsh	Welsh 23	Welsh 23 46
Hungarian	6	15	60	West Indian	West Indian 0	West Indian 0 3
Iranian	0	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				Other	Other 1,213	Other 1,213 5,884

Blowing Rock Dundarrach Holden Beach Thomasville Raynham Scotland Neck Mooresville Hamlet Rox Belville Stem Enochville Cedar Rock St. Pauls Apex Roanoke Rapids Anterna Oak Ridge River Roa Shannon Erwin Kitty Hawk Youngsville Vandemere Lilesville Cas Contextual Ministry Falcon Rex Robbins Patterson Springs Misenheimer 27

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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?

Hemby Bridge Five Points Madison Lake Junaluska Statesville South Henderson Speed Sawmills Hereben Franklinton Haw River Topsail Beach South Rosemary Jacksonville Intercultural Institute eyville Marion Sandy Creek Macon Parmele Pumpkin Center Salisbury for Confectual Ministry of Shelby Gri Copyright 2011, Intercultural Institute for Contextual Ministry Lake Santeetlah Sneads Ferry Saluda White Lake Sy 28

Using the Demographic Indicators

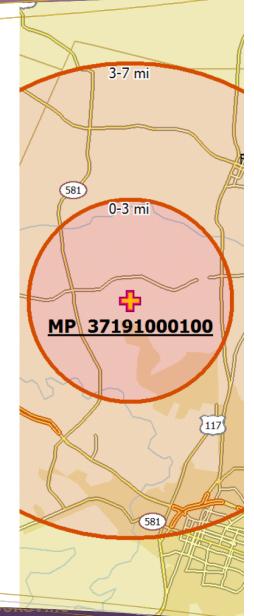
Issues for Your Consideration - continued

- 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?

Wilson Oak Ridge Elrod Ranlo Roper Middleburg Ocracoke Oakboro Kelford Hudson Millers Gre Bowmore Welcome Kelly Pinetops Troutman Mountain View Parmer Intercultural Institute ss Ocean Isle Beach Pine Knoll Shores Sugar Mountain Rocky Mount Kin (or Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



ndleman Coats Bath Bessemer City Summerfield Weddington Biscoe Duck Mountain View Bakersville Kannapolis Erwin Ivanhoe Marvin Severn Hayesville McFarlan Middleburg Barker Ten Mile Garner Boiling Springs Red Oak Beulaville 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	2,697	100%	1,756	100%
AFFLUENT SUBURBIA	82	3.04%	57	3.25%
America's Wealthiest	0	0%	0	0%
Dream Weavers	44	1.63%	31	1.77%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	38	1.41%	26	1.48%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	58	2.15%	39	2.22%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	58	2.15%	39	2.22%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	1,523	56.47%	984	56.04%
Successful Urban Sprawl	0	0%	0	0%
2nd City Homebodies	988	36.63%	0	0%
Prime Middle America	0	0%	643	36.62%
Urban Optimists	535	19.84%	0	0%
Family Convenience	0	0%	341	19.42%
Mid-Market Enterprise	0	0%	0	0%

oy Rose Hill Four Oaks Garland Granite Falls Patterson Springs Bethania Boiling Springs Harkers Island Stovall Bonnetsville Roxobel Millers Creek Madison Durham Simpson Millon Clavton Monroe Mul-Mar-Mac Hickory Northwest Burnsville Richlands River Road Gibson <u>Intercultural Institute</u>nton Fletcher for Confectual Ministry Copyright 2011, Intercultural Institute for 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	2,697	100%	1,756	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	130	4.82%	94	5.35%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	130	4.82%	94	5.35%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	218	8.08%	149	8.49%
Steadfast Conservative	172	6.38%	118	6.72%
Moderate Conventionalists	29	1.08%	19	1.08%
Southern Blues	17	0.63%	12	0.68%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Castalla Raleigh Roanoke Rapids Faison Ivanhoe Swannanoa Lowell Ranio Morrisville Dallas Ki Roxboro Hamlet Wendell Rennert Archdale Cofield Winton Bermund Intercultural Institute Ida Mooresville Butters St. Pauls Benson Pine Knoll Shores Hightsvill for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Williamston Cramerton Knight date Laurel Park Maiden Burn Arapaboe Turkey Manteo Burlington

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	2,697	100%	1,756	100%
REMOTE AMERICA	451	16.72%	265	15.09%
Hardy Rural Fam.	3	0.11%	2	0.11%
Rural Southern Living	448	16.61%	263	14.98%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	179	6.64%	133	7.57%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	179	6.64%	133	7.57%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	13	0.48%	9	0.51%
Aspiring Hispania	3	0.11%	0	0%
Industrious Country Living	1	0.04%	2	0.11%
America's Farmland	9	0.33%	1	0.06%
Comfy Country Living	0	0%	6	0.34%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%

rifton Sea Breeze Holly Ridge Mount Holly Huntersville Gorman Taylortown Southport Mesic Roseborg ings Grant Dunn Cricket Pilot Mountain Pinetops Warsaw Delway Aber Intercultural Institute Dobbins Heights Spencer Williamston Gatesville Tobaccoville Nort Intercultural Institute Confertual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry 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	2,697	100%	1,756	100%
STRUGGLING SOCIETIES	39	1.45%	23	1.31%
Rugged Southern Style	39	1.45%	23	1.31%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	4	0.15%	3	0.17%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	4	0.15%	3	0.17%
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%

Dive Steaman Dundarrach Ingold East Laurinburg Shannon Mineral Springs Neuse Forest Snow Hill Will aber City Lenoir Tryon Warrenton Belhaven Spindale Seven Devils Carolina Shores Morganic Intercultural Institute Advectory and State Structure Intercultural Institute of Contextual Ministry Boardman Raynham Clarkton Bermuda Run Dillsboro34

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?

Ferry West Marion Holly Springs Vanceboro Grandfather Franklinton Duck Kelly Norman Elrod Wing Tallston Bath High Point Greenevers Macon Lincolnton Indian Trail Sales Ronda Holden Beach Seve South Henderson Godwin Concord Tarboro Jefferson Ellenboro Confectual Ministry Creswell Mo Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Contextual Ministry South Rosemary Murphy Ogden Cramerton Walnut Creek S35

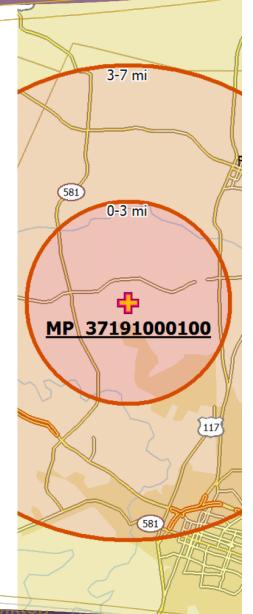
Potential Cultural Bridges

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).

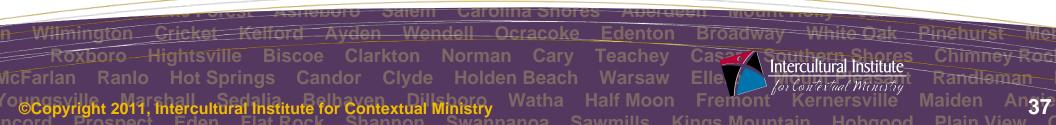


Whitakers Lewisville Burgaw Clayton Stallings Pilot Mountain Green Level Rockfish Fremont Skipper to the dead City Severn Greensboro Garland Sawmills Banner Elk Archdare Intercultural Institute Mulberry Highlands Laurel Park Tabor City Crossnore Bowmore Contextual Ministry Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
PC-HH Own	84%	79%	76%
Use Comp. for Internet/E-mail	69%	61%	56%
Internet Use: E-Mail	58%	51%	48%
Use Comp. for Word Processing	46%	40%	36%
Use Comp. for Comp. Games	43%	41%	39%
Use Comp. for Shopping	41%	36%	33%
Use Comp. for Digital Camera	39%	33%	30%
Photo Editing			
Use Comp. for Banking	39%	33%	29%
Use Comp. for Education	35%	34%	33%
Internet Use: Banking	33%	29%	26%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	32%	29%	26%
HH Owns DVD Player	30%	30%	29%
Use Comp. for News/Info./Data	26%	23%	21%
Service			
PC-Network-HH Has One	20%	19%	18%
Use Comp. for Accounting	19%	17%	14%
Use Comp. for Personal Financial	16%	14%	13%
Mngmnt			
Use Comp. for Filing/DB Mngmnt	14%	13%	12%
Internet Use: Shopping: Gathered	14%	12%	12%
Info. for Shopping			
Internet Use: Shopping: Made A	13%	12%	11%
Purchase			
Internet Use: Sports	12%	9%	8%



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

0-3	3-7	7-10
MILES	MILES	MILES
69%	68%	68%
62%	57%	54%
53%	52%	53%
45%	44%	43%
40%	36%	34%
37%	35%	33%
36%	36%	36%
36%	34%	31%
23%	21%	18%
20%	19%	19%
	MILES 69% 62% 53% 45% 40% 37% 36% 36% 23%	MILES MILES 69% 68% 62% 57% 53% 52% 45% 44% 40% 36% 37% 35% 36% 34% 23% 21%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	69%	69%	69%
Gen./Fam. Practitioner	44%	41%	39%
Dentist	27%	26%	25%
Backache	23%	23%	23%
Eye Dr.	20%	20%	21%
None Of These	19%	19%	19%
Hypertension/High Blood	18%	19%	21%
Pressure			
High Cholesterol	17%	18%	18%
Heartburn	16%	14%	13%
Overweight (30 Pounds Or	16%	15%	15%
More)			



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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	26.84%	26.35%	26.47%
Live Theater	19.83%	18.4%	19.39%
Live Theater Most Often	16.49%	15.03%	15.58%
Rock/Pop Concerts Most	12.58%	13.47%	13.59%
Often			
Comedy Club	10.91%	9.82%	9.66%
Country Concerts Most	9.74%	7.65%	6.48%
Often			
Movies: Comedy	42.1%	40.48%	40.67%
Movies: Action/Adventure	40.53%	39.71%	39.37%
Movies: Fam.	21.96%	20.88%	21.28%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Romantic Comedy	19.92%	19.27%	19.54%
Movies: Drama	18.67%	19.91%	21.46%
Movies: Mystery	16.14%	17.6%	18.79%
MLB Baseball Reg. Season	9.87%	7.64%	6.57%
NFL Football Reg. Season	8.18%	6.64%	6.15%
College Football Reg.	7.18%	6.23%	5.76%
Season			
College Basketball Reg.	4.96%	4.3%	3.94%
Season			
Auto Racing Events	4.43%	3.39%	2.89%
NBA Basketball Reg.	4.04%	3.82%	3.65%
Season			

The Oak McFarlan Forest Oaks Warrenton Peachland Pink Hill Macon Hertford Conetoe Hickory Skippe Cove City Carthage Waxhaw Patterson Springs Bethlehem Spiveys Corport Melcome Littleton Harkers E Pineville Plain View Sneads Ferry Grandfather Winfall Red Springs for Contextual Institute Cove City Carthage Waxhaw Patterson Springs Bethlehem Spiveys Corport Intercultural Institute for Contextual Ministry Raemon Lexington Wallburg Lincolnton Foxfire Web 39 Copyright 2011, Intercultural Institute for Contextual Ministry Raemon Lexington Wallburg Lincolnton Foxfire Web 39

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Walking for Exercise	40.53%	38.37%	38.56%
Swimming	38.28%	34.28%	31.4%
Freshwater Fishing	24.04%	22.14%	18.71%
Bowling	23.42%	22.73%	22.13%
Billiards/Pool	21.56%	19.9%	18.52%
Weight Training	17.96%	16.17%	15.26%
Camping Trips	17.18%	15.9%	13.52%
Basketball	15.83%	16.37%	16.78%
Golf	15.01%	13.11%	12.17%
Using Cardio Machine	14.44%	12.98%	12.77%
Jogging/Running	13.62%	14.27%	15.18%
Mountain/Road Biking	12.53%	12.13%	11.39%
Hunting	12.41%	11.56%	9.56%
Baseball	12.16%	11.71%	11.09%

Pauls Kannapolis Pittsboro Spruce Pine Bear Grass Stovall Seaboard Pollocksville Wallburg Lucama alkland Fallston Mocksville Toast Bostic Hot Springs Lumberton Darbon Intercultural Institute Ivanhoe Pineville Como Biltmore Forest Rocky Mount Stoneville Plane Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Plane Franklin Ville Valley Hill White Oak Faito

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	
Yoga	5.82%	5.94%	6.2%	
Archery	5.54%	5.14%	4.32%	
Snorkeling	4.78%	4.44%	4.35%	
Roller Skating	4.68%	5.06%	5.31%	
Fly Fishing	4.67%	4.69%	4.32%	
Downhill & X-Country	4.12%	4.09%	4%	
Skiing				
Ice Skating	4.04%	4.6%	5%	
Jet Skiing	4.04%	4.1%	4.1%	
Snowmobiling	3.77%	3.62%	3.49%	
Water Skiing	3.62%	3.92%	3.89%	

0-3	3-7	7-10
MILES	MILES	MILES
3.49%	3.74%	3.75%
2.84%	2.66%	2.55%
2.83%	3.14%	3.37%
2.8%	2.8%	2.89%
2.8%	2.88%	2.87%
2.7%	2.74%	2.81%
2.46%	2.39%	2.47%
2.38%	2.81%	2.75%
2.24%	2.7%	3.06%
2.21%	2.87%	3.27%
	MILES 3.49% 2.84% 2.83% 2.8% 2.7% 2.46% 2.38% 2.24%	MILESMILES3.49%3.74%2.84%2.66%2.83%3.14%2.8%2.8%2.8%2.8%2.7%2.74%2.46%2.39%2.38%2.81%2.24%2.7%

Clesfield Nags Head Newton Elrod Bent Creek Newport Burnsville Yanceyville Dobson Wilson's Mills Northa Taylortown Rowland New Bern Toast Black Creek Chocowin Intercultural Institute Glen Raven Benson Valley Hill Turkey Plymouth Raynham Cary Confectual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Barriers -- Introduction (part 1)

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

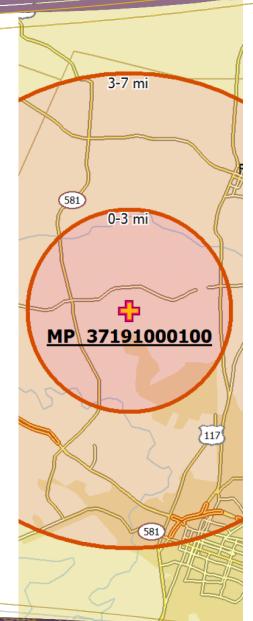
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



by the Holly Ridge Haw River Grover White Plains Kenly Davidson Rutherford College Lake Lure Gree Bowmore Vanceboro River Bend Belwood Elm City Walkertown fill Kitty Hawk Siler City Kittrell Brookford Bailey Valdese Fairview 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.

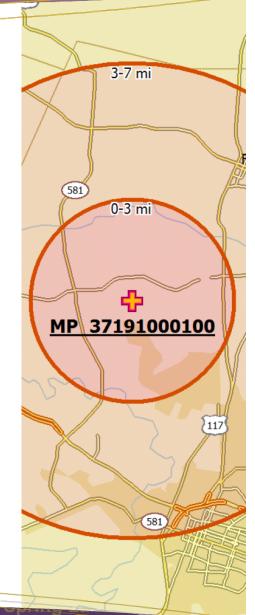
CULTURAL BARRIERS OF ACCEPTANCE

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.



Breeze Drexel Belhaven Black Creek Grifton Cajah's Mountain Hertford Brices Creek Hope Mills Kena Monroe East Laurinburg Five Points Midland Balfour Light Oak Star Intercultural Institute ay-Varina Unionville Castalia Sandy Creek Seven Springs Rolesville Lavin Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Washington Altamabaw Mulborry Woavorville Both

Potential Cultural Barriers:

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

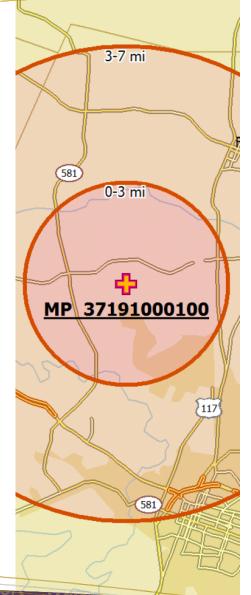
BARRIERS	0-3	3-7	7-10	BARRIERS	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important Continue Learning	50%	50%	52%	Like to Stand Out In A Crowd	20%	21%	21%
New Things				Marijuana Should Be Legalized	19%	19%	20%
Find It Difficult To Say No To My	43%	41%	39%	I Am A Workaholic	18%	19%	20%
Kids				Rarely Sit Down to a Meal	17%	18%	17%
Woman's Place Is In The Home	36%	35%	34%	Together At Home			
Speak My Mind Even If It Upsets People	34%	35%	37%	Like To Pursue Challenge/Novelty/Change	14%	15%	16%
Like To Do Unconventional Things	32%	31%	30%	Only Work Current Job for The Money	13%	14%	15%
Like Control Over People And Resources	31%	34%	36%	We Should Strive for Equality for All	12%	14%	15%
If Won Lottery Would Never Work Again	28%	25%	26%	On Whole People Get What They Deserve	9%	9%	10%
Prefer To Have Few Possessions As Possible	28%	28%	28%	Happy With My Standard Of Living	9%	10%	11%
Don't Judge People/Way They Live Life	27%	28%	29%	Indulge My Kids With The Little Extras	9%	9%	9%
Money Is Best Measure Of Success	25%	25%	25%	Little I Can Do To Change My Life	8%	8%	9%
Too Much Sponsorship In Arts/Sports	21%	24%	26%	I Am A Perfectionist	5%	7%	8%
Friends More Important Than My Fam.	21%	21%	21%				

Minnesott Beach Ocean Isle Beach Rich Square Sherrills Ford Fairfield Harbour Graham Rockfish Table Wrightsboro Marietta Hendersonville Wallace Prospect Erwin Store Intercultural Institute boro Spring Hope Milton Bayboro Polkville Webster Harrells McDon (Intercultural Institute) Vake Forest Cre for Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes

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

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



Cedar Rock Harrellsville Pollocksville Bowmore Lawndale Halifax Spring Hope McAdenville Rockwell Morganton Raynham Broadway Fearrington Wake Forest Reidsville Intercultural Institute Peachland Whitakers Hillsborough Brevard Charlotte Elrod Earl Confectual Ministry Kelly Linder Copyright 2011, Intercultural Institute for Contextual Ministry Confectual Ministry Contextual Ministry 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.

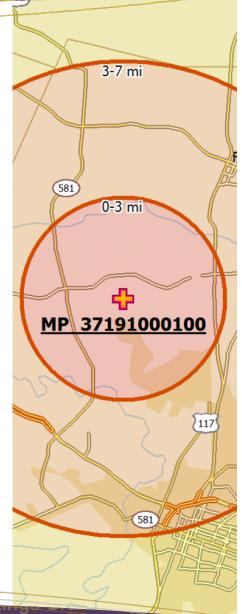
THEMES	0-3	3-7	7-10	THEMES	0-3	3-7	7-10
	MILES	MILES	MILES		MILES	MILES	MILES
Important To Respect Customs And Beliefs	71%	65%	62%	Consider Myself Interested In The Arts	17%	18%	20%
You Should Seize Opportunities In Life	57%	57%	57%	Looking for New Ideas To Improve Home	16%	17%	18%
Like To Understand About	37%	37%	37%	Real Men Don't Cry	16%	16%	17%
Nature				Is An Important Part Of Who I Am	14%	14%	15%
Prefer Work Part Of Team Than Alone	34%	35%	36%	Try Not To Worry About The Future	12%	13%	15%
Important Feel Respected By My Peers	30%	32%	33%	Enjoy Spending Time With My Fam.	12%	13%	13%
Prefer To Have Few Possessions As Possible	28%	28%	28%	Provide My Kids With The Little Extras	10%	13%	16%
Important To Juggle Various Tasks	28%	30%	32%	Like Spending Most Time With Fam.	5%	5%	6%
Have Keen Sense Of Adventure	25%	26%	26%	Children Should Be Allowed To	4%	6%	6%
People Have To Take Me As	25%	24%	24%	Express Themselves			
They Find Me				Decor Particular Interest To Me	4%	4%	4%
Good At Fixing Things	24%	26%	28%	Feel Very Alone In The World	4%	5%	5%
Worried About Pollution Caused By Cars	20%	19%	18%	Would Like To Set Up Own Business	3%	3%	4%
Like To Just Enjoy Life	18%	19%	19%				

Boone Carypso I

e Murireesboro Spring Lake Nashville Micro Godwin Bessemer City Bunn Casar Tabor City Boardman Gior Kenly Jamesville Oak City Etowah Bridgeton Cerro Gordo Ruther Intercultural Institute Ashley Heights Prospect Bryson City Mount Gilead Winton Lawndale Stor Forcentestual Ministry - Copyright 2011, Intercultural Institute for Contextual Ministry - Copyright 2011, Intercultural Institute for Contextual Ministry - Aberdeen Holly Springs Richlands Biltmore Forest 46

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.



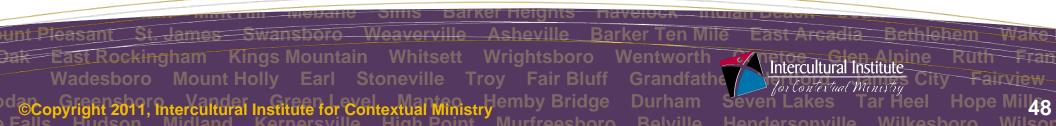
Seven Devils Jefferson Kenly Rocky Mount Boiling Springs Cherryville Davidson Taylorsville Trinity Ne Unionville Ahoskie Mills River Minnesott Beach Como Polkton Delward Rutherford College Lake Park Dundarrach Whispering Pines Balfour Bethlehem Norwood Cameron Confertual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Corporation Pollocksville Morehead City Fa

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.

3	3-7	7-10
ILES	MILES	MILES
8.74%	87.86%	87.09%
' .54%	83.33%	81.33%
2.58%	60.26%	58.75%
6.97%	38.39%	38.84%
6.08%	32.57%	30.83%
.85%	32.84%	31.46%
.27%	30.83%	29.11%
2.42%	31.48%	31.09%
3.03%	25.92%	24.18%
7.97%	31.27%	32.44%
3%	24.11%	24.55%
2.13%	20.54%	19.83%
	LES 3.74% 3.74% 3.54% 3.58% 3.08% 3.08% 3.08% 3.08% 3.08% 3.03% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03% 3.97% 3.03	ILES MILES 8.74% 87.86% 3.74% 87.86% 3.54% 83.33% 2.58% 60.26% 6.97% 38.39% 3.08% 32.57% 8.85% 32.84% 8.27% 30.83% 2.42% 31.48% 3.03% 25.92% 3.97% 31.27% 3% 24.11%

PLACE	0-3	3-7	7-10
	MILES	MILES	MILES
Cracker Barrel	19.8%	17.75%	15.92%
Chick-Fil-A	19.4%	16.88%	15.92%
Dairy Queen	19.38%	19.39%	18.46%
Sonic	17.28%	16.09%	15.26%
Red Lobster	16.52%	17.16%	17.99%
Outback Steakhouse	16.4%	14.63%	14.25%
Chili's Grill and Bar	15.9%	13.73%	12.88%
Ruby Tuesday	14.82%	13.25%	12.59%
IHOP (International House Of	14.56%	14.23%	15.26%
Pancakes)			
Golden Corral	13.65%	14.07%	14.56%
Domino's Pizza	12.81%	14.1%	15.78%
Hardee's	12.21%	12.93%	12.4%

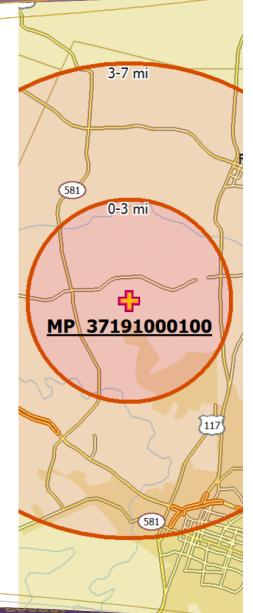


Potential Shared Projects

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!



Granite Quarry Marietta Connelly Springs Clinton Spencer Gastonia Reldsville Balley Hertford Lowell The Bridge Granite Falls Stedman Aberdeen High Shoals Stem Bayborg Intercultural Institute Farlan Elroy JAARS Lake Junaluska McLeansville Pumpkin Center Ker for Contextual Ministry Contextual Ministry Contextual Ministry Concord Polkton 49

Potential Shared Projects

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

PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Voted in fed/state/local election	47.56%	45.48%	44.62%
Recycled products	35.65%	32.01%	30.39%
Worked as volunteer (non political)	17.49%	15.9%	15.2%
Engaged in fund raising	10.69%	10.66%	10.96%
Religious club member	8.45%	8.17%	8.33%
Wrote to elected offcl about publ bus	7.06%	5.77%	5.28%

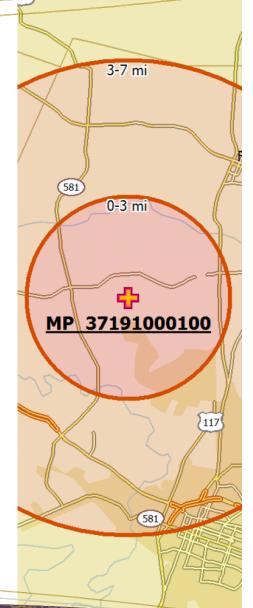
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.99%	5.38%	5.43%
newspaper			
Charitable Organization	5.56%	5.29%	5.11%
Union member	5.4%	5.34%	5.5%
Church Board	5.24%	5.74%	6.34%
Wrote to editor of mag or	5.1%	3.85%	3.66%
newspaper			
Addressed a public meeting	5.07%	4.93%	4.73%

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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.



Ashley Heights Webster Brogden Cullowhee Marion Ansonville Seaboard Belwood Clayton Boilin Bowmore Saluda Claremont Hickory South Henderson Nashville Store Intercultural Institute Elroy Holden Beach Halifax Sunset Beach Spindale Southern Pines for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	17.67%	15.63%	15.42%
Children's Books	13.74%	13%	12.71%
Mystery	12.52%	11.09%	10.06%
Cookbooks	10.47%	10.13%	9.69%
Religious (not Bibles)	10.4%	9.86%	9.77%
Romance	7.83%	7.26%	7.06%
History	7.47%	6.41%	6.07%
Personal/Business	6.48%	6.23%	6.19%
Self-help			
Biography	6.09%	5.67%	5.88%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	66.47%	65.63%	66.51%
Gen. Editorial	43.67%	46.28%	49.2%
Womens	41.87%	42.76%	44.87%
Service	38.74%	35.39%	33.62%
Mens	17.4%	17.29%	18.21%
Business/Finance	16.76%	17.09%	18.84%
Fishing/Hunting	14.48%	13.57%	11.82%
Parenthood	14.09%	13.77%	14.16%
Health	13.71%	13.79%	14.11%

st Jefferson Ellenboro McAdenville Sparta Plain View Robersonville Bladenboro Wilson's Mills Elon Fr George Washington Park Oakboro Lattimore Wallace Wadesboro Rose Intercultural Institute Misenheimer Fayetteville Maiden Grantsboro Norman Como Elrov Gorde dual Ministry 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	56.86%	53.8%	52.34%
Classified	35.21%	34.91%	33.49%
Sport	32.76%	31.71%	30.81%
Editorial Page	32.37%	30.38%	28.62%
Business/Finance	29.3%	26.81%	26.07%
Comics	28.7%	27.01%	25.53%
Food/Cooking	25.51%	24.76%	23.96%
Movie Listings & Reviews	23.97%	23.64%	23.97%
TV/Radio Listings	23.81%	23.5%	23.1%
Home/Gardening	21.93%	21.31%	20.38%
Travel	19.36%	18.27%	18.18%
Science/Technology	16.79%	15.92%	15.73%
Fashion	13.75%	14.16%	15.1%

0-3	3-7	7-10
MILES	MILES	MILES
29.9%	25.19%	20.08%
18.85%	16.52%	14.85%
16.63%	16.8%	16.96%
13.92%	11.3%	9.48%
11.28%	9.64%	8.71%
10.87%	10.24%	9.74%
10.33%	8.64%	7.28%
10.3%	18.41%	25.87%
8.65%	7.02%	6.31%
7.83%	6.41%	5.83%
7.43%	6.64%	6.44%
6.86%	7.39%	8.39%
5.75%	4.03%	3.13%
4.6%	3.51%	3.64%
4.6%	4.84%	5.72%
4.55%	6.2%	8.4%
3.29%	4.57%	5.55%
3.1%	2.72%	2.77%
	MILES 29.9% 18.85% 16.63% 13.92% 11.28% 10.37% 10.33% 10.3% 8.65% 7.83% 7.43% 6.86% 5.75% 4.6% 4.55% 3.29%	MILESMILES29.9%25.19%18.85%16.52%16.63%16.8%13.92%11.3%11.28%9.64%10.87%10.24%10.33%8.64%10.33%8.64%10.3%18.41%8.65%7.02%7.83%6.41%6.86%7.39%5.75%4.03%4.6%3.51%4.6%4.84%4.55%6.2%3.29%4.57%

Enfield Newton Oxford Havelock Grandfather Whitakers Locust Sims Marion Gibson Wadesboro Rich Square Wallburg South Rosemary Richlands Aurora Rhodhiss Intercultural Institute lina Shores Foxfire Apex Trent Woods Chimney Rock Village Pleasant Government of Contextual Ministry Contextual Ministry Contextual Institute for Contextual Ministry Contextual Ministry Appropriate Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Fox News Channel	67.02%	64.1%	62.87%
Satellite Dish	56.44%	54.29%	51.29%
Soapnet	51.42%	50.22%	50.24%
Other Video-On-Demand	42.13%	43.2%	44.05%
Sci-Fi Channel	38.88%	37.11%	36.24%
Adult Pay Per View TV	36.55%	34.59%	33.41%
MSNBC	35.11%	34.3%	33.82%
Nickelodeon	33.41%	30.56%	28.41%
Adult Swim	31.52%	26.87%	24.27%
TV Info From Sunday TV	30.97%	29.43%	29.02%
Magazine			
Nick At Nite	29.63%	27.21%	25.9%
Comedy Central	29.5%	27.85%	27.93%

0-3	3-7	7-10
MILES	MILES	MILES
28.5%	27.18%	26.2%
27.68%	25.65%	24.79%
27.2%	30.42%	32.28%
26.89%	24.63%	23.27%
25.31%	24.46%	24.46%
25.22%	21.59%	20.9%
25.05%	23.46%	23.21%
24.12%	22.55%	22.37%
24.1%	21.62%	21.53%
23.66%	21.98%	22.21%
22.76%	22.34%	22.23%
22.56%	21.83%	21.85%
	MILES 28.5% 27.68% 27.2% 26.89% 25.31% 25.05% 24.12% 23.66% 22.76%	MILES MILES 28.5% 27.18% 27.68% 25.65% 27.2% 30.42% 26.89% 24.63% 25.31% 24.46% 25.22% 21.59% 24.12% 22.55% 24.1% 21.62% 23.66% 21.98% 22.76% 22.34%

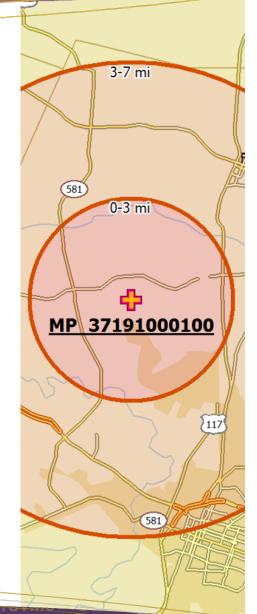
Simpson Jamesville Mesic Reidsville Garner King Mebane Falcon Laurinburg Sparta Marietta Nor River Road Fairview Ocracoke Sunset Beach Spring Hope Apex Haved Intercultural Institute Roseboro Plain View Cofield Castle Hayne Hamlet East Flat Rock Hun for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Dundarrach North Lakes Clarkton Blowing R 54

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.



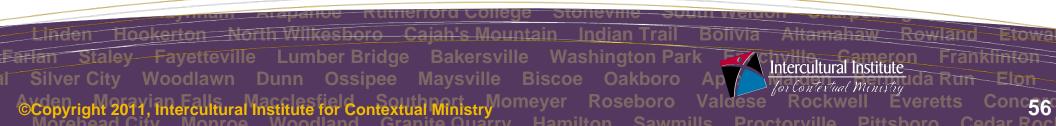
Kannapolis Cleveland Spencer Red Oak Littleton Waxhaw Wentwork Intercultural Institute Catawba Highlands South Weldon Cramerton Bryson City Lake Junal of Intercultural Institute Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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+)	20.33%	18.7%	17.84%
Medium Users (4-6)	11.04%	9.87%	9.74%
Light Users (1-3)	20.96%	19.69%	19.44%
Quintiles (20%)			
Newspaper I (Heavy)	1.56%	1.37%	1.24%
Newspaper II	1.53%	1.74%	1.84%
Newspaper III	2.02%	1.94%	1.9%
Newspaper IV	1.16%	0.82%	0.63%
Newspaper V (Light)	1.13%	1.03%	0.91%

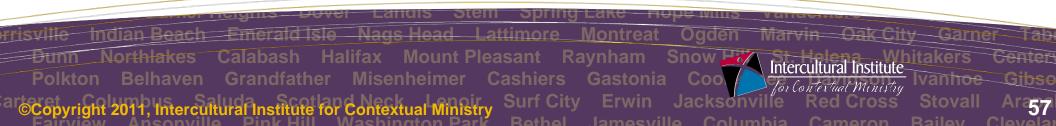
MILES	MILES	MILES
21.55%	20.75%	20.38%
10.15%	9.6%	9.52%
11.54%	10.62%	10.3%
12.25%	12.3%	12.39%
0.72%	0.76%	0.84%
5.55%	6.13%	7.13%
1.65%	2.57%	3.37%
2.8%	3.64%	4.15%
15.08%	16.15%	16.31%
25.23%	25.01%	25.28%
14.95%	15.77%	15.94%
5.16%	6.1%	6.91%
3.82%	5.38%	6.88%
22.89%	22.7%	23.26%
2.28%	3.11%	3.91%
	21.55% 10.15% 11.54% 12.25% 5.55% 1.65% 2.8% 15.08% 25.23% 14.95% 5.16% 3.82% 22.89%	21.55% 20.75% 10.15% 9.6% 11.54% 10.62% 12.25% 12.3% 0.72% 0.76% 5.55% 6.13% 1.65% 2.57% 2.8% 3.64% 15.08% 16.15% 25.23% 25.01% 14.95% 15.77% 5.16% 6.1% 3.82% 5.38% 22.89% 22.7%



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.

M 0-3 3-7 7-10 MEDIUM
MILES MILES MILES
rive Time Quntiles TV Prime Time Quntiles
20%) 20%)
me I & II (Heavy) 3.28% 3.11% 2.99% Prime Time I & II (Heavy)
me III (Medium) 0.75% 0.78% 0.82% Prime Time III (Medium)
V & V (Light) 1.72% 2.16% 2.44% Prime Time IV & V (Light)
edia Quntiles (fifths / TV Early/Late Fringe Qunt
(fifths / 20%)
& II (Heavy) 10.75% 10.27% 10.38% Fringe I & II (Heavy)
(Medium) 6.1% 5.12% 4.53% Fringe III (Medium)
V & V (Light) 3.83% 3.76% 3.86% Fringe IV (Light)
V Quntiles (fifths / TV All Day Quntiles (fifths /
20%)
& II (Heavy) 14.85% 13.28% 13.3% All Day I & II (Heavy)
(Medium) 4% 4.38% 4.6% All Day III (Medium)
V & V (Light) 32.16% 33.38% 35.52% All Day IV (Light)



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	12.49%	12.24%	11.87%
6:00am - 10:00am	13.17%	13.77%	14.66%
10:00am - 3:00pm	5.23%	7.58%	9.64%
3:00pm - 7:00pm	13.84%	13.95%	14.97%
7:00pm - Midnight	12.31%	11.56%	11.79%
Midnight - 6:00am	4.43%	5.57%	6.84%
Weekend Radio			
Listeners			
Dayparts [summary]	17.19%	16.2%	15.58%
6:00am - 10:00am	3.85%	3.69%	3.49%
10:00am-3:00pm	3.9%	4.45%	5.13%
3:00pm - 7:00pm	7.63%	7.87%	8.16%
7:00pm - Midnight	10.92%	10.01%	9.91%
Midnight - 6:00am	9.93%	11.52%	12.58%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	9.98%	8.29%	7.41%
Saturday: 8:00-11:00pm	8.44%	8.7%	8.56%
Sunday: 7:00-11:00pm	11.1%	10.37%	9.73%
9:00am-1:00pm	29.63%	27.21%	25.9%
9:00am-4:00pm	33.72%	31.54%	30.21%
4:00pm-7:00pm	30.09%	29.11%	29.66%
11:00pm-1:00am	42.58%	42.59%	42.72%
AVG Prime time Mon-Sun	2.38%	3.27%	4.01%

go Bunn White Plains Bayshore Princeton Greenevers Goldsboro Cricket Fearrington Walkertown Ja Grover Benson Snow Hill Harrells Pikeville Chimney Rock Village Greenevers Eatryiew Cullowhee Walkertown Ja Swepsonville Oak Ridge Mars Hill Greensboro Mount Pleasant Saxapah (Soutertial Institute Rockfish White Contertial Ministry Contextual Ministry Middlesex Ocean Isle Beach Rutherford College Gar58 (Copyright 2011, Intercultural Institute for Contextual Ministry Rockfish Spindale Burgaw Wilmington Holly Ridge Here

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3	3-7	7-10	TV VIEWERS	TV VIEWERS 0-3	TV VIEWERS 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Weekday				Weekend	Weekend	Weekend
6-7am	16.81%	15.86%	15.64%	Sat: 7-10am	Sat: 7-10am 18.57%	Sat: 7-10am 18.57% 17.87%
7-9am	22.56%	21.83%	21.85%	Sat: 10am-1pm	Sat: 10am-1pm 8.35%	Sat: 10am-1pm 8.35% 8.68%
9am-12noon	26.38%	22.82%	20.83%	Sat: 1-4pm	Sat: 1-4pm 25.98%	Sat: 1-4pm 25.98% 25.05%
12noon-4pm	7.34%	8.72%	9.38%	Sat: 4-6pm	Sat: 4-6pm 7.22%	Sat: 4-6pm 7.22% 7.23%
4-6pm	49.83%	47.75%	47.87%	Sat: 6-7pm	Sat: 6-7pm 1.89%	Sat: 6-7pm 1.89% 1.88%
6-7pm	20.7%	20.14%	19.33%	Sat: 7-8pm	Sat: 7-8pm 0.81%	Sat: 7-8pm 0.81% 0.8%
7-7:30pm	1.15%	1.26%	1.5%	Sat: 8-11pm	Sat: 8-11pm 8.44%	Sat: 8-11pm 8.44% 8.7%
7:30-8pm	12.17%	11.88%	11.89%	Sat: 11pm-1am	Sat: 11pm-1am 4.64%	Sat: 11pm-1am 4.64% 5.04%
8-11pm	9.98%	8.29%	7.41%	Sat: 1am-7pm	Sat: 1am-7pm 25.05%	Sat: 1am-7pm 25.05% 23.46%
11pm-12am	35.11%	34.3%	33.82%	Sun: 7-10am	Sun: 7-10am 2.1%	Sun: 7-10am 2.1% 2.18%
11pm-1am	42.58%	42.59%	42.72%	Sun: 10am-1pm	Sun: 10am-1pm 8.4%	Sun: 10am-1pm 8.4% 7.47%
1-6am	30.31%	29.62%	31%	Sun: 1-4pm	Sun: 1-4pm 7.19%	Sun: 1-4pm 7.19% 6.61%
				Sun: 4-7pm	Sun: 4-7pm 16.53%	Sun: 4-7pm 16.53% 14.86%
				Sun: 7-11pm	Sun: 7-11pm 11.1%	Sun: 7-11pm 11.1% 10.37%
				Sun: 11pm-1am	Sun: 11pm-1am 6.6%	Sun: 11pm-1am 6.6% 5.89%
				Sun: 1-7am	Sun: 1-7am 25.21%	Sun: 1-7am 25.21% 23.29%

Belwood Middlesex Biltmore Forest Casar Eden Walstonburg Swannanoa Falkland Mount Airy Mars Oak Ridge Bear Grass Randleman Ellerbe High Point Fountain Wake For Intercultural Institute on Yanceyville Pleasant Garden Granite Quarry Selma King Bryson Cive Confectual Ministry Asheboro H Copyright 2011, Intercultural Institute for Contextual Ministry Denton Cullowhee Marvin Fairview Magnolia Tryor59

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.

Afire Spiveys Corner Westport Tobaccoville Pleasant Hill Cove City Elrod McFarlan Stantonsburg McAde Long View Harrellsville Hoffman Saxapahaw Elizabeth City Sharpsburg <u>Dillehoro</u> Havelock Swarste Wallburg Pikeville Shannon Henderson Robersonville Aulander Nor (a) Contextual Institute Copyright 2011, Intercultural Institute for Contextual Ministry Nags Head Kirkland Tabor City Monroe Thomasville 60

Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

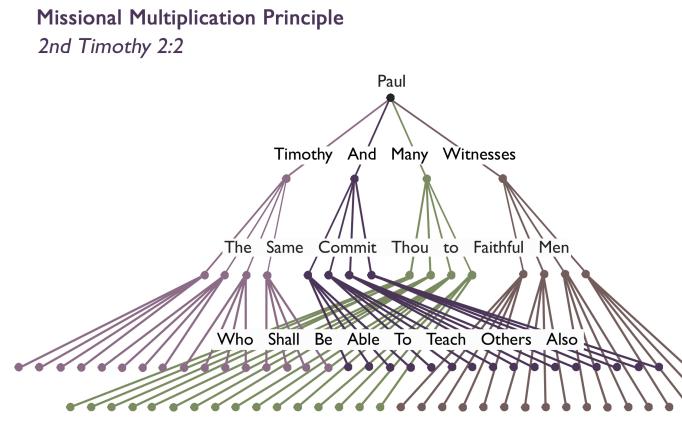
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
- 3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at ths mission site more effectively?
- 4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

mee Peletier Windsor Polkville Newton Half Moon Jackson Kure Beach Oak Island Polkton Conetoe Shelby Morehead City Swansboro Concord Harrells Kittrell Sawmills <u>Intercultural Institute</u> Bed ia Raeford Huntersville Robbinsville River Road Forest City Beulaville <u>Intercultural Institute</u> Bridgeton M Jo Confectual Ministry Asheville B61 Becopyright 2011, Intercultural Institute for Contextual Ministry

Biblical Missional Multiplication

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

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



n Bowmore Hays Ivanhoe Midway Marietta Clarkton Biltmore Forest Ashley Heights Boardman Richla Ramseur Taylortown Broadway Ellerbe Star Leggett JAARS Vancer Kernersville Princeton Nag Eureka Sparta Reidsville Mocksville Sea Breeze Newport Burlington Intercultural Institute for Contextual Ministry Murraysville Light Oak King Como Stovall Northwe62 Butner Washington Nashville Matthews Eden Spinda

Establishing Redemptive Relationships

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

Communication Steps

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



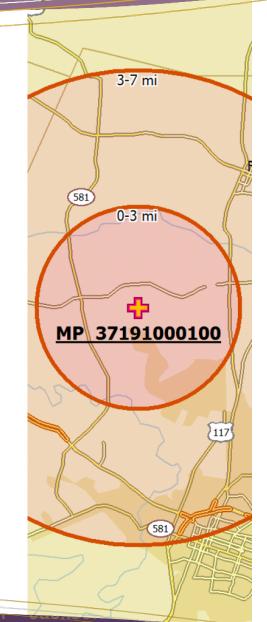


Your MissionSite and the Missional Suite

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

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

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



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Notes and Sources

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



APPENDIX: BCNC Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Gateway Community Church	401 W Main St	1.63 mi	0	Insufficient Data
		Pikeville, NC 27863		-	Insuncient Data
2	Pikeville First	207 Big Daddy's Road Pikeville, NC 27863	2.03 mi	36	Growing
3	Pineview - Goldsboro	3357 US Highway 117 N Goldsboro, NC 27530	4.10 mi	39	Declining
4	Mision Bau Monte Nelson - Eureka	206 West Main St Eureka, NC 27830	4.50 mi	0	Insufficient Data
5	Mount Nelson - Fremont	206 W Main St Fremont, NC 27830	4.50 mi	77	Growing
6	Fremont Missionary - Fremont	108 N Vance St Fremont, NC 27830	4.52 mi	48	Plateauing
7	Pinkney - Fremont	3157 NC Highway 581 N Fremont, NC 27830	5.57 mi	68	Plateauing
8	Northview - Goldsboro	600 Patetown Rd Goldsboro, NC 27530	5.69 mi	33	Plateauing
9	Crossway	1201 Patetown Rd Goldsboro, NC 27530	5.75 mi	0	Insufficient Data
10	Goldsboro Korean - Goldsboro	1202 Collier St Goldsboro, NC 27530	6.05 mi	0	Insufficient Data
11	Community - Goldsboro	351 Antioch Rd Goldsboro, NC 27534	7.37 mi	27	Growing
12	Goldsboro First - Goldsboro	125 S John St Goldsboro, NC 27530	7.39 mi	309	Plateauing
13	Calvary - Goldsboro	601 US 70 Bypass Goldsboro, NC 27533	7.98 mi	32	Plateauing
14	Princeton - Princeton	211 S Pearl St Princeton, NC 27569	8.29 mi	191	Growing
15	Madison Avenue	1703 E Laurel St Goldsboro, NC 27530	8.36 mi	120	Declining

aylortown Conever Lenoir Green Level Belwood Salisbury Kitty Hawk Fairmont Piney Green Pikeville Hadison Waco Franklinton Ashley Heights Wadesboro Elrod Alliance Intercultural Institute Intercultural Institute Notes Salemburg Danbury Clyde Hobgood Morganton Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Badenboro Troy Harrisburg Red Oak Cedar Point

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	AVG	IICM CGR
16	New Life - Goldsboro	800 S Harding Dr Goldsboro, NC 27534	8.36 mi	85	Plateauing
17	Adamsville - Goldsboro	1302 N Berkeley Blvd Goldsboro, NC 27534	8.81 mi	376	Declining
18	Rosewood First - Goldsboro	562 NC Highway 581 S Goldsboro, NC 27530	8.90 mi	279	Plateauing
19	Kenly - Kenly	306 E 2nd St Kenly, NC 27542	9.23 mi	214	Growing
20	Hispanic Mission-Kenly - Kenly	109 N Gardner Ave Kenly, NC 27542	9.57 mi	36	Growing
21	Parrish Memorial - Selma	606 Parrish Memorial Rd Selma, NC 27576	10.06 mi	57	Plateauing
22	Anointed Vision - Goldsboro	3006 Central Heights Rd Goldsboro, NC 27534	10.17 mi	15	Insufficient Data
23	Trinity Missionary - Goldsboro	1086 Nc Highway 111 S Goldsboro, NC 27534	10.17 mi	196	Growing
24	Love Memorial - Goldsboro	192 Woodland Church Rd Goldsboro, NC 27530	10.41 mi	134	Plateauing
25	Horeb International Community of Goldsbo	192 Woodland Church Rd Goldsboro, NC 27530	10.41 mi	78	Plateauing
26	Micro First - Micro	106 W Wilson St Micro, NC 27555	11.72 mi	60	Plateauing
27	Hephzibah - Princeton	4633 US 70 E Princeton, NC 27569	11.84 mi	122	Plateauing
28	Davis Grove - Snow Hill	938 Davis Grove Church Rd Snow Hill, NC 28580	12.11 mi	58	Plateauing
29	Pine Level - Pine Level	110 S Peedin Ave Pine Level, NC 27568	13.10 mi	89	Plateauing
30	Carters Chapel - Selma	3644 Old Beulah Rd Selma, NC 27576	13.30 mi	60	Declining

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APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
31	Stantonsburg First -	313 S Main St	13.43 mi	125	Plateauing
	Stantonsburg	Stantonsburg, NC 27883	13.43 111		Flateauling
32	Emmaus - Dudley	714 Emmaus Church Road Dudley, NC 28333	13.47 mi	116	Plateauing
33	Thanksgiving - Selma	6701 NC HIGHWAY 42 E Selma, NC 27576	15.02 mi	57	Growing
34	Selma - Selma	1500 N Webb St Selma, NC 27576	15.02 mi	133	Growing
35	Falling Creek - Goldsboro	498 Falling Creek Church Rd Goldsboro, NC 27530	15.10 mi	72	Declining
36	Sardis - Smithfield	5444 Brogden Rd Smithfield, NC 27577	15.19 mi	112	Plateauing
37	Bethany - Kenly	8980 Old Beulah Rd Kenly, NC 27542	15.35 mi	110	Growing
38	Wilson First - Wilson	311 Nash St W Wilson, NC 27893	15.57 mi	296	Declining
39	Primera Mision Bautista - Wilson	311 Nash St W Wilson, NC 27893	15.57 mi	0	Insufficient Data
40	Faith - Selma	204 Ricks Rd Selma, NC 27576	15.73 mi	27	Growing
41	Glory - Wilson	502 Jordan St SW Wilson, NC 27893	16.52 mi	279	Declining
42	Calvary - Selma	4627 Buffalo Rd Selma, NC 27576	16.56 mi	46	Declining
43	Cedar Grove - Wilson	5266 Old Raleigh Rd Wilson, NC 27893	16.72 mi	49	Declining
44	Wilson Community - Wilson	701 Tarboro St SW Wilson, NC 27893	16.92 mi	191	Insufficient Data
45	North Smithfield - Smithfield	19 Dail St Smithfield, NC 27577	17.37 mi	38	Growing

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