MissionSite top unreached locations

Candor Brookford WILSON, NC Magnolia oint Southern Pines CENSUS TRACT: 37195000600 Multip Wentworth REGION: Region 2: Central Coast COUNTY: Wilson Concord SITESCAPE: Townscape In partnership with the: Premiont Boardman Pumpkin Center Pikeville DENSITY PATTERN: K Hendersonville port er Sanford South Henderson Lake Junaluska Intercultural Institute Jackson Bent Creek Voodfin for Contextual Ministry Creswell Ocracoke Chad alnut Cove North Carolina Baptists Caring. Sharing. Daring. Warsaw Avden d Oak ©Copyright 2011/ Intercultural Institute for Contextual Ministry ite Lake

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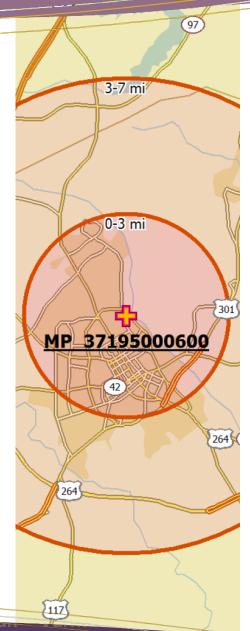
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Pinetops Chadbourn St. Helena Vandemere Lewisville Wilson's Mills Sandy Creek Cameron Fallston R Walstonburg Kitty Hawk China Grove Whiteville Raemon Aulander Intercultural Institute ow Hill Stallings Kingstown Andrews Graham Falkland Stony Point More for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Dallas Ruth Hot Springs Wilkesboro Middlesex 12

Site Location Summary

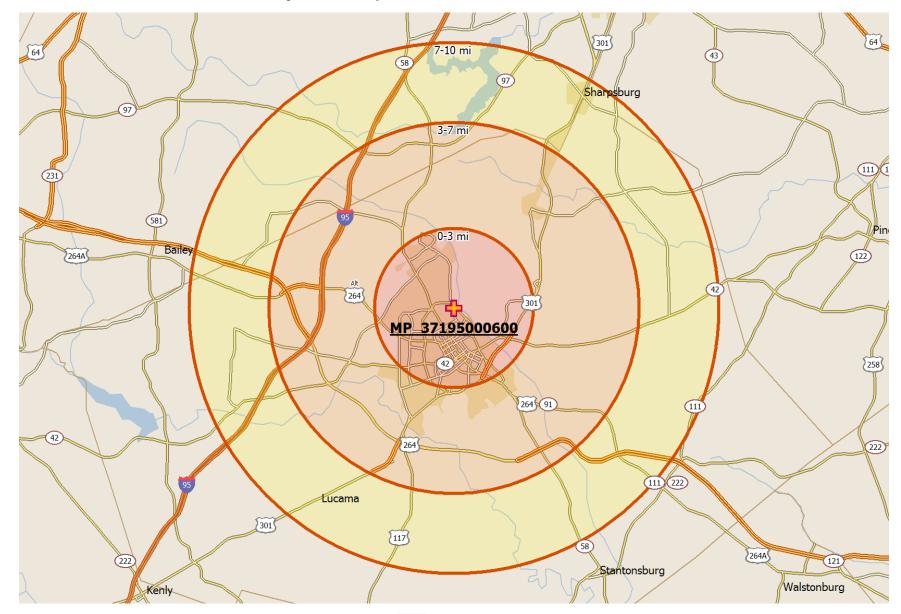
The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been 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	37195	Wilson
4	Zipcode	27893	Wilson
5	Sitescape Category	2	Townscape
6	Sitescape Group	2.2	Medium Towns
7	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
8	Sitescape Density Pattern	К	50000-50000-50000



Swannanoa Crifton Jackson Atkinson Ogden Wilmington Lumber Bridge Boiling Spring Lakes Ruth A Kingstown Erwin Apex Cofield Orrum Walnut Creek East Arcadia ajah's Mountain Mocksville Danbury Grover Tabor City Swansboro Ar Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Boiling Springs Washington Park, Bayboro Nage Had

Site Location Summary - Map of the Site Location



Wrightsboro Dillsboro North Topsail Beach Goldston Millers Creek Pine Level Murreesboro Love Valley Bayshore Bethania Elon Burgaw Jamestown Bridgeton Ayden Baka Ville Micro Forest Oaks Ruis Park Wilson's Mills Wagram Plymouth Parkton Kelly Franklin Dunn for Contextual Ministry er ©Copyright 2011, Intercultural Institute for Contextual Ministry Corport 2011, Intercultural Institute for Contextual Ministry

Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban	5	Micropolitan - counties in a micropolitan statistical area
	Codes		
5	NCES Urban Centric	32	Town: Distant: Territory inside an urban cluster that is more than 10 miles and less than or
	Locale Codes		equal to 35 miles from an urbanized area.
6	IICM RUCA Values Index	79	Micropolitan core commuting: No additional code
7	ERS RUCA Commuting	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large
	Value		urban cluster)
8	Percent Commuting to	18	Percent commuting from non metro to metro areas
	Metro		
	Metro		

uthern Pines Seven Devils Grandfather Dobson Ashley Heights Swannanoa Dundarrach Belville Patterse Carisseur Stoneville Clayton Lowell Clinton Winterville Millers Creek Lave Intercultural Institute n-Salem Mulberry Connelly Springs Goldston East Rockingham Plymout for Confectual Ministry For 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	39,819	20,747	17,175
2010 Households	15,810	8,298	6,648
2010 Group Quarters Population	1,440	348	9

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	43	22	20
Language Diversity National Index	47	30	33
Foreign Born Diversity National Index	8	5	3
Ancestry Diversity National Index	16	3	21
Racial Diversity National Index	82	76	61

Garland Pembroke Laurel Park Lasker Littleton Barker Heights Salemburg Bladenboro Keener Micro Bandyfield Hertford Ingold Washington Park Fairplains Greenevers Are Carrboro Murraysville Are Carrboro Warsaw Dundarrach Silver Lake Calypso Spiveys Corner for Confectual Ministry Confectual Ministry Westport Boardman Bakersville West Marion Val Confectual Institute for Contextual Ministry Fast Laurinburg Lattimore Matthews Bridgeton New

Site Location Summary - County Environment

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

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

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

Oxford Kannapolis Dobbins Heights Stony Point Hookerton Mulberry Vandemere Greensboro Mount Grantsboro McAdenville Gibson Polkville Dover Castle Hayne Harrells Alter Intercultural Institute Fairplains Pollocksville Stoneville Alliance Wingate Rocky Mount Live 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	4,019	25.42%
Mainstay Communities	Established, Diverse Households	1,398	8.84%
Working Communities	Blue-collar, Working Families	561	3.55%
Country Communities	Rural, Agri. & Mining Families	156	0.99%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,761	17.46%
Urban Communities	High Density, Inner-city Neighborhoods	6,914	43.73%

arkton Severn <u>Atkinson Norwood Roxobel Burlington Creedmoor</u> Butters Boardman Barker Heights Sugar Mountain Bent Creek Rolesville Waynesville Candor Catawba intercultural Institute Burgaw Fairview Rhodhiss Aberdeen Charlotte Lowell Winton Surface Intercultural Institute Copyright 2011, Intercultural Institute for Contextual 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.



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?

nham Fairview Ahoskie Milton Bethlehem Apex Northwest Cornelius Weaverville Eden Danbury Sho Bet Boonville Rowland Catawba Mint Hill Wesley Chapel Durham Hooker Ashley Heights Bonnetsville Asheville Wake Forest Balfour Eastover Wentworth Highlands Be To Contextual Institute Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Description Oaks Mount Airy Everetts Robbins Jefferson

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	21,552	11,091	51.46%
Unreached %	68.67%	70.15%	102.16
Religious But NOT Evangelical HH	7,022	3,768	53.66%
Religious But NOT Evangelical %	22.37%	23.83%	106.52
Spiritual But NOT Relig or Evang HH	2,254	1,054	46.74%
Spiritual But NOT Relig or Evang %	7.18%	6.66%	92.79
Not Evangelical, Not Interested HH	12,611	6,506	51.59%
Not Evangelical, Not Interested %	40.18%	41.15%	102.41



Raemon Nags Head Crossnore Tarboro Walkertown Arapahoe Glen Alpine Wilson Columbus Windsor Homeyer Cullowhee Trent Woods Patterson Springs Murphy Lake Same Linker Cultural Institute ertford Cameron Altamahaw Benson Farmville Newton Grove Salisbury For Confectual Ministry Confectual Ministry Macon Ranlo Belhaven Clarkton Shallotte Neuse F11 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	20	7	35%
Active BCNC Attenders	2,266	1,082	47.75%
Active Evangelical Households	4,007	1,923	47.98%
Active Evangelical Percent	12.77%	12.16%	95.26
Inactive Evangelical Households	5,825	2,795	47.99%
Inactive Evangelical Percent	18.56%	17.68%	95.26
# New Churches Needed	0	1	0%



on Cajah's Mountain Kings Mountain Bayboro Raemon Pink Hill Hamilton Norman McDonald Winfall A Candor Durham Ronda Emerald Isle Welcome Franklin Rutherfordton Manager Forest Enfield Clinton Ma Sald Head Island Dundarrach Carolina Shores East Rockingham Icard Manager Joi Confectual Ministry Confectual Ministry West Canton Sedalia Arapahoe South Weldon Atkinso12

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	Grace - Wilson	0.67 mi	113	Plateauing	16	Cedar Grove - Wilson	6.28 mi	49	Declining
2	Bible	1.61 mi	89	Declining	17	Aenon - Elm City	7.88 mi	21	Declining
3	Light of the World - Wilson	1.84 mi	20	Declining	18	Mount Hermon - Rocky Mount	8.24 mi	65	Declining
4	Wilson Community - Wilson	2.07 mi	191	Insufficient Data	19	Sims - Sims	8.36 mi	37	Insufficient Data
5	Forest Hills - Wilson	2.20 mi	390	Declining	20	Sharpsburg Missionary - Sharpsburg	9.28 mi	110	Growing
6	Glory - Wilson	2.46 mi	279	Declining	21	Memorial - Rocky Mount	9.70 mi	35	Insufficient Data
7	His Story	2.56 mi	0	Insufficient Data	22	Nobles Chapel - Sims	10.08 mi	63	Plateauing
8	Christ Baptist Church	3.06 mi	65	Insufficient Data	23	Union Missionary - Rocky Mount	10.79 mi	230	Plateauing
9	Wilson First - Wilson	4.04 mi	296	Declining	24	Macedonia - Spring Hope	10.80 mi	80	Plateauing
10	Primera Mision Bautista - Wilson	4.04 mi	0	Insufficient Data	25	New Vision Community	10.90 mi	0	Insufficient Data
11	New Hope Missionary - Wilson	4.33 mi	100	Plateauing	26	Stantonsburg First - Stantonsburg	11.16 mi	125	Plateauing
12	Raleigh Road - Wilson	4.33 mi	359	Declining	27	West Mount - Rocky Mount	11.80 mi	74	Insufficient Data
13	Peace Church	4.33 mi	0	Insufficient Data	28	Bailey - Bailey	11.86 mi	114	Growing
14	Pleasant Hope - Elm City	5.74 mi	69	Growing	29	Victoria En Cristo Hispanic - Bailey	12.12 mi	0	Insufficient Data
15	Elm City Missionary - Elm City	5.75 mi	0	Insufficient Data	30	Hispanic - Bailey Proctors Chapel - Rocky Mount	12.32 mi	172	Plateauing

Dunn Walkertown JAARS South Weldon Forest City Wagram Madison Mar-Mac Fremont Glen Raven ter Sims Marietta Harmony Ronda Welcome Bridgeton Charlotte Work in Intercultural Institute Ison Balfour Macon Mountain View Louisburg Middleburg Lake Santee for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Badin Rosman Enochville Montreat Boone Castonia

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.

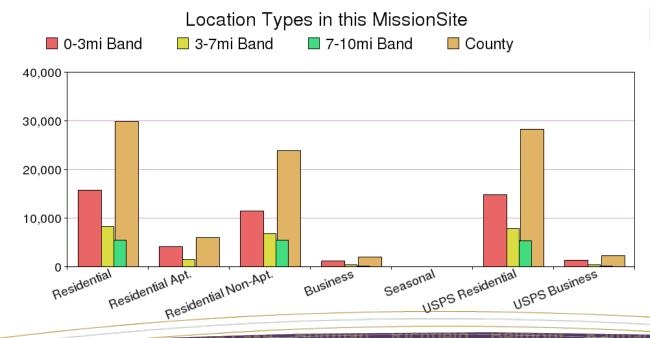
Issues for Your Consideration

- 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

EMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	66,061	35,947	54.41%
2000 Population	73,814	39,402	53.38%
2010 Population	79,218	39,819	50.27%

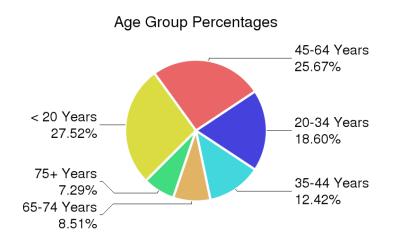


Location Type	0-3mi Band
Residential	15,708
Residential Apt.	4,196
Residential Non-Apt.	11,512
Business	1,154
Seasonal	0
USPS Residential	14,790
USPS Business	1,393

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

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

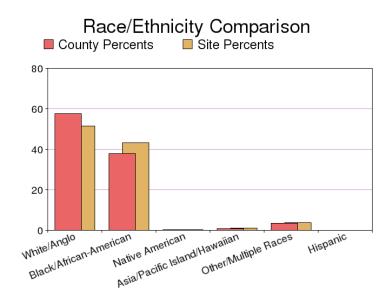


2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.42%	6%	110.7
4-5 Years	2.76%	2.7%	97.83
6-8 Years	4.17%	4.19%	100.48
9-11 Years	4.08%	4.04%	99.02
12-13 Years	2.68%	2.69%	100.37
14-17 Years	5.4%	5.19%	96.11
18-19 Years	2.71%	2.72%	100.37
0-5 Years	8.18%	8.7%	106.36
6-12 Years	9.59%	9.59%	100
13-19 Years	9.44%	9.23%	97.78
< 20 Years	27.21%	27.52%	101.14
20-34 Years	18.14%	18.6%	102.54
35-44 Years	12.82%	12.42%	96.88
45-64 Years	26.83%	25.67%	95.68
65-74 Years	8.29%	8.51%	102.65
75+ Years	6.71%	7.29%	108.64
Median Age	39	39	101.99
Median Age (Male)	37	38	102.78
Median Age (Female)	41	41	102.07

y Ramseur McDonald Jefferson Goldsboro Altamahaw Cedar Rock Grifton Gatesville Marshville Stan Edenton Arapahoe McAdenville Reidsville Mount Gilead Brogden Pittsboro Proctorville Trinity Smithfield Rocky Mount East Flat Rock Flat Rock Flat Winistry Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	57.58%	51.38%	89.24
Black, African-American	37.88%	43.32%	114.36
Native American	0.32%	0.32%	98.69
Asian	0.83%	1.17%	141.15
Pacific Island, Hawaiian	0.03%	0.03%	91.18
Other/Multiple Races	3.37%	3.79%	112.67
Hispanic	0%	10.9%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	52,685	26,207	
Less than 9th Grade	9.25%	9.53%	97.04
No High School Diploma	12.84%	11.42%	112.45
High School Graduate	33.08%	27.55%	120.08
Some College, no degree	17.84%	18.47%	96.59
Associate Degree	8.99%	9.79%	91.77
College Degree	13.02%	16.73%	77.83
Graduate/Prof. degree	4.99%	6.51%	76.58

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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	11.39%	12.62%	121.17
\$10,000 to \$19,999	13.73%	13.8%	100.52
\$20,000 to \$29,999	14.37%	13.96%	97.12
\$30,000 to \$49,999	22.04%	19.96%	90.56
\$50,000 to \$59,999	7.74%	7.36%	95.09
\$60,000 to \$69,999	6.12%	4.97%	81.22
\$70,000 to \$79,999	5.64%	5.15%	91.24
\$80,000 to \$89,999	4.76%	4.86%	102.11
\$90,000 to \$99,999	3.07%	3.28%	106.77
\$100,000 to \$124,999	5.95%	7.27%	122.1
\$125,000 to \$149,999	2.34%	2.82%	120.79
\$150,000 to \$199,999	1.84%	2.54%	137.83
\$200,000 to \$249,999	0.45%	0.67%	148.19
\$250,000 or more	0.54%	0.71%	133.52
Median Household	38,589	43,414	112.5
Average Household	51,312	57,253	111.58
Per Capita Household	20,757	22,808	109.88
Family/Non-Family Household			
Income			
Median Family Income	48,301	55,913	115.76
Average Family Income	60,485	66,385	109.75
Median Non-Family Income	25,268	27,106	107.27
Average Non-Family Income	33,881	37,388	110.35

18

Randleman Conover Walstonburg West Jefferson Balfour Cove City Cape Carteret Thomasville Ho Cinston Rich Square Dallas Four Oaks Roxboro Washington Park Jacks in Intercultural Institute Seven Springs Trinity Spiveys Corner Gaston Lawndale Rutherford in Contextual Ministry er Copyright 2011, Intercultural Institute for Contextual Ministry Proctorville Bayboro Cashiers Brunswick

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

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

2010 HOUSEHOLD	COUNTY	BAND	
ESTIMATES			
Family Households			Index
% Family Households	65.52%	63.02%	96.18
Families with Children	33.82%	33.36%	98.67
Families without Children	31.7%	29.65%	93.53
Non-Family Households			
% Non-Family Households	34.48%	36.98%	107.25
Non-Families with Children	0.58	0.67	114.99
Non-Families without Children	33.9	36.31	107.12
Housing Units			Index
Total Housing Units	34,853	17,560	
Vacant percent	9.95%	9.97%	100.16
Owned percent	56.14%	50.01%	89.07%
Rented Percent	33.91%	40.03%	118.05
Households by Size			Index
Avg household size	2.47	2.43	98.38
Avg family hh size	3.14	3.14	100
Avg non-family hh size	1.18	1.21	102.54
Households By Count of Persons			Percent
One	9,486	5,102	53.78%
Two	9,565	4,732	49.47%
Three or Four	9,556	4,578	47.91%
Five+	2,778	1,397	50.29%

 Impurg
 Wade
 Southport
 East Arcadia
 River Bend
 Harrisburg
 Wilson's Mills
 Sneads Ferry
 Fairview
 Ican

 Saluda
 Brices Creek
 Waxhaw
 East Laurinburg
 Seagrove
 Sedalia
 Sims
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 For Contextual Ministry
 Roxobel
 Tarboro
 Rolesville
 Topsail Beach
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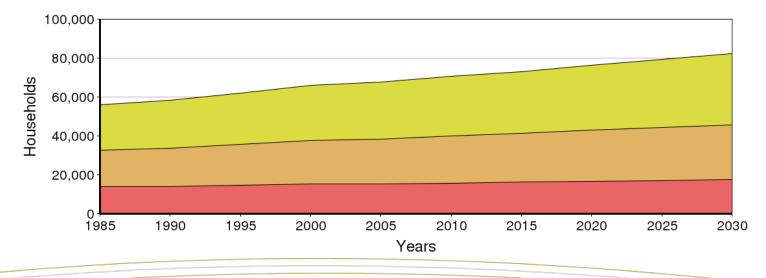
The population and household figures from IICM's Demoscape report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile 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	66,061	35,947	54.41%
2000 Population	73,814	39,402	53.38%
2010 Population	79,218	39,819	50.27%
2015 Population	83,539	41,444	49.61%

Household Change from 1985 to 2030

📕 0-3mi Ring 👘 🔲 0-7mi Ring

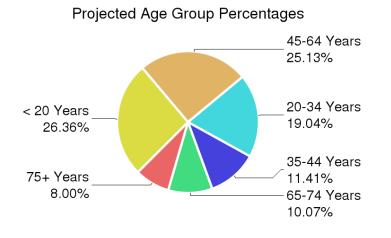
📃 0-10mi Ring



Clarkton Highlands Harrellsville Claremont Caswell Beach Chimney Rock Village Richlands Holly Sprin DobSon Yanceyville Saxapahaw Fletcher Cullowhee Scotland Neck Intercultural Institute and Gibsonville Skippers Corner Buies Creek Littleton Mills River River Intercultural Institute West Canton Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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

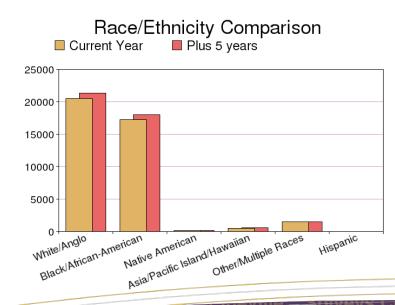


CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6%	5.33%	88.83
4-5 Years	2.7%	2.53%	93.7
6-8 Years	4.19%	3.96%	94.51
9-11 Years	4.04%	3.98%	98.51
12-13 Years	2.69%	2.76%	102.6
14-17 Years	5.19%	5.16%	99.42
18-19 Years	2.72%	2.63%	96.69
0-5 Years	8.7%	7.86%	90.34
6-12 Years	9.59%	9.32%	97.18
13-19 Years	9.23%	9.18%	99.46
< 20 Years	27.52%	26.36%	95.78
20-34 Years	18.6%	19.04%	102.37
35-44 Years	12.42%	11.41%	91.87
45-64 Years	25.67%	25.13%	97.9
65-74 Years	8.51%	10.07%	118.33
75+ Years	7.29%	8%	109.74
Median Age	39	41	105.06
Median Age (Male)	37	39	105.23
Median Age (Female)	41	43	105.32

n Beach Centerville Lattimore Harmony Sims Bolton Pantego Emerald Isle Sylva Foxfire Harkers Isla Benson Brices Creek Calypso Elizabeth City Pembroke Powellsville Intercultural Institute Tem Kill Devil Hills Patterson Springs Angier Mooresboro Navassa Hay for Contextual Ministry Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Macclesfield Keeper Mount Airy Spow Hill Zebulon Ball

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	51.38%	51.38%	99.99
Black, African-American	43.32%	43.35%	100.07
Native American	0.32%	0.32%	102.18
Asian	1.17%	1.31%	112.64
Pacific Island, Hawaiian	0.03%	0.02%	78.61
Other/Multiple Races	3.79%	3.62%	95.38
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	26,207	27,616	
Less than 9th Grade	9.53%	8.26%	86.65
No High School Diploma	11.42%	9.4%	82.34
High School Graduate	27.55%	28.03%	101.76
Some College, no degree	18.47%	18.38%	99.53
Associate Degree	9.79%	11.61%	118.6
College Degree	16.73%	17.34%	103.66
Graduate/Prof. degree	6.51%	6.97%	107.02

Holly Rutherford College McLeansville St. Pauls Jamestown Haw River Whispering Pines Roper Green Richfield Fairplains Aurora Southern Pines Sawmills Conover Elizabeth Intercultural Institute Taylorsville Half Moon Stanley Dillsboro Rockingham Beech Mountain for Contextual Ministry For 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	12.62%	11.6%	91.88
\$10,000 to \$19,999	13.8%	13.39%	97
\$20,000 to \$29,999	13.96%	13.93%	99.79
\$30,000 to \$49,999	19.96%	19.36%	97
\$50,000 to \$59,999	7.36%	7.08%	96.16
\$60,000 to \$69,999	4.97%	4.71%	94.64
\$70,000 to \$79,999	5.15%	5.49%	97.74
\$80,000 to \$89,999	4.86%	5.4%	103.84
\$90,000 to \$99,999	3.28%	3.37%	102.76
\$100,000 to \$249,999	7.27%	8.35%	114.89
\$125,000 to \$149,999	2.82%	3.2%	113.45
\$150,000 to \$199,999	2.54%	2.65%	104.29
\$200,000 to \$249,999	0.67%	0.72%	106.69
\$250,000 or more	0.71%	0.62%	87.14
Median Household	43,414	45,916	105.76
Average Household	57,253	60,612	105.87
Per Capita Household	22,808	23,795	104.33
Family/Non-Family Household			
Income			
Median Family Income	55,913	59,253	105.97
Average Family Income	66,385	70,444	106.11
Median Non-Family Income	27,106	29,444	108.63
Average Non-Family Income	37,388	41,224	110.26

nt Creek Winston-Salem Green Level Erwin Cullowhee Bonnetsville Conover Casar Wilson Cerro Gord Mesley Chapel Charlotte Scotland Neck Oak Ridge Powellsville Rutherford Dittshore Sylva Kinston Seven Devils Norwood Carthage Valley Hill Oak Island Elkin Nags Head Jor Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Bolling Spring Lakes Hookertor 23

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	63.02%	61.32%	97.3
Families with Children	33.36	32.47	97.31
Families without Children	29.65	28.79	97.08
Non-Family Households			
% Non-Family Households	36.98%	38.68%	104.6
Non-Families with Children	0.67	0.64	104.6
Non-Families without	36.31	38.04	104.76
Children			
Housing Units			
Total Housing Units	17,560	18,016	102.6%
Vacant percent	9.97%	9.99%	100.25
Owned percent	50.01%	50.12%	100.23
Rented Percent	40.03%	39.89%	99.65
Households by Size			
Avg household size	2.43	2.47	101.65%
Avg family hh size	3.14	3.28	104.46%
Avg non-family hh size	1.21	1.18	97.52%
Households By Count of			
Persons			
One	5,102	5,551	108.8%
Тwo	4,732	4,349	91.91%
Three or Four	4,578	4,708	102.84%
Five+	1,397	1,609	115.18%

Bonnetsville Hudson Mars Hill Cameron Fairmont Wilmington Kingstown Eastever Cajah's Mounta Leuisburg Mount Gilead St. Helena Taylortown Alamance River Road Intercultural Institute Jamestown White Plains Greenville Garner Brices Creek Wagram Tropic Contextual Ministry 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	2,675	463	483		Eastern Africa	Eastern Africa 39	Eastern Africa 39 0
Northern Europe	60	5	6	ſ	Middle Africa	Middle Africa 0	Middle Africa 0 0
Western Europe	16	8	3	North	nern Africa	nern Africa 0	nern Africa 0 1
Southern Europe	0	2	3	Southern	Africa	Africa 4	Africa 4 0
Eastern Europe	0	0	0	Western Af	rica	rica 0	rica 0 0
Other Europe	0	0	0	Other Africa		0	0 1
Eastern Asia	126	17	2	Oceania		0	0 1
So. Central Asia	125	19	8	Caribbean		39	39 38
SE Asia	30	0	3	Central Amer.		2,114	2,114 369
Western Asia	54	0	3	South America		21	21 0
Other Asia	25	0	8	North America		22	22 2
				Born at sea		0	0 0



Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES	SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	35,468	11,840	13,470	Other Indo-Euro	0	0	0
Spanish	3,139	768	910	Asian/PI languages	0	0	0
Other Indo-Euro	321	107	77	Chinese	61	2	0
language				Japanese	28	0	0
French (incl. Patois,	57	52	68	Korean	16	15	2
Cajun)				Mon-Khmer,	0	0	0
French Creole	0	0	0	Cambodian			
Italian	0	7	0	Miao, Hmong	0	0	0
Portuguese	22	11	0	Thai	0	0	0
German	52	13	2	Laotian	0	0	0
Yiddish	0	0	0	Vietnamese	9	0	0
Other West Germanic	0	0	0	Other Asian	16	0	0
A Scandinavian	0	0	0	Tagalog	21	2	0
Language				Other Pacific Is	0	0	0
Greek	17	0	0	Other languages	96	0	9
Russian	0	0	0	Navajo	0	0	0
Polish	6	0	0	Other Native N.	0	0	0
Serbo-Croatian	0	0	0	American			
Other Slavic Language	14	0	0	Hungarian	5	0	0
Armenian	0	0	0	Arabic	85	0	7
Persian	87	0	0	Hebrew	0	0	0
Gujarathi	0	0	0	African languages	6	0	2
Hindi	0	15	7	Other unspecified	0	0	0
Urdu	9	0	0				

Clarkton Gary DU

esbore Kernersville Kings Mountain Bethel Mebane Balfour Four Oaks Southern Shores Mountain Home Lamiton Burlington Gastonia Castle Hayne Patterson Springs Cherryville Antesonville Fallston Ramseur Kitty Hawk Hertford Smithfield Shannon Varnamtown Roxboro Careford (or Confectual Ministry de Copyright 2011, Intercultural Institute for Contextual Ministry Report Doden Hildebran Broaden Glen Alpine Kure Beach Bowmore Rosman Whispering Pines Broad

Ancestry Summary

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

ANCESTRY	0-3	3-7	7-10	ANCESTRY	ANCESTRY 0-3	ANCESTRY 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Reporting ancestry	30,953	9,396	10,119	Irish	Irish 1,005	Irish 1,005 292
Arab	140	4	54	Italian	Italian 351	Italian 351 69
Armenian	0	0	0	Lithuanian	Lithuanian 0	Lithuanian 0 0
Austrian	0	0	3	Norwegian	Norwegian 113	Norwegian 113 13
British	140	21	39	Polish	Polish 70	Polish 70 15
Canadian	23	0	0	Portuguese	Portuguese 20	Portuguese 20 0
Croatian	0	0	0	Romanian	Romanian 0	Romanian 0 0
Czech	5	4	4	Russian	Russian 0	Russian 0 1
Czechoslovak	17	0	0	Scandinavian	Scandinavian 10	Scandinavian 10 0
Danish	9	4	2	Scotch-Irish	Scotch-Irish 552	Scotch-Irish 552 85
Dutch	102	13	29	Scottish	Scottish 440	Scottish 440 71
English	2,722	520	1,246	Slovak	Slovak 23	Slovak 23 5
European	311	24	47	Subsaharan African	Subsaharan African 305	Subsaharan African 305 62
Finnish	14	2	0	Swedish	Swedish 19	Swedish 19 1
French (not Basque)	106	30	96	Swiss	Swiss 23	Swiss 23 0
French Canadian	41	3	11	Ukrainian	Ukrainian 43	Ukrainian 43 2
German	1,076	198	363	US/American	US/American 5,246	US/American 5,246 2,278
Greek	60	26	7	Welsh	Welsh 70	Welsh 70 2
Hungarian	6	8	5	West Indian	West Indian 33	West Indian 33 20
Iranian	88	0	0	Yugoslavian	Yugoslavian 0	Yugoslavian 0 0
				 Other	Other 17,769	Other 17,769 5,625

Mebane Eastover Kelly Asheville Wilmington Delway Stanfield Chapel Hill McAdenville Burnsville V Leama Denton Vann Crossroads Oak Ridge Stonewall Old Fort Five Poor Intercultural Institute Ocracoke Maxton Plain View Harrisburg Atlantic Beach Wrightsville For Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Concord Bowmore Walnut Creek Daphury Blowing Room

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?

rille Bolton Spruce Pine Love Valley Bowmore Halifax Graham New Bern Leggett Woodfin Aurora H East Spencer Polkton Elizabeth City Banner Elk Warrenton Caswell Che Windsor Brunswick Mari Bostic Sandyfield Fairview Swansboro Seven Devils Fairmont Hil Che Contestual Ministry Concepting 2011, Intercultural Institute for Contextual Ministry Concepting 2011, Intercultural Institute for Contextual Ministry

Using the Demographic Indicators

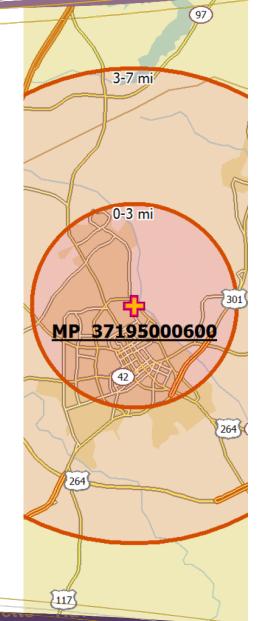
Issues for Your Consideration - continued

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

Godwin Emerald Isle Skippers Corner Warrenton Southern Shores Raemon Lowell Davidson Glen F Hilliamston Fair Bluff Pikeville JAARS Red Oak Yanceyville Navassa Antesville Morven Forest City over Como Raeford Conover Hemby Bridge Clemmons Washington Jos Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

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



Old Fort James City Matthews Taylorsville Cullowhee Sanford Shannon McFarlan Windsor Milton Frank Frank Stand Dover Flat Rock Minnesott Beach Warrenton Spring Lake Lil Contextual Ministry 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	15,810	100%	11,713	100%
AFFLUENT SUBURBIA	2,382	15.07%	1,654	14.12%
America's Wealthiest	23	0.15%	18	0.15%
Dream Weavers	337	2.13%	241	2.06%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	177	1.12%	119	1.02%
Small Town Success	1,794	11.35%	1,242	10.6%
New Suburbia Fam.	51	0.32%	34	0.29%
UPSCALE AMERICA	1,637	10.35%	1,166	9.95%
Status Conscious Consumers	10	0.06%	7	0.06%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	794	5.02%	533	4.55%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	833	5.27%	626	5.34%
SM TWN SUCCESS	1,197	7.57%	1,422	12.14%
Successful Urban Sprawl	273	1.73%	626	5.34%
2nd City Homebodies	633	4%	194	1.66%
Prime Middle America	61	0.39%	412	3.52%
Urban Optimists	192	1.21%	42	0.36%
Family Convenience	38	0.24%	122	1.04%
Mid-Market Enterprise	0	0%	26	0.22%



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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	15,810	100%	11,713	100%
BLUE COLLAR BACKBONE	33	0.21%	22	0.19%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	33	0.21%	22	0.19%
AMER. DIVERSITY	201	1.27%	139	1.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	36	0.23%	23	0.2%
Professional Urbanites	112	0.71%	81	0.69%
Urban Advancement	29	0.18%	20	0.17%
Amer. Great Outdoors	24	0.15%	15	0.13%
Mature America	0	0%	0	0%
METRO FRINGE	528	3.34%	364	3.11%
Steadfast Conservative	369	2.33%	253	2.16%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	23	0.15%	16	0.14%
Urban Grit	7	0.04%	5	0.04%
Grass-Roots Living	129	0.82%	90	0.77%

dsboro Fairview Rutherford College Bolivia Belwood Murraysville Severn Toast Sugar Mountain Bense Kings Grant Lake Lure Cape Carteret Delway Polkville Boiling Springs Intercultural Institute hlands Sylva Boardman Lattimore South Rosemary Peletier Smithfield for Contextual Ministry Coopyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Per	cent
Total	15,810	100%	11,713	100%
REMOTE AMERICA	94	0.59%	55	0.47%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	82	0.52%	48	0.41%
Coal & Crops	12	0.08%	7	0.06%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	2,760	17.46%	2,050	17.5%
Young Cosmopolitans	173	1.09%	135	1.15%
Minority Metro Communities	2,541	16.07%	1,882	16.07%
Stable Careers	46	0.29%	33	0.28%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	62	0.39%	36	0.31%
Aspiring Hispania	0	0%	0	0%
Industrious Country Living	0	0%	0	0%
America's Farmland	17	0.11%	0	0%
Comfy Country Living	45	0.28%	10	0.09%
Small Town Connections	0	0%	26	0.22%
Hinterland Fam.	0	0%	0	0%

ng Belwood Holly Ridge Morganton Warrenton Sneads Ferry Warsaw Stanfield Etowah Newport St. S E London Indian Trail Ivanhoe Patterson Springs Kings Mountain Raemon Intercultural Institute nswick Rockfish White Lake Ashley Heights Archdale Aurora East Ber Vier Contextual Ministry Corpyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Perc	ent
Total	15,810	100%	11,713	100%
STRUGGLING SOCIETIES	4,482	28.35%	3,039	25.95%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	259	1.64%	176	1.5%
Struggling city Centers	4,223	26.71%	2,863	24.44%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	2,432	15.38%	1,765	15.07%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	77	0.49%	47	0.4%
Af. Amer. Neighborhoods	983	6.22%	688	5.87%
Urban Diversity	0	0%	0	0%
New Generation Activists	158	1%	106	0.9%
Getting By	1,214	7.68%	924	7.89%
VARYING LIFESTYLES	1	0.01%	1	0.01%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	1	0.01%	1	0.01%

tus Northlakes Eureka Swepsonville Edenton Bostic Elm City Danbury East Flat Rock Elizabeth City der Indian Trail Mebane Archdale Shallotte Linden Morehead City Intercultural Institute Kirkland Roxboro Roper Rural Hall Fountain Roxobel Rutherfordton ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

Pantego Spiveys Corner Candor Clinton Rennert Wentworth Ingold Saxapahaw Maysville Ocean Late Denton Lattimore Ronda Mocksville Davidson Gatesville Burnsviller Intercultural Institute Lake Norman of Sear Grass Williamston Sylva Washington Park Belwood Gamewell Elk Cortextual Ministry Cortextual Ministry Rockwell Robbinsville Boone 35

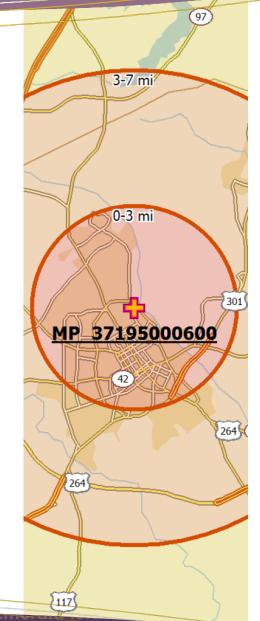
Potential Cultural Bridges

Donald McGavran in his book, The Bridges of God, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, lignuistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the comunity offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. The Bridges of God. Revised edition. (New York: Friendship Press, 1981).



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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	72%	72%	73%
Use Comp. for Internet/E-mail	53%	52%	53%
Internet Use: E-Mail	45%	44%	44%
Use Comp. for Comp. Games	39%	38%	38%
Use Comp. for Education	34%	32%	32%
Use Comp. for Word Processing	34%	32%	33%
Use Comp. for Shopping	31%	30%	30%
HH Owns DVD Player	30%	29%	28%
Use Comp. for Digital Camera	29%	27%	28%
Photo Editing			
Use Comp. for Banking	28%	27%	27%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Internet Use: News/ Weather	25%	24%	24%
Internet Use: Banking	24%	23%	24%
Use Comp. for News/Info./Data	21%	20%	19%
Service			
PC-Network-HH Has One	19%	19%	19%
Use Comp. for Filing/DB Mngmnt	13%	12%	12%
Use Comp. for Personal Financial	13%	12%	12%
Mngmnt			
Internet Use: Shopping: Gathered	12%	12%	11%
Info. for Shopping			
Use Comp. for Accounting	12%	12%	12%
Internet Use: Research/ Education	11%	11%	11%
Internet Use: Read Magazines/	11%	10%	10%
Newspapers			



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

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	34%	35%	36%
Dentist	25%	25%	25%
Backache	22%	22%	22%
Hypertension/High Blood	20%	21%	21%
Pressure			
Eye Dr.	20%	20%	20%
None Of These	19%	19%	19%
High Cholesterol	17%	18%	18%
Acid Reflux Disease (GERD)	14%	15%	15%
Any Arthritis	14%	14%	15%

Aurfreesboro Albemarle Wilson's Mills Jamesville River Bend Laurinburg Angler Northwest Beulaville Gorenne Richlands Falcon Weaverville Gibsonville Dallas Cullowhee Turne Intercultural Institute or Mount Holly ndleman Warrenton McFarlan Bunn West Marion Winterville Hot Spring for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Concert	28.36%	27.24%	26.53%
Live Theater	20.27%	19.33%	18.74%
Rock/Pop Concerts Most	16.11%	15.37%	14.86%
Often			
Live Theater Most Often	15.92%	15.29%	14.95%
Comedy Club	10.58%	10.11%	9.69%
Dance Performance	10.38%	9.77%	9.22%
Movies: Comedy	43.55%	42.13%	41.19%
Movies: Action/Adventure	41.4%	40.1%	39.31%
Movies: Drama	25.42%	24.02%	22.9%

BRIDGES	0-3	3-7	7-10
	MILES	MILES	MILES
Movies: Fam.	23.43%	22.73%	21.99%
Movies: Romantic Comedy	22.13%	21.23%	20.53%
Movies: Mystery	20.35%	19.24%	18.54%
MLB Baseball Reg. Season	6.92%	6.22%	6.01%
College Football Reg.	6.42%	6.02%	5.86%
Season			
NFL Football Reg. Season	6.38%	5.99%	5.8%
College Basketball Reg.	4.58%	4.33%	4.18%
Season			
NBA Basketball Reg.	4.38%	3.93%	3.64%
Season			
NHL Hockey Reg. Season	2.64%	2.27%	2.11%

errills Ford Peachland Montreat Liberty Belville Belmont Fair Bluff Bowmore Fayetteville Marshville R Greedmoor Grantsboro Lattimore Colerain Raleigh Southport Ruther College Parmele Holly Ridge Whiteville Bath Dover Smithfield River Bend Wendell Wilkesboro Joi Contextual Ministry Neuse Forest Black Creek Saxapahaw Windsor Trent 39 Copyright 2011, Intercultural Institute for Contextual Ministry

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

BRIDGES	0-3	3-7	7-10	BRIDGES	BRIDGES 0-3	BRIDGES 0-3 3-7
	MILES	MILES	MILES		MILES	MILES MILES
Walking for Exercise	38.18%	38.04%	37.96%	Baseball	Baseball 10.84%	Baseball 10.84% 11.08%
Swimming	28.33%	28.27%	28.93%	Camping Trips	Camping Trips 9.7%	Camping Trips 9.7% 10.38%
Bowling	19.95%	20.41%	20.8%	Volleyball	Volleyball 8.54%	Volleyball 8.54% 8.72%
Billiards/Pool	18.41%	18.18%	18.2%	Backpacking/Hiking	Backpacking/Hiking 7.89%	Backpacking/Hiking 7.89% 7.76%
Basketball	17.01%	17.27%	17.11%	Softball	Softball 7.38%	Softball 7.38% 7.57%
Jogging/Running	16.77%	16.21%	15.7%	Yoga	Yoga 6.99%	Yoga 6.99% 6.75%
Weight Training	15.98%	15.28%	14.98%	Tennis	Tennis 6.83%	Tennis 6.83% 6.78%
Freshwater Fishing	13.33%	14.67%	16.22%	Soccer	Soccer 6.78%	Soccer 6.78% 7.02%
Using Cardio Machine	12.23%	11.89%	11.75%	Saltwater Fishing	Saltwater Fishing 6.56%	Saltwater Fishing 6.56% 6.89%
Football	11.97%	12.14%	12.01%	Power Boating	Power Boating 6.38%	Power Boating 6.38% 6.22%
Golf	11.83%	11.39%	11.4%	Target Shooting	Target Shooting 5.94%	Target Shooting 5.94% 6.43%
Stationary Cycling	11.7%	11.33%	11.17%	Roller Skating	Roller Skating 5.87%	Roller Skating 5.87% 5.82%
Aerobics	11.04%	10.91%	10.57%	Ice Skating	Ice Skating 5.86%	Ice Skating 5.86% 5.68%
Mountain/Road Biking	10.86%	10.53%	10.67%	Hunting	Hunting 5.69%	Hunting 5.69% 6.75%

Jaiden Proctorville White Plains Lenoir Tobaccoville Beech Mountain Reldsville Fremont Carthage Early Durham Severn Wrightsville Beach Conover Boiling Springs Delway Intercultural Institute Southport Benson Polkton Chapel Hill Bunn Wadesboro Mar-Mac Middlesex Macon Creedmoor Staley 40 ©Copyright 2011, Intercultural Institute for Contextual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Proceedmoor Staley 40

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

0-3	3-7	7-10
MILES	MILES	MILES
5.54%	5.57%	5.79%
5.23%	4.84%	4.69%
5.21%	4.85%	4.67%
5.14%	5.21%	5.45%
4.21%	4.61%	5.08%
4.12%	4.02%	4%
4.1%	4.21%	4.36%
3.91%	3.9%	4.01%
3.74%	3.89%	3.92%
3.56%	3.59%	3.59%
	MILES 5.54% 5.23% 5.21% 5.14% 4.21% 4.12% 3.91% 3.74%	MILES MILES 5.54% 5.57% 5.23% 4.84% 5.21% 4.85% 5.14% 5.21% 4.21% 4.61% 4.12% 4.02% 3.91% 3.9% 3.74% 3.89%

0-3	3-7	7-10
MILES	MILES	MILES
3.51%	3.63%	3.64%
3.42%	3.41%	3.48%
3.38%	3.27%	3.18%
3.28%	3.13%	3.05%
3.27%	3.11%	3.05%
3.02%	3.26%	3.69%
2.98%	3.01%	3.05%
2.84%	2.7%	2.6%
2.83%	2.74%	2.8%
2.34%	2.4%	2.44%
	MILES 3.51% 3.42% 3.38% 3.28% 3.27% 3.02% 2.98% 2.84% 2.83%	MILESMILES3.51%3.63%3.42%3.41%3.38%3.27%3.28%3.13%3.27%3.11%3.02%3.26%2.98%3.01%2.84%2.7%2.83%2.74%

The Seven Lakes Dobbins Heights Catawba Rex Youngsville Liberty Mount Airy Trent Woods Salem Labored Ingold Lillington Yadkinville Danbury South Henderson Mount in <u>Figure Figure</u> Fast Arcadia Woods Interville Staley Andrews Jacksonville Burnsville Ossipee Lake Waccam *Intercultural Institute* of Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Contextual Ministry Aberdeen Halifax Trinity Mount Pleasant Magnolia

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.

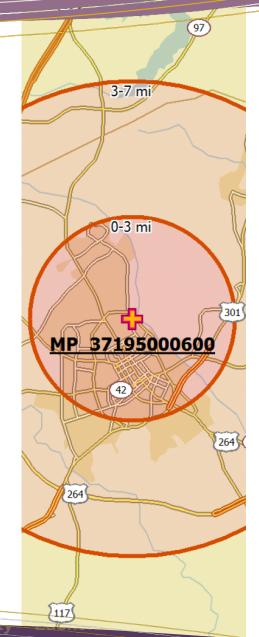
BIBLICAL BARRIERS

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.



Hamilton Ahoskie Falcon Dallas Sims China Grove Biscoe Clinton Badin Hendersonville Whitsett Gro Indian Beach Harmony Pleasant Garden Glen Raven Pittsboro Havelock Intercultural Institute Columbia Fallston Canton Elkin Harkers Island Bethel Love Valley Morven Marie For Confectual Ministry Plains Rocking 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.

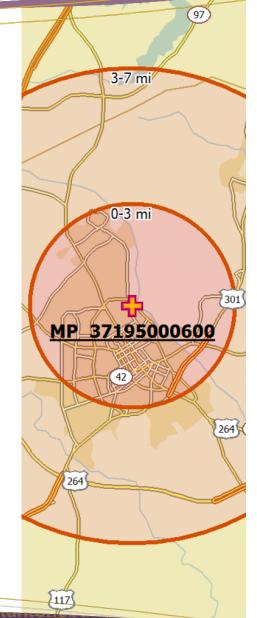
CULTURAL BARRIERS OF ACCEPTANCE

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.



Red Springs Mocksville St. Pauls Elrod Hertford Macon Lowell Eureka Yanceyville Morganton De Kernersville Ossipee Cajah's Mountain Godwin Cornelius Teachey Intercultural Institute For Pleasant Garden Forest Oaks Seven Devils Rutherfordton Southport for Contextual Ministry Summerfield Banner Elk Norman Canton Reidsville 43

Potential Cultural Barriers:

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

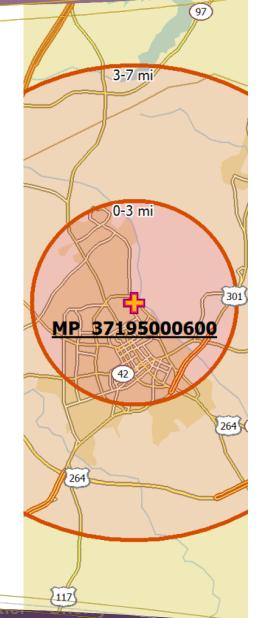
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES	BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning	53%	53%	53%	Like to Stand Out In A Crowd	23%	23%	22%
New Things				Friends More Important Than	21%	21%	21%
Speak My Mind Even If It Upsets	39%	39%	38%	My Fam.			
People				Marijuana Should Be Legalized	21%	21%	20%
Find It Difficult To Say No To My Kids	37%	38%	38%	We Should Strive for Equality for All	18%	17%	16%
Like Control Over People And Resources	37%	37%	37%	Rarely Sit Down to a Meal Together At Home	17%	17%	18%
Woman's Place Is In The Home	34%	34%	35%	Like To Pursue	17%	17%	17%
Don't Judge People/Way They	32%	31%	30%	Challenge/Novelty/Change			
Live Life				Only Work Current Job for The	14%	15%	15%
Prefer To Have Few	31%	30%	29%	Money			
Possessions As Possible				Happy With My Standard Of	13%	12%	12%
Too Much Sponsorship In	29%	29%	28%	Living			
Arts/Sports				On Whole People Get What	11%	11%	11%
Like To Do Unconventional	27%	28%	29%	They Deserve			
Things				Very Happy With My Life As It Is	10%	9%	9%
If Won Lottery Would Never	27%	27%	26%	I Am A Perfectionist	9%	9%	8%
Work Again				Little I Can Do To Change My	9%	9%	9%
I Am A Workaholic	24%	24%	23%	Life			
Money Is Best Measure Of Success	23%	24%	24%				

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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.



shley Heights Edenton Teachey Woodlawn Boiling Spring Lakes Lenoir Bear Grass Oakboro Neuse Fore anton Fairview Fairview Kirkland Mountain View High Shoals Moravian Intercultural Institute Harrisburg Butner Roxboro Garland Catawba Lowesville Mesic for Contextual Ministry Crossroads Pi Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Cultural Themes:

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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES	THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	60%	60%	Like To Just Enjoy Life Provide My Kids With The Little	20% 18%	20% 19%	20% 18%
You Should Seize Opportunities In Life	57%	57%	57%	Extras Worried About Pollution Caused	18%	18%	18%
Like To Understand About	39%	38%	38%	By Cars			
Nature Prefer Work Part Of Team Than	37%	37%	37%	Try Not To Worry About The Future	17%	16%	16%
Alone				Real Men Don't Cry	16%	17%	17%
Important Feel Respected By My Peers	33%	33%	33%	Is An Important Part Of Who I Am Enjoy Spending Time With My	14% 14%	14% 14%	14% 14%
Important To Juggle Various Tasks	32%	33%	33%	Fam. Children Should Be Allowed To	7%	7%	7%
Prefer To Have Few	31%	30%	29%	Express Themselves			
Possessions As Possible				Feel Very Alone In The World	6%	6%	6%
Good At Fixing Things Have Keen Sense Of Adventure	30% 28%	30% 28%	29% 27%	Like Spending Most Time With Fam.	5%	5%	5%
People Have To Take Me As They Find Me	24%	24%	23%	Would Like To Set Up Own Business	4%	4%	4%
Consider Myself Interested In The Arts	22%	22%	21%	Decor Particular Interest To Me	4%	4%	4%
Looking for New Ideas To Improve Home	20%	20%	20%				

Topsail Beach Beulaville Clinton Dundarrach Hillsborough Kenly Proctorville Halifax Tarboro Choco sheboro Bryson City Winfall Cove City Alamance Wentworth Harrisburg Intercultural Institute sing Snow Hill Carrboro Farmville Faison Lewisville Waynesville Pro for Confectual Ministry ©Copyright 2011, Intercultural Institute for Contextual Ministry Ecopyright 2011, Intercultural Institute for Contextual Ministry

Potential Shared Places

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

97 3-7 mi 0-3 mi MP 37195000600 264 264 117

Maxton La Grange Wendell Red Cross Whiteville Marvin Burgaw Macon Sneads Ferry Biscoe Parkton North Wilkesboro Ronda Casar Macclesfield Salem Fairmont Bailey Intercultural Institute Broadway South Henderson Hayesville Bayshore Jefferson Cashiers Burgay South Henderson Hayesville Bayshore Jefferson Cashiers Burgay South Forest City Whitsett Booule Alliance Kingstown Hillsborough Five Points Jeland

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.

7-10

MILES

18.49%

18.31%

16.57% 15.15%

14.2%

14.28%

15.38%

13.56%

13.04%

15.07%

12.34%

14.57%

PLACE	0-3	3-7	7-10	PLACE	0-3	
	MILES	MILES	MILES		MILES	
Fast Food/Drive-In	86.47%	86.91%	87.14%	Red Lobster	18.61%	
Restaurant-Visit Any				Dairy Queen	17.96%	
Fam. Restaurants/Steak	77.7%	78.61%	79.4%	Domino's Pizza	16.92%	
Houses-Visit Any				IHOP (International House Of	15.91%	
McDonald's	56.71%	56.95%	57.17%	Pancakes)		
Burger King	38.97%	39.13%	39.29%	Popeyes	15.72%	
Kentucky Fried Chicken (KFC)	35.41%	35.41%	34.97%	Outback Steakhouse	15.55%	
Wendy's	32.92%	32.9%	32.68%	Chick-Fil-A	15.18%	
Subway	31.86%	31.78%	31.76%	TGI Friday's	15.01%	
Applebee's	28.66%	28.7%	28.86%	Chili's Grill and Bar	14.34%	
Taco Bell	27.53%	27.57%	27.79%	Sonic	14.19%	
Pizza Hut	24.58%	24.99%	25.07%	Starbucks	13.94%	
Arby's	22.37%	22.5%	22.8%	Golden Corral	13.83%	
Olive Garden	20.33%	19.76%	19.58%			

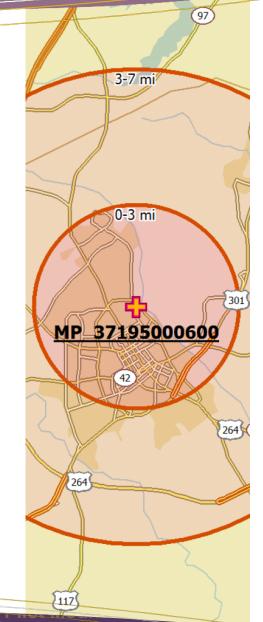


Potential Shared Projects

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!



Troutman Arapahoe Froy Kinston Winston-Salem Washington Park Ocean iste Beach Richlands Locus Troutman Arapahoe Altamahaw Kenly Cornelius Spindale Red Cross Intercultural Institute ille Granite Quarry Burlington Waxhaw Clemmons Whitsett Cofield Boot for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Madison Alliance Waynesville Kernersville

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	43.06%	43.2%	43.5%
Recycled products	28.9%	28.57%	28.77%
Worked as volunteer (non political)	14.66%	14.21%	14.27%
Engaged in fund raising	10.9%	10.96%	11%
Religious club member	7.91%	8.08%	8.09%
Church Board	6.03%	6.43%	6.44%

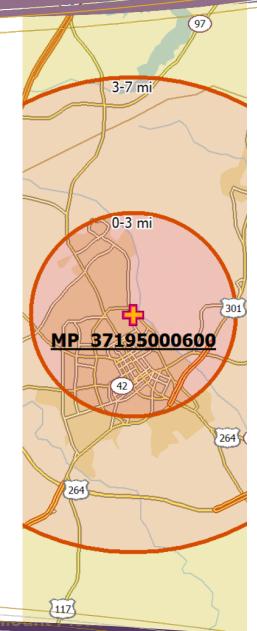
PROJECTS	0-3	3-7	7-10
	MILES	MILES	MILES
Wrote to editor of mag or	5.27%	5.09%	5.05%
newspaper			
Wrote to elected offcl about	5.09%	4.94%	4.95%
publ bus			
Took active part in local civic	4.9%	4.82%	4.76%
issue			
Charitable Organization	4.52%	4.52%	4.6%
Union member	4.51%	4.78%	4.94%
Addressed a public meeting	4.45%	4.37%	4.4%

Wn Maysville <u>Stony Point Kirkland Goldston Banner Elk Fremont Mayodan Jamesville</u> Wallace Book Elsiand Avery Creek Lucama Hickory Ingold Sugar Mountain Northlakes <u>Intercultural Institute</u> Cashiers Wa Valley Hill Cofield Ellenboro Fairfield Harbour South Rosemary Cooleen *for Contextual Ministry* Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Communication Media Content

The media-saturated 21st century poses both unique challenges and unique opportunities for missional leaders today. A major challenge you will face in this missional site location is cutting through the many layers of media that bombard your intended audience. Through the din of competing voices, the message of the gospel needs to become a clarion call.

Understanding the type of media content people in your site location use may help you to begin planning a comprehensive media strategy. Combining an understanding of this media content with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to begin shaping targeted messages to your intended audience.



Sparta Leneir Saluda Calabash Askewville Ocracoke Star Fairfield Harbour Neuse Forest Green Garner Morganton Bethel Lake Waccamaw Cerro Gordo Granite Fairfield Harbour Neuse Forest Green Forest Green Patterson Springs Gatesville Carolina Shores Bethlehem Sneads Fer for Contextual Ministry Ogden Grantsboro Jonesville Foxfire McLeansville 51

Potential Print Media Content:

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

BOOKS	0-3	3-7	7-10
	MILES	MILES	MILES
Novel	15.3%	14.89%	14.72%
Children's Books	13.34%	13.16%	13.02%
Mystery	9.94%	9.43%	9.44%
Cookbooks	9.57%	9.35%	9.39%
Religious (not Bibles)	9.39%	9.65%	9.68%
Romance	7.11%	6.93%	6.9%
Personal/Business	6.44%	6.3%	6.21%
Self-help			
Biography	6.07%	5.95%	5.85%
History	5.95%	5.75%	5.73%

MAGAZINES	0-3	3-7	7-10
	MILES	MILES	MILES
Newspaper Distributed	67.05%	66.51%	66.06%
Gen. Editorial	51.88%	51.63%	50.74%
Womens	45.85%	45.91%	45.21%
Service	32.4%	31.88%	32.07%
Business/Finance	20.91%	20.56%	19.71%
Mens	19.1%	19.13%	18.81%
Music	17.61%	17.61%	16.84%
Parenthood	15.53%	15.08%	14.72%
Sports	15.02%	14.65%	14.34%

Ston Sawmills <u>Matthews</u> Tobaccoville Rutherford College Claremont Piney Green Indian Beach Greenville Feat Brices Creek Lasker Rolesville Bermuda Run Stovall Washington Provide Intercultural Institute Elkin Cape Carteret Atlantic Beach Westport Mebane Randleman Work for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry Mineral Springs Sharpsburg Wade Lake Jupaluska

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	49.68%	49.7%	50.27%
Classified	31.91%	31.95%	32.53%
Sport	30.02%	29.86%	30.02%
Editorial Page	26.22%	26.35%	26.97%
Business/Finance	26.18%	25.51%	25.25%
Movie Listings & Reviews	23.93%	23.58%	23.41%
Comics	23.87%	23.59%	23.95%
Food/Cooking	22.94%	22.74%	22.84%
TV/Radio Listings	22.17%	22.18%	22.33%
Home/Gardening	18.82%	18.94%	19.24%
Travel	17.81%	17.55%	17.4%
Fashion	15.36%	15.48%	15.24%
Science/Technology	15.25%	15.17%	15.19%

RADIO	0-3	3-7	7-10
	MILES	MILES	MILES
Urban Contemporary	33.94%	33.77%	31.37%
CHR Contemp Hit Radio	16.67%	16.92%	16.88%
Adult Contemporary	13.97%	13.24%	13.45%
Country	12.96%	13.8%	15.85%
Oldies	10.27%	9.93%	9.88%
Variety	9.91%	10.03%	9.6%
Jazz	9.63%	10.23%	9.67%
News/Talk	9.42%	8.69%	8.54%
Rock	8.19%	8%	8.34%
Alternative	7.18%	6.53%	6.42%
Classic Rock	6.73%	6.35%	6.6%
Gospel	6.61%	6.72%	6.45%
Soft Contemporary	6.18%	5.88%	5.7%
All News	5.96%	6.26%	6.04%
Religious	5.52%	5.77%	5.94%
Sports	3.62%	3.47%	3.37%
All Talk	3.61%	3.54%	3.46%
Hispanic	3.06%	3.42%	3.36%

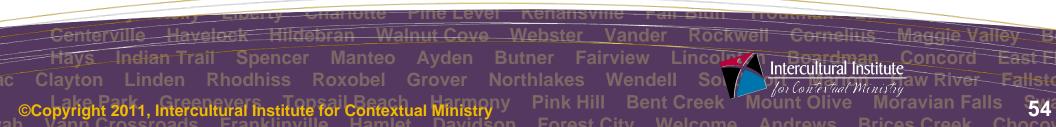
ast Arcadia Lowell Minnesott Beach Love Valley Elizabeth City Kings Mountain Ansonville Brookford We White Lake Seaboard Bolivia Rutherfordton Wrightsville Beach Cressed Intercultural Institute Old Fort Salem Sparta Pinehurst Cary Jefferson Plymouth Camero Jor Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mount Olive Peletier Bockwell Kitty Hawk Keeper Gas

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

NULTIMEDIA: TV	0-3	3-7	7-10	MULTIMEDIA: TV
	MILES	MILES	MILES	
Fox News Channel	62.5%	62.65%	62.89%	Hallmark Channel
Satellite Dish	51.72%	51.8%	52.18%	Nick At Nite
Soapnet	51.18%	50.93%	50.63%	TCM (Turner Classic
Other Video-On-Demand	47.68%	46.92%	46.26%	Movies)
Sci-Fi Channel	35.69%	35.92%	36.12%	BET (Black Entertainmen
MSNBC	34.87%	34.54%	34.38%	TV)
Subscribe Digital Cable	32.29%	32.19%	31.88%	ABC Fam.
Adult Pay Per View TV	32.17%	32.83%	33.31%	TV Info From Monthly Ca
Comedy Central	30.52%	28.6%	27.59%	Guide
TV Info From Sunday TV	28.04%	28.14%	28.27%	The Golf Channel
Magazine				ESPN2
Nickelodeon	27.95%	27.88%	28.24%	Adult Swim
TV Info From Newspapers	26.71%	26.47%	26.37%	Lifetime
				LICA Naturali

MULTIMEDIA: TV	0-3	3-7	7-10
	MILES	MILES	MILES
Hallmark Channel	26.47%	25.7%	25.29%
Nick At Nite	26.34%	25.96%	25.79%
TCM (Turner Classic	25.74%	25.36%	25.11%
Movies)			
BET (Black Entertainment	24.91%	23.8%	23.29%
TV)			
ABC Fam.	24.74%	23.39%	22.48%
TV Info From Monthly Cable	24.56%	23.79%	23.55%
Guide			
The Golf Channel	24.07%	23.34%	22.84%
ESPN2	23.76%	22.36%	21.64%
Adult Swim	23.37%	22.77%	22.99%
Lifetime	23.12%	22.81%	22.38%
USA Network	22.71%	22.61%	22.64%
TV Info From Other	21.74%	21.49%	21.16%

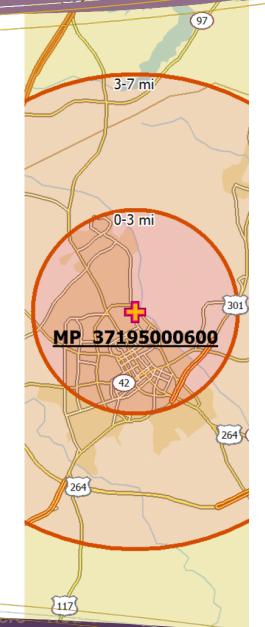


Communication Media Usage

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.



All Pinetops Conway Oriental Jonesville Clarkton Ronda Bolton Topsail Beach Newport Windsor H Ansonville McAdenville Franklinville Lexington Half Moon Warsaw Face Intercultural Institute boro Granite Quarry Ocracoke Morven Concord Raleigh Bonnetsville for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Bolivia Black Mountain Boili 55

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+)	18.15%	17.64%	17.54%
Medium Users (4-6)	9.26%	9.04%	9.02%
Light Users (1-3)	18.35%	18.61%	18.81%
Quintiles (20%)			
Newspaper I (Heavy)	1.25%	1.16%	1.15%
Newspaper II	1.58%	1.59%	1.59%
Newspaper III	1.75%	1.86%	1.95%
Newspaper IV	0.45%	0.46%	0.48%
Newspaper V (Light)	1.07%	0.98%	0.97%

MEDIUM	0-3	3-7	7-10
	MILES	MILES	MILES
Quintiles (20%)			
Magazines I (Heavy)	21.48%	21.23%	20.98%
Magazines II	9.5%	9.53%	9.48%
Magazines III	10.59%	10.5%	10.43%
Magazines IV	13.51%	13.4%	13.15%
Magazines V (Light)	0.97%	1.01%	0.94%
Outdoor I (Heavy)	8.46%	8.38%	7.99%
Outdoor II	4.8%	4.67%	4.37%
Outdoor III	5.11%	4.98%	4.76%
Outdoor IV	15.96%	16.38%	16.66%
Outdoor V (Light)	24.45%	24.42%	24.52%
Yellow Pages I	15.28%	15.73%	15.88%
(Heavy)			
Yellow Pages II	7.7%	7.75%	7.49%
Yellow Pages III	9.76%	9.29%	8.62%
Yellow Pages IV	23.25%	23.72%	23.81%
Yellow Pages V (Light)	4.68%	4.59%	4.4%

rshall Prospect Fallsten Rose Hill Indian Trail Grandfather Bethel Pikeville Mar-Mac Goldsboro Angie Lutherford College Littleton Pumpkin Center Forest Hills Seven Lakes Randon <u>Intercultural Institute</u> Norlina Faire Light Oak Harrisburg Fayetteville Alamance Cerro Gordo Castle Hayne <u>Intercultural Institute</u> and <u>Wendell</u> Confectual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

Potential Multimedia Usage

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

MEDIUM 0-3 3-7 7-10 MEDIUM	
MILES MILES MILES	
Radio Drive Time Quntiles TV Prime Time C	Juntiles (fifths
fifths / 20%) 20%)	
Drive Time I & II (Heavy) 2.46% 2.55% 2.68% Prime Time I & II (He	avy)
Drive Time III (Medium) 0.79% 0.89% 0.91% Prime Time III (Medium	ר)
Radio IV & V (Light) 2.59% 2.61% 2.61% Prime Time IV & V (Light)	nt)
Radio Media Quntiles (fifths / TV Early/Late Fringe Qu	Intiles
20%) (fifths / 20%)	
Radio I & II (Heavy) 12.04% 11.61% 11.18% Fringe I & II (Heavy)	
Radio III (Medium)3.94%4.01%4.14%Fringe III (Medium)	
Radio IV & V (Light) 3.98% 4.06% 3.98% Fringe IV (Light)	
Cable TV Quntiles (fifths / TV All Day Quntiles (fifths	/
20%) 20%)	
Cable I & II (Heavy) 13.86% 13.45% 13.17% All Day I & II (Heavy)	
Cable III (Medium) 5.68% 5.37% 5.19% All Day III (Medium)	
Cable IV & V (Light) 38.55% 38.15% 37.31% All Day IV (Light)	

Wentworth Patterson Springs Bogue Kure Beach Lillington Spencer Mountain High Shoals Ahoskie Gre Billsboro Milton East Flat Rock Tobaccoville Stedman Mineral Spring Intercultural Institute Wallace Warsaw Fayetteville Laurinburg Bryson City Eden Leland Confectual Ministry Copyright 2011; Intercultural Institute for Contextual Ministry Copyright 2011; Intercultural Institute for Contextual Ministry Bigh Science Hickory Bunn Holly Ridge Bujes Creek

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.76%	11.57%	11.55%
6:00am - 10:00am	17.25%	16.32%	15.55%
10:00am - 3:00pm	13.1%	11.97%	10.88%
3:00pm - 7:00pm	17.58%	16.67%	15.98%
7:00pm - Midnight	13.42%	12.74%	12.25%
Midnight - 6:00am	9.23%	8.49%	7.82%
Weekend Radio			
Listeners			
Dayparts [summary]	16.42%	15.69%	15.3%
6:00am - 10:00am	3.56%	3.22%	3.13%
10:00am-3:00pm	5.59%	5.38%	5.14%
3:00pm - 7:00pm	9.61%	8.63%	8.1%
7:00pm - Midnight	11.63%	11%	10.51%
Midnight - 6:00am	15.52%	14.4%	13.48%

USAGE	0-3	3-7	7-10
	MILES	MILES	MILES
Prime Time TV Viewers			
8:00-11:00pm	8.2%	7.61%	7.4%
Saturday: 8:00-11:00pm	8.81%	8.74%	8.67%
Sunday: 7:00-11:00pm	10.86%	10.27%	10.07%
9:00am-1:00pm	26.34%	25.96%	25.79%
9:00am-4:00pm	30.51%	30.18%	30%
4:00pm-7:00pm	32.8%	32.31%	31.52%
11:00pm-1:00am	44.84%	44.5%	44.05%
AVG Prime time Mon-Sun	5.5%	5.23%	4.85%

Emerald Isle Whitakers Brevard Red Cross Stanley Stovall Richfield McFarlan Kelford Topsail Beach Weldon Mesic Mount Olive Mar-Mac Granite Quarry Wilmington James Intercultural Institute Goldsboro Centerville Belwood Rowland Parkton Fairview Lewiston (on Confectual Ministry Ellenboro Fait) Copyright 2011, Intercultural Institute for Contextual Ministry Rhodhiss Neuse Forest Toast Coats Pumpkin Ce58

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	19.26%	17.67%	16.8%	Sat: 7-10am	Sat: 7-10am 18.75%	Sat: 7-10am 18.75% 17.97%
7-9am	23.76%	22.36%	21.64%	Sat: 10am-1pm	Sat: 10am-1pm 9.56%	Sat: 10am-1pm 9.56% 9.2%
9am-12noon	19.3%	19.55%	19.76%	Sat: 1-4pm	Sat: 1-4pm 25.53%	Sat: 1-4pm 25.53% 25.22%
12noon-4pm	11.21%	10.64%	10.24%	Sat: 4-6pm	Sat: 4-6pm 7.83%	Sat: 4-6pm 7.83% 7.6%
4-6pm	52.52%	51.21%	50.03%	Sat: 6-7pm	Sat: 6-7pm 1.93%	Sat: 6-7pm 1.93% 1.87%
6-7pm	18.24%	18.35%	18.67%	Sat: 7-8pm	Sat: 7-8pm 1.23%	Sat: 7-8pm 1.23% 1.17%
7-7:30pm	1.77%	1.82%	1.76%	Sat: 8-11pm	Sat: 8-11pm 8.81%	Sat: 8-11pm 8.81% 8.74%
7:30-8pm	11.58%	11.79%	11.78%	Sat: 11pm-1am	Sat: 11pm-1am 6.37%	Sat: 11pm-1am 6.37% 6.35%
8-11pm	8.2%	7.61%	7.4%	Sat: 1am-7pm	Sat: 1am-7pm 22.71%	Sat: 1am-7pm 22.71% 22.61%
11pm-12am	34.87%	34.54%	34.38%	Sun: 7-10am	Sun: 7-10am 2.26%	Sun: 7-10am 2.26% 2.35%
11pm-1am	44.84%	44.5%	44.05%	Sun: 10am-1pm	Sun: 10am-1pm 5.92%	Sun: 10am-1pm 5.92% 5.93%
1-6am	34.5%	33.37%	32.2%	Sun: 1-4pm	Sun: 1-4pm 6.03%	Sun: 1-4pm 6.03% 5.79%
				Sun: 4-7pm	Sun: 4-7pm 13.29%	Sun: 4-7pm 13.29% 12.85%
				Sun: 7-11pm	Sun: 7-11pm 10.86%	Sun: 7-11pm 10.86% 10.27%
				Sun: 11pm-1am	Sun: 11pm-1am 6.1%	Sun: 11pm-1am 6.1% 5.73%
				Sun: 1-7am	Sun: 1-7am 22.15%	Sun: 1-7am 22.15% 21.55%

Carteret Selma High Point Mint Hill White Lake Davidson South Rosemary West Canton Northlakes Generation Beach Wilson's Mills Mineral Springs Barker Heights Landis Blader Intercultural Institute Louisburg Gamewell Rutherford College Durham Neuse Forest Sever for Contextual Ministry PCCopyright 2011, Intercultural Institute for Contextual Ministry Comparing Sever Received Lewisville Askewville

Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

Issues for Your Consideration

- 1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
- 2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
- 3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
- 4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

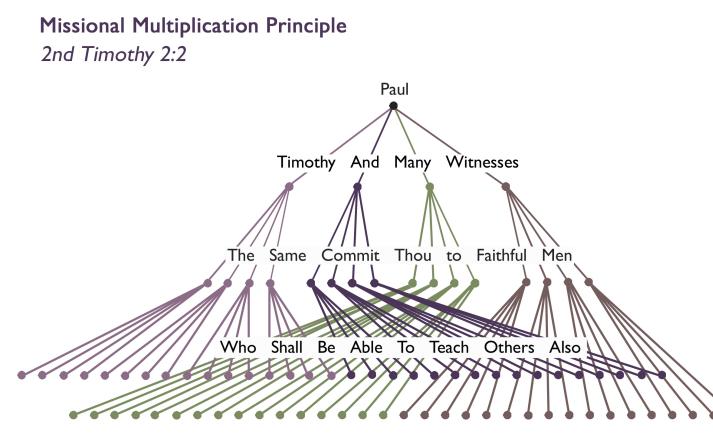
- 1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
- 2. Review the shared projects listed on page 50. Discuss ways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

Mountain Gamewell Lake Junaluska Elizabethtown Stem Kill Devil Hills Oak Ridge Weldon Clyde Aske Sawmills Rosman Kings Grant West Jefferson Harmony Woodland Pinetops China Grove Marshville Franklin Cedar Point Bonnetsville Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Mountain Sharpsburg Nags Head Milton Silver City

Biblical Missional Multiplication

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

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





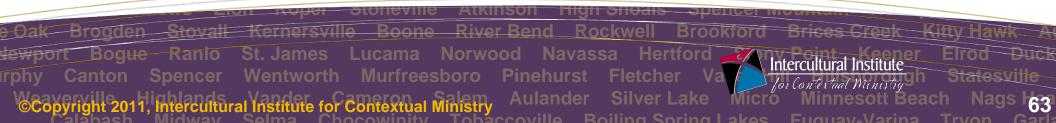
Establishing Redemptive Relationships

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

Communication Steps

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



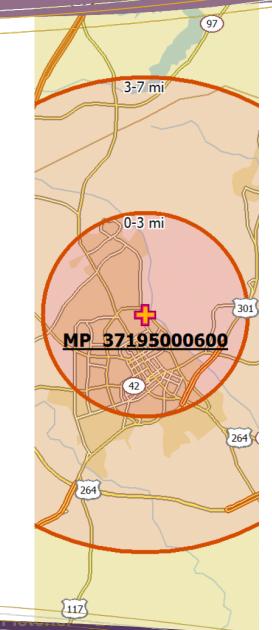


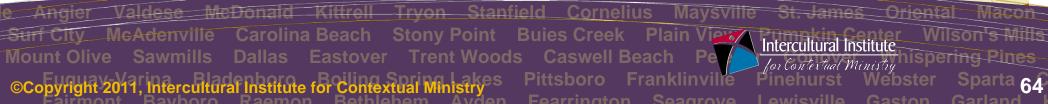
Your MissionSite and the Missional Suite

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

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

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





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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- 5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.
- 6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.



APPENDIX: BCNC Churches by Distance

			DIOTANOE		
	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
1	Grace - Wilson	202 Kincaid Ave N Wilson, NC 27893	0.67 mi	113	Plateauing
2	Bible	2833 Tilghman Rd N Wilson, NC 27896	1.61 mi	89	Declining
3	Light of the World - Wilson	414 Pender St E Wilson, NC 27893	1.84 mi	20	Declining
4	Wilson Community - Wilson	701 Tarboro St SW Wilson, NC 27893	2.07 mi	191	Insufficient Data
5	Forest Hills - Wilson	1407 Forest Hills Rd NW Wilson, NC 27896	2.20 mi	390	Declining
6	Glory - Wilson	502 Jordan St SW Wilson, NC 27893	2.46 mi	279	Declining
7	His Story	4302 Sedgefield Ln N Wilson, NC 27896	2.56 mi	0	Insufficient Data
8	Christ Baptist Church	4826 Packhouse Rd Wilson, NC 27894	3.06 mi	65	Insufficient Data
9	Wilson First - Wilson	311 Nash St W Wilson, NC 27893	4.04 mi	296	Declining
10	Primera Mision Bautista - Wilson	311 Nash St W Wilson, NC 27893	4.04 mi	0	Insufficient Data
11	New Hope Missionary - Wilson	5142 NC Highway 58 N Wilson, NC 27896	4.33 mi	100	Plateauing
12	Raleigh Road - Wilson	4150 Raleigh Road Pkwy W Wilson, NC 27896	4.33 mi	359	Declining
13	Peace Church	2838 Tilghman Rd Wilson, NC 27896	4.33 mi	0	Insufficient Data
14	Pleasant Hope - Elm City	5018 Rosebud Church Rd Elm City, NC 27822	5.74 mi	69	Growing
15	Elm City Missionary - Elm City	206 Wilson St Elm City, NC 27822	5.75 mi	0	Insufficient Data

e Spivers Corner Kernersville Chadbourn Waco St. James Greensboro Hays Walnut Creek Parmele F Concord Shannon Speed Mint Hill Nashville Wrightsville Beach Lake Mintersultan Clarkton Winterville Five Points Everetts Cashiers Myrtle Grove Forest Hills Haw River Copyright 2011, Intercultural Institute for Contextual Ministry Wingate Whiteville Tabor City McAdenville Renner 66

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	
16	Cedar Grove - Wilson	5266 Old Raleigh Rd Wilson, NC 27893	6.28 mi	49	Declining
17	Aenon - Elm City	7503 Town Creek Rd Elm City, NC 27822	7.88 mi	21	Declining
18	Mount Hermon - Rocky Mount	5556 Bend Of The River Rd Rocky Mount, NC 27803	8.24 mi	65	Declining
19	Sims - Sims	6753 Flat Rock Rd Sims, NC 27880	8.36 mi	37	Insufficient Data
20	Sharpsburg Missionary - Sharpsburg	3920 Hathaway Blvd Sharpsburg, NC 27878	9.28 mi	110	Growing
21	Memorial - Rocky Mount	5399 Old Wilson Rd Rocky Mount, NC 27801	9.70 mi	35	Insufficient Data
22	Nobles Chapel - Sims	7330 Old Raleigh Rd Sims, NC 27880	10.08 mi	63	Plateauing
23	Union Missionary - Rocky Mount	9853 E NC Highway 97 Rocky Mount, NC 27803	10.79 mi	230	Plateauing
24	Macedonia - Spring Hope	551 Macedonia Rd Spring Hope, NC 27882	10.80 mi	80	Plateauing
25	New Vision Community	5676 Deans St Bailey, NC 27807	10.90 mi	0	Insufficient Data
26	Stantonsburg First - Stantonsburg	313 S Main St Stantonsburg, NC 27883	11.16 mi	125	Plateauing
27	West Mount - Rocky Mount	8487 W Mount Dr Rocky Mount, NC 27803	11.80 mi	74	Insufficient Data
28	Bailey - Bailey	6646 Deans St Bailey, NC 27807	11.86 mi	114	Growing
29	Victoria En Cristo Hispanic - Bailey	5943 Strickland Rd Bailey, NC 27807	12.12 mi	0	Insufficient Data
30	Proctors Chapel - Rocky Mount	2917 Old Wilson Rd Rocky Mount, NC 27801	12.32 mi	172	Plateauing

Cornelius Elizabeth City Beech Mountain Fletcher Arapahoe Cary Bessemer City Williamston Valley Dever Pilot Mountain River Road Jefferson Bethlehem Hoffman Mars Line Intercultural Institute Winterville Sharpsburg Locust Columbus Pinebluff Warsaw Black for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry

APPENDIX: BCNC Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Edgemont - Rocky Mount	1622 West Mount Dr Rocky Mount, NC 27803	12.72 mi	77	Plateauing
32	Southside - Rocky Mount	2616 S Church St Rocky Mount, NC 27803	12.74 mi	99	Declining
33	Oak View - Rocky Mount	2412 Arlington St Rocky Mount, NC 27801	12.88 mi	144	Growing
34	Word Tabernacle - Rocky Mount	820 Nashville Rd Rocky Mount, NC 27803	13.53 mi	0	Insufficient Data
35	Greater Joy Baptist Church	322 Anderson St Rocky Mount, NC 27803	13.56 mi	0	Insufficient Data
36	Webbs Chapel - Macclesfield	2771 Webbs Chapel Rd Macclesfield, NC 27852	13.56 mi	84	Declining
37	Fellowship - Nashville	3851 Old County Home Rd Nashville, NC 27856	13.60 mi	0	Insufficient Data
38	Arlington - Rocky Mount	1500 Bethlehem Rd Rocky Mount, NC 27803	13.69 mi	320	Declining
39	Pinkney - Fremont	3157 NC Highway 581 N Fremont, NC 27830	13.79 mi	68	Plateauing
40	Oak Level - Rocky Mount	3598 Oak Level Rd Rocky Mount, NC 27804	13.86 mi	50	Plateauing
41	Englewood - Rocky Mount	1350 S Winstead Ave Rocky Mount, NC 27803	14.08 mi	1,373	Plateauing
42	Faith Baptist Fellowship	1313 Avondale Rd Rocky Mount, NC 27803	14.19 mi	55	Insufficient Data
43	Elm Grove - Nashville	2365 Old Bailey Hwy Nashville, NC 27856	14.26 mi	89	Declining
44	Calvary - Rocky Mount	505 S Englewood Dr Rocky Mount, NC 27804	14.63 mi	269	Plateauing
45	Rocky Mount First - Rocky Mount	200 S Church St Rocky Mount, NC 27804	14.67 mi	900	Plateauing

Elrod Eureka Sylva Sherrills Ford Fearrington Holly Springs Casar Conway Clayton Kitty Hawk Indiaw Cerro Gordo Watha Marshall Brogden Ronda Pantego Elon Rich Intercultural Institute Dobbins Heights Plain View Magnolia Oak City Falcon Swepsonville for Contextual Ministry Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Copyright 2011, Intercultural Institute for Contextual Ministry Contextual Ministry



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